The effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry

EM Swart

orcid.org/0000-0002-2347-0051

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Supervisor: Prof LR Jansen van Rensburg

Co-Supervisor: Dr RH Goldberg

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Student number: 25123262

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ABSTRACT

Numerous studies have been conducted on consumers' lifestyles and perceived value of consumers. Marketers and organisations have, however, overlooked the effect that these two terms have on the purchase intention of consumers. Based on the literature review, it was found that consumer lifestyle and perceived value include various dimensions. It is of great importance for marketers to identify the lifestyle and perceived value of consumers to gain greater insight into how it can affect their buying behaviour. Such knowledge will allow marketers to provide certain products and services that will address the specific needs and preferences of their consumers.

Although the availability and new technology developments of cellular services have been increasing, limited research has focused on the buying behaviour of cellular users. In previous literature, the cellular industry has been evaluated, but none of the studies indicated the interrelationship between perceived value, lifestyle and purchase intention. Therefore, the cellular industry was used for this study.

This study investigated various concepts including marketing, consumer behaviour, segmentation, lifestyle segmentation, perception, perceived value and purchase intention. Studying the buying behaviour of consumers, will permit marketers to ask questions such as how, what, where, when and why consumers purchase and consume various products or services, This will in return help marketers then to develop appropriate marketing strategies, specifically in the cellular industry. When a market is segmented effectively, marketers can position their products and services in a way that they appeal to the targeted consumer segment. Thus, this study hopes to assist marketers in their efforts to formulate marketing strategies that target cellular users more effectively.

In order to determine the effect of lifestyle and perceived value on the purchase intention of consumers within the South African cellular industry, 16 secondary objectives were formulated. The specific lifestyle dimensions chosen for this study were entertainment, club membership, shopping, fashion consciousness, and media. The specific perceived value dimensions chosen for this study included price value, functional value, emotional value, and social value. For the purposes of this study, a descriptive research design was chosen. In order to support the descriptive research design, this study utilised a quantitative research approach in the form of self-administered surveys to collect primary data. The target population included residents from the North West Province, specifically from the three chosen central areas, namely Klerksdorp, Potchefstroom and Rustenburg, who owned any type of cellular phone and were aged 18 years or older.

The data that was collected for this study was captured, coded and edited by using the Statistical Package for the Social Sciences (SPSS) version 26, which entailed entering the collected data into an electronic data file and creating a data set. The questionnaires collected for this study were checked manually to ensure that only questionnaires that have been completed properly and accurately, were analysed. Before analysing the data, the reliability and validity of the measurement scales were determined. For the purpose of this study, a standard multiple regression analysis was used to determine the interrelationships between the constructs of the study (i.e. lifestyle, perceived value and purchase intention).

The results of the study indicated a moderately high level of all the lifestyle and perceived value dimensions, as well as purchase intention among the respondents. It was also concluded that a practically significant relationship was found between all the lifestyle and perceived value dimensions and purchase intention. The difference of perceptions of the lifestyle dimensions, perceived value dimensions, and purchase intention with regard to their demographic differences, were also included in the results and can be used to adjust marketing strategies accordingly.

Several conclusions and recommendations were discussed and therefore, it can be recommended that marketers and cellular businesses should focus their resources on composing marketing strategies that are in congruence with the lifestyles and perceived value of consumers in order to increase sales. Cellular businesses should, therefore, provide their consumers with entertainment experiences, efficient club membership options and services, various shopping options, fashionable products, media functions, top of the range products in terms of functionality, various price options and packages, an emotional bond or feeling, and products that will allow the consumer various opportunities to interact sociably. These recommendations will enhance the chances of the consumer making the purchase.

Recommendations for future research include considering a larger sample size, examining the effect of lifestyle and perceived value on the purchase intention of consumers in a larger geographic area, including a wider variety of AIO statements and perceived value dimensions. Finally, research can be conducted by using probability sampling methods, as well as longitudinal research designs.

KEY TERMINOLOGIES USED IN THE STUDY

Marketing

Marketing is defined as “the set of institutions, activities and processes for creating, delivering, communicating and exchanging offerings that will offer value for customers, clients, partners and the society at large” (AMA, 2017a).

Consumer behaviour

Consumer behaviour can be defined as the set of value-seeking activities that occurs when consumers go about addressing or attempting to address needs (Babin & Harris, 2018:4).

Perceived value

Perceived value can be defined as the assessments, interpretations, mental estimates and perceptions of information or beliefs of product attributes, attribute performances and consequences of the cognitive trade-off of the value received between the product source, consumers and the benefits received (Seymour, 2012:46).

Market segmentation

Ferrell and Hartline (2014:129) define market segmentation as a process used to divide the total market of a specific product or product category into smaller and distinct groups of consumers that all share the same needs, wants and preferences.

Lifestyle

Lifestyle can be defined as a consumer’s pattern of living that is specifically expressed through his/her activities, interests and opinions (AIO) (Cant & Van Heerden, 2017:392; Fahy & Jobber, 2015:73).

Purchase intention

Purchase intention is defined by Semenik *et al*. (2012:295) as a consumer’s willingness or intent to either purchase for the first time or repurchase a product again in the near future.

Cellular network providers

According to the South African communications regulator, the Independent Communications Authority of South Africa (ICASA), South African cellular network providers should each have a radio frequency spectrum licence. A radio frequency spectrum licence refers to a licence

authorising cellular network providers to provide electronic communication and broadcasting services to customers through the portion of the electromagnetic spectrum used as a transmission medium (ICASA, 2019:9). Cellular network providers, cellular service providers, cell phone network providers, cell phone service providers, cellular operator, mobile operator, mobile phone operator, mobile network operator and mobile network carriers are all synonyms of the same term (Techopedia, 2018). The term, cellular network providers, will be used for the purpose of this study.

Cellular industry

The cellular industry can be defined as a highly concentrated and fast-growing industry that is comprised of establishments that are mainly engaged in the manufacturing of cellular phones. The cellular industry's competitive landscape changes significantly and its market is growing rapidly with new innovations and new emerging technologies. The industry includes several leading global cellular handset manufacturers (Lucintel, 2012).

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CHAPTER 1

CONTEXTUALISATION OF THE STUDY

1.1 INTRODUCTION

The main purpose of the study was to investigate the effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry. In order to reach this objective, a discussion on the primary constructs of this study are provided. The purpose of the next section is to compose a contextual background to the study. The section starts with the background and research problem, providing an overview of the South African cellular industry. The disciplines and constructs are discussed, followed by a detailed explanation of the research methodology that was used to reach the formulated objectives and hypotheses. Lastly, an indication of the potential research contribution is provided, as well as the differentiation of the chapters.

1.2 BACKGROUND AND RESEARCH PROBLEM

One of the fundamental principles in marketing is to understand consumers' habits, needs and purchase behaviour to implement effective marketing strategies (Blythe, 2013:7; Hawkins *et al*., 2011:6; Parumasur & Roberts-Lombard, 2013:2; Taderera, 2010:6). This principle is supported by the marketing concept, which can be defined as the accomplishment of organisational goals by meeting and exceeding consumers' needs better than competitors (Fahy & Jobber, 2015:4). It can also be described as a consumer-oriented philosophy, stipulating that when an organisation can satisfy consumers' needs, it allows the organisation to focus on product development and marketing strategies that will assist the organisation to achieve its own goals (Schiffman & Kanuk, 2014:5). From these definitions, it can be noted that the consumer is important to organisations, and that organisations should investigate their consumers in order to marry their needs with the organisations' goals. Consumer behaviour is, therefore, important to organisations because it can lead to the prediction of their purchasing behaviour, which ultimately allows organisations to offer products and services that they would want to buy (Kardes *et al*., 2015:11).

The cellular industry was investigated for the purpose of this study. Consumers are an important aspect of the cellular industry as they are the buyers and users of all the products and services within the cellular industry. The industry cannot exist without consumers buying and using the products and services that cellular network providers offer them and for this reason, the role players of the cellular industry should conduct extensive market research to gain a better understanding of consumers' exact needs. By researching consumers effectively, products and services within the cellular industry can be developed that will be in line with consumer needs.

The study of consumer behaviour entails gaining a better understanding of an organisation's consumers. Organisations can use their findings to understand and predict how consumers will behave (Lamb *et al*., 2019:82). Sell and Walden (2012:1373) state that consumer segmentation methods can be used to categorise consumers into groups that share similar attributes regarding their behaviour. Consumer behaviour and consumer segmentation will be used as theoretical bases to examine the effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry.

Cellular use has become a necessity in people's daily lives because of all the properties and value that a cellular phone offers to satisfy their personal needs. These personal needs include social interaction needs, the need for identification or recognition, the need for entertainment or information, job-related needs, and the need for safety and security. Consumers also use cellular phones to ensure that they are not excluded, especially from activities that involve using cellular phones such as keeping in touch with other individuals, social interactions and facilitating communication for business, work, education, leisure, and safety purposes (Bisimwa *et al*., 2018:2166). Cellular phones offer a great deal of utility to users by providing them with a portable way of connecting with friends and family, accessing information from the internet, navigation, listening to music, and sharing and capturing quality photographs (Marty-Dugas *et al*., 2018:46).

According to Ariff *et al*. (2012:127), cellular phone users generally make a purchasing decision based on the service quality that the cellular service provider has to offer, as well as the perceived value (such as emotional, social and economic values) they attribute to the provider's services. It could be argued that consumers' perceived value of the network provider's services will affect their decision-making process, because it is a long-term commitment for them.

Li *et al.* (2012:121) suggest that cellular users' experience with a cellular phone can be directly influenced by their emotions, as they can experience a variety of emotions while using the device. Ariff *et al*. (2012:133) argue that emotional value can be generated from the feeling that a user gets when using or purchasing a specific product or service; thus, cellular network providers should implement value-added services that addresses the emotional side of their users. Social acceptance or social value is important to cellular users, as it can influence them to continuously use the service and stay loyal to the company. Cellular network providers should implement strategies and marketing programmes that will fulfil the social value needs of their consumers (Ariff *et al*., 2012:133). In a consumer-centric view of economic activities, network providers should expect that consumers would seek to optimise their consumption or value in any way to satisfy their needs. Consumers will change their behaviour, loyalty and preferences if providers are unable to satisfy their needs or receive maximum value, especially given their socio-economic circumstances (Morgan & Govender, 2016:1).

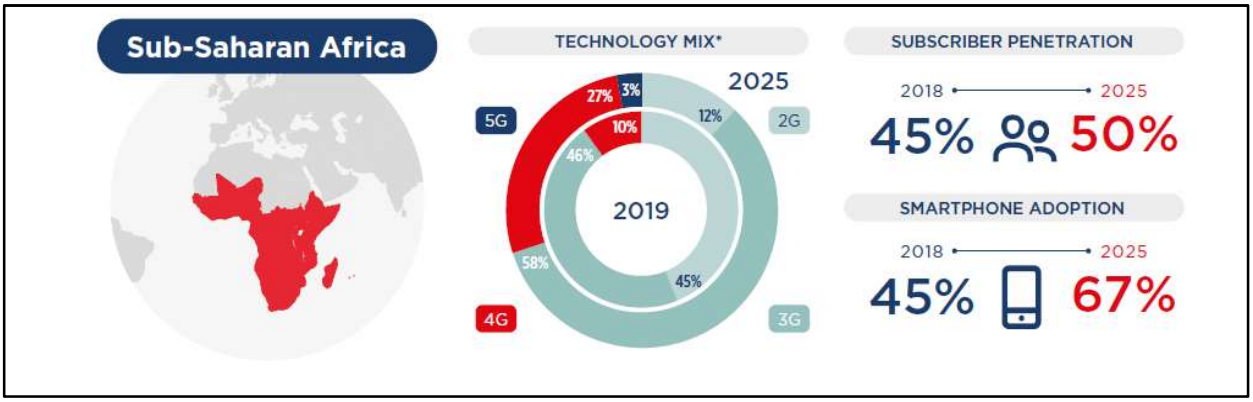
According to Gao *et al*. (2014:37), lifestyle also has a fundamental effect on how cellular users perceive their cellular services. A certain cellular service can be appropriate for one lifestyle segment while being inappropriate for other lifestyle segments. Network providers are placing their hopes more and more on data-related products or services and are focusing more on supporting loyalty in order to retain current consumers (Morgan & Govender, 2016:1).

According to Ariff *et al*. (2012:127), over the years there was intense competition between cellular network providers, and this has always been beneficial to the cellular users who must choose between network providers. In a competitive market, organisations strive to create a competitive strategy to ultimately gain a competitive edge over rivals. Marketing tactics such as lively price competition, special sales promotions, heavy advertising, and low-interest rate financing can result from a competitive market, which is beneficial to consumers (Thompson *et al*., 2017:71).

Cellular network providers are not ensured of the stability of their customer retention, even with contracts in place. Customers will only be bound to that specific cellular service provider for the length of time that was covered in the contractual agreement (Malhotra & Malhotra, 2013:21). This highlights the obstacle that cellular network providers have when they want to implement switching barriers that could block their competitors' alternatives or to reduce their customers' intentions to think of switching to a competitor (Chang *et al*., 2013:383). Consumer lifestyle has a profound and significant effect on consumer buying behaviour. It would thus be in the best interest of companies within the cellular industry to obtain data and insight of their target market's lifestyle, so as to determine the most effective and efficient way to cater for their product and service needs, and also to determine the most effective method of communicating with them.

The telecommunication markets of Africa have been pioneered by only a few major cellular network providers that operate in multiple countries. An example is the South African based MTN that already operated in 16 different countries in 2010. In that same year, 75% of all cellular subscribers of 54 African countries were controlled by the seven largest cellular operators. These cellular operators have been delivering telecommunication services, as well as investing in cellular telecom infrastructure (Moshi & Mwakatumbula, 2017:652).

Figure 1-1: Sub-Saharan African cellular subscriber penetration and smartphone adoption estimates



Source: Adopted from GSMA (2020:9).

From Figure 1-1, it can be noted that the Sub-Saharan African cellular subscriber penetration rate has already reached a high percentage of 45% in 2018 and is estimated to reach 50% in 2025. It is also clear that the smartphone adoption rate will increase with approximately 30% bringing it to 67% in 2025 (GSMA, 2020:9). This highlights the importance of the South African cellular industry, as both the subscriber and smartphone adoption rates are estimated to grow. Although the availability of cellular services has been increasing (GSMA, 2020:3), limited research has focused on the user adoption of cellular services. Cellular services not only depend on new technology developments but on user adoption as well (Gao *et al*., 2014:36). In previous literature, the cellular industry has been evaluated but none of the studies indicated the interrelationship between perceived value, lifestyle and purchase intention. This also highlights the importance of this study. Table 1-1 outlines existing literature in which the cellular industry has been evaluated.

Table 1-1: Similar studies conducted in the cellular industry

Title of study	Constructs / disciplines	Source
Impact of communication on customer relationship marketing among cellular service providers.	Relationship marketing	Poovalingam and Veerasamy (2007:86)
Young adults' relationship intentions towards their cell phone network providers.	Relationship intention	Kruger (2010:1)
Lifestyles and mobile services adoption in China.	Lifestyle and adoption	Gao *et al*. (2014:41)
E-lifestyle, customer satisfaction, and loyalty among the Generation Y mobile users.	Lifestyle, satisfaction and loyalty	Hassan *et al*. (2015:157)
Use of lifestyle segmentation for assessing consumers' attitudes and behavioural outcomes towards mobile advertising.	Lifestyle segmentation, attitudes and behavioural outcomes	Zaheer and Kline (2018:213)
Influences of motivations and lifestyles on intentions to use smartphone applications.	Motivations, lifestyles and TAM relationships	Kim and Lee (2018:389)

The reason for conducting a study aim at determining the effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry is supported by the following facts:

- The cellular industry in South Africa is estimated to grow in the future, as both the subscriber rate and the smartphone adoption rate are increasing at a rapid pace (GSMA, 2020:9).
- The total telecommunication revenue increased by 14.4% and the total cellular services revenue increased by 9.7% in 2018 (ICASA, 2019).
- The cellular industry is a global capital-intensive and rapidly changing industry (Mpwanya & Van Heerden, 2017:12).
- The total telecommunication investment increased by 25.7% over the four-year period from the year 2015 to 2018 (ICASA, 2019).
- Total cellular services revenue reached R99 569 265 222 (Rm) by the end of 2018 (ICASA, 2019).
- The rapid adoption of modern cellular technologies has paved the way for generating data at a tremendous rate, which can provide numerous insights for organisations if the appropriate analytic systems are available (Ahmed *et al.*, 2018:108).
- New opportunities in the industry are available that have the potential to provide an increase to cellular network providers' revenue over the coming years (GSMA, 2020:3). One such opportunity is to gain updated and more holistic knowledge on the consumers in the cellular industry. The latest being MTN entering the banking industry together with U-bank with their new Momo campaign. Momo is a simple and safe Mobile money service to store, send and receive money locally and internationally via phone (Magubane, 2020).
- Cellular services do not only depend on new technological advancements, but on the user adoption as well (Gao *et al.*, 2014:36-37).
- An increasing number of cellular network providers are entering the industry or are strengthening their existing content offerings (GSMA, 2020:3).
- Limited research has focused on the user adoption of cellular services (Gao *et al.*, 2014:37).
- No up-to-date information is available on the demographic elements of consumers in the South African cellular industry.

- Previous studies have not yet focused on the effect that perceived value and lifestyle has on consumers' purchasing intentions.

1.3 LITERATURE OVERVIEW

This section discusses the importance of a consumer's lifestyle and perceived value. This section also elaborates on how both constructs (i.e. lifestyle and perceived value) can affect a consumer's purchase intention, especially within the cellular industry. Firstly, the discipline of the study is explained to set the basis for the literature from which the constructs are used, followed by a discussion regarding each of the constructs, namely lifestyle, perceived value, and purchase intention. Lastly, the relationships between these constructs are explored.

1.3.1 Marketing

Marketing can be defined as the management tasks and decisions that are directed to meet opportunities and threats successfully in an innovative environment by developing a need-satisfying market offering to consumers in a way that will achieve the objectives of the organisation, consumers and the society (Cant & Van Heerden, 2017:19). There are two types of marketing objectives, namely strategic thrust, which is an indication to organisations which products must be sold to which markets; and strategic objectives that include build, hold, harvest and divest, which is all product-level objectives (Fahy & Jobber, 2015:14-15). Marketing can include the following activities vital for an organisation's success: (a) assessing the needs and wants of current and potential consumers; (b) communicating with current and potential consumers; (c) designing and managing the product offerings of the organisation; and (d) implementing and determining prices and pricing policies, and developing distribution strategies for the product and service offerings (Lamb *et al*., 2019:31).

The American Marketing Association's (AMA) latest definition of marketing is used for the purpose of this study, as this is the generic definition commonly used in academia and practice. Marketing is defined as "the set of institutions, activities and processes for creating, delivering, communicating and exchanging offerings that will offer value to customers, clients, partners and the society at large" (AMA, 2017a).

1.3.2 Consumer behaviour

Consumer behaviour can be described as the group of value-seeking activities that occur when consumers are addressing or attempting to address certain needs (Babin & Harris, 2018:4). According to Lamb *et al*. (2019:82), consumer behaviour are defined as "the description of how

consumers make a purchase decision, the factors influencing the purchase decision, and how they use their purchased products or services". Thus, the purpose of studying consumer behaviour is to understand, influence and predict consumer behaviour within a set of circumstances. According to Hawkins *et al*. (2011:6), consumer behaviour is important to organisations, because it assists with planning and managing activities, and can aid in the success of the organisation. Organisations can also use their findings on consumer behaviour to understand their consumers' behaviour and predict how they will behave in a specific situation (Lamb *et al*., 2019:83).

Perception is one of the main internal influences of consumer behaviour (Mothersbaugh *et al*., 2020:25) and can be described as the specific way that a consumer views the world (Schiffman & Kanuk, 2014:132). It can also be described as the process of observing, organising, selecting, and attending to environmental stimuli that individuals experience when using their five senses of sight, sound, touch, smell and taste (Hoyer *et al*., 2018:80). Consumers' perceptions will determine what they pay attention to and what makes them excited, causing them to create and attach their own interpretation to an organisation's message or offering (Erasmus *et al*., 2019:387). The perceptual construct forms part of the psychological variables that could play a role in the decision-making process of consumers (Prasad & Jha, 2014:341).

According to Jisana (2014:36), even if individuals have the same needs, they might not purchase the same products or services, since they might have different perspectives. There are three main perceptual processes, namely selective attention, selective distortion, and selective retention (Fahy & Jobber, 2015:70). *Selective attention* causes individuals to only pay attention to the information that they feel is of use to them or their family members. *Selective distortion* is when consumers perceive information in a certain way that is in line with their existing beliefs and thoughts. *Selective retention* causes individuals to only remember the information that they feel will be useful to them and they forget the rest of the information over time (Jisana, 2014:36). Therefore, the discussion leads to perceived value, as it is a sub-dimension of perception.

1.3.3 Perceived value

Perceived value are defined by Seymour (2012:46) as the "assessments; interpretations; mental estimates and perceptions of information or the beliefs of product attributes; attribute performances; and consequences of the cognitive trade-off of the value received between the organisation, consumers and the benefits received". Chang and Dibb (2012:271) further define customer perceived value as "the customer's overall analysis of what will be received and what will have to be sacrificed, as compared to competitors". The combination of product and service quality, overall experience, and affordability, will influence consumers to make a decision.

Customer perceived value is a concept that many researchers and marketers find important because of the dynamic consumption environment that organisations are facing due to economic developments and technological innovations (Zauner *et al*., 2015:1). Any organisation's success, morally speaking, depends on the values that it offers to consumers (Cui & Coenen, 2016:61; Leroi-Werelds *et al*., 2014:430). Therefore, organisations that can offer superior value to their consumers will achieve customer loyalty, higher profits and an increase in sales (Kotler & Armstrong, 2016:19; Mintje, 2013:1065). A challenge for organisations is to create a position for themselves where they have value that no other competitor can imitate. In order to create this position, organisations need to focus on balancing operational efficiency, perceived differentiation and consumer relationship building (West *et al*., 2015:292). According to Peng *et al*. (2019:318), the key dimensions of perceived value include price value, functional value, emotional value, and social value. Table 1-2 provides a definition for each of these dimensions.

Table 1-2: Definitions of the dimensions of perceived value

Dimension	Definition	Source
Price value	"The utility obtained through a product due to its perceived short and long-term reduced costs".	Sweeney and Soutar (2001:211)
Functional value	"The perceived utility obtained, through its functional, utilitarian or physical performance".	Sheth *et al*. (1991:160)
Emotional value	"The utility obtained through the feelings that a product generates".	Sweeney and Soutar (2001:211)
Social value	"The utility obtained due to the association with either positive or negative demographic, cultural or socio-economic stereotype groups".	Sheth *et al*. (1991:160)

The above dimensions are used to measure consumers' perceived value. These four dimensions were used, as they can be directly related to a cellular product offering, as well as a consumer.

1.3.4 Market segmentation

Market segmentation is the process of classifying or grouping consumers into naturally existing or artificially created segments according to similar product preferences or characteristics (Dolnicar *et al*., 2018:11). According to West *et al*. (2015:152-153), market segmentation is vital for any organisation's success. Market segmentation allows an organisation to successfully focus on one group of consumers and tailor their products or services according to their specific needs. Market segmentation also allows an organisation to identify the profile of their desired consumer, which leads to the development of the correct product configuration, pricing scheme, distribution plan and promotional campaign that will meet the needs of the identified consumers. This study

focuses on lifestyle, which is one of the main psychographic variables. Lifestyle, including the dimensions that were used to evaluate the lifestyles of consumers, are subsequently discussed.

1.3.5 Lifestyle

Lifestyle is a subject that many marketing researchers have found interesting. Lifestyle can be defined as consumers' way of living that is specifically expressed through their activities, interests and opinions, known as the AIO dimensions (Erasmus *et al*., 2019:395; Fahy & Jobber, 2015:73). According to Fahy and Jobber (2015:73), lifestyle analyses will group consumers according to their values, beliefs, activities and demographic characteristics. The use of lifestyle analyses to create a descriptive understanding of an organisation's market segment is increasing because organisations can ultimately understand the motivations behind their consumers' purchases and use of products or services (Solomon, 2020:263). This argument is supported by Kotler *et al*. (2013:196) in their statement that, if a lifestyle concept is used carefully, it could assist organisations to understand changing consumer values and how it affect their buying behaviour. The following lifestyle dimensions were selected for this study, based on their relation to the cellular industry:

- **Entertainment**

  Entertainment can be defined as any activity that can provide a source of pleasure to a passive audience (Bates & Ferri, 2010:15). In a recent study of Zaheer and Kline (2018:224), the four characteristics that were used to measure entertainment were whether the activity was enjoyable, pleasing, interesting and entertaining.

- **Club membership**

  According to Schiffman and Kanuk (2014:225), a membership group or membership club can be defined as a group to which a consumer either already belongs to or would qualify to belong to. These programmes usually involve offering consumers rewards that are based on their product or service purchases. Some of these rewards include offering free products or services to customers after a prescribed amount of purchases, or offering lower prices to consumers who are members of their programmes (Levy *et al*., 2019:131, 404).

- **Shopping**

  One area in cellular services that are still gaining popularity among consumers, is mobile shopping (m-shopping) or cellular shopping. M-shopping can be any monetary transaction through an internet enabled cellular phone or over the wireless telecommunication network in order to purchase a product or a service (Wong *et al*., 2012:25). According to Levy *et al.*

(2019:79), in order to provide consumers with a better shopping experience when purchasing through mobile channels, many retailers have developed and implemented mobile shopping applications. Apps can be described as software applications that are designed to improve consumers' shopping experience when using their mobile devices. Many consumers still prefer traditional in-store shopping methods because of the security risks that online or mobile shopping entail. However, some retailers prefer internet channels, as it expands their market without them having to build new stores in different locations (Levy *et al.*, 2019:78).

- **Fashion consciousness**

  Fashion conscious individuals are usually concerned with pursuing a very stylish, socially acceptable and trendy lifestyle (Gao *et al*., 2014:39). Consumers that are fashion conscious will most likely find pleasure in trying out new things. A consumer's interest in fashion can lead them to interact in many activities such as shopping for or seeking out the newest trends (Zhou *et al.*, 2010:46-47). In a study from Goldberg and Jansen van Rensburg (2013:377), it was found that respondents who are younger than 20, aged 40 to 49, and those who are 60 years or older, are significantly less fashion conscious than those aged 50 to 59.

- **Media**

  Over the past decade, the use of newer forms of media has grown. These new forms of media usage include online media, which includes websites, email, cellular devices, as well as social media platforms (Levy *et al*., 2019:425). According to Schiffman and Kanuk (2014:244) consumer-generated media can be defined as "all the advertisements and media that reach consumers online and through any mobile communication devices such as cell phones and smartphones".

Apart from the lifestyle dimensions that were investigated (in terms of activities, interests and opinions), the researcher also obtained demographic information to aid in profiling consumers within the South African cellular industry. It is important to generate the demographic profiles of consumers in order to customise marketing strategies based on these characteristics. Thus, the objective in terms of the respondents' demographic profiles was to develop a demographic profile of cellular phone users for this study. The following demographic variables were considered:

- **Age**

  Age can have a direct impact on a consumer's buying behaviour (Rani, 2014:57). According to Armstrong and Kotler (2020:204), age is categorised as follows: (a) younger than 6, (b) 6 to 11, (c) 12 to 19, (d) 20 to 34, (e) 35 to 49, (f) 50 to 64, and (g) 65 or older. According to Cleveland *et al*. (2011:248), younger individuals are more open to any new products,

especially products that involve advanced technology and are less likely to commit to a definite pattern of consumption, when compared to older consumers.

- **Education**

  Armstrong and Kotler (2020:204) categorise education into the following groups: (a) primary school, (b) some high school, (c) matric, (d) technical diploma or degree, (e) university degree, or (f) post-graduate degree. Cleveland *et al.* (2011:248) note that consumers with higher education levels are more likely to follow a global behavioural norm because they are exposed to different cultural perspectives.

- **Income**

  Income directly influences consumers' wants and will determine their buying power (Lamb *et al.*, 2019:210). Jisana (2014:36) agrees by stating that any economic situation can directly influence a consumer's buying behaviour because when a consumer's income is high, the products that he/she will buy, will most probably be more expensive in contrast to a consumer with a low income who will not necessarily buy expensive products. The type of products and services that consumers buy further depend on their income, as there is a positive correlation between product choice and consumer income (Moolla, 2010:172). Individual income can be classified into the following groups: (a) less than R10 000 per month, (b) R11 000 to R20 000 per month, (c) R21 000 to R30 000 per month, (d) R31 000 to R40 000 per month, and (e) more than R40 000 per month (Armstrong & Kotler, 2020:204).

- **Gender**

  Armstrong and Kotler (2020:205) define gender segmentation as the process of classifying a market according to their gender into different segments. Gender can be categorised into two groups, namely male and female (Armstrong & Kotler, 2020:204; Dolnicar *et al*., 2018:40).

1.3.6 Purchase intention

Throughout the literature, it is evident that lifestyle (Peng *et al*., 2019:323) and perceived value (Konuk, 2018:307) can have a direct influence on a consumer's purchase intention. The purpose of this study was, therefore, to evaluate the effect that lifestyle and perceived value has on consumers' purchase intention within the cellular industry, considering that no prior research has been conducted regarding this topic. According to Ajzen (1991:181), a consumer's intentions can capture their motivational factors that will induce a specific behaviour. These motivational factors can also indicate the amount of effort that the consumer is willing to put in to implement that

specific behaviour. Based on this theory, Solvason (2015:3) states that it is vital for organisations to understand their target market's motivational factors to predict their purchase intentions. Semenik *et al*. (2012:295) define purchase intention as a consumer's willingness or intent to repurchase a product or service.

The impact that a consumers' self has on purchase intention has been measured previously by focussing on their perceptions in terms of the functional, experiential and symbolic values of a brand (Hung *et al*., 2011:463). Semenik *et al*. (2012:295) added that when consumers express their purchase intention, organisations should not take it lightly. Altough purchase intent has a high degree of reliability, organisations should also be conscious of the risks of assumption by applying purchase intent as a marketing objective. Understanding consumers' purchase behaviour, habits and needs is critical to marketers, as it is one of the fundamental principles of marketing through which the organisation can ensure the development of an effective marketing strategy (Blythe, 2013:7; Hawkins *et al*., 2011:6; Parumasur & Roberts-Lombard, 2013:2; Taderera, 2010:6).

1.4 INTERRELATIONSHIPS BETWEEN CONSTRUCTS

1.4.1 Relationship between lifestyle and purchase intention

Researchers established in the past that there is a positive effect between consumers' lifestyle and purchase intention (Chang *et al*., 2015:1211; Peng *et al*., 2019:323). Therefore, it could be proposed that consumer lifestyle has a direct positive influence on consumers' purchase intention.

1.4.2 Relationship between perceived value and purchase intention

A positive effect between perceived value and purchase intention has been shown in the past by various researchers (Chen & Chang, 2012:513; Konuk, 2018:307; Salehzadeh & Pool, 2017:79; Wang *et al*., 2018:261). The findings of Rahardjo (2015:254) illustrate that the impact of perceived value on purchase intention can be recognised by determining the value of a specific product that will lead to buying intentions. Therefore, consumers will be influenced to choose a specific product or service above its competitors due to the higher perceived value. Thus, perceived value has a direct positive influence on consumers' purchase intention.

1.5 RESEARCH OBJECTIVES AND HYPOTHESES

1.5.1 Primary objective

The primary objective of this study was to determine the effect of lifestyle and perceived value on the purchase intention of consumers within the South African cellular industry.

1.5.2 Secondary objectives

The secondary objectives of this study were:

1) To provide an overview of the research literature related to the main constructs of this study, namely perceived value, lifestyle and purchase intention.

2) To develop a demographic profile of cellular phone users who participated in this study.

3) To determine the effect of lifestyle on purchase intention in terms of entertainment.

4) To determine the effect of lifestyle on purchase intention in terms of club membership.

5) To determine the effect of lifestyle on purchase intention in terms of shopping.

6) To determine the effect of lifestyle on purchase intention in terms of fashion consciousness.

7) To determine the effect of lifestyle on purchase intention in terms of media usage.

8) To determine the effect of perceived value on purchase intention in terms of perceived price value.

9) To determine the effect of perceived value on purchase intention in terms of perceived functional value.

10) To determine the effect of perceived value on purchase intention in terms of perceived emotional value.

11) To determine the effect of perceived value on purchase intention in terms of perceived social value.

12) To determine the underlying relationships between the various lifestyle dimensions.

13) To determine the underlying relationships between the various perceived value dimensions.

14) To determine the underlying relationships between the various lifestyle dimensions and purchase intention.

15) To determine the underlying relationships between the various perceived value dimensions and purchase intention.

16) To determine the difference of perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to their demographic differences.

1.5.3 Hypotheses

H_1: Lifestyle has a positive and significant impact on purchase intention in terms of entertainment.

H_2: Lifestyle has a positive and significant impact on purchase intention in terms of club membership.

H_3: Lifestyle has a positive and significant impact on purchase intention in terms of shopping.

H_4: Lifestyle has a positive and significant impact on purchase intention in terms of fashion consciousness.

H_5: Lifestyle has a positive and significant impact on purchase intention in terms of media.

H_6: Perceived value has a positive and significant impact on purchase intention in terms of price value.

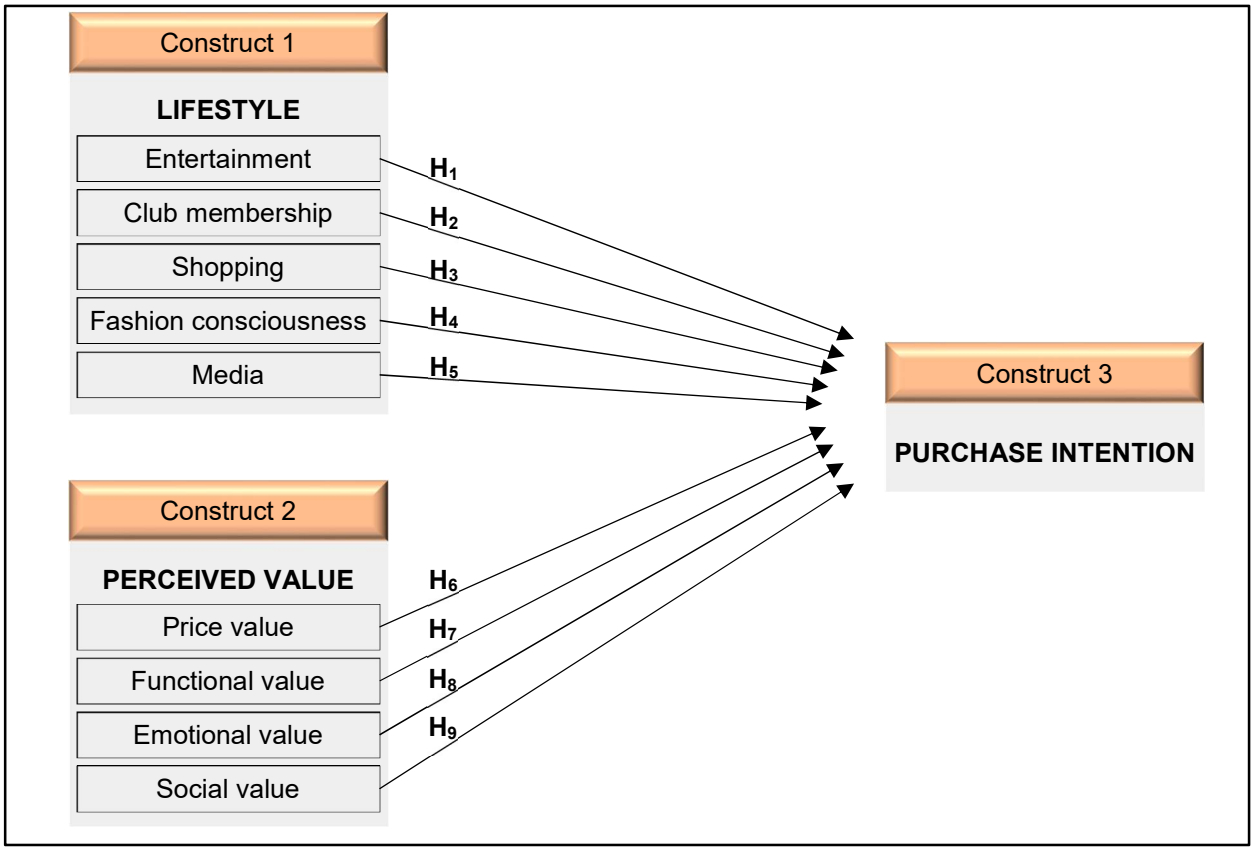
H_7: Perceived value has a positive and significant impact on purchase intention in terms of functional value.

H_8: Perceived value has a positive and significant impact on purchase intention in terms of emotional value.

H_9: Perceived value has a positive and significant impact on purchase intention in terms of social value.

Figure 1-2 illustrates the theoretical framework that was used in this study.

Figure 1-2: Theoretical framework



Source: Researcher's own depiction.

1.6 RESEARCH METHODOLOGY

This section discusses the research methodology implemented in this study. The collection of secondary data (i.e. literature) is discussed, followed by an explanation of how the empirical data was collected and analysed.

1.6.1 Literature investigation

A variety of academic journals, books and research documents were accessed during the scope of this study. Databases such as Emerald Insight Journals, SA National Catalogue of Journals and Books, JSTOR, Google Scholar, A-Z Publication Finder, EBSCO Discovery Service, EBSCOhost, SAePublications, ScienceDirect, OneSearch, Business Source Complete International Journals, SAepublications, and Proquest Dissertations & Theses Full Text were used to gain sufficient insight into the constructs relevant to this study (i.e. lifestyle, perceived value and purchase intention).

1.6.2 Empirical investigation

According to Patten and Galvan (2020:6), the term empiricism can be defined as making observations to obtain knowledge. The term empirical research, therefore, refers to making planned observations. The empirical investigation of this research study is discussed according to the research design, target population, sampling method, measurement instrument utilised for this study, the method of data collection, and data analyses.

1.6.2.1 Research design

A research design can be defined as "an overhead plan to guide the research actions, such as data collection and analysis, to accomplish the study's research objectives" (Feinberg *et al*., 2013:29). According to Malhotra *et al*. (2017:7), a well-constructed research design will enable the research study to be completed effectively and efficiently. For the researcher to choose the right research design, he/she must consider practical aspects such as the type of data, the chosen data collection and sampling method, the budget, and the schedule set out for the research study (Hair *et al*., 2016:36).

The research design can be classified into three categories, namely exploratory research, causal research, and descriptive research (Babin & Zikmund, 2016a:54; Burns & Bush, 2014:46). *Exploratory research* designs are generally used to examine new concepts, where the researcher is seeking insight into the essence of a specific problem, the different substitutes of the decision, and the relevant variables that have to be considered for the research study (Malhotra *et al*., 2017:86; Sarstedt & Mooi, 2019:15). Hair *et al*. (2016:36) note that this specific research design is generally adjustable and unstructured, which can provide the researcher with more knowledge of individuals' attitudes, behaviour and motivations.

A *causal research* design, on the other hand, is a fitting research design to incorporate when a researcher wants to establish a definite cause-and-effect relationship between two or more variables by using experiments (Brown & Suter, 2014:27; Brown *et al*., 2018:113). An explanatory research design is a suitable option when evidence can be provided that one variable influences another variable and that no other factor that can cause this relationship between the two variables (Sarstedt & Mooi, 2019:17).

Descriptive research designs are usually utilised when the researcher seeks a deep description and reflection of information by asking questions such as who, where, when and what (Babin & Zikmund, 2016a:54; Burns & Bush, 2014:75). By asking these questions, Babin and Zikmund (2016a:54) and Brown and Suter (2014:33) are of the opinion that descriptive research designs

are most suitable to generate information about a certain group's characteristics, to analyse customer behaviour, and to make specific predictions.

Burns and Bush (2014:117) add that researchers must also take into consideration the two categories in which data are collected, namely qualitative or quantitative research (or mixed method) in order to choose a type of research design (Hair *et al*., 2016:381).

- **Qualitative research** is used when a researcher wants to yield descriptive data through respondents' own words, stories, audio, pictures and observations that explain his/her opinion and experience with a specific factor (Brynard *et al*., 2014:39; Sarstedt & Mooi, 2019:30). Qualitative research also allows a researcher to give his/her committed interpretations, without having to use any numerical measurement, which makes it most suitable for exploratory research designs (Babin & Zikmund, 2016a:109). Qualitative data collection methods usually use techniques such as observation, focus groups, projective techniques and in-depth interviews, which will ensure that the focus of the study can be on finding new insights and deeper meaning in relation to a subject (Feinberg *et al*., 2013:219-220; Kumar *et al*., 2019:174).

- In contrast, the **quantitative research** approach aims to collect information that will ensure accurate predictions about the relationships involved, such as the relationship between factors and behaviours. It also allows analysing and validating these relationships through hypothesis testing to gain meaningful insights. Quantitative research is normally paired with causal and descriptive research designs because it reaches objectives through empirical calculations such as analytical approaches and numerical measurements (Hair *et al*., 2016:77). This is confirmed by Babin and Zikmund (2016a:113), who stated that quantitative research is a systematic and meaningful way of indicating singularities by allocating numeric values. According to Hair *et al*. (2016:111), quantitative data collection techniques are usually surveys, which can be categorised as telephone, self-administered, person and computer-administered and assisted surveys.

For the purpose of this study, a descriptive research design was chosen because the study sets out to describe the characteristics of respondents' lifestyles, perceived values and purchase intentions. To support the descriptive research design, this study also utilised a quantitative research approach in the form of self-administered surveys as this study sets out to present and discuss a conceptual model of the effect that a respondent's lifestyle and perceived value has on his/her purchase intention.

1.6.2.2 Target population

Brown *et al*. (2018:205) define a target population as "comprised of elements or objects such as products, organisations and people that hold the information required by the researcher". Theorists such as Hair *et al*. (2016:137) and Kumar *et al*. (2019:48) are of the opinion that for accurate research results, the precise description of the target population is important and can be achieved in terms of the area of coverage, sampling elements and sampling units.

For the purpose of this study the target population in this study included residents of the North West Province, specifically from the three chosen central areas, namely Klerksdorp, Potchefstroom and Rustenburg (Municipalities, 2019), who owned any type of cellular phone and were 18 years of age or older.

1.6.2.3 Sampling

Sampling is a subgroup that were chosen from a larger population, which is invited to participate in the research study so that the researcher can draw conclusions based on measurements of a portion of the entire population (Babin & Zikmund, 2016a:69). According to Malhotra *et al*. (2017:495-496), after the researcher has chosen a specific research design, a plan must be developed from which a sample must be drawn for the study. Researchers can gain more insight into the sample plan by defining the sample elements and units, verifying a proper sample size, detailing the sampling frame, choosing a sampling method and technique, and selecting a method of data collection, all of which are subsequently discussed.

1.6.2.4 Sampling frame

No sampling frame was available, as the Protection of Personal Information Act 4 of 2013 does not permit South African cellular network providers to disclose their customers' personal information.

1.6.2.5 Sampling method

In order to draw a sample, a researcher can make use of either probability or non-probability sampling methods (Brown & Suter, 2014:117-118; Brown *et al*., 2018:207). Probability sampling is when every element in the population of the study has an equal chance of inclusion in the sample of the study (Brown *et al*., 2018:209).

With probability sampling, a researcher can illustrate the sample's representativeness, give a statement on the number of variations involved, and identify the possibilities of the study (Kumar *et al*., 2019:360). For any researcher to use a probability sampling method, he/she must have a

sample frame, which includes a comprehensive list of all the elements in the study's target population) (Feinberg *et al*., 2013:304).

A non-probability convenience sampling technique was used in this study to draw the sample for this study. The reasons for using this technique include the following:

- There were no databases available from which a sampling frame could be constructed.
- The costs would have been too high for the researcher to cover a large population.
- The researcher was situated in the North West Province, which made it more convenient to include respondents who resided in the province.

1.6.2.6 Sample size

According to Hair *et al*. (2014:107), a study's sample size is mainly dependent on the nature and the number of variables in the study. The choice of sample size will be different between the two different sampling methods (i.e. probability and non-probability sampling). When using probability sampling, the researcher generally uses a sample size formula and with a non-probability sampling method, the researcher solely relies on his/her own judgement, usually based on several factors such as any past studies and experiences of the researcher, current industry standards, the researcher's intuition and the resources that the researcher has available (Hair *et al*., 2016:149).

However, large samples are required if the researcher decides on using for descriptive surveys (which this study intended to utilise), especially when the data is collected based on various variables. Hair *et al*. (2014:120) furthermore explain that for a study that are investigating more than six factors, a sample size of 500 will be needed as it allows for the opposing of possible missing values and low communalities in the data collected.

Due to the fact that the conceptual model of this study comprises of three constructs (two from different dimensions), the researcher adhered to the recommended sample size of 500, but collected 600 surveys (not less than 400 surveys) to make provision for inaccurately completed questionnaires. A total of 200 questionnaires were collected from each of the three major cities in the North West Province, namely Potchefstroom, Klerksdorp and Rustenburg (Municipalities, 2019). Table 1-3 below provides a summary of the sample plan that was followed for this study.

Table 1-3: Sample plan summary for this study

Target population	South Africans residing in the North West Province (specifically from the three chosen central areas, namely Klerksdorp, Potchefstroom and Rustenburg) who own any type of cellular phone and are 18 years of age or older.
Sampling frame	No sampling frame is available since the Protection of Personal Information Act 4 of 2013 does not permit cellular network providers in South Africa to disclose the personal information of their customers.
Sampling element and unit	South African consumers who reside in the North West Province that own any type of cellular phone and are 18 years of age and older.
Sampling method and technique	Non-probability convenience sampling.
Sample size	A total of 600 respondents.

1.6.2.7 Measurement instrument

This study utilised non-probability convenience sampling was by making use of self-administered questionnaires. A questionnaire comprises of several questions and appropriate measurement scales, focused on the specific formulated research objectives of a study that respondents need to answer for the researcher to collect primary data (Malhotra *et al*., 2017:452).

A scale, according to McDaniel and Gates (2016:188), is a set of numbers or symbols that was designed to be allocated according to the respondent's behaviour and attitude. Hair *et al*. (2016:168) state that there are two types of scales that can be used. A resreacher can either use single-item scales that involve collecting data, concerning a single attribute of a certain pre-examined construct or multi-item scales that involve various items that can relate to a pre-examined construct, but where each statement has a specific rating scale assigned to it.

With regard to the development of the scale, identifying the level of measurement is important. The level of measurement desired could be nominal, ordinal, interval or ratio. *Nominal* scales include the use of numbers to identify objects, individuals, events or groups. *Ordinal* scales provide information about the relative number of a characteristic(s) that is controlled by an event or object (Babin & Zikmund, 2016a:274; McDaniel & Gates, 2016:201).

Moreover, Burns and Bush (2014:177) state that this type of scale allows the researcher to assign a rank or order to the responses of respondents. *Interval* scales possess the characteristics of both nominal and ordinal scales and have equally spaced intervals between consecutive points of the measurement. *Ratio* scales encompass the properties of nominal, ordinal and interval scales, and include the existence of an absolute zero point (Babin & Zikmund, 2016a:274; McDaniel & Gates, 2016:201).

Questionnaires can be compiled in a variety of ways, it can be used to analyse different situations with the assistance of several different data-gathering resources (Brace, 2018:2). The role of the questionnaire is to provide a standardised view for all subjects, and to ensure that the appropriate questions are asked to all of the respondents in the same way. Thus, questionnaires can be described as a medium between two individuals, although they might never communicate directly (Brace, 2018:4).

The questionnaire used for this study was structured according to an introductory section, followed by sections A, B, C and D respectively.

The **introductory section** (preamble) of the self-administered questionnaire included three main sections, namely (a) a complete explanation of the purpose of the study, (b) instructions to the respondent on how to complete the questionnaire correctly, and (c) a thorough indication of the respondent's rights. Three screening questions were also included in this section to ensure that only those respondents who owned a cellular phone, who were South African citizens, and who were 18 years of age or older participated in the study.

Sections A, B and C of the questionnaire implemented Likert-type scale questions, where respondents had to indicate their level of agreement with the provided statements (where 1 represented 'strongly disagree' and 5 represented 'strongly agree').

Section A of the questionnaire measured respondents' lifestyles. The items used in this section were adapted from valid and reliable measurement scales. The approach to analyse a consumer's lifestyle that has been used the most widely, is the activities, interests and opinions (AIO) approach (Hur *et al*., 2010:296). Plummer (1974) developed the popular AIO approach and the AIO measurement scale that can be used to study consumer lifestyle (He *et al*., 2010:617). This was used in the questionnaire to describe respondents' lifestyles.

Table 1-4 summarises the different valid and reliable measurement scales that were used to measure the five different lifestyle dimensions relevant to this study.

Table 1-4: Measurement scales for lifestyle dimensions

		Instrument items	Source(s)
Lifestyle dimensions	Entertainment	1. I use my cellular device because it amuses me. 2. I use my cellular device because it is enjoyable. 3. I use my cellular device because it entertains me.	Ling and Pedersen (2006:263)
	Club membership	1. I use my cellular device to be a member of an education, arts, music group/club. 2. I use my cellular device to be a member of a church or religious group/club. 3. I use my cellular device to be a member of a sports or exercise group/club. 4. I use my cellular device to be a member of a charitable group/club. 5. I use my cellular device to be a member of a social group/club. 6. I use my cellular device to be a member of a political, union, environment group/club. 7. I use my cellular device to be a member of any other group/club.	Fancourt and Steptoe (2018:380)
	Shopping	1. I think shopping on my cellular device is a novel, fun way to shop. 2. Shopping on my cellular device is easier than local shopping. 3. I like browsing for items to buy on my cellular device. 4. I think shopping on my cellular device offers lower prices than local stores. 5. I enjoy buying things on my cellular device. 6. Buying things on my cellular device scares me. 7. I think shopping on my cellular device offers a better selection than local stores.	Anantachart (2013), Kucukemiroglu *et al*. (2007), Narang (2010)
	Fashion consciousness	1. I usually have one or more outfits that are of the very latest style. 2. When I must choose between the two, I usually dress for fashion, not for comfort. 3. An important part of my life and activities is dressing smartly. 4. I often try the latest hairstyles when they change. 5. I dress more fashionably than most people do. 6. People can realise your social status by looking at the brand of clothes you wear. 7. I read fashion-related magazines. 8. I consult the internet for the latest fashion and styles. 9. I spend a lot of time talking with my friends about the latest fashion trends. 10. I like to watch fashion-related programmes on television.	Anantachart (2013), Kucukemiroglu *et al*. (2007), Narang (2010)
	Media	1. I often use my cellular device to watch media files. 2. I often use my cellular device to comment on media files. 3. I often use my cellular device to upload media files. 4. I often use my cellular device to keep myself informed (news and updates).	Kilian *et al*. (2012:122)

Section B of the questionnaire measured respondents' perceived value. Table 1-5 below examines the different valid and reliable measurement scales that were used to analyse the four different lifestyle dimensions relevant to this study.

Table 1-5: Measurement scales for perceived value dimensions

		Instrument items	Source(s)
Perceived value dimensions	Price value	1. I would buy a cellular device if the product: • Is reasonably priced. • Offers value for money. • Is a good product for the price. • Would be economical.	Sweeney and Soutar (2001:212)
	Functional value	2. I would buy a cellular device if the product: • Has consistent quality. • Is well made. • Has an acceptable standard of quality. • Has good workmanship. • Would perform consistently.	Sweeney and Soutar (2001:212), Wang (2010:392)
	Emotional value	3. I would buy a cellular device if the product: • Is one that I would enjoy. • Would make me want to use it. • Is one that I would feel relaxed about using. • Would make me feel good. • Would give me pleasure.	Sweeney and Soutar (2001:212)
	Social value	4. I would buy a cellular device if the product: • Would help me to feel acceptable. • Would improve the way I am perceived. • Would make a good impression on other people. • Would give me, as the owner, social approval.	Sweeney and Soutar (2001:212)

Section C of the questionnaire measured respondents' purchase intention. The items that were used in this section were adapted from valid and reliable measurement scales as illustrated in Table 1-6 below.

Table 1-6: Measurement scale for purchase intention

	Instrument items	Sources
Purchase intention	1. I intend to purchase a product. 2. I expect to purchase a product in the future. 3. It is likely that I will transact a purchase in the near future.	Chang and Chen (2008:841), Pavlou (2003:101)

Section D of the questionnaire focused on the respondent's demographic profile (which included age, level of education, level of income and gender). These questions mostly comprised closed-ended questions with predetermined options. This section was based on a multiple-choice format to measure respondents' demographic profile. Demographic information, which could be regarded as personal and sensitive information, was asked towards the end of the questionnaire (i.e. in section D), in order to avoid alienating the respondent.

The final questionnaire was validated by means of a pre-test before it was fielded. The pre-test entailed a test run of the questionnaire with a small group of respondents that were representative of the population to ensure that any errors were corrected before formally fielding the questionnaire (Burns & Bush, 2014:201). Pre-testing was conducted among 30 respondents from the target population, after which adjustments were implemented prior to the fielding process.

1.6.2.8 Data collection

A self-administered questionnaire was distributed to respondents by the researcher. The collection of the data was fully dependant on the willingness of the respondents to participate in the study as the respondents had complete control over their participation in the study.

According to Municipalities (2019), three of the major cities in the North West Province include Potchefstroom, Klerksdorp and Rustenburg. Therefore, the questionnaires were distributed in these three cities, specifically in shopping malls and companies that attract many consumers. Permission was obtained from these shopping malls and companies to conduct the research.

1.6.2.9 Data analysis

The next step in the research process was to analyse the primary data that was collected from the sample (Field, 2013:19). The primary data underwent preliminary preparation (i.e. editing and coding) before the researcher could analyse it (Kumar *et al*., 2019:398). The data was then captured, coded and edited using the Statistical Package for the Social Sciences (SPSS) version 26 by entering the collected data into an electronic data file and creating a data set.

When dealing with quantitative data and questionnaires, the utilisation of several descriptive and inferential statistics must be kept in mind. Descriptive statistics can be defined as "statistical summaries of data and the value of it lies in the overall picture that it can provide from the large amount of data" (Struwig & Stead, 2013:165-167). In this study, descriptive statistical techniques (means and standard deviations) and frequencies (counts and percentages) were used to compile a description of the data and to provide the researcher greater understanding of the demographic profile of the respondents, as well as the responses that have been obtained for each construct.

Before the data can be analysed, the reliability and validity of the measurement scales must be first be determined (Hair *et al*., 2016:165). According to Field (2013:882), the reliability assessment of a measure entails the extent to which a measure can produce consistent results even under circumstances where the same entities are measured but under different conditions.

For the purpose of this study, the internal consistency reliability of all the scales were assessed by calculating the Cronbach's alpha coefficient. This indicated the extent to which all the items measure the same construct. Researchers can calculate the Cronbach's alpha coefficient values from the average of all the possible split-half coefficients, which reflects the different ways of splitting the scale items (Field, 2013:708). According to Field (2013:679), when a Cronbach's alpha coefficient is greater than 0.70 or more, the measure can be considered reliable.

Another important aspect, is determining the validity of the scale. Validity can be defined as "the accuracy of a measure or the full extent that a measure of an instrument will reflect a concept" (Babin & Zikmund, 2016a:281). For the purpose of this study, a confirmatory factor analysis (CFA) was therefore used to assess the validity of the measurement model. This was achieved by using AMOS.

A regression analysis can be defined as a conceptually simple method used to investigate the functional relationships between variables (Chatterjee & Hadi, 2015:1). The statistical technique of a bivariate regression analysis produces a linear relationship equation line of the relationship between two variables, the independent variable and the dependent variable (Hair *et al*., 2016:322). However, according to Berenson *et al*. (2013:460), if several independent variables are used to predict the value of the dependent variable, a multiple regression model must be used. Feinberg *et al*. (2013:671) add that multiple regression is where a single dependant variable is related to a group of other variables.

A regression coefficient is calculated for each independent variable to explain the relationship between it and the dependent variable. The coefficient is then standardised called beta (β) which will range between 0.00 and 1.00 (Hair *et al*., 2016:327). For the purpose of this study, a standard multiple regression analysis was used to determine the interrelationships between the constructs (i.e. lifestyle, perceived value, and purchase intention).

1.7 CONTRIBUTION OF THE STUDY

To add to the existing body of knowledge, this section discusses the theoretical and practical contribution of this study. This study made a theoretical and practical contribution to the existing body of knowledge as explained hereafter.

Possible contribution to the cellular industry:

- The knowledge and insight obtained from the results could enable cellular network providers to review their strategies and put measures and resources in place to improve their customers' purchase intentions.

- This research study introduces a model that assesses the effect that a consumer's lifestyle and perceived value has on their purchase intentions within the South African cellular industry, develops testable hypotheses, and illustrates how these hypotheses may be used to guide a systematic analysis of the state of a cellular service consumer.

- The model in this study could be implemented by South African cellular network providers as part of their marketing strategy to improve their overall profitability and sustainability.

Possible contribution to marketing research:

- This study made useful theoretical and practical contributions in terms of the antecedents and effects that a consumer's lifestyle and perceived value has on their purchase intentions.

1.8 OUTLINE OF THE CHAPTERS

Chapter 1 offers a contextual outline of the study by presenting theoretical context, the research problem, the objectives, the hypotheses, the research methodology, and the classification of the chapters.

Chapter 2 provides a thorough literature discussion on consumer behaviour from which the construct perceived value was derived, as well as purchase intention.

Chapter 3 provides a thorough literature discussion of market segmentation from which the construct lifestyle was derived.

Chapter 4 consists of the methodology section and with a detailed description of the process that was implemented in the accomplishment of the research objectives.

Chapter 5 discusses the research study's findings, the results that the study has outlined, an analysis of the field data, and final conclusions on the hypotheses.

Chapter 6 provides an overview of the conclusions drawn from the study's findings, as well as recommendations based on the findings. The final chapter concludes with a discussion on the limitations of the study and recommendations for future research.

CHAPTER 2

CONSUMER BEHAVIOUR

2.1 INTRODUCTION

This chapter sets out to provide theoretical insight into the areas of marketing and consumer behaviour that forms part of the foundation of the study. Perception and perceived value with its dimensions are also explained. A detailed theoretical discussion on purchase intention is provided by emphasising its foundation, definition, significance and influence.

2.2 MARKETING DEFINED

Marketing has been studied by various authors throughout the years. Table 2-1 below presents an array of various definitions of marketing as defined by several different authors in the field.

Table 2-1: Towards a definition of marketing

Definition	Source
"Marketing includes any individual or business activity that enhances a satisfying exchange relationship between an organisation and its consumers, by the creation, pricing distribution and promotion of products and services".	Dibb *et al*. (2016:8)
"Marketing is the gathering of value-generating business activities, such as pricing, promotion, distribution, production and retailing of products, services, ideas and experiences that will encourage exchanges between customers and shareholders while providing value to all parties".	Babin and Harris (2018:7)
"Marketing is a business function that entails the specific procedures to create, communicate and exchange offers and value to consumers, while managing the relationships with the consumers that can benefit the organisation and its shareholders in the future".	Boone and Kurtz (2016:5)
"Marketing includes any value-creating activity or any activity that can lead to increased sales and desired responses, such as adopting a good reputation or long-term relationships with consumers with the aim that all stakeholders reach the objectives of the organisation".	Verhage (2014:10)
"Marketing can be defined as the process of planning and implementing the creation, pricing, promotion and distribution of consumer products, services and ideas that can be exchanged in order to achieve the objectives of the consumer and the organisation".	Lamb *et al*. (2019:36)
"Marketing can be defined as an organisation's delivery of value to their customers at a profit".	Fahy and Jobber (2015:9)

Table 2-1: Towards a definition of marketing (continues)

Definition	Source
"Marketing can be defined as the practice of meeting a consumer's needs in the most profitable way possible. It can also be described as the art and science of choosing and recruiting target markets, as well as keeping and growing your customer base through creating, delivering and communicating superior customer value".	Kotler and Keller (2016:26)
"Marketing is defined as the set of institutions, activities and processes for creating, delivering, communicating and exchanging offerings that will offer value for customers, clients, partners and the society at large".	AMA (2017a)
"Marketing can be defined as the set of institutions, activities and processes for the creating, communicating and delivering offerings of value to consumers, clients, partners and the society".	Schiffman and Wisenblit (2019:32)

According to the American Marketing Association's (AMA) latest and most current definition, marketing is defined as "the set of institutions, activities and processes for creating, delivering, communicating and exchanging offerings that will offer value to customers, clients, partners and the society at large" (AMA, 2017a).

By considering the definitions of marketing presented in Table 2-1, the following mutual characteristics of the definitions of marketing can be highlighted:

- A primary focus on an organisation and its consumer.
- It entails a form of activity or procedure.
- It is implemented in order to achieve objectives, enhance relationships and encourage exchanges.

From the definitions listed, as well as considering the mutual characteristics that have been identified, it can be deduced that consumers form a focal point in the practice of marketing. As such, the study of consumer behaviour forms an integral part of marketing and is an important aspect of this study because of the focus on lifestyle, value perceptions and purchase intentions of consumers.

2.3 CONSUMER BEHAVIOUR DEFINED

It is proposed that the purpose of studying consumer behaviour is to understand, influence and predict consumer behaviour within a set of circumstances (Lamb *et al*., 2019:82). Consumer behaviour is an ever-changing field in nature (Babin & Harris, 2018:20), therefore numerous definitions of consumer behaviour are presented in Table 2-2.

Table 2-2: Towards a definition of consumer behaviour

Definition	Source
"Consumer behaviour can be defined as the interaction between affective and cognitive behaviour of consumers during the exchange facets of their lives".	Peter and Olson (2010:523)
"Consumer behaviour can be defined as the combination of actions and influences on the purchasing, consumption, evaluation and disposal of products or services, to satisfy a consumer's needs".	Parumasur and Roberts-Lombard (2013:2)
"Consumer behaviour can be defined as the description of how a consumer makes a purchase decision, the factors that influence a consumer's purchase decision, and how they use their specific purchased products or services".	Lamb *et al*. (2019:82)
"Consumer behaviour can be defined as the set of value-seeking activities that occurs when consumers addresses or attempts to address their needs".	Babin and Harris (2018:4)
"Consumer behaviour can be defined as the study of consumers' choices when they are searching, purchasing, evaluating and using a product or service that they believe will fully satisfy their needs".	Schiffman and Wisenblit (2019:32)
"Consumer behaviour can be defined as the processes present when an individual or a group select, purchase, use or dispose a product, service, experience or an idea that will satisfy their needs and desires".	Solomon (2020:22)

By considering the definitions of consumer behaviour presented, mutual characteristics of every definition of consumer behaviour can be highlighted as follows:

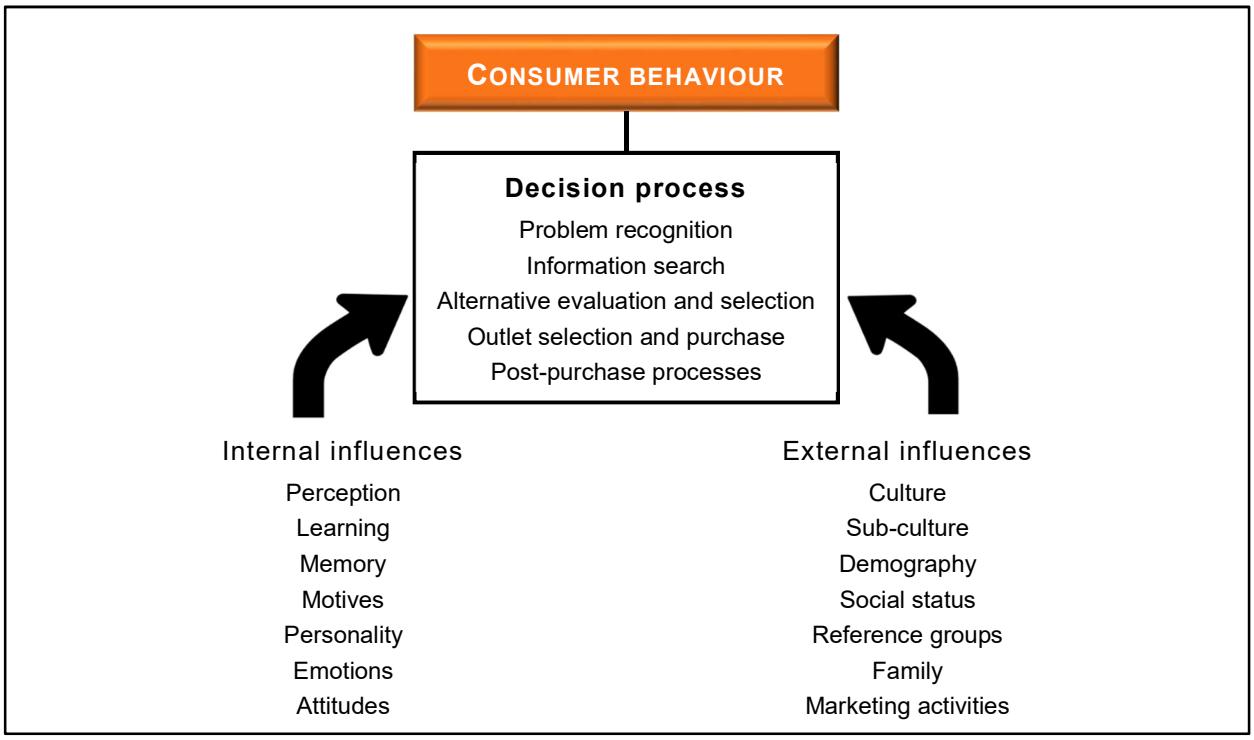
- The primary focus is on an organisation's consumers.
- It entails a form of activity, procedure or action.
- It is implemented in order to address or to satisfy a consumer's needs.

From the definitions listed and their mutual characteristics, for the purpose of this study, consumer behaviour is defined as "the processes or value-seeking activities present when consumers are searching, selecting, purchasing, using, evaluating and disposing a product, service, experience or an idea that they believe will fully satisfy their needs and desires or that will address or attempt to address their needs and desires" (Babin & Harris, 2018:4; Schiffman & Wisenblit, 2019:32; Solomon, 2020:22).

2.4 MODEL OF CONSUMER BEHAVIOUR

According to Mothersbaugh *et al*. (2020:6), consumer behaviour is a complex process including numerous steps that can be influenced by a number of different factors. There are numerous models of consumer behaviour. Figure 2-1 illustrates the conceptual model of consumer behaviour that was used for this study, representing both the decision-making process and the factors that have an influence on the behaviour of a consumer.

Figure 2-1: Model of consumer behaviour



Source: Adapted from Bhalerao and Pandey (2017:1097), Erasmus *et al*. (2019:386), and Mothersbaugh *et al*. (2020:25).

The model of consumer behaviour entails the consumer decision-making process, as well as all the influences (i.e. internal and external) that there may be on a consumer's decision-making process. Therefore, the following sections include a thorough description of the consumer decision-making process, followed by the different influences on a consumer's decision-making process, as shown in the figure above.

2.5 THE CONSUMER DECISION-MAKING PROCESS

Various authors concur that the consumer decision-making process comprises of five steps, namely problem recognition, search for information, alternative evaluation, the purchase decision and post-purchase evaluation (Belch & Belch, 2015:111; Mothersbaugh *et al*., 2020:25). Figure 2-2 depicts the consumer decision-making process. Each step of the process is discussed in more detail in the sections that follow.

Figure 2-2: The consumer decision-making process

Source: Adopted from Solomon (2020:341).

2.5.1 Step 1: Problem recognition

According to Solomon (2020:341), the first step in the decision-making process is problem recognition. Problem recognition entails the process when a consumer realises that there is a gap between what is perceived as the actual state and what is perceived as the desired state and that change is necessary in order for their existing state of events to be transformed into their desired state of events (Joubert, 2013:131). The decision-making process will only be instigated by consumers when a need or desire arises which they would like to fulfil (Babin & Harris, 2018:250). The problem recognition stage can be complex as there are numerous factors that can affect a consumer's problem recognition, such as environmental factors, individual differences and the information stored in the consumer's memory (Parumasur & Roberts-Lombard, 2013:253). Belch and Belch (2015:111) assert that this is an important stage, as it initiates the succeeding stage that motivates the consumer to find information regarding the product or service.

2.5.2 Step 2: Information search

According to Solomon (2020:342), the second step in the decision-making process is the search for information. During this step, consumers survey their environments for data they can use to make a decision. In the pre-purchase search stage, a consumer's primary goal is to make better purchase decisions (Hoyer *et al*., 2018:195). Consumers search internally for information by using their memories from previous experiences, and searching for information externally, by collecting information from either the marketplace or family and friends (Lamb *et al*., 2018:95). The internal search usually offers a set of qualities and controls that the consumer will use to guide the external search (Mothersbaugh *et al*., 2020:536).

The pre-purchase search can only commence when a consumer realises that purchasing a product or service can solve a problem or satisfy a need (Schiffman & Kanuk, 2014:415). Table 2-3 below represents the main differences between two types of searches, namely pre-purchase search and ongoing search.

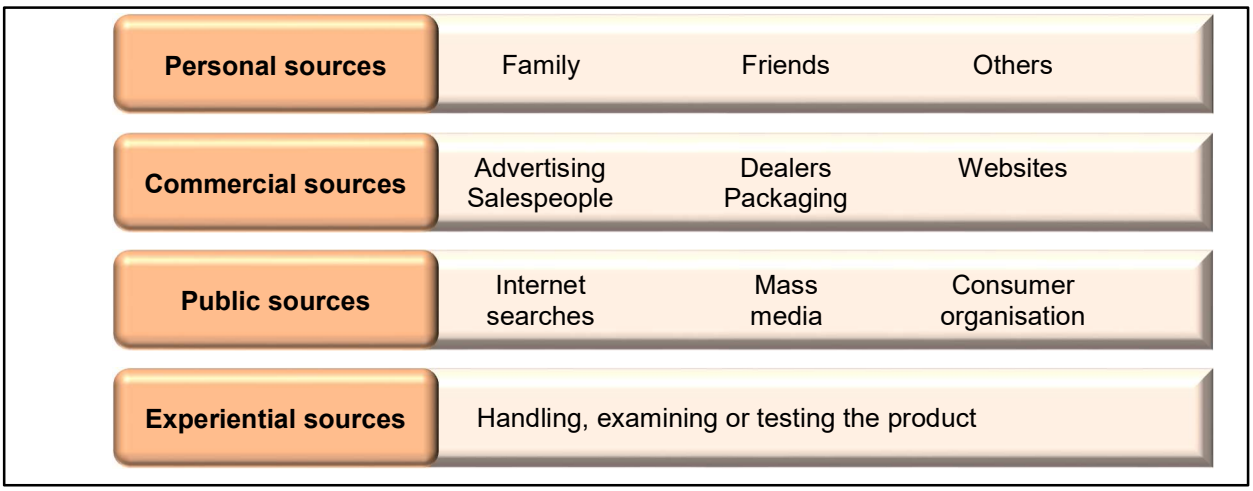
Table 2-3: The difference between pre-purchase search and ongoing search

	Pre-purchase search	Ongoing search
Definition	"A search for information that assists a specific acquisition decision".	"A search that takes place regardless of whether the consumer is making a choice or not, usually on a regular basis".
Determinants	• Involved in the purchase • Market environment • Situational factors	• Involved in the purchase • Market environment • Situational factors
Motives	• To make improved purchase decisions	• To experience fun and pleasure • To build a bank of information for future purposes
Outcomes	• Increased product and market knowledge • Increased satisfaction with the purchase outcome • Improved purchase decisions	• Increased product and market knowledge leading to future purchase efficiencies and personal influence • Increased impulse purchases • Increased satisfaction from search and other outcomes

Source: Adopted from Hoyer *et al.* (2018:198).

As indicated in Figure 2-3, consumers have an array of different sources from which they can obtain information.

Figure 2-3: Consumers' search sources



Source: Adopted from Kotler and Armstrong (2016:163).

2.5.3 Step 3: Evaluation of alternatives

Consumers then experience the evaluation of alternatives (Solomon, 2020:344). This step entails the identification of alternative solutions to a problem, as well as the evaluation of the alternative solutions' advantages and disadvantages (Parumasur & Roberts-Lombard, 2013:258). Babin and Harris (2018:266) add that the evaluation of alternatives is when consumers decide between the alternative brands available by gathering relevant information. After the evaluation and selection of alternatives, the consumers will then continue forward to the purchasing stage (Joubert, 2013:132).

2.5.4 Step 4: Purchase

After the consumer has searched for a product or service, and has evaluated the alternative options, the purchase stage commences (Joubert, 2013:132). During this step, the consumer will end the search and evaluation of the available alternatives and will make a purchase decision (Belch & Belch, 2015:124). The purchase decision will be primarily based on the product and service evaluation outcome after which the consumer will ultimately choose the alternative product or service that meets their evaluation criteria the best (Joubert, 2013:132).

Belch and Belch (2015:124) add that during the purchase stage, several other decisions are made, such as when and where to purchase a product or service and how much money to spend. Consumers must evaluate the performance of the product or service in order to determine whether their initial need, that started the purchasing act, has been fulfilled or not (Joubert, 2013:132-133). Therefore, a post-purchase evaluation process follows the purchase of a product or service (Solomon, 2020:345).

2.5.5 Step 5: Post-purchase evaluation

According to Solomon (2020:345), the next step is the post-purchase evaluation step. During this step, a physical and psychological assessment of the product or service are performed, and it is determined whether the functioning of the product or service either met, exceeded or measures below the consumer's standards and expectations, which will ultimately determine whether the consumer is satisfied or not (Schiffman & Kanuk, 2014:429; Solomon, 2020:345).

According to Blythe (2013:339), post-purchase dissonance can occur when a consumer acknowledges the difference between the expectations they had before the purchase (pre-purchase expectations) and the outcomes after their purchase (post-purchase outcomes). Thus, marketers need to reduce their consumers' insecurities or doubts (Mothersbaugh *et al*., 2020:643). According to Keller and Kotler (2016:205), these results are important as the

evaluations of the products and services are stored in the consumers' memories and can use these references in the future when they make decisions. Therefore, when a consumer is highly satisfied, future purchase decisions will be easier.

2.6 FACTORS INFLUENCING THE CONSUMER DECISION-MAKING PROCESS

2.6.1 Internal influences

- **Motivation** can be defined as the driving force that impels consumers to act, and reflects the reasons for acting or behaving in a certain way (Schiffman & Wisenblit, 2019:78). The basis of motivation entail consumers' level of involvement, as involvement can increase their motivational state throughout the decision-making process (Hoyer *et al*., 2018:47).

- **Perception** can be defined as the process by which individuals select, organise and interpret stimuli into a relevant and coherent picture, which is the specific way that the consumer sees the world (Schiffman & Wisenblit, 2019:106). Consumers' perceptions are selective, as they can portray perceptual defences, which will restrain the consumer from not receiving any type of marketing stimuli (Mothersbaugh *et al*., 2020:282).

- **Learning**, according to Schiffman and Wisenblit (2019:146), can be defined as the process of applying past knowledge and past experiences to one's present circumstances and present consumer behaviour. According to McDaniel *et al*. (2013:223), there are two types of learning, namely experiential learning and conceptual learning. Experiential learning occurs when a consumer's behaviour is changed because of a direct experience, and conceptual learning is when a consumer's behaviour is changed without any direct experience that occurred.

- **Memory**, according to Solomon (2020:142), involves the process of acquiring and storing information over time so that it is available when needed. The retrieved information is then retained by the consumer in his/her memory based on the type of memory that is employed. The various types of memory include short-term, long-term and sensory memory. Sensory memory stores any information that we receive from our senses. Short-term memory stores information for a limited period and has limited capacity while our long-term memory allows us to store information for a long period of time.

- **Motivation** are defined by Blythe (2013:31) as "the result of a motive or drive that was set on a specific goal". Consumer motivation is important as it prompts an interest in a product, service or activity (Hoyer *et al*., 2018:47). Thus, it is important to understand consumer

motives as it can be used to inspect the key elements that can influence consumer purchase behaviour (McDaniel *et al*., 2013:221). Motives or needs can be classified into five categories, namely safety, egoistic, physiological, social and self-actualisation needs or motives (Hoyer *et al*., 2018:49).

- **Personality** can be described as the psychological characteristics that determine and reflect how an individual thinks and acts, which forms an individual's character (Schiffman & Wisenblit, 2019:78). Solomon (2020:245) asserts that personality consistently influences the way a consumer responds to his/her direct environment. Joubert (2013:89) adds that due to certain circumstances such as a major life-changing event, either a pleasant or a traumatic event, or due to the process of growth or maturity, a personality can change.

- **Emotions** influence what consumers think, the way that they feel after they made a decision, what they remember from an experience, and how much they enjoy an experience (Hoyer *et al*., 2018:9). Consumers who are more emotional or that have a higher affect intensity, are ultimately more likely to be influenced by marketing content with an emotional appeal, as they experience stronger emotions than other consumers (Mothersbaugh *et al*., 2020:382-383).

- **Attitude** is one of the concepts in consumer behaviour that receives a significant amount of attention (Belch & Belch, 2015:122). Attitude can be defined as a consumer's level of either favourable or unfavourable evaluation or feeling towards a product or service (Parumasur & Roberts-Lombard, 2013:185). Schiffman and Wisenblit (2019:172) add that attitude can be a learned predisposition that enables a consumer to consistently behave in either a favourable or unfavourable manner towards a specific object. Attitude can be influenced by a consumer's value system, such as personal norms and standards (McDaniel *et al*., 2013:224), direct experience with a product, word-of-mouth, other information sources, or mass media (Schiffman & Wisenblit, 2019:172). Thus, Schiffman and Kanuk (2014:195) suggest that although behaviour can be described as a product of attitude, the situation that a consumer finds himself/herself in could cause their behaviour to be inconsistent with their attitudes.

2.6.2 External influences

- **Culture** is defined by Schiffman and Wisenblit (2019:302) as the collective norms, customs, values, intellectual achievement, arts and social institutions of a specific society which expresses their priorities, principals and standards. Cultural norms, which can be referred to as the rules that stipulate appropriate behaviour and that prohibits certain inappropriate behaviour, exist within a specific culture (Babin & Harris, 2018:180). Cultural diversity exists between various cultural groups and can be seen in certain factors of their lives, such as their

food preferences, religion, traditions and entertainment (Schiffman & Kanuk, 2014:62). Culture is an important factor that can influence how consumers purchase products or services and how they use these purchases (Blythe, 2013:190). Thus, understanding various cultures will assist marketers with the forecasting of the consumers' reactions to their products (Schiffman & Kanuk, 2014:305).

- **Sub-culture**, according to Schiffman and Wisenblit (2019:325), can be defined as a specific group that shares specific values, customs and beliefs and that exists in a larger society. These subcultures are mostly based on the demographic and socio-cultural variables such as religion, nationality, gender, generation, geographic locality and ethnicity. A society's cultural profile includes two elements namely, (a) the unique beliefs, customs and values of specific subcultures, and (b) the core cultural values and customs that most of the population share, regardless of their specific subcultural membership. Mothersbaugh *et al*. (2020:151) add that sub-cultures can affect various aspects of a consumers' lifestyle, including their product preferences and their attitudes towards various products.

- **Demographics** identify and indicate a population's size, distribution and structure (Mothersbaugh *et al*., 2020:112). Consumers' purchasing decisions can directly be influenced by demographic segmentation factors (Blythe, 2013:8; Parumasur & Roberts-Lombard, 2013:55), and it can influence their other individual frameworks such as their personal values and their decision-making styles (Mothersbaugh *et al*., 2020:110).

- **Social status** can be determined by numerous factors such as education, ethnic group, profession, race, income, wealth and possessions (Dibb *et al.*, 2016:167). Social factors are also portrayed by reference groups, who are individuals that are socially confined to other consumers (Babin & Harris, 2018:160).

- **Reference groups**, as defined by Schiffman and Wisenblit (2019:243), are groups that serve as sources of influence, norms and comparison for individuals' opinions, values and behaviour. Consumers use their reference groups as a reference for their own behaviour, especially in terms of perspectives and values (Mothersbaugh *et al*., 2020:228). These reference groups can affect an individual in various ways, such as informational, normative and value-expressive influences (Joubert, 2013:27). Babin and Harris (2018:158-159) added that reference groups are usually divided into aspirational, associative and dissociative groups to which consumers may relate.

- **Family** is the most vital reference group and can be defined as two or more persons that are either related by blood, marriage, adoption or residing together (Schiffman & Wisenblit,

2019:243). According to Joubert (2013:140), the structure of families are extremely different from one another which makes it difficult to define a family.

- **Marketing activities'** main purpose is to reach, inform and encourage consumers to either make a purchase and/or use their products and services (Schiffman & Kanuk, 2014:414).

Perception is one of the primary consumer influences considered in this study, and will therefore be discussed in more detail below.

2.7 PERCEPTION

Perception entails consumers' subjective understanding rather than their objective realities (Schiffman & Wisenblit, 2019:107). The following section focuses on defining perception and discussing the perceptual process before examining perceived value.

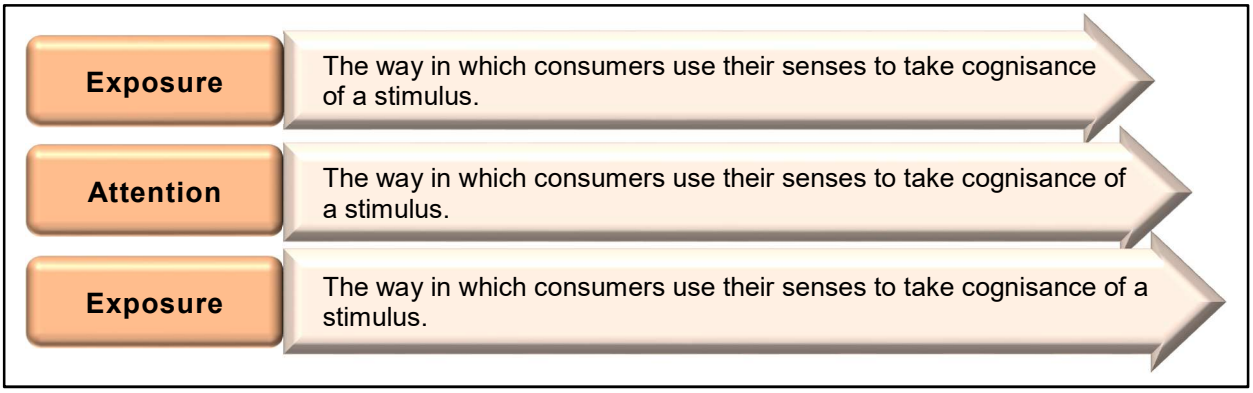
2.7.1 Perception defined

Perception is defined by Schiffman and Wisenblit (2019:107) as "the process by which individuals select, organise and interpret stimuli into a relevant and coherent picture, which is the specific way that the consumer sees the world". Solomon (2020:90) added to this definition by stating that perception is "the process that individuals use to select, organise and interpret any specific sensation". Perception are also be defined by Babin and Harris (2018:53) as "the interpretation and awareness regarding reality from a consumer's point of view".

2.7.2 The perceptual process

The three stages of the perceptual process that consumers follow when being exposed to a stimulus are portrayed in Figure 2-4 and are discussed in the sections that follow.

Figure 2-4: The perceptual process



Source: Adopted from Solomon (2020:99).

As illustrated in Figure 2-4, there are three stages in the perceptual process, namely exposure, attention and interpretation. *Exposure* occurs when a stimulus (such as sight, sound, smell, taste or texture) is in the range of an individual's sensory receptors (i.e. eyes, ears, nose, mouth or skin). *Attention* refers to the extent to which an individual's processing activities are devoted to a specific stimulus, whereas *interpretation* refers to the meaning an individual assigns to a stimulus.

2.8 PERCEIVED VALUE

2.8.1 Defining perceived value

As early as 1988, definitions of perceived value were recorded. Table 2-4 below outlines the different definitions of perceived value from various sources over the years.

Table 2-4: Towards a definition of perceived value

Definitions	Source
"A consumer's overall analysis of a product's usefulness is mainly based on what will be received and what will be given in the process".	Zeithaml (1988:14)
"Perceived value can be defined as the benefits and the costs resulting from the purchase and the use of products".	Cravens and Piercy (2013:113)
"Perceived value is not just a simple trade-off between quality and price, or just an outcome of any other single factor".	Boksberger and Melsen (2011:233)
"Perceived value can be defined as the customer's overall analysis of what will be received and what will have to be sacrificed, compared to other competitors".	Chang and Dibb (2012:271)
"Perceived value can be defined as the assessments, interpretations, mental estimates and perceptions of information, or the beliefs of product attributes, attribute performances and consequences of the cognitive trade-off of the value received between the organisation, consumers and the benefits received".	Seymour (2012:46)
"Perceived value can be defined as a consumer's evaluation of a market offering's difference between its benefits and costs, relative to its competition".	Kotler and Armstrong (2016:27)
"Perceived value can be defined as a trade-off between perceived benefits on the one hand, and monetary and non-monetary sacrifices on the other hand".	Morgan and Govender (2016:3)

As can be deduced from Table 2-4, perceived value can be viewed from different perspectives, according to different authors. One of the definitions of perceived value, which has impacted the literature tremendously over the years, is the definition of Zeithaml (1998:14), where perceived value is defined as a consumer's overall analysis of a product's usefulness, mainly based on what will be received and what will be given in the process. Some researchers, such as Gallarza *et al*. (2011:187), based their work on the definition of Zeithaml (1998:14) to build their own value-oriented studies even further. However, some researchers such as Boksberger and Melsen

(2011:233) and Seymour (2012:131), argued that the definition is too simplistic because of its monetary focus and did not prevail the full meaning of the term.

A different view describes perceived value as a trade-off between perceived benefits on the one hand, and monetary and non-monetary sacrifices on the other hand. It is important to remember that value is perceptual and always relates to a consumer's subjective evaluation of a product or service (Morgan & Govender, 2016:3). There is a wide variety of different models designed to measure perceived value. However, only a few theories are discussed.

2.8.2 The dimensions of perceived value

The following section provides background on three value theories, namely Petrick's multidimensional scale theory, the consumption value theory, and the PERVAL scale theory.

2.8.2.1 Petrick's multidimensional scale theory

Petrick (2002:128) developed a multidimensional scale to measure the perceived value of consumers. This scale entailed a 25-item instrument to measure the construct and its dimensions. The five dimensions that were identified are defined in Table 2-5 below.

Table 2-5: Petrick's multidimensional scale of perceived value

Value	Criteria measured
Behavioural price	• Is easy to buy • Requires little energy to purchase • Is easy to shop for • Required little effort to buy • Is easily bought
Monetary price	• Is a good buy • Is worth the money • Is fairly priced • Is economical • Appears to be a good bargain
Emotional response	• Makes me feel good • Gives me pleasure • Gives me a sense of joy • Makes me feel delighted • Gives me happiness

Table 2-5: Petrick's multidimensional scale of perceived value (continues)

Value	Criteria measured
Quality	• Is outstanding quality • Is very reliable • Is very dependable • Is very consistent
Reputation	• Has a good reputation • Is well respected • Is well thought of • Has status • Is reputable

Source: Adopted from Petrick (2002:128).

2.8.2.2 Consumption value theory

The consumption value theory identifies five various consumption values that can influence a consumer's choice behaviour (Sheth *et al*., 1991:160), namely functional value, social value, conditional value, emotional value and epistemic value. Table 2-6 below presents these proposed consumer values in terms of its definitions and how it can be measured individually.

Table 2-6: Proposed perceived values of the consumption value theory

Value	Description	How it can be measured
Functional value	"The perceived utility gained from an alternative's capacity for physical, functional or utilitarian performance".	On a profile of choice attributes.
Social value	"The perceived utility gained through the association with positively or negatively stereotyped demographic, socio-economic and cultural-ethnic groups".	On a profile of choice imagery.
Emotional value	"The perceived utility gained through the creation or perpetuation of feelings or affective states".	On a profile of feelings associated with the alternative.
Epistemic value	"The perceived utility gained through the arousal of curiosity, the provision of novelty and/or the satisfaction of a desire for knowledge".	By questionnaire items referring to curiosity, novelty and knowledge.
Conditional value	"The perceived utility gained from the presence of antecedent physical or social contingencies in a specific situation".	On a profile of choice contingencies.

Source: Adopted from Sheth *et al*. (1991:160-162).

A study that had a major influence on the knowledge base of this model was that of Sweeney and Soutar, who developed the PERVAL (PERceived VALue) scale based on the proposed

consumption values of Sheth *et al*. (1991:160-162). Therefore, the PERVAL scale is discussed in more detail below.

2.8.2.3 The PERVAL scale theory

In the study of Sweeney and Soutar (2001:203), the PERVAL scale was utilised to assess customers' perceptions of the value of a durable product at brand level. The measure was therefore created in order to establish what consumption values drive consumer purchase attitude and behaviour. The value dimensions of Sweeney and Soutar (2001:203) were identified as emotional, social, price/value-for-money and quality/performance.

Table 2-7: The PERVAL scale perceived value dimensions

Value	Description	Criteria
Emotional value	"The perceived utility through the creation or perpetuation of feelings or affective states".	• Is one that I would enjoy • Would make me want to use it • Is one that I would feel relaxed about using • Would make me feel good • Would give me pleasure
Social value	"The perceived utility gained through the association with positively or negatively stereotyped demographic, socio-economic and cultural-ethnic groups".	• Would help me feel acceptable • Would improve the way I am perceived • Would make a good impression on other people • Would give its owner social approval
Functional value (price/value for money)	"The utility gained from the product due to the reduction of its perceived short-term and long-term costs".	• Is reasonably priced • Offers value for money • Is a good product for the price • Would be economical
Functional value (performance/quality)	"The utility gained from the expected performance of the product, as well as its perceived quality".	• Has consistent quality • Is well made • Has an acceptable standard of quality • Has poor workmanship • Would not last a long time • Would perform consistently

Source: Adopted from Sweeney and Soutar (2001:211).

According to Peng *et al*. (2019:318), the key dimensions of perceived value include price value, functional value, emotional value and social value. For the purpose of this study, the PERVAL

scale theory was used. The four dimensions of perceived value, namely price value, functional value, emotional value, and social value was used as dimensions to measure consumers' perceived value. The reason for using these four dimensions is because these dimensions (functional value, emotional value and social value) can be directly related to a cellular product offering, as well as a consumer. Table 2-8 provides various definitions for each of these dimensions from different authors throughout the years.

Table 2-8: Definitions of the chosen dimensions of perceived value

		Definition	Source
Dimension	Price value	"The utility obtained through a product due to its perceived short and long-term reduced costs".	Sweeney and Soutar (2001:211)
		"Financial value includes the assessment of the value of a business' equity by firstly reducing the expected future cash flows with the appropriate discount rate, and secondly obtaining the value of the discounted financial private benefits".	Astrachan and Jaskiewicz (2008:141)
		"Any perception on economic return on investment that a consumer has".	Ye *et al*. (2018:30)
	Functional value	"The perceived utility obtained, through its functional, utilitarian or physical performance".	Sheth *et al*. (1991:160)
		:The utility received through a product's perceived quality and anticipated performance".	Sweeney and Soutar (2001:211)
		"Functional value is the perceived utility based on an item's range for physical, utilitarian and functional performance. It can be gained from its characteristics that can include its durability, reliability and price".	Kim *et al*. (2011:229)
		"Utility derived from quality, convenience and trading reliability, this can include the hardware attributes that a user needs and the security that an investment is safe".	Ye *et al*. (2018:31)
	Emotional value	"The perceived utility obtained due to the creation of emotions, feelings or an affective condition".	Sheth *et al*. (1991:160)
		"The utility obtained through the feelings that a product generates".	Sweeney and Soutar (2001:211)
		"Emotional value can reflect the emotional return and emotional cost that can be obtained, both also reflect the value that can be reached from the combination of both benefits and non financial costs".	Astrachan and Jaskiewicz (2008:143)
		"Emotional value is the utility of an item's range to encourage feelings or affective states from an individual. It can be gained when an individual associate a specific feeling with the item or when an individual has a multi-sensory, fantasy, and emotive experience with an item".	Kim *et al*. (2011:229)
		"Emotional value is the benefit that can be obtained by experiencing fun, something new, something different or an enjoyable experience".	Asshidin *et al*. (2016:641)

Table 2-8: Definitions of the chosen dimensions of perceived value (continues)

		Definition	Source
Dimension	Social value	"The perceived utility due to the association with either positive or negative demographic, cultural-ethnic or socio-economic stereotype groups".	Sheth *et al*. (1991:160)
		"Social value is the perceived utility of an item mainly based on the item's ability to enhance an individual's social prosperity. Social value can also enhance an individual's self-image and help to define the individual's social circle".	Kim *et al*. (2011:229)
		"The utility that consumers obtain when investing in products, through being evaluated and recognised by the society while obtaining utility from the interaction and communication that happens in the process, such as achieving a high evaluation from friends, exchanging investment experiences with other consumers and communication recommendations from other individuals".	Ye *et al*. (2018:30)

A good consumer value proposition should increase the benefits and/or decrease the sacrifices that the consumer perceives as relevant; it has to build on competencies and resources that the organisation is able to utilise more effectively than its competitors; it should be recognisably different and unique from the competition and result in a competitive advantage (Rintamäki, 2016:49). According to Konuk (2018:307), perceived value can have a direct influence on a consumer's purchase intention. Thus, this study evaluated the effect that perceived value has on consumers' purchase intention within the cellular industry, as this has not yet been researched.

2.9 PURCHASE INTENTION

According to Ajzen and Fishbein (1980:5), the theory of reasoned action concan be described as "the consideration of consumers' intentions to perform a behaviour as an immediate antecedent of their actions". The basic factors used to predict a consumer's intention, according to the theory of reasoned action, are attitude and subjective norms. *Attitude* are defined by Ajzen and Fishbein (1980:6) as "the judgement that a consumer makes with regard to the behaviour they intend to perform, which entails whether this behaviour is either good or bad and whether the consumer is in favour of, or against performing the intended behaviour". Schiffman and Wisenblit (2019:172) add that attitude is a learned predisposition that enables a consumer to consistently behave in either a favourable or an unfavourable manner towards a specific object. *Subjective norms* can be referred to as the pressure that a consumer experiences to uphold certain societal expectations (Ajzen & Fishbein, 1980:6).

Consumers' purchase intentions are based on an ongoing process, where the consumer's motives for making a purchase are matched with any unique attributes and characteristic of the

product or service that are being considered to purchase (Belch & Belch, 2015:129). Therefore, purchase intention are defined by Semenik *et al*. (2012:295) as "consumers' intention or predisposition to purchase a product or service in the near future". Influencers of consumers' purchase intention include the following factors:

- Any type of attachment experience that includes positive emotions and a certain degree of trust, can have an effect on a consumer's purchase intention (Rose *et al*., 2016:941).

- The impact that a consumer's self has on his/her purchase intention portrayes to the way in which the consumer perceives his/her values (experiential, symbolic and functional) that are being offered. Marketers have studied the impact that a consumer self has on their purchase intention by focusing on the perceptions of consumers in terms of these values (the functional, experiential and symbolic values) that are offered in the transaction (Hung *et al.*, 2011:463).

- Consumers' lifestyle (Peng *et al*., 2019:323) and their perceived value (Konuk, 2018:307) can have a direct influence on a consumer's purchase intention.

- When a consumer's individual characteristic is in line with a product or service personality, their purchase intention of a product or service is higher (Beck & Dagogo-Jack, 2014:408).

- When an organisation, brand, product or service is credible, consumers' purchase intention is greater as the level of credibility influences the purchasing decisions of consumers (Wang & Yang, 2010:185). This is due to development of trust towards an organisation, brand, product or service when its credibility and competent features are communicated to a consumer (Punyatoya, 2014:287).

According to Ajzen (1991:181), consumers' intentions can capture their motivational factors that will induce a specific behaviour within them. These motivational factors can also indicate the amount of effort that the consumer is willing to put in to implement that specific behaviour. Based on this theory, Solvason (2015:3) stated that it is vital for organisations to fully understand their target market's motivational factors for them to be able to predict the target market's purchase intentions. Semenik *et al*. (2012:295) added that when consumers express their purchase intention, organisations should take it seriously. Altough purchase intent has a high degree of reliability, organisations should also be conscious of the risks of assumption by applying purchase intent as a marketing objective. Understanding consumers' purchase behaviour, habits and needs is therefore critical to marketers, as it is one of the fundamental principles of marketing through which the organisation can ensure the development of an effective marketing strategy (Blythe, 2013:7; Parumasur & Roberts-Lombard, 2013:2).

2.10 CONCLUSION

This chapter provided different comprehensive definitions of marketing by examining the amendments that have been made to the definition in the past decades. The behaviour processes of consumers (with specific reference to the definitions of consumer behaviour, the consumer behaviour model, the consumer decision-making process, and the influences on consumers' behaviour), were discussed, followed by the topic of perception, being one of the main internal influences on consumer behaviour. This chapter proceeded to cover one of the main constructs in this study, namely perceived value and its dimensions, thoroughly. The chapter concluded with a discussion on purchase intention, also a main construct in this study. The next chapter presents an analysis of market segmentation, specifically with the focus on lifestyle and its various dimensions.

CHAPTER 3

MARKET SEGMENTATION

3.1 INTRODUCTION

The aim of this chapter is to provide theoretical insights into the concept of market segmentation by conducting an in-depth discussion of market segmentation. Furthermore, the chapter focuses on the significance, the steps used for successful market segmentation, the characteristics of an ideal market segment, and lastly the specific bases used for market segmentation are discussed. Afterwards the chapter continues by discussing the psychographic variable of market segmentation, with specific reference to consumer lifestyle. The AIO approach, as well as the lifestyle dimensions used for this study are discussed, after which the chapter concludes by substantiating ways that marketers can use lifestyle study research.

3.2 DEFINING MARKET SEGMENTATION

A market is a representation of consumers and sellers who join in a transaction involving a certain product or service (Kotler & Keller, 2016:28). Consumers are not homogenous, and their diverse values, behaviours, attitudes, needs, preferences and dislikes should be identified so that they may be grouped according to similar traits. These groups that consumers are classified in are called segments (Töpfer & Bug, 2015:9). Jadczaková (2010:6) adds that segmentation can be defined as the process in which consumers are divided into segments where all of the consumers share the same needs and characteristics that can influence their behaviour when marketers introduce a certain marketing mix to them. Table 3-1 below examines various definitions for market segmentation over the last decade.

Table 3-1: Towards a definition of market segmentation

Definition	Source
"The process of dividing a specific market into smaller, distinct groups of consumers who share similar needs and characteristics that make them respond to marketing efforts in a similar way".	Erasmus and Mpinganjira (2019:283)
"The process of dividing a heterogeneous market into fairly homogeneous subclasses of consumers".	Joubert (2013:97)
"The process used to divide the total market of a specific product or product category into smaller and distinct groups of consumers that all share the same needs, wants and preferences".	Ferrell and Hartline (2014:129)
"Market segmentation entails aggregating prospective buyers into groups or segments that will have common needs and will respond similarly to a marketing action".	Kerin and Hartley (2019:246)

Table 3-1: Towards a definition of market segmentation (continues)

Definition	Source
"It is the process of dividing a market into distinct groups of buyers who have different needs, characteristics or behaviours than consumers from other groups and who require separate marketing strategies or mixes".	Kotler and Armstrong (2018:188)
"The classification of a market into smaller groups based on the different demands that each group has".	Babin and Harris (2018:36)
"The process of classifying or grouping consumers into naturally existing or artificially created segments according to similar product preferences or characteristics".	Dolnicar *et al*. (2018:11)
"The process of dividing a market into subsets of consumers that share the same needs or characteristics".	Schiffman and Wisenblit (2019:56)

By considering the definitions of market segmentation above, mutual characteristics of every definition of market segmentation can be highlighted as follows:

- It entails a process of classifying or dividing;
- The focus is to classify or divide the market into smaller groups or segments; and
- The market is classified or divided according to consumers' heterogeneous needs, wants, preferences, demands and characteristics.

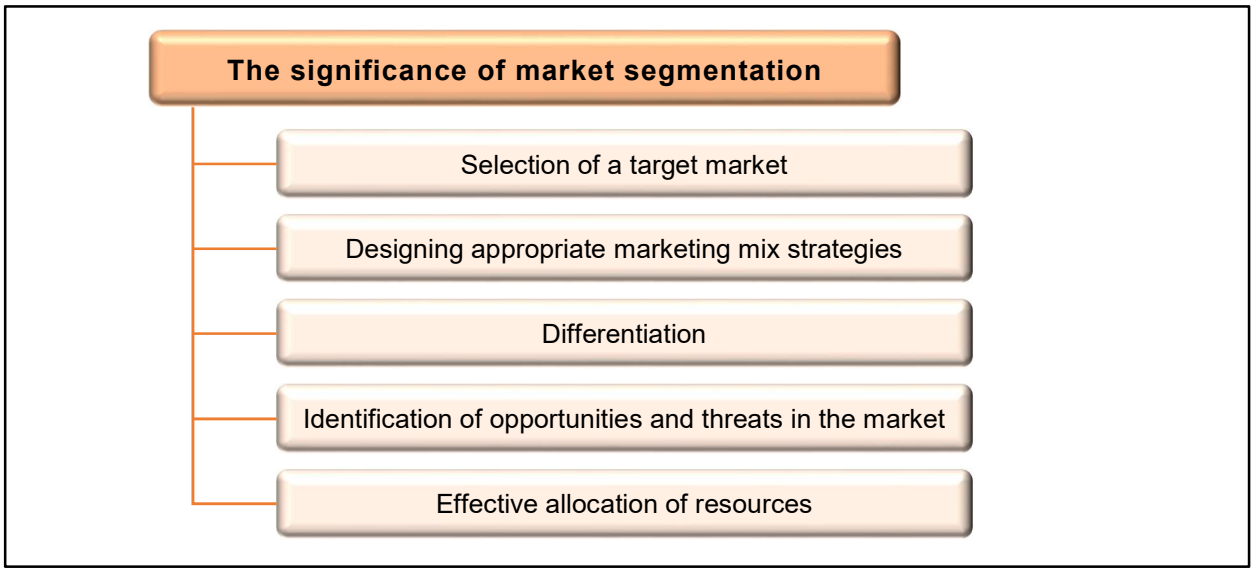
By taking into account all the key elements of the various definitions presented in Table 3-1, as well as the mutual characteristics listed above, the following definition of market segmentation is used in this study: *Market segmentation is "the process of dividing and classifying consumers into smaller groups or subsets, based on the different demands that each group has and the fact they share the same needs or characteristics"* (Babin & Harris, 2018:36; Schiffman & Wisenblit, 2019:56).

Kotler and Armstrong (2018:189) submit that market segmentation addresses the first marketing question of an organisation, which is the question of what consumers will we serve. Kerin and Hartley (2019:246) add that market segmentation is important as it leads to tangible marketing actions that can increase the sales and profitability of an organisation. Market segmentation, firstly, stresses the importance of grouping consumers of an organisation into a market according to their similar needs and the benefits they are looking for when making a purchase. Secondly, market segmentation requires that these specific needs and benefits must be related to the organisation's specific marketing actions. Dolnicar *et al*. (2018:7) add that market segmentation is beneficial for organisations as it can aid in the achievement of goals. Therefore, the segmentation process plays a vital role in the effective practice of marketing.

3.3 THE SIGNIFICANCE OF MARKET SEGMENTATION

According to Lamb *et al*. (2019:209), the purpose of market segmentation is to enable marketers to meet the needs of one or more market segments. Figure 3-1 provides a depiction of additional reasons as to why market segmentation can be regarded as a significant process in marketing.

Figure 3-1: The significance of market segmentation



Source: Adapted from Erasmus and Mpinganjira (2019:285).

3.3.1 Selection of a target market

Market segmentation can be used as a decision-making tool and building block in the fundamental task of selecting target markets (Dolnicar *et al*., 2018:4). According to Kotler and Armstrong (2018:189), consumers in any market differ in terms of their resources, locations, wants, buying attitudes and buying practices. Thus, through market segmentation, organisations can divide the large and diverse markets into smaller segments so that it can be reached more efficiently and effectively with products and services that match their unique needs. Schiffman and Wisenblit (2019:67) add that all consumers are not alike, and many organisations are not interested in or do not have the resources to reach every market segment. According to Erasmus and Mpinganjira (2019:285), organisations can find a deeper understanding of the different segments of consumers' differences and similarities that will enable them to decide which market segment will be more profitable to pursue and which market segment should rather be avoided.

Therefore, after different segments have been evaluated, the organisation must decide how many segments, and which segments they want to target. A target market can be defined as a set of buyers who share common needs or characteristics that an organisation ultimately decides to serve (Kotler & Armstrong, 2018:198). Lamb *et al*. (2019:228) add that the selection of a target

market is a natural outcome for organisations as it can influence and often generally determine the nature of an organisation's marketing mix. Thus, the selection of a target market is an important and decisive factor for organisations to consider.

3.3.2 Designing appropriate marketing mix strategies

A marketing mix is one of the major concepts in modern marketing. After determining an overall marketing strategy, an organisation must start planning the details of its marketing mix. An effective marketing programme blends the marketing mix elements into an integrated marketing programme, which was designed to achieve the organisation's marketing objectives by engaging the consumers and delivering value to them (Kotler & Armstrong, 2018:53). Dolnicar *et al*. (2018:4) add that market segmentation can be used in the fundamental task designing a suitable marketing mix for the selected target markets, which is at the core of successful marketing.

The term marketing mix entails strategies that are specifically designed to reach, inform and persuade consumers to buy a certain product (Schiffman & Wisenblit, 2019:375). Kotler and Armstrong (2018:53) define a marketing mix as a set of tactical marketing tools such as the product, price, place and promotion that the organisation uses to produce the response it wants from the specific target market. Therefore, the marketing mix entails everything the organisation can do to engage consumers and to deliver consumer value. According to Erasmus and Mpinganjira (2019:286), once consumers are grouped with other consumers that share common characteristics, organisations can focus on creating a suitable marketing mix for each segment they wish to target in order to satisfy the segments' needs effectively.

3.3.3 Differentiation

According to Kotler and Armstrong (2018:188), differentiation is defined as intentionally differentiating the market offering to create superior customer value. Kardes *et al*. (2015:42) added that because organisations generally serves larger consumer segments, the larger markets require effective differentiation of their brands, products, services and marketing strategies as they experience a stronger competitive edge. Lamb *et al*. (2019:248) add that organisations need to find a means of differentiation that is sustainable, and then base their positioning strategy on that competitive advantage. Market segmentation enables organisations to create and offer their consumers more appealing marketing mixes, as they can make informed choices when selecting market segments to target (Erasmus & Mpinganjira, 2019:285). When an organisation concentrates on achieving superior performance in an important consumer benefit area, which is valued by a large part of the market, it creates differentiation (Kotler & Keller, 2016:49).

3.3.4 Identification of opportunities and threats in the market

When market segmentation is implemented, organisations can analyse their consumers' wants and needs, as well as the discrepancies and threats in the market. Therefore, organisations can create various product offerings to meet the expectations, wants and needs of the targeted consumers (Erasmus & Mpinganjira, 2019:285). According to Kotler and Armstrong (2018:57), assessing major threats and opportunities could assist organisation management to anticipate crucial positive or negative developments that might have an impact on the organisation and its strategies.

3.3.5 Effective allocation of resources

Market segementation can be used by organisations to identify market segments that will offer them optimal profit potentials. Market segments that are more attractive than others will more likely be targeted by organisations. Therefore, organisations can focus all of their efforts and resources on these segments. This will enable organisations to supply their consumers with products and services that will satisfy their needs and desires more effectively and efficiently (Erasmus & Mpinganjira, 2019:285). Kerin and Hartley (2019:633) argue that an organisation's resources can be allocated effectively in the strategic marketing process by converting the marketing information into marketing actions.

By considering the significance of market segmentation, organisations and marketers should ensure that they engage in an effective and efficient process of marketing segmentation. The subsequent section provides a discussion on the various steps required to segment a market.

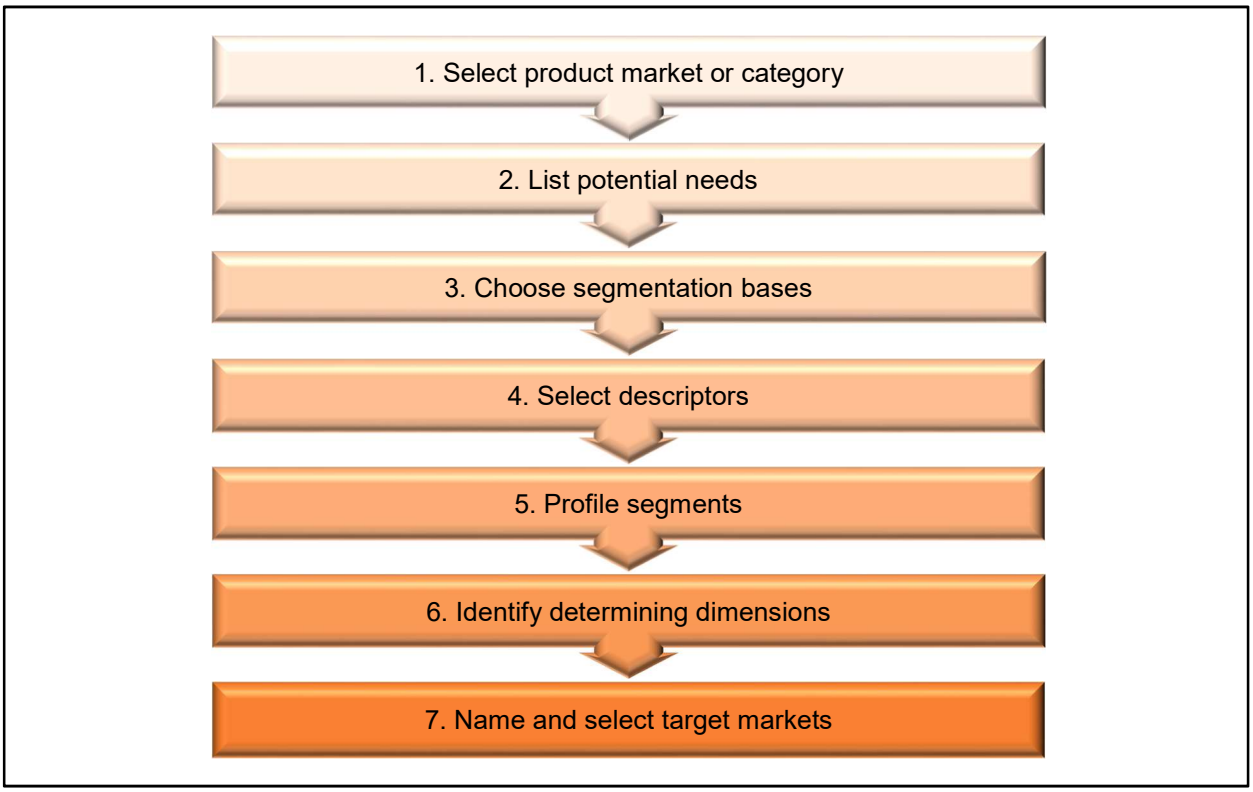
3.4 STEPS IN SEGMENTING A MARKET

Figure 3-2 presents seven steps required for the effective segmentation of a market, which are each discussed in the sections to follow.

3.4.1 Step 1: Select a product market or category for the study

In this step, a marketer needs to define the overall market or product category that they want to study. It can be one that the organisation already competes in, a new and related one, or a completely new market or product category (Lamb *et al*., 2019:227). According to Keller and Kotler (2016:125), marketers can use a range of possible levels of segmentation to guide their target market decisions. Once an organisation has identified market-segment opportunities, it must decide how many and which markets to target. Marketers are increasingly combining several variables to identify smaller and better-defined target groups.

Figure 3-2: The steps in segmenting a market



Source: Adopted from Lamb *et al*. (2019:227).

3.4.2 Step 2: List the potential needs in this product market or category

This step entails a brainstorming session where marketers need to identify as many consumer needs as possible (Lamb *et al*., 2019:227). Kerin and Hartley (2019:8) add that a consumer's needs occur when they feel deprived of basic necessities. According to Kotler and Armstrong (2018:6), the most basic concept underlying marketing is that of human needs, as needs can be defined as a state of felt deprivation. Identifying market needs can offer organisational benefits in terms of expenses, saving time, knowledge on product features, quality and convenience. Kerin and Hartley (2019:259) assert that potential consumers in a segment should be similar in terms of common needs that lead to common marketing actions. Therefore, a different segment usually requires a different marketing action because of various needs, which means greater costs for the organisation.

3.4.3 Step 3: Choose a basis/bases for segmenting the market

Lamb *et al*. (2019:227) proposed that this step entails managerial insight, creativity and market knowledge. There is no scientific procedure to choose a segmentation basis, but marketers can choose a basis from one of the four main bases, namely behavioural, geographic, demographic, or psychographic (refer to section 3.6).

3.4.4 Step 4: Select segmentation descriptors

Once the marketer has selected one or more segmentation bases, the segmentation descriptors need to be selected. Descriptors identify the specific segmentation variable that the marketer wants to use (Lamb *et al*., 2019:227).

3.4.5 Step 5: Profile and analyse homogeneous segments

Lamb *et al*. (2019:227) state that the profile of individual segments that resulted from step 4, should include the segment size, growth, purchase, frequency, current brand usage, brand loyalty, long-term sales, and profit potential. Thereafter, the potential market segments can be ranked according to profit levels, opportunity, risk consistency with the organisation's mission and objectives, and other factors that are important to the organisation.

3.4.6 Step 6: Identify the determining dimensions

According to Lamb *et al*. (2019:227), a determining dimension refers to the dimension that will determine whether a consumer will buy a product or service or not. This dimension is directly related to the seller's competitive advantage and should be identified for each potential segment.

3.4.7 Step 7: Name and select target markets

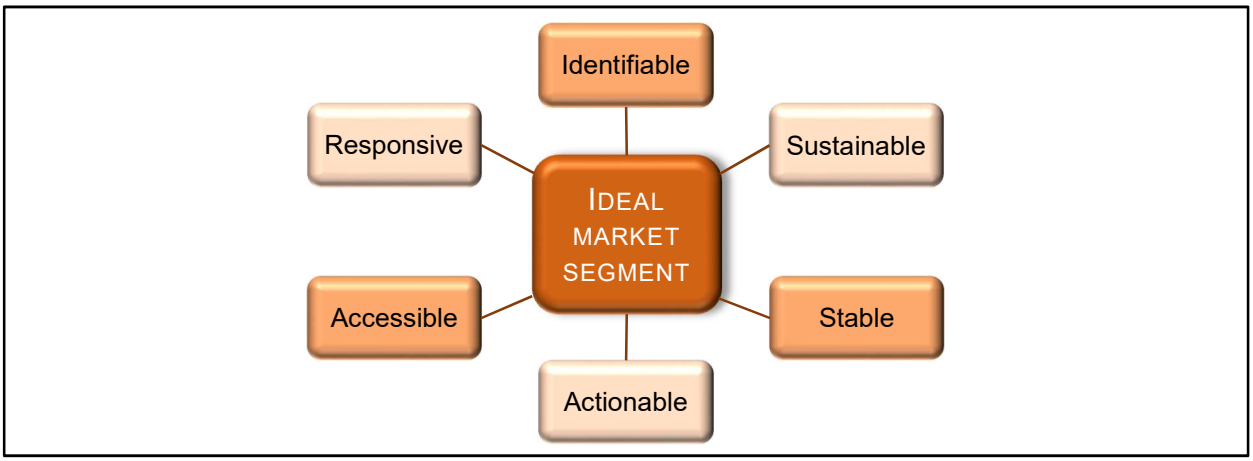
The last step of the market segmentation process entails the naming of individual segments. Selecting target markets are not regarded as part of the segmentation process but rather a natural outcome. This is a major decision that can influence, and directly determine the nature of the organisation's marketing mix (Lamb *et al*., 2019:227).

According to Kerin and Hartley (2019:247), an organisation goes through the effort and expense of segmenting its markets only when it expects that the extra efforts will increase its profit, sales and its return on investment. Therefore, once organisations have segmented their markets, the characteristics of an ideal market segment can be used to evaluate their market segmentation process.

3.5 CHARACTERISTICS OF AN IDEAL MARKET SEGMENT

There are many theories on the characteristics of an ideal market segment. Schiffman and Kanuk (2014:51) argue that an ideal market segment is characterised by being identifiable, sustainable, stable, actionable, accessible, and responsive. Figure 3-3 illustrates the characteristics of an ideal market segment, which are subsequently discussed.

Figure 3-3: Characteristics of an ideal market segment



Source: Adapted from Jadczaková (2010:16), Kotler and Armstrong (2018:197), and Schiffman and Wisenblit (2019:67-69).

The characteristics of an ideal market segment are subsequently discussed:

- **Identifiable**

  Lamb *et al*. (2019:211) state that market segments must be identifiable, and its size must measurable. Data that is often easy to obtain, such as data about the population within a specific geographic boundary, the number of consumers in different age categories, and other social or demographic characteristics, can provide a concrete measure of the segment size. Schiffman and Wisenblit (2019:67) add that other factors such as product benefits and consumer lifestyles are more difficult to identify and measure. Jadczaková (2010:16) adds that classifying consumers together in different segments will be easier if the consumers can be easily recognised. Kotler and Armstrong (2018:197) affirm that the size, purchasing power and profiles of the market segments should be measurable.

- **Sustainable**

  According to Lamb *et al*. (2019:210), this criterion does not mean that an organisation needs to choose a segment that has many potential consumers, but that a segment must be large enough to warrant developing and maintaining the marketing mix created for this segment. This is reiterated by Schiffman and Wisenblit (2019:67), by stating that the size of market segment must be large enough to provide an organisation with sufficient profits from targeting that specific market. Thus, a market segment should be comprised of a substantial number of consumers for organisations to estimate its size, spending, and buying behaviour. The market segments should be large or profitable enough to serve. According to Kotler and Armstrong (2018:197), a market segment should be the largest possible homogeneous group worth pursuing for the organisation, with a tailored marketing programme.

- **Stable**

  According to Schiffman and Wisenblit (2019:68), when a market segment is unpredictable or inconsistent, organisations should avoid it, as it suggests minimal growth opportunities for the organisation. Jadczaková (2010:16) supports this by stating that, when a market segment is stable over a long period of time and shows the highest potential for growth between all of the various segments, marketers and organisations prefer to target these specific market segments. Schiffman and Wisenblit (2019:68) add that marketers target consumer market segments that are relatively stable in terms of their consumption patterns and lifestyles as these segments are likely to grow larger and more viable in the future, thus marketers avoid unpredictable segments.

- **Actionable**

  For an organisation to reach a market segment effectively with its customised marketing mix strategy, communications should be effective and easy so that the strategy can be heard and comprehended by the consumer without any type of communication barriers (Jadczaková, 2010:16). According to Kotler and Armstrong (2018:197), it is important that the organisations choose market segments that are actionable in order for effective programmes can be designed for attracting and serving the segments.

- **Accessible**

  Although many market segments are difficult to reach due to age, language and geographic boundaries and obstacles, organisations should be able to reach its targeted market segments with its customised marketing mixes (Lamb *et al*., 2019:211). This is supported by Schiffman and Wisenblit (2019:69), when it is stated that for an organisation to reach a specific market segment in an economical way, the market segment must be accessible and easy to reach. Therefore, an organisation should customise its promotional message and product or service offering by using various forms of media available to the organisation so that it is preferable to the targeted market segment. Jadczaková (2010:16) puts forward that there are various forms of media which can be used as a communication channel, to communicate effectively with a consumer segment. According to Kotler and Armstrong (2018:197), it is important that the organisations choose market segments that can be effectively reached and served.

- **Responsive**

  The promotional messages and product or service offering that an organisation offers a market segmentation, with its marketing mix, should be presented to the targeted market

segment in such a way that it can respond to it. Thus, the marketing mix elements need to be in line with the needs and wants of the consumers in the targeted market segment (Jadczaková, 2010:16). Lamb *et al*. (2019:211) state that marketers can segment markets using various logical criteria. However, unless one market segment responds differently to the marketing mix that an organisation offers from the other market segments, that market segment needs to be treated separately. In other words, a market segment must be homogeneous within (consumers need to have similar wants and needs), and should be heterogeneous between other segments.

After examining the significance of market segmentation, the steps in segmenting a market and the characteristics of an ideal market segment are discussed hereafter, as gaining a deeper understanding of the various bases of market segmentation is important. Marketers must make a decision and select a market segmentation base most suitable to them, keeping in mind that, according to Schiffman and Wisenblit (2019:67), some segmentation variables are easy to identify, and others are difficult to identify and to measure.

3.6 BASES FOR MARKET SEGMENTATION

According to Jadczaková (2010:16) a segmentation base can be defined as “a set of variables or characteristics used to assign potential customers to homogenous groups”. Asiedu (2016:3) adds that segmentation bases can be classified into observable and unobservable bases. *Observable bases* are directly measurable bases, and *unobservable bases* refer to any bases where the results are inferred.

Different segmentation bases can also be classified into either a general bases or product-specific bases (Asiedu, 2016:3; Jadczaková, 2010:16). *Product-specific bases* are associated with the consumer and the product, service or circumstance, whereas *general bases* are any type of bases that are independent from products, services or circumstances (Jadczaková, 2010:16).

Schiffman and Wisenblit (2019:57) are of the opinion that marketers can segment consumers along their quantitative and cognitive factors. *Quantitative factors* are numerical and can be subdivided into two groups, namely consumer-intrinsic and consumption-based groups. Consumer-intrinsic attributes entail demographics such as consumer’s gender, education, income and age. Consumption-based factors are determined numerically and includes measures such as the rate of purchasing, product volume bought, and frequency of engaging in leisure activities.

Cognitive factors are psychological factors that are in the consumer’s mind and that cannot be determined numerically. It is further subdivided into two groups, namely consumer-intrinsic and consumption-specific groups. Consumer-intrinsic factors include consumer personality traits,

attitudes towards political and social issues, and cultural values. Consumption-specific attitudes and preferences include any benefits sought in the products and the attitudes towards shopping.

According to Kotler and Armstrong (2018:189), buyers in any market differ in terms of their wants, resources, locations, buying attitudes and buying practices. Thus, through market segmentation organisations can divide large and diverse markets into smaller segments that can be reached more efficiently and effectively with products and services that match their unique needs.

The four main bases of market segmentation are geographic, behaviouristic, demographic and psychographic (Dolnicar *et al*., 2018:42; Kotler & Armstrong, 2018:189; Lamb *et al*., 2019:211). In order to understand the different bases for market segmentation, a clear definition of market segmentation needs to be offered for each of the bases. Table 3-2 below provides a definition for each basis, where after the market segmentation base variables are discussed.

Table 3-2: Bases for market segmentation

Bases	Definition
Geographic segmentation	"Geographic segmentation can be defined as dividing the market into various geographical units, such as regions, countries and provinces".
Demographic segmentation	"Demographic segmentation divides the market into smaller segments based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, and nationality".
Behaviouristic segmentation	"Behaviouristic segmentation can be defined as the process of dividing markets into various groups based on consumer knowledge, use, attitude and response to products".
Psychographic segmentation	"Psychographic segmentation divides a market into various groups based on consumer social class, personality characteristics and lifestyles".

Source: Adopted from Kotler and Armstrong (2018:189-192).

Each basis for market segmentation entails various variables (West *et al*., 2015:153-154). Table 3-3 indicates the variables associated with each of these bases of market segmentation, where after the variables are discussed.

Table 3-3: Market segmentation base variables

Base	Geographic segmentation	Demographic segmentation	Behaviouristic segmentation	Psychographic segmentation
Variables	Global Global regional National National regional City/state Neighbourhood/ local Topography Climate	Age Gender Education Occupation Income Social status/class Ethnicity Family size Family life cycle	Key benefits Usage rate Loyalty level Event creation	Personality Lifestyle Values

Source: Adopted from Kotler and Armstrong (2018:189) and West *et al*. (2015:153-154).

3.6.1 Geographic segmentation

Geographic segmentation can be defined as dividing the market into various geographical units, such as regions, countries, and provinces. Organisations can decide to operate in one or a few geographic areas or to operate in all the possible areas but to only pay attention to geographical differences in needs and wants (Kotler & Armstrong, 2018:189). Geographic segmentation of a market can be measured on either a large scale such as continents, or as narrow as consumer postal codes (Dolnicar *et al*., 2018:42). The buying behaviour of consumers can be influenced by their geographical location (Schiffman & Wisenblit, 2019:62) as the needs and wants of consumers residing in different geographic locations will be different (Joubert, 2013:101).

3.6.2 Demographic segmentation

Demographic segmentation can be defined as “the activtity of dividing the market into smaller segments based on variables such as the age, occupation, gender, generation, family size, religion, income, family life cycle, education, race, and nationality” (Dolnicar *et al*., 2018:43; Kotler & Armstrong, 2018:190; Schiffman & Wisenblit, 2019:58).

Demographic segmentation variables are objective and empirical which can be determined numerically (Schiffman & Wisenblit, 2019:58). According to Cleveland *et al*. (2011:248), gender, age, income and education are the most conventional demographic variables in both domestic and international segmentation, which are discussed below.

- **Age**

  According to Solomon (2020:25), consumers of different age groups have different wants and needs. Although consumers who belong to the same age group are different in some ways,

they generally share the same set of values and have common cultural experiences that they carry throughout their lives. Schiffman and Wisenblit (2019:58) add that product needs vary with consumers' ages and, therefore, age is a key factor when marketing products and services. Rani (2014:57) argues that age can have a direct impact on a consumer's buying behaviour. According to Armstrong and Kotler (2020:204), age can be categorised as follows: (a) younger than 6, (b) 6 to 11, (c) 12 to 19, (d) 20 to 34, (e) 35 to 49, (f) 50 to 64, and (g) 65 or older. Cleveland *et al*. (2011:248) added that when compared to older individuals, younger consumers are more open to any new products, especially products that involve advanced technology and are less likely to commit to a definite pattern of consumption.

- **Gender**

  Kotler and Armstrong (2018:190) define gender segmentation as "the process of dividing a market according to their gender". Gender segmentation can be used to differentiate between the needs and wants of men and women, based on the concept that product assumptions are different between men and woman (Lamb *et al*., 2019:217). Many products and services are designed for a specific gender (Solomon, 2020:25). Gender can be categorised into two groups, namely male and female (Dolnicar *et al*., 2018:40; Keller & Kotler, 2016:118).

- **Education**

  Education can be categorised as follows: (a) primary completed, (b) some high school, (c) matric, (d) technical diploma or degree, (e) university degree, or (f) post-graduate (Armstrong & Kotler, 2020:204). Cleveland *et al*. (2011:248) added that consumers with higher education levels will most likely follow a more global behavioural norm, because they are exposed to different cultural perspectives.

- **Occupation**

  A consumer's occupation or profession can directly influence his/her buying behaviour (Kotler & Armstrong, 2018:143). Their lifestyles and buying decisions are different according to their occupation, thus organisations have to focus their marketing strategies on adapting to the different occupational groups (Ramya & Ali, 2016:80). Occupation reflects a consumer's social standing, as it asks the question of what a consumer does for a living. Occupational prestige also reflects a society's priorities and morals, thus it cannot be determined objectively or numerically like income (Schiffman & Wisenblit, 2019:285). According to Armstrong and Kotler (2020:204), occupation can be classified as follows: (a) professional and technical, (b) managers, officials, and proprietors, (c) clerical, (d) sales, (e) craftspeople, (f) supervisors, (g) farmers, (h) retired, (i) students, (j) homemakers, and (k) unemployed.

- **Income**

  According to Kotler and Armstrong (2018:191), income segmentation can be defined as dividing a market segment into different income segments. Income directly influences consumers' wants and will determine their buying power (Lamb *et al*., 2019:218). Jisana (2014:36) agrees by stating that any economic situation can directly influence a consumer's buying behaviour because when a consumer's income is high, the products that he/she will buy will be more expensive. In contrast, a consumer with a low income will not buy expensive products. The type of products and services that consumers buy also depend on their income as there is a positive correlation between product choice and consumer income (Moolla, 2010:172). Schiffman and Wisenblit (2019:289) add that a consumer's amount of income is an objective estimate of his or her social standing and prestige. Individual income can be classified into the following groups: (a) less than R10 000 per month, (b) R11 000 to R20 000 per month, (c) R21 000 to R30 000 per month, (d) R31 000 to R40 000 per month, and (e) more than R40 000 per month (Armstrong & Kotler, 2020:204).

3.6.3 Behaviouristic segmentation

Behaviouristic segmentation are defined as "the process of dividing markets into various groups based on consumer knowledge, use, attitude and response to products". Many organisations use behaviouristic segmentation, as many marketers believe that behaviour variables of consumers are the best starting point for building their market segments (Kotler & Armstrong, 2018:192). Behaviour variables can include consumer loyalty status, occasions, readiness to buy a product, benefits required by the buyer, user status, usage rates and motivation and attitude towards service or product (Dolnicar *et al*., 2018:44).

3.6.4 Psychographic segmentation

Psychographic segmentation divides a market into groups based on consumer social class, personality characteristics and lifestyles (Kotler & Armstrong, 2018:191). West *et al*. (2015:153) add that another psychographic variable is consumer values. Psychographic segmentation (also called lifestyle segmentation) is more complex than demographic or geographic segmentation. This is due to the difficulty of coming across a characteristic of a consumer that can provide a marketer more insight into this dimension. Therefore, consumers are divided into different groups to provide an understanding of how they live, their personalities, the external factors they respond to, what are important to them, and how they spend their leisure (Dolnicar *et al*., 2018:44). Schiffman and Wisenblit (2019:60) further describe psychographics as the grouping of consumers according to their lifestyles, based on their activities, interests and opinions (i.e. their AIOs).

The three main variables of psychographic segmentation, according to West *et al*. (2015:153-154), are personality, values and lifestyle, which are discussed below.

- **Personality**

  Personality can be defined as the internal psychological characteristics of consumers that influence their buying behaviour in specific situations, these characteristics include their intentions, propensities, thoughts and behaviours (Babin & Harris, 2018:112). Personality is also defined by Kotler and Armstrong (2018:144) as the unique psychological characteristics that distinguish a person or a group from others. Lamb *et al*. (2019:223) state that a consumer's personality reflects his/her traits, habits and attitudes. Solomon (2020:245) adds that personality can be referred to as an individual's own unique psychological identity and how it can consistently influence the individual's responses to his or her environment. Although various researchers stress different factors of personality, generally most researchers agree that personality reflects individual differences; personality is generally consistent and enduring although it can still change (Schiffman & Wisenblit, 2019:90).

- **Values**

  A value can be defined as "an enduring belief that a specific mode of conduct is either personally or socially preferable to another mode of conduct". Consumers' value systems can have a clear influence on their buying behaviour, as consumers with similar value systems tend to react to marketing stimuli the same. Consumer values are also linked to their consumption patterns because what and where consumers buy products and services are influenced by their value systems. Learning can help to shape a consumer's value systems and, in turn, values can help to shape a consumer's self-concept, personality and lifestyle (Lamb *et al*., 2019:105). In addition, Solomon (2020:271) states that a value is a belief that a specific condition is preferable to its opposition.

- **Lifestyle**

  According to Kotler and Armstrong (2018:144), lifestyle can be defined as "a person's pattern of living, expressed through his or her activities, interests and opinions". Lamb *et al*. (2019:223) defined lifestyle segmentation as "the activity of dividing consumers into groups according to the way that they spend time, the importance of the objects around them, their beliefs and lastly their socio-economic circumstances such as their income and education". Joubert (2013:105) also argues that lifestyle segmentation can aid a marketer in understanding how the usage of products and services by consumers can form the lifestyle that they lead and want to lead. Lifestyle is one of the main constructs in this study and is discussed in more detail in the next section.

3.7 LIFESTYLE

According to Babin and Harris (2018:123), marketers can use the activity of studying consumers' lifestyles within a specific market segment, to offer effective and efficient marketing strategies, as their lifestyles directly relate to their product purchase and consumption behaviours. Therefore, marketers should focus on conducting effective marketing strategies that are not solely based on the product itself, but that are parallel to the lifestyles of the targeted consumers (Babin & Harris, 2018:123). Kotler and Armstrong (2018:144) affirm that a consumer's lifestyle can capture more than the person's social class or personality, it can profile his or her whole model of acting and interacting. Thus, when used carefully, the lifestyle concept can help marketers to understand the changing consumer values and how they affect their overall buyer behaviour. This section expands on many aspects of consumer lifestyle, and introduces and discusses the lifestyle dimensions.

3.7.1 Lifestyle defined

There are numerous definitions of consumer lifestyle as indicated in Table 3-4. These definitions were formulated by well-known authors in the industry.

Table 3-4: Towards the definition of lifestyle

Definition	Source
"Lifestyle can be defined as the capturing and profiling of a consumer's social class or personality, but also their pattern of acting and interacting".	Armstrong and Kotler (2020:175)
"Lifestyle can be defined as a pattern of consumption that reflects how consumers choose to live and to spend their time and money".	Solomon (2020:253)
"Lifestyle can be defined as a consumer's way of living and actual patterns of behaviour that are determined by the consumer's activities, interests and opinions".	Hoyer *et al*. (2018:401)
"Lifestyle can be defined as a consumer's pattern of living that is specifically expressed through his/her activities, interests and opinions (AIO)".	Fahy and Jobber (2015:73)
"Lifestyle can be defined as a consumer's mode of living that is identified by how they spend their time and resources, what they consider important in their environments and what they think of themselves and the world around them".	Kerin and Hartley (2019:150)
"Lifestyle can be defined as a person's pattern of living, as expressed through his or her activities, interests and opinions".	Kotler and Armstrong (2018:144)
"Lifestyle can be defined as a description of a consumer's everyday life, whether it is living healthy, unhealthy, dangerous, and alternative or an adventurous lifestyle".	Babin and Harris (2018:123)
"Lifestyle can be defined as consumer psychographics, including their activities, interests and opinions (AIO)".	Schiffman and Wisenblit (2019:60)

By considering the definitions of lifestyle, the following mutual characteristics can be noted:

- The focus is on consumers' pattern of acting and interacting, pattern of living, patterns of behaviour and pattern of consumption.
- It communicates a description of consumers' activities, interests and opinions (AIO).

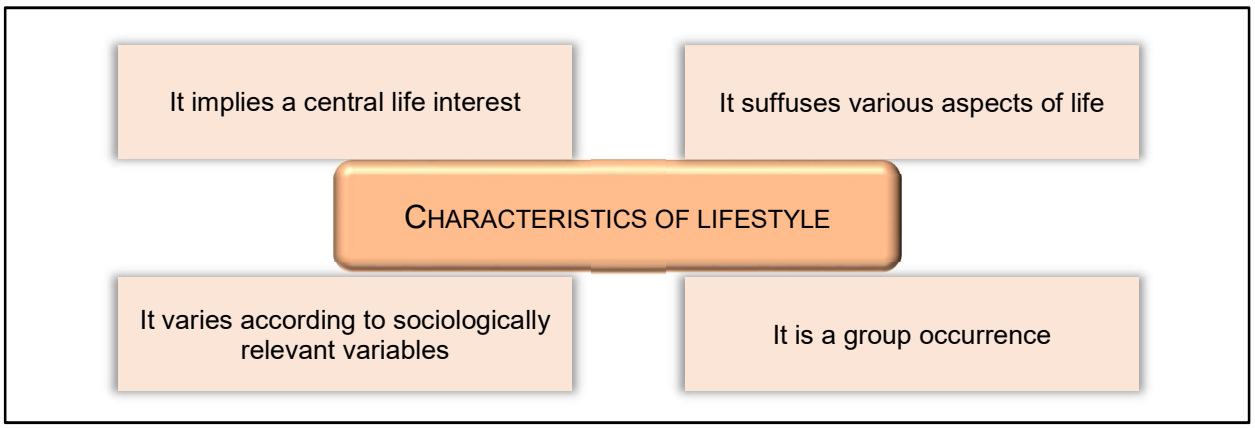
By considering all the key elements of the definitions presented in Table 3-4, as well as the mutual characteristics, the following definition of lifestyle is used in this study: *Lifestyle can be defined as "a consumer's way of living and actual patterns of behaviour, that are determined by the consumer's psychographics including their activities, interests and opinions"* (Hoyer *et al*., 2018:401; Schiffman & Wisenblit, 2019:60).

After examining the concept of lifestyle, the characteristics of a lifestyle must be further examined to form a better understanding of the construct.

3.7.2 Characteristics of a lifestyle

Marketers can develop a greater understanding of consumers by examining and comprehending the characteristics of their lifestyles. According to Sathish and Rajamohan (2012:154), this will ultimately lead to organsiations positioning and marketing their products and services more effectively. Therefore, the characteristics of a lifestyle are important as illustrated in Figure 3-4.

Figure 3-4: Characteristics of a lifestyle



Source: Adopted from Sathish and Rajamohan (2012:153).

According to Sathish and Rajamohan (2012:153), four characteristics of lifestyle exist, namely:

- **Lifestyle implies a central life interest.** The central life interests of consumers include work, leisure, religion, family, politics, friends and hobbies. These central life interests can be a clear indication of how consumers interact with their surrounding environments.

- **Lifestyle varies according to sociologically relevant variables.** A change in consumer age, sex, ethnicity, social class and religion, is a clear indication that consumer lifestyles are rapidly changing due to these social society changes.

- **Lifestyle covers various aspects of life.** Due to a consumer's lifestyle nature, the behaviour of a consumer is seen as relatively consistent and marketers can also predict their behaviour in various life stages just by observing the manner in which they conduct themselves in a situation.

- **Lifestyle is a group occurrence.** A consumer's reference groups and relationships can have a clear influence on his/her lifestyle.

In order to conduct consumer lifestyle research, various methods can be used. The AIO approach was used in this study to determine the lifestyle and the effect that it has on consumer behaviour, as the AIO approach is most often used. It consists of analysing the activities, interests and opinions of consumers (Hur *et al.*, 2010:296).

3.7.3 AIO approach

Organisations or marketers can use lifestyle analyses to define their target market, create a new perspective of their target market, develop a product or service strategy, position their product or service, market important social and political issues, and lastly communicate their product or service's main attributes (Solomon, 2020:264).

According to Töpfer and Bug (2015:16), lifestyle portrays a psychographic approach that focuses on identifying the various factors that can have an influence on a consumer's life, work and leisure. Solomon (2020:268) adds that the most contemporary psychographic research focuses on the attempt to group consumers according to the combination of three variables, namely activities, interest and opinions, which is called AIO in short.

In the 1970s, the AIO approach was first introduced by Wells and Tigert to analyse consumer lifestyle. Well-known researchers such as Bowls (1988), Dutta-Bergman (2006), Hur *et al.* (2010), Kumar and Sarkar (2008), Plummer (1974), and Swinyard and Smith (2003) have since used this approach to explore the segmentation of markets based on the lifestyle variables; thus effectively using the AIO approach to analyse consumer lifestyle.

According to Solomon (2020:269), in order to group consumers into the AIO categories, researchers give respondents a long list of statements to indicate how much they agree with each statement. A consumer's lifestyle is defined by discovering how the consumer spends his or her

time, what he/she finds interesting and important, and how the consumer views himself or herself as well as the world around him or her. This is supported by Narang's (2010:538) statement that the AIO approach involves providing consumers with a battery of three hundred statements that focuses on their activities, interests and opinions, where they have to indicate on a 10 point Likert scale whether they agree or disagree with the provided statements, this generally occurs in a survey format.

According to Anantachart (2013:86), analysing the interest variables in the AIO approach refers to a consumer's preference in terms of career, community, family life, recreation, food, and home. The AIO approach can be used to analyse consumer opinions, more specifically consumers' feelings about various matters such as products, business, themselves, social issues and economics (Töpfer & Bug, 2015:18).

It is for these reasons that the AIO approach was used to analyse the various lifestyle dimensions, more specifically the effect of lifestyle on the purchase intention of consumers in the cellular industry in South Africa.

According to Rao *et al*. (2014:11-12), the AIO statements enable marketers to distinguish between two opposite approaches, namely:

- **The situation-specific approach:** This approach's main aim is to determine whether a specific product or service offering will be either accepted or rejected based on the lifestyle of the consumers.

- **The general approach:** This is an approach where marketers are mainly concerned with gaining a deeper understanding of the lifestyles and buying behaviours of the consumers, which will ultimately help marketers to create consumer profiles that are in line with the consumers' lifestyles.

For the purpose of this study, the AIO statements is general in nature as the primary objective is to determine the lifestyle of consumers within a specific segment and to gain an understanding of the lifestyles and buying behaviours of consumers. According to Plummer (1974:34) and Solomon (2020:264), there are various lifestyle dimensions. Table 3-5 indicates the different lifestyle dimensions.

Table 3-5: Lifestyle dimensions

Activities	Interests	Opinions
Work/Homemaking	Family	Self-consciousness
Hobbies	Homemaking	Social issues
Social events	Job	Politics
Vacation entertainment	Community orientation	Business
Club membership	Recreation	Economics
Community	Fashion consciousness	Education
Shopping	Health consciousness	Products
Sports	Media	Future
	Achievements	Culture

Source: Adapted from Plummer (1974:34) and Solomon (2020:264).

For the purpose of this study, the following lifestyle dimensions have been analysed by using the AIO approach:

- **Entertainment**

  Entertainment can be defined as any activity that can provide a source of pleasure to a passive audience (Bates & Ferri, 2010:15). In a recent study of Zaheer and Kline (2018:224), the four characteristics that were used to measure entertainment were whether the activity was enjoyable, pleasing, interesting and entertaining.

- **Club membership**

  According to Schiffman and Wisenblit (2019:244), a membership group or membership club can be defined as "a group to which a consumer either already belongs to or would qualify to belong to". These programmes usually involve offering consumers rewards that are based on their product or service purchases. Some of these rewards include offering free products and services to customers after a prescribed amount of purchases (Levy *et al*., 2019:131) and offering lower prices to consumers that are members than to consumers that are not registered with their programme (Levy *et al*., 2019:404).

- **Shopping**

  One area in cellular services that is still gaining popularity among consumers, is mobile shopping (m-shopping) or cellular shopping. M-shopping can be any monetary transaction through an internet enabled cellular phone or over the wireless telecommunication network to purchase a product or service (Wong *et al*., 2012:25). According to Levy *et al*. (2019:79), to provide consumers with a better shopping experience when purchasing through their mobile channels, many retailers have developed and implemented mobile shopping apps for

their consumers. Apps can be described as software applications that are designed to improve consumers' shopping experiences when they are using their smartphones or tablets. Many consumers still prefer traditional in-store shopping because of the security risks that mobile shopping pose. However, some retailers prefer internet channels as it expands their market without them having to build new stores in different locations (Levy *et al*., 2019:78).

- **Fashion consciousness**

  Fashion conscious individuals are usually concerned with pursuing a very stylish, socially acceptable and trendy lifestyle (Gao *et al*., 2014:39). Consumers that are fashion conscious will most likely find pleasure in trying new things. A consumer's interest in fashion can lead them to interact in many activities such as shopping or seeking out the newest trends (Zhou *et al*., 2010:46-47).

- **Media**

  Over the past decade, the use of newer forms of media has grown. These new forms of media usage include using media through online media that include websites, email and cellular devices, as well as social media platforms (Levy *et al*., 2019:425). Schiffman and Kanuk (2014:244) define consumer-generated media as "all the advertisements and media that reach consumers online and through any mobile communication devices such as cell phones and smartphones".

In addition to the various lifestyle dimensions that were investigated in this study (in terms of activities, interests and opinions), the researcher also obtained demographic information to aid in profiling consumers from the South African cellular industry. It is important to compile a demographic profile of consumers to customise marketing strategies based on these consumer characteristics. Thus, the objective for this study in terms of the respondents' demographic profile, is to develop a demographic profile of cellular phone users who participated in this study.

3.7.4 Demographics

The following demographic variables were considered in this study:

- **Age**

  Age can have a direct impact on a consumer's buying behaviour (Rani, 2014:57). Armstrong and Kotler (2020:204) categorise age into the following groups: (a) younger than 6, (b) 6 to 11, (c) 12 to 19, (d) 20 to 34, (e) 35 to 49, (f) 50 to 64, and (g) 65 or older. According to Solomon (2020:25), consumers of different ages have different wants and needs. Although consumers who belong to the same age group differ in some ways, they generally share the

same set of values and have common cultural experiences that they carry throughout their lives. Cleveland *et al*. (2011:248) added that when compared to older individuals, younger consumers are more open to new products (especially products that involve advanced technology) and are less likely to commit to a definite pattern of consumption. Schiffman and Wisenblit (2019:58) support this by stating that product needs generally vary with consumers' age, thus age is a key factor when marketing products or services.

- **Education**

  According to Armstrong and Kotler (2020:204), education can be categorised into the following groups: (a) primary completed, (b) some high school, (c) matric, (d) technical diploma/degree, (e) university degree, or (f) post-graduate. According to Cleveland *et al.* (2011:248), consumers with higher education levels are less likely to follow a local behavioural norm and more likely to follow a more global behavioural norm, because they are exposed to different cultural perspectives.

- **Income**

  Income directly influences consumers' wants and will determine their buying power (Lamb *et al.*, 2019:210). Jisana (2014:36) agrees by stating that any economic situation can directly influence a consumer's buying behaviour because when a consumer's income is high, the products that he/she will buy, will most probably be more expensive in contrast to a consumer with a low income who will not necessarily buy expensive products. The type of products and services that consumers buy also depend on their income as there is a positive correlation between product choice and consumer income (Moolla, 2010:172). Individual income can be classified into the following groups: (a) less than R10 000 per month, (b) R11 000 to R20 000 per month, (c) R21 000 to R30 000 per month, (d) R31 000 to R40 000 per month, and (e) more than R40 000 per month (Armstrong & Kotler, 2020:204). Schiffman and Wisenblit (2019:289) add that a consumer's income is an objective estimate of his/her social standing and prestige.

- **Gender**

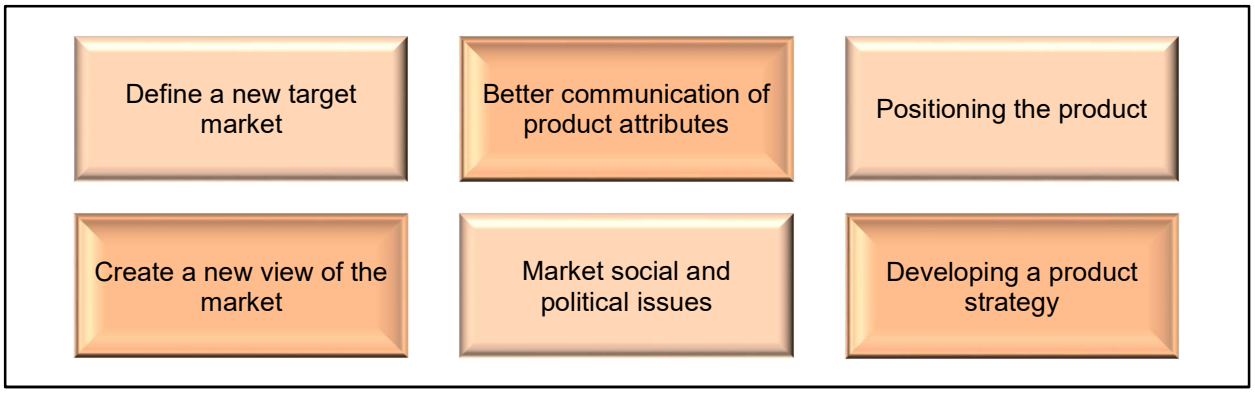
  Armstrong and Kotler (2020:205) define gender segmentation as "the process of dividing a market according to their gender into different segments". Gender can be categorised into two groups, namely male and female (Dolnicar *et al*., 2018:40). According to Rao *et al*. (2014:13), lifestyle studies can be used for several reasons: (a) to provide a better understanding of consumer behaviour; (b) to introduce new and innovative products to consumers; (c) to improve an organisation's overall marketing strategy; and lastly (d) to minimise the risk of a new product or organisation venture.

The information obtained by conducting lifestyle studies can be used in various ways (Solomon, 2020:270), as set out in the following section.

3.7.5 Using lifestyle studies

According to Solomon (2020:270), the information that marketers obtain from conducting lifestyle studies could be used to create a new view of the market, define a target market, communicate product attributes better, position a product, develop a product strategy, and market social and political issues. Figure 3-5 below examines the different ways that lifestyle studies can be used.

Figure 3-5: Ways that lifestyle studies can be used



Source: Adopted from Solomon (2020:269-270).

- **Defining a target market:** The information provided by conducting a lifestyle study can be used to better product consumption or give marketers demographic clarification.
- **Better communication of product attributes:** Marketers can use the information obtained from lifestyle studies to incorporate it in their marketing campaigns; this will ensure communicate the product's attributes to the consumers in a way that it is linear to their specific lifestyles.
- **Positioning of a product:** Marketers can use the information obtained from consumer lifestyle studies as a basic guideline when positioning their products so as to appeal to the specific requirements of the consumers in the target market.
- **Create a new view of the market:** Marketers can develop and base their marketing strategies on consumer lifestyles. If a marketer realises that the consumers do not match their assumptions, their views on the consumer market may also change.
- **Market social and political issues:** Using psychographic studies that highlight the potential to assist consumers with harmful behaviour.

- **Development of a product strategy:** Marketers can use the information obtained from consumer lifestyle studies to identify new product opportunities, promotions and marketing strategies, based on their understanding of how a product forms part of the consumers' specific lifestyles.

3.8 CONCLUSION

This chapter emphasises the important role of market segmentation by examining the steps marketers can take to segment markets, by discussing characteristics of an ideal market segment, and by examining the various segmentation bases. This study focusses on using lifestyle as a segmentation basis; therefore, this chapter examined various aspects of lifestyle including the AIO approach and dimensions of lifestyle. Chapter 4 elaborates on the research methodology followed in this study.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

This chapter focuses on the research methodology implemented to address the research problem of this study. The structuring principle of this chapter is the various steps of the marketing research process. The first step is to identify the research problem and objectives. The second step is to determine the research design to be used, with a specific focus on causal, exploratory and descriptive research designs. The third step entails designing the data collection method, which includes secondary and primary data sources. Thereafter, the sample design and data collection method are discussed as part of step four. Step five provides an explanation on data analysis and interpretation. Step six concludes the chapter by detailing the process of reporting of results.

4.2 THE MARKETING RESEARCH PROCESS

According to Schiffman and Wisenblit (2019:530), marketing research outlines the information required, designs the method for collecting the information, manages the collection process, analyses the results, and communicates the findings to marketers. Marketing research plays a key part in any organisation as it entails valuable market-related information that is gathered to provide input for decision-making and transparency which can improve the success of their marketing efforts (Babin & Zikmund, 2016a:3).

Malhotra *et al*. (2017:25) assert that marketing research can provide support to marketing decision-makers by describing the nature and the scope of consumers, understanding the nature of the forces that shape consumer needs as well as the marketer's ability to satisfy those specific needs, testing the individual controllable marketing variables, and monitoring and reflecting on the past successes and failures in various marketing decisions. Thus, the overall purpose of marketing research is to assess the necessary information on consumer needs and to provide the relevant information in a systematic and objective manner to improve overall marketing decision-making.

The marketing research process can be defined as "the systematic process of planning, collecting, analysing and interpreting data that can be used to identify and define marketing problems and opportunities" (AMA, 2017b; Kotler & Keller, 2016:61). According to Babin and Zikmund (2016b:62), there are six steps in the marketing research process. Figure 4-1 presents the marketing research process, followed by a discussion of each step in the subsequent sections.

Figure 4-1: The marketing research process

Source: Adopted from Babin and Zikmund (2016b:62).

4.2.1 Step 1: Identify the research problem and objectives

This step entails the formulation of the research objectives, based on the research problem. This can act as an indication as to what information should be collected to solve the research problem (Babin & Zikmund, 2016b:62). Kotler and Keller (2016:62) add that when a researcher defines a research problem, making it too broad or too narrow should both be avoided. The research problem of this study has been clarified in Chapter 1 (see section 1.2).

4.2.1.1 Primary objective

The primary objective of this study is to determine the effect of lifestyle and perceived value on the purchase intention of consumers within the South African cellular industry.

4.2.1.2 Secondary objectives

In support of the primary objective, the following secondary objectives have been formulated:

1) To provide an overview of the research literature related to the main constructs of this study, namely perceived value, lifestyle and purchase intention.

2) To develop a demographic profile of cellular phone users who participated in this study.

3) To determine the effect of lifestyle on purchase intention in terms of entertainment.

4) To determine the effect of lifestyle on purchase intention in terms of club membership.

5) To determine the effect of lifestyle on purchase intention in terms of shopping.

6) To determine the effect of lifestyle on purchase intention in terms of fashion consciousness.

7) To determine the effect of lifestyle on purchase intention in terms of media usage.

8) To determine the effect of perceived value on purchase intention in terms of perceived price value.

9) To determine the effect of perceived value on purchase intention in terms of perceived functional value.

10) To determine the effect of perceived value on purchase intention in terms of perceived emotional value.

11) To determine the effect of perceived value on purchase intention in terms of perceived social value.

12) To determine the underlying relationships between the various lifestyle dimensions.

13) To determine the underlying relationships between the various perceived value dimensions.

14) To determine the underlying relationships between the various lifestyle dimensions and purchase intention.

15) To determine the underlying relationships between the various perceived value dimensions and purchase intention.

16) To determine the difference of perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to their demographic differences.

4.2.2 Step 2: Determine the research design

This step entails determining the research design. A research design can be reffered to as a description of the study's necessities that help to conduct a study successfully (Burns *et al*., 2017:72). Bryman *et al.* (2017:100) define a research design as "a framework for collecting and analysing data". Malhotra *et al*. (2017:61) add that a research design can also be defined as "a framework or a plan for conducting a marketing research study, which will detail the procedures necessary for obtaining the information needed to structure or solve the specific marketing research problems".

Babin and Zikmund (2016a:54) categorise a research design in three general categories or types of research, namely exploratory research, causal research and descriptive research which are discussed below. Table 4-1 presents these three primary research designs and their various applications and methodologies.

Table 4-1: Applications and methodologies of the three primary research designs

Design	Applications	Methodologies
Causal research	• Uncover causality • Understand the performance effects of marketing mix elements	• Laboratory experiments • Field experiments
Exploratory research	• Understand structure • Formulate problem precisely • Generate hypotheses • Develop scales	• Literature search • Case analyses • Focus groups • In-depth interviews
Descriptive research	• Describe consumers and competitors • Understand market size • Segment markets • Measure performance	• Literature search • Panels • Observations • Surveys

Source: Adopted from Mooi *et al.* (2018:14).

4.2.2.1 Causal research

A causal research design is a suitable research design to implement when a researcher want to demonstrate a definite cause-and-effect relationship between two or more variables by making use of experiments (Brown & Suter, 2014:27; Brown *et al*., 2018:113). Schiffman and Wisenblit (2019:426) define causal research as a consumer research approach specifically designed to identify a cause-and-effect relationship among any purchase-related factors of a study.

Mooi *et al.* (2018:14) assert that the application of causal research can include to uncover causality and to fully comprehend the performance effects of the marketing mix elements. The methodologies performed for this type of research entails laboratory and field experiments. Malhotra *et al*. (2017:80) submit that causal research is appropriate for the following purposes: (a) to understand which variables are the cause (independent variables) and which variables are the effect (dependent variables) of a specific marketing phenomenon; (b) to determine the nature of the relationship between the causal variables and the effect to be predicted; and (c) to test hypotheses.

4.2.2.2 Exploratory research

According to Schiffman and Wisenblit (2019:419), exploratory research can be defined as an examination of resources and materials that have already been collected and are of value. Babin and Zikmund (2016b:54) add that exploratory research can be conducted to identify the nature of the research problem, to formulate a definition of the study, to discover potential opportunities, or to clarify uncertain situations. An explanatory research design is most effective when a researcher can provide proof that one variable influences the other variable and that there is no other factor that can cause this relationship between the two variables (Sarstedt & Mooi, 2019:17).

Mooi *et al.* (2018:14) assert that the application of exploratory research entails to understand the structure, formulate the problem precisely, generate the hypotheses, and develop the measurement scales. It is further suggested that the methodologies of this type of research include literature searches, case analyses, focus groups, and in-depth interviews. According to Malhotra *et al*. (2017:69), exploratory research can be used in cases such as the following: (a) where the research problem must be defined more precisely; (b) relevant courses of action must be identified; or (c) additional insights must be gained before confirming the findings using a conclusive design.

4.2.2.3 Descriptive research

Mooi *et al.* (2018:17) are of the opinion that the primary use of descriptive research is to describe characteristics, behaviours, phenomena and functions or to formulate predictions about trends or variables. Descriptive research could be used to describe consumers, market segments, competitors and measure performance accurately as it can focus on one or more variables at the same time (Mooi *et al*., 2018:17). Descriptive research can also provide answers to the questions who, what, when, where and why of the specific research problem (Brown & Suter, 2014:34). Descriptive research designs are usually utilised when the researcher seeks a deep description and reflection of information by asking questions such as who, where, when and what (Babin & Zikmund, 2016b:54; Burns *et al*., 2017:98).

Babin and Zikmund (2016b:54) and Brown and Suter (2014:33) are of the opinion that descriptive research designs are most suitable to generate information about a certain group's characteristics, to analyse customer behaviour and to make specific predictions. Mooi *et al.* (2018:14) added that the application of descriptive research can include to understand market size, measure performance, describe the consumers and competitors and segment the markets; whereas the methodologies of descriptive research entails literature search, panels, observations and surveys.

Malhotra *et al*. (2017:73) mention the following examples of descriptive research studies: (a) market studies describing the size of the market, the buying power of the consumers and the availability of distributors and consumer profiles; (b) image studies determining consumer perceptions of the firm and its products; and (c) product usage studies describing consumer consumption patterns.

For this study, a descriptive research design was chosen because the study sets out to describe the characteristics of respondents' lifestyles, perceived values and purchase intentions. The literature review provides evidence that negligible knowledge of the effect that consumer lifestyle and perceived value has on a consumer's purchase intention exist, which established the basis on which the research problem was formulated (see section 1.2). Therefore, this study used a descriptive research design in order to obtain certain information regarding the research problem.

4.2.3 Step 3: Design the data collection method

The third step in the marketing research design process is to design a data collection method. Mooi *et al*. (2018:28) assert that data is the heart of marketing research. Kotler and Keller (2016:63) added that there are two types of data that can be collected, namely secondary data and primary data.

4.2.3.1 Secondary data sources

Kotler and Keller (2016:63) defines secondary data as "data that was previously collected by an individual or organisation for other purposes". Schiffman and Wisenblit (2019:420) add that secondary data is any information that was previously collected, and not the data collected in the course of this study. Brown *et al.* (2018:60) submit that sometimes the information required to address a research problem, already exists and was collected and recorded prior to and for a reason other than that of the current research problem. This type of data is known as secondary data. Malhotra *et al*. (2017:92) added that the collection and analysis of secondary data can help a researcher to define the marketing research problem, develop a suitable research approach to the problem, develop a sampling plan, formulate an appropriate research design, answer certain research questions and test hypotheses, interpret primary data with more insight and validate qualitative research findings.

For this study, secondary data was collected by means of conducting a literature review (Chapters 2 and 3). The literature review provided the researcher with appropriate knowledge of the theoretical constructs investigated in this study, which included consumer behaviour (Chapter 2), as well as market segmentation with a specific focus on lifestyle segmentation (Chapter 3).

4.2.3.2 Primary data sources

Primary data is collected to address a specific research problem under investigation (Brown *et al*., 2018:60). Primary data can be collected by means of either qualitative or quantitative research.

Schiffman and Wisenblit (2019:419) define *qualitative research* as "a study that delves into a consumer's unconscious motivations by utilising focus groups, in-depth interviews, projective techniques, or motivational research". Qualitative research are also defined by Malhotra *et al*., (2017:92) as "an unstructured, primarily exploratory research design, which is based on small samples and intended to provide depth, insight and understanding". Therefore, qualitative research enables the researcher to gain background information on the research problem without using numbers as a form of measurement. Compared to quantitative research, qualitative research is less structured and mostly makes use of open-ended formats, which enable the participants to answer questions at length (Zikmund *et al*., 2017:63). Qualitative data collection methods usually include techniques such as in-depth interviews, focus groups, observation and projective techniques (Burns *et al*., 2017:144). Babin and Zikmund (2016a:113) argue that qualitative research comprises of documented, visual or verbalised information as the emphasis of qualitative research is on visual portrayals, stories, meaningful characterisations, interpretations and other expressive descriptions; and does not focus on exploratory research, descriptive research and causal research numbers.

The *quantitative research* approach, on the other hand, primarily aims to collect information to help the researcher make accurate predictions about relationships between factors and behaviours. It also allows analysing and validating these relationships through hypothesis testing to gain meaningful insights. Quantitative research is generally used with causal and descriptive research designs because it reaches objectives through empirical calculations such as analytical approaches and numerical measurements (Burns *et al*., 2017:143). Schiffman and Wisenblit (2019:419) define quantitative research as the gathering and analysing of statistical data, to utilise observational research, survey research and experimentation. This is confirmed by Babin and Zikmund (2016b:113), who state that quantitative research is a systematic and meaningful way of indicating singularities by allocating numeric values. Quantitative research includes research techniques that seek to quantify data and to apply a form of measurement and statistical analysis (Malhotra *et al*., 2017:92). According to Burns *et al*. (2017:144), quantitative data collection techniques are usually surveys which can be categorised as person, telephone, self-administered and computer administered and assisted surveys. Quantitative research can be described as "a form of conclusive research that can be portrayed in values where data is collected by means of a structured questionnaire that entails predetermined response options" (Burns *et al*., 2017:143).

Table 4-2 below compares quantitative and qualitative research according to its common purpose, the type of research design, approach, type of questions, research independence, sample size, type of analysis, and the outcome.

Table 4-2: Comparing quantitative and qualitative research

Research aspect	Quantitative research	Qualitative research
Common purpose	Test hypotheses or specific research questions	Discover new ideas, thoughts and feelings used in exploratory research with general research objectives
Type of design	Descriptive or causal design	Exploratory design
Approach	Measure and test	Observe and interpretive
Type of questions	Limited probing, structured response categories	Probing, unstructured, free form
Research independence	Results are subjective, as researcher is intimately involved	Results are objective, as researcher is an uninvolved observer
Sample size	Large sample with a good representation of the population	Small samples
Type of analysis	Statistical and mathematical procedures	Interpretive, subjective, semiotic analysis
Outcome	Recommend a final course of action	Develop an initial understanding

Source: Adopted from Zikmund *et al*. (2017:66).

For the purpose of this study, to support the descriptive research design, this study utilised a quantitative research approach in the form of self-administered surveys to collect primary data seeing that the goal was to present and discuss a conceptual model of the effect that a respondent's lifestyle and perceived value has on his/her purchase intention.

4.2.3.3 Research instrument

According to Bryman *et al*. (2017:382), a research instrument can be defined as the specific means of carrying out a research method. Schiffman and Wisenblit (2019:428) are of the opinion that questionnaires are the primary data collection instrument for quantitative research. A questionnaire can be defined as a structured technique for data collection, consisting of a series of questions, either written or verbal, that a respondent answers (Malhotra *et al*., 2017:374). The main role of questionnaires is to formulate a standardised view for the researcher and to ensure that the appropriate questions are asked to respondents in the same way. Thus, questionnaires can be defined as "a medium between two individuals although they never communicate directly" (Brace, 2018:4).

Kotler and Keller (2016:163) state questionnaires can be used by researchers to assess the existing knowledge, satisfaction, beliefs and preferences of consumers and to measure these dimensions in the general population. Questionnaires can be compiled in many ways to analyse different situations with the assistance of various data-gathering resources (Brace, 2018:2). Schiffman and Wisenblit (2019:428) assert that questionnaires must be interesting, objective, unambiguous, generally not burdensome and easy to complete in order to motivate respondents to complete it.

According to Burns *et al*. (2017:175) and Schiffman and Kanuk (2014:37), there are four basic types of questionnaires, namely person-administered questionnaires, computer-assisted questionnaires, computer-administered questionnaires, and self-administered questionnaires.

- A **person-administered questionnaire** is a questionnaire where the interviewer reads the questions to the respondents, either face-to-face or over the telephone, and records the answers of the respondents without the use of a computer (Burns *et al*., 2017:175).

- With **computer-assisted questionnaires**, the questions are presented to the respondents verbally with the interviewer relying on the computer technology to facilitate the interview work to some degree. Therefore, the computer technology assists the interviewer by making the interview process more efficient and effective (Burns *et al*., 2017:177).

- Computers play an integral role in **computer-administered questionnaires** by posing the questions and recording respondents' answers; thus, enabling the respondents to complete the questionnaires on the computer itself. The prototypical computer-administered survey is generally an online survey in which respondents are directed to a website that houses the questionnaire. Therefore, computer-administered surveys provide a wide variety of user-friendly features as they are relatively inexpensive and most respondents are comfortable with most computer-administered survey topics (Burns *et al*., 2017:179).

- A **self-administered questionnaire** is completed by a respondent on his/her own, without any assistance from agents, humans or computers administrating the interviews. Self-administered questionnaires are thus, presented to the respondents where they can complete them without interference by the interviewer or the fieldworkers. Therefore, self-administered surveys have three important advantages, namely reduced cost, respondent control, and reduced interview evaluation apprehension (Burns *et al*., 2017:178).

For the purpose of this study, primary data was collected for this study by using a standardised self-administered questionnaire.

4.2.3.4 Types of response formats

Schiffman and Wisenblit (2019:428) refer to two types of questions in a questionnaire, namely open-ended questions and closed-ended questions, which are subsequently further explained.

- **Open-ended questions**

  According to Schiffman and Wisenblit (2019:428), open-ended questions require an answer in the respondent's own words, such as an essay type question. It yields more insightful information, which makes it more difficult to code and to analyse. Mooi *et al.* (2018:402) add that these types of questions require respondents to write their answers in the response box provided and can also be referred to as verbatim items.

- **Closed-ended questions**

  According to Schiffman and Wisenblit (2019:428), closed-ended questions require respondents to check the appropriate answer from a list of options given to them such as multiple-choice or true and false questions. It is also relatively simple to tabulate and analyse closed-ended questions, although the answers are limited to the alternative response provided to the respondent.

  - **Multiple-choice questions:** According to Clow and James (2014:332) and Malhotra *et al*. (2017:387), multiple-choice questions give respondents a choice between multiple answers given to them, usually a choice between more than three answers.

  - **Dichotomous questions:** Babin and Zikmund (2016b:309) and Malhotra *et al*. (2017:387) define dichotomous questions as any question where a respondent selects only one of the two alternative options available, such as "Yes or No" and "Agree or Disagree".

  - **Scaled-response options:** According to Iacobucci and Churchill (2010:233), because multiple-choice questions and scaled-response questions both offer various alternative response options to respondents, scaled-response questions are parallel to multiple-choice questions. However, scaled-response options differ from multiple-choice questions as they use several forms of measurement scales, including the semantic differential scale, Likert scale, rating scale, and lastly the importance scale.

For this study, closed-ended questions were used in this study:

- Section A: Screening questions involved closed-ended questions in the form of dichotomous questions where respondents had to select either "Yes or No".

- Sections B to D: Closed-ended questions were used in the form of scaled-response options (Likert scales).

- Section E: Closed-ended questions in the form of multiple-choice and dichotomous questions were used.

4.2.3.5 Measurement scales used in questionnaire

A scale, according to McDaniel and Gates (2016:188), is defined as "a set of numbers or symbols that was designed to be assigned by a rule of the respondent's behaviour and attitudes of those to whom the scale is usually applied". For a questionnaire to be well thought out and to collect not only reliable, but also valid information through the questionnaire, a researcher must always focus on the questions and also the scales involved (Hair *et al*., 2016:188).

Burns *et al*. (2017:206) state that there are two types of scales that can be used, either single-item scales that involve the activity of data collection concerning to a single attribute of a certain pre-examined construct, and multi-item scales that involve several items that can relate to a pre-examined construct, but where each statement has a specific rating scale assigned to it.

Regarding the development of the scale, it is important that the level of measurement desired is identified. The level of measurement desired could be nominal, ordinal, interval or ratio (Mooi *et al*., 2018:35). The following section examines these various levels of measurement.

- **Nominal scales**

  Nominal scales can be described as "the use of numbers to identify objects, individuals, events or groups" (Babin & Zikmund, 2016b:274). According to Malhotra *et al*. (2017:338, 339), a nominal scale can be seen as "a figurative labelling scheme in which the numbers allocated serve only as labels for identifying and classifying objects, as it has a strict one-to-one correspondence between the numbers and the objects". The classes are mutually exclusive and collectively exhaustive, and the objects in each class are equivalent with respect to the characteristic represented by the allocated number. All objects in the same class have the same number and no classes have the same number. However, nominal scales do not always entail the assignment of numbers as alphabets or symbols can also be assigned. The numbers in a nominal scale do not reflect the amount of the characteristic possessed by the objects. In marketing research, nominal scales are used to identify brands, attributes, participants, websites or other objects.

- **Ordinal scales**

  Ordinal scales can provide information to researchers on the number of characteristic(s) that is controlled by an event or object (Babin & Zikmund, 2016b:274). Additionally, Burns *et al*. (2017:207) state that this type of scale allows the researcher to conduct a rank or order to the respondents' responses. According to Malhotra *et al*. (2017:340), ordinal scales can be defined as "a ranking scale in which specific numbers are assigned to objects to indicate the relative extent to which some characteristic is possessed by the object". Therefore, with ordinal scales, it can be determined whether an object has more or less of a characteristic than another object. Thus, an ordinal scale indicates its relative position, not the magnitude of the differences between the objects, as the object that is ranked first has more of the characteristic as compared to the object that was ranked second. However, it is not known whether the object that has been ranked second, is a close second or a poor second. In marketing research, ordinal scales are used to measure relative opinions, attitudes, perceptions and preferences and the measurements of this type of scale include 'greater than' or 'less than' judgements from participants in the study.

- **Interval scales**

  Interval scales holds the characteristics of both nominal and ordinal scales and have equally spaced intervals between consecutive points of the measurement (Babin & Zikmund, 2016b:274). Malhotra *et al*. (2017:340-341) formally define an interval scale as "a scale in which the numbers are used to rank objects numerically equal to distances in the characteristic being measured in the study". The statistical techniques that may be used on interval scale data are all those that can be applied to nominal and ordinal data, with addition to the arithmetic mean, standard deviation, product moment correlations. Marketing research examples of interval scales include measuring attitudes, opinions and index numbers (Malhotra *et al*., 2017:338).

- **Ratio scales**

  Ratio scales beholds the properties of nominal, ordinal and interval scales, and include the existence of an absolute zero point (Babin & Zikmund, 2016b:274). Malhotra *et al*. (2017:341) added that ratio scales can be defined as "scales that allow the researcher to firstly identify or classify objects, secondly to rank-order the objects, and lastly to compare the intervals or differences". It is also meaningful to compute ratios of scale values. Common examples of ratio scales include weight, age, height and money However, examples in marketing research include measuring sales, costs and market share.

Table 4-3 below provides a background to the basic levels of measurement according to their basic empirical descriptions, operations, typical descriptions and statistics.

Table 4-3: Basic levels of measurement

Level	Basic empirical description	Operations	Typical description	Statistics
Nominal	"To identify events, groups, objects and individuals (numerals are used)".	To determine equality or inequality	Classification	• Frequencies • Percentages • modes
Ordinal	"Provides information about the number of characteristics that is controlled by a certain object, which adds to identification".	To determine greater or lesser	Rankings or ratings	• Frequencies • Modes • Medians • ranges
Interval	"Owns all the characteristics of nominal and ordinal scales, with equal intervals between consecutive points".	To determine equality or intervals	Used when complex concepts and constructs are measured	• Means • Medians • Variances • SD
Ratio	"Uses all the characteristics of nominal, ordinal and interval scales, plus an absolute zero point".	To determine equality or ratios	Preferred when precision instruments are available	• Means • Medians • Variances • SD

Source: Adapted from Babin and Zikmund (2016b:274), and McDaniel and Gates (2016:201).

For the purpose of this study, Likert, ordinal and nominal scales were used in this study to measure the responses of respondents. Sections B, C and D of the questionnaire used Likert-type scale questions, where respondents had to indicate their level of agreement, where 1 represents 'strongly disagree' and 7 represents 'strongly agree'. Section E used a combination of nominal and ordinal scales to record respondents' answers to demographic-type questions.

Section B of the questionnaire measured respondents' lifestyle. The items that were used in this section have been adapted from valid and reliable measurement scales. Table 4-4 below examines the various sources from which these measurement scales were adapted.

Table 4-4: Sources of lifestyle dimensions' measurement scales

Lifestyle dimension	Source adapted from
Entertainment	Ling and Pedersen (2006:263)
Club membership	Fancourt and Steptoe (2018:380)
Shopping	Anantachart (2013), Kucukemiroglu *et al*. (2007), Narang (2010)
Fashion consciousness	Anantachart (2013), Kucukemiroglu *et al.* (2007), Narang (2010)
Media	Kilian *et al*. (2012:122)

The approach to analyse a consumer's lifestyle that has been used the most widely, is the activities, interests and opinions (AIO) approach (Hur *et al*., 2010:296). Plummer (1974) developed the popular AIO approach, as well as the AIO measurement scale that can be used to study consumer lifestyle (He *et al*., 2010:617), which was used in this study's questionnaire to describe respondents' lifestyles. Table 4-5 below examines the different valid and reliable measurement scales that were used to analyse the five different lifestyle dimensions in this study.

Table 4-5: Measurement scales for lifestyle dimensions

Dimension & questions	Items	Response format	Level of measurement
Entertainment (B1.1 – B1.3)	I use cellular device because it amuses me. I use cellular device because it is enjoyable. I use cellular device because it entertains me.	Scaled	Likert
Club membership (B2.1 – B2.7)	I use my cellular device to be a member of an education, arts, music group/club. I use my cellular device to be a member of a church or religious group/club. I use my cellular device to be a member of a sports or exercise group/club. I use my cellular device to be a member of a charitable group/club. I use my cellular device to be a member of a social group/club. I use my cellular device to be a member of a political, union, environment group/club. I use my cellular device to be a member of any other group/club.	Scaled	Likert
Shopping (B3.1 – B3.7)	I think shopping on my cellular device is a novel, fun way to shop. Shopping on my cellular device is easier than local shopping. I like browsing for items to buy on my cellular device. I think shopping on my cellular device offers lower prices than local stores. I enjoy buying things on my cellular device. Buying things on my cellular device scares me. I think shopping on my cellular device offers a better selection than local stores.	Scaled	Likert

Table 4-5: Measurement scales for lifestyle dimensions (continues)

Dimension & questions	Items	Response format	Level of measurement
Fashion consciousness (B4.1 – B4.10)	I usually have one or more outfits that are of the very latest style. When I must choose between the two, I usually dress for fashion, not for comfort. An important part of my life and activities is dressing smartly. I often try the latest hairstyles when they change. I dress more fashionably than most people do. People can realise your social status by looking at the brand of clothes you wear. I read fashion-related magazines. I consult the internet for the latest fashion and styles. I spend a lot of time talking with my friends about the latest fashion trends. I like to watch fashion-related programmes on television.	Scaled	Likert
Media (B5.1 – B5.4)	I often you use my cellular device to watch media files. I often you use my cellular device to comment on media files. I often you use my cellular device to upload media files. I use my cellular device to keep myself informed (news and updates).	Scaled	Likert

Section C of the questionnaire measured respondents' perceived value. The items that were used in this section have been adapted from valid and reliable measurement scales. Table 4-6 below examines the various sources from which these measurement scales were adopted.

Table 4-6: Sources of perceived value dimensions' measurement scales

Perceived value dimension	Source adapted from
Price value	Sweeney and Soutar (2001:212)
Functional value	Sweeney and Soutar (2001:212), Wang (2010:392)
Emotional value	Sweeney and Soutar (2001:212)
Social value	Sweeney and Soutar (2001:212)

The following table presents the different valid and reliable measurement scales that were used to analyse the four perceived value dimensions of this study.

Table 4-7: Measurement scales for perceived value dimensions

Dimension & questions	Items	Response format	Level of measurement
Price value (C1.1 – C1.4)	I would buy a cellular device if the product: • Is reasonably priced • Offers value for money • Is a good product for the price • Would be economical	Scaled	Likert
Functional value (C2.1 – C2.5)	I would buy a cellular device if the product: • Has consistent quality • Is well made • Has an acceptable standard of quality • Has good workmanship • Would perform consistently	Scaled	Likert
Emotional value (C3.1 – C3.5)	I would buy a cellular device if the product: • is one that I would enjoy • would make me want to use it • is one that I would feel relaxed about using • would make me feel good • would give me pleasure	Scaled	Likert
Social value (C4.1 – C4.4)	I would buy a cellular device if the product: • would help me to feel acceptable • would improve the way I am perceived • would make a good impression on other people • would give me as the owner social approval	Scaled	Likert

Section D of the questionnaire measured respondents' purchase intention and was adapted from a valid and reliable measurement scale. Table 4-8 below indicates the various sources from which the measurement scale was adopted, followed by the items that were used (in Table 4-9).

Table 4-8: Sources of purchase intention measurement scales

Purchase intention	Source adapted from
Purchase intention	Chang and Chen (2008:841), Pavlou (2003:101)

Table 4-9: Measurement scale for purchase intention

Questions	Items	Response format	Level of measurement
Purchase intention (D1 – D3)	I intend to purchase a product. I expect to purchase a product in the future. It is likely that I will transact a purchase soon.	Scaled	Likert

Section E of the questionnaire focused on the respondent's demographic profile (which included age, level of education, level of income and gender). These questions comprised mostly out of closed-ended questions with predetermined options to collect the data from respondents. This section was based on a multiple-choice format to measure respondents' demographic profile. Respondents' demographic details, which could be regarded as personal and sensitive information, was asked towards the end of the questionnaire (section E) in order to avoid alienating the respondent. Table 4-10 below examines the instrument items used to measure respondents' demographics.

Table 4-10: Measuring demographics

Questions	Items	Response format	Level of measurement
Demographics (E1 – E4)	How old are you?	Multiple-choice	Ordinal
	What is your monthly disposable income?	Multiple-choice	Ordinal
	What is your gender?	Dichotomous	Nominal
	Please indicate your highest level of education.	Multiple-choice	Nominal

4.2.3.6 Structure of questionnaire

The structure of the questionnaire used in this study comprised an introductory section, as well as sections A to E, which are subsequently discussed.

- The introductory section of the self-administered questionnaire included three main sections: a complete explanation of the purpose of the study; instructions on how to complete the questionnaire correctly; and a thorough indication of the respondent's rights.
- Three screening questions were included in section A to ensure that only those respondents who own a cellular phone, who is a South African citizen, and who is above the age of 18 years, participated in the study.
- Section B of the questionnaire measured respondents' lifestyle.
- Section C of the questionnaire measured respondents' perceived value.
- Section D of the questionnaire measured respondents' purchase intention.
- Section E of the questionnaire focused on the respondents' demographic profile (which includes age, level of education, level of income and gender).

4.2.3.7 Linking the objectives with the questionnaire

Table 4-11 below links the secondary objectives of the study to the questions used in the questionnaire.

Table 4-11: Links between objectives and questionnaire

Secondary objectives	Questions
1) To provide an overview of the research literature related to the main constructs of this study, namely perceived value, lifestyle and purchase intention.	Chapters 2 & 3
2) To develop a demographic profile of cellular phone users who participated in this study.	E1 – E4
3) To determine the effect of lifestyle on purchase intention in terms of entertainment.	B1.1 – B1.3
4) To determine the effect of lifestyle on purchase intention in terms of club membership.	B2.1 – B2.7
5) To determine the effect of lifestyle on purchase intention in terms of shopping.	B3.1 – B3.7
6) To determine the effect of lifestyle on purchase intention in terms of fashion consciousness.	B4.1 – B4.10
7) To determine the effect of lifestyle on purchase intention in terms of media usage.	B5.1 – B5.4
8) To determine the effect of perceived value on purchase intention in terms of perceived price value.	C1.1 – C1.4
9) To determine the effect of perceived value on purchase intention in terms of perceived functional value.	C2.1 – C2.5
10) To determine the effect of perceived value on purchase intention in terms of perceived emotional value.	C3.1 – C3.5
11) To determine the effect of perceived value on purchase intention in terms of perceived social value.	C4.1 – C4.4
12) To determine the underlying relationships between the various lifestyle dimensions.	B1 – B5
13) To determine the underlying relationships between the various perceived value dimensions.	C1 – C4
14) To determine the underlying relationships between the various lifestyle dimensions and purchase intention.	B1 – B5 & D1.1 – D1.3
15) To determine the underlying relationships between the various perceived value dimensions and purchase intention.	C1 – C4 & D1.1 – D1.3
16) To determine the difference of perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to their demographic differences.	B1 – B5, C1 – C4, D1.1 – D1.3 & E1 – E.4

4.2.3.8 Pre-test of the questionnaire used for this study

Before the final questionnaire was fielded, it was validated by means of a pre-test. The pre-test entails a test run of the questionnaire on a small representative set of respondents, representative of the population to ensure that the questionnaire's errors are corrected before formally fielding the questionnaire (Burns *et al*., 2017:230). Consequently, this study pre-tested the questionnaire among 30 respondents from the target population. However, the following steps needed to be executed before the pre-test could commence:

(i) Submitting the questionnaire to the Ethical Committee of North-West University

The first step was to submit the questionnaire to the Ethical Committee of North-West University where the questionnaire was examined and several changes were required. Upon receiving ethical clearance, the questionnaire was then submitted to the Statistical Consultation Services of North-West University.

(ii) Submitting the questionnaire to Statistical Consultation Services at North-West University

The next step was to submit the questionnaire to Statistical Consultation Services at North-West University where it was thoroughly analysed to ensure that the data is relevant and will achieve the objectives of the study.

(iii) Pre-test

After receiving approval from NWU Statistical Consultation Services, the questionnaire was given to 30 respondents from the target population to complete. The main analysis derived from the pre-test indicated that there were no amendments that needed to be made because the respondents had no problems or complaints. The fielding of the questionnaire could commence.

4.2.4 Step 4: Design the sample and collect data

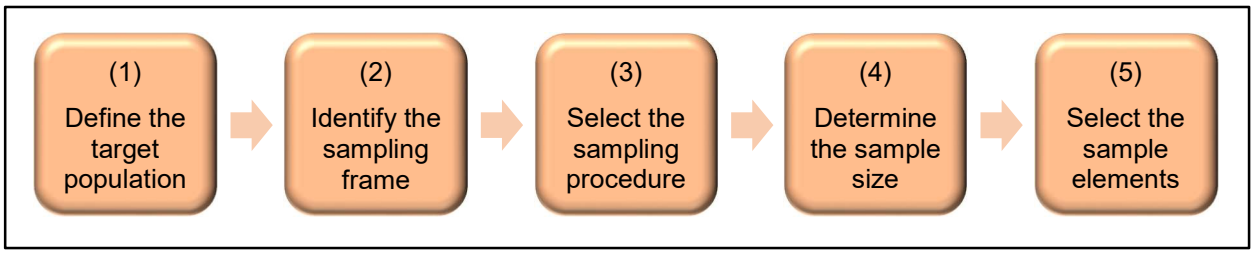
The fourth step of the research process involves the data collection method during which the researcher designs the sample and obtains the data required for the research study. According to Bryman *et al*. (2017:170) and Schiffman and Wisenblit (2019:430), a sample is "a presumably representative subset of the population under study and can be used to estimate what the characteristics of the entire population is". Sampling is a sub-group that was chosen from a larger population which are invited to participate in the research study to enable the researcher to draw conclusions based on measurements of a portion of the entire population (Babin & Zikmund, 2016b:69).

According to Malhotra *et al*. (2017:495-496), after the researcher has chosen a specific research design, he/she must develop a plan from which a sample must be drawn for the study. Researchers can gain more insight into the sample plan by defining the sample elements and units, detailing the sampling frame, choosing a sampling method and technique, determining a proper sample size, and selecting a method of data collection, all of which are discussed below. Schiffman and Wisenblit (2019:431) state that a sampling plan can be described as a plan that specifies whom to survey (the sampling unit), how many to survey (the sample size), and how to select them (the sampling procedure).

4.2.4.1 Sample design

According to Babin and Zikmund (2016b:340), there are various phases that should be considered during the sampling process, namely to define the target population, identify the sampling frame, select the sampling procedure, determine the sample size, and select the sample elements. The phases of the sampling process are indicated in Figure 4-2.

Figure 4-2: Phases of the sampling process



Source: Adopted from Babin and Zikmund (2016b:340).

4.2.4.2 Phase 1: Define the target population

Mooi *et al*. (2018:42) define a target population as “the group of units that a researcher considers when forming judgements”. The research problem will determine whether the units from the population consist of either a group of individuals, consumers, products or organisations. Brown *et al.* (2018:205) define a target population as elements or objects such as products, organisations and people that hold the information required by the researcher. Theorists such as Burns *et al.* (2017:238) and Kumar *et al*. (2019:178-203), are of the opinion that the precise description of the target population is important for accurate research results and can be carried out in terms of the area of coverage, sampling elements and sampling units. Malhotra *et al*. (2017:414) emphasise that defining the target population entails translating the problem definition into a precise statement of who should, and who should not be included in the sample.

For this study, the target population include residents from the North West Province, specifically from the three chosen central areas, namely Klerksdorp, Potchefstroom and Rustenburg (Municipalities, 2019) who own any type of cellular phone and are aged 18 years or older.

4.2.4.3 Phase 2: Identify the sample frame

Phase two entails identifying the sampling frame. According to Brown *et al*. (2018:206) and Bryman *et al*. (2017:170), a sampling frame can be defined as "a directory or a list of sampling elements from which the sample can be drawn". This is supported by Clow and James (2014:227), when they define a sampling frame as "a list of people from which the sample will be taken". Malhotra *et al*. (2017:415) assert that a sampling frame is a representation of the elements of the target population that entails a list or set of directions for identifying the target population.

For the purpose of this study, no sampling frame was available since the Protection of Personal Information Act 4 of 2013 does not permit cellular network providers in South Africa to disclose the personal information of their customers. Therefore, no sampling frame was available from which to draw a sample. A non-probability convenience sampling method was used to obtain an appropriate sample that comprised of consumers within the North West Province, specifically from the three chosen central areas, namely Klerksdorp, Potchefstroom and Rustenburg (Municipalities, 2019) who own any type of cellular phone and are aged 18 years or older.

4.2.4.4 Phase 3: Select a sampling procedure

The third phase in selecting a sample for the study is to select a suitable sampling procedure. In order to draw a sample, a researcher can make use of either probability or non-probability sampling methods (Brown *et al*., 2018:207). Malhotra *et al*. (2017:416) argue that the most important decision in choosing a sampling technique is whether to use non-probability or probability sampling. These two sampling methods are discussed in more detail.

4.2.4.4.1 Probability sampling

Probability sampling is when every element in the population of the study has an equal chance of inclusion in the sample of the study (Brown *et al*., 2018:209; Bryman *et al*., 2017:170; Schiffman & Wisenblit, 2019:431). With probability sampling, a researcher can illustrate the sample's representativeness, give a statement on the number of variations involved, and identify the possibilities of the study (Kumar *et al*., 2019:360). According to Schiffman and Wisenblit (2019:431), there are four types of probability samples, namely simple random sample, systematic random sample, stratified random sample, and cluster (area) sample.

- **Simple random sample**

  With simple a specific number is allocated to an element in the sampling frame and specialised software is then used to randomly select numbers and compile the sample (Mooi *et al*., 2018:44). According to Malhotra *et al*. (2017:426), simple random sampling can be defined as "a probability sampling technique where each element has a known and equal probability of selection, where every element is selected independently of every other element, and ultimately the sample is drawn by a random procedure from a sampling frame".

- **Systematic random sample**

  Systematic sampling is defined by Malhotra *et al*. (2017:427), as "a probability sampling technique where the sample is chosen by selecting a random starting point and then picking every *n*th element in succession from the sampling frame". Therefore, in systematic random sampling, a member of the population is selected at random, thereafter every *n*th person is selected (Schiffman & Wisenblit, 2019:431). Zikmund *et al*. (2017:353) add that for a researcher to determine the value of the skip interval, he/she divides the total target population size with the determined sample size.

- **Stratified random sample**

  With stratified random sampling, the population is divided into mutually exclusive groups, such as age groups, and then a random sample is drawn from each group (Schiffman & Wisenblit, 2019:431). Therefore, with stratified sampling the population is grouped into various identifiable and homogenous groups, where samples are then chosen from each of the sub-groups (Mooi *et al*., 2018:45). Zikmund *et al*. (2017:354) add that these homogenous groups can also be referred to as strata. Stratified sampling is formally defined by Malhotra *et al*. (2017:428) as "a probability sampling technique that includes a two-step process to group the population into subsequent subpopulations or strata and all elements are selected from each stratum by using a random procedure".

- **Cluster (area) sample**

  With cluster (area) sampling, the population is also divided into mutually exclusive groups, such as blocks, and then the researcher draws a sample of the groups to interview (Malhotra *et al*., 2017:429; Schiffman & Wisenblit, 2019:431). According to Zikmund *et al.* (2017:355), the area sample is the most prevalent type of cluster sample as it represents a large cluster with various areas that are located close to one another. Babin and Zikmund (2016b:355), however, state that this type of sampling can be problematic when the attitudes and characteristics of the cluster are too similar.

Table 4-12 below provides a comparison between the different probability sampling methods in terms of their description, cost and degree of use, advantages and the disadvantages.

Table 4-12: Probability sampling methods

Description	Cost and degree of use	Advantages	Disadvantages
Simple random "Each member of the sample frame is assigned a number before the units are selected by using random methods".	Costly and must be used discreetly in practice.	Does not need too much information about the population. Data can be easily analysed and, therefore, errors can be easily calculated.	Does not use information about the population and when compared to stratified sampling, a larger error for a sampling size may occur. This method always needs a sampling frame.
Systematic "An arbitrary starting point and natural ordering is implemented. Items selected by preselected interval".	Moderate costs and discreet usage.	Easy to check and draw samples.	There may be an increase in variability when sampling interval is linked to periodic ordering of a population.
Stratified "Population is split into groups and subsamples are randomly selected from each group. Discrepancies include proportional, disproportional and optimal allocation of the sizes of the subsample".	Costly and must be used discreetly.	A representation of all groups in the sample is guaranteed and characteristics of each stratum can be projected so that comparisons can be made. The variability for the same sample size is decreased.	Accurate information on the proportion of each stratum is necessary and stratified lists can be costly if they are not readily available.
Cluster "Units are randomly selected, followed by an observation of all units (or probability sample is drawn from the group)".	Inexpensive and used often.	Comprises geographically defined clusters, which results in lower field costs and listing of individuals only within clusters are a necessity. The characteristics of clusters and population can be assessed.	Is prone to larger errors for its comparable size and duplication or omission of individuals can occur if the researcher is unable to assign members to a unique cluster.
Multistage "A combination of the first four techniques. Progressively smaller areas are selected in each stage".	Costly, but used often (especially in national surveys).	Depends on the technique combination.	Depends on the technique combination.

Source: Adapted from Babin and Zikmund (2016a:350-356), and Brown *et al*. (2018:209-212).

4.2.4.4.2 Non-probability sampling

In comparison to probability sampling, are non-probability sampling designs used when the number of elements within a specific population is unknown and cannot be identified independently (Brown *et al.*, 2018:207). Schiffman and Wisenblit (2019:431) add that non-probability sampling entails selecting a study's respondents in a non-random fashion, based on the judgement of the researcher. Although this type of sampling method does not allow the objective evaluation of the sample result's precision, it does offer good estimates of the characteristics of the population (Malhotra *et al*., 2017:419) as some units in the population is more likely to be selected than others (Bryman *et al*., 2017:170). Non-probability sampling methods comprise four different types of sampling, namely judgement (purposive) sampling, snowball sampling, quota sampling, and convenience sampling (Brown *et al.*, 2018:207).

- **Judgement sampling**

  According to Malhotra *et al*. (2017:421), judgement sampling can be described as "a form of convenience sampling in which the population elements are selected based on the judgement of the researcher". With judgement sampling, the researcher uses his/her own judgement to select any population members that will be good sources of accurate information, such as experts in the relevant field of study (Schiffman & Wisenblit, 2019:431). Zikmund *et al*. (2017:357) add that researchers may select samples that have certain characteristics that the researcher finds convincing but that does not represent the entire population. Malhotra *et al*. (2017:422) also add that, although it does not allow direct generalisations to a specific population (usually because the population is not defined explicitly) judgemental sampling is inexpensive, convenient and quick. Judgemental sampling is subjective as its value depends entirely on the researcher's judgement, expertise and creativity.

- **Snowball sampling**

  Malhotra *et al*. (2017:424) define snowball sampling as "a non-probability sampling technique where the initial group of participants is selected randomly, and subsequent participants are thereafter selected based on the referrals or information provided by the initial participants selected". With snowball sampling information is obtained from the initial respondents about additional respondents who will qualify to participate in the study (Zikmund *et al*., 2017:358). Babin and Zikmund (2016b:350) state that when a sample is either small or difficult to reach, snowball sampling is most effective.

- **Quota sampling**

  According to Malhotra *et al*. (2017:422), quota sampling can be defined as "a non-probability sampling technique that includes a two-stage restricted judgement sampling where the first stage entails developing control categories or quotas of population elements and the second stage entails selecting sample elements based on convenience or judgement". Quota sampling entails the researcher to conduct interviews with a prescribed number of individuals in each of the several categories, such as 50 men and 50 women (Schiffman & Wisenblit, 2019:431). According to Babin and Zikmund (2016b:350), some advantages associated with quota sampling include the speed, the convenience and the relatively low cost of collecting the data.

- **Convenience sampling**

  Malhotra *et al*. (2017:420) define convenience sampling as "a non-probability sampling technique that attempts to obtain a sample of convenient elements". Convenience sampling entails that the researcher selects the most accessible members of the population to obtain information from such as students in a classroom (Schiffman & Wisenblit, 2019:431). According to Mooi *et al*. (2018:63), convenience sampling involves data being collected from readily and conveniently available respondents. As this type of sampling is largely influenced by situational factors, the researcher's decision in terms of who can form part of the sample, is limited.

Table 4-13 below indicates the comparison between the different types of non-probability sampling methods in terms of their cost, the degree of use, advantages and disadvantages.

Table 4-13: Non-probability sampling methods

Description	Cost and degree of use	Advantages	Disadvantages
Convenience "The most convenient or economical sample units are used".	Inexpensive and widely used.	Does not require a list of the population.	Samples are more likely to be unrepresentative. Random sampling error estimates are not allowed and is considered risky since data is projected beyond the sample.
Judgement "Samples are chosen based on the purpose they must fill".	Costs are moderate and is used discreetly.	Can be useful when certain types of forecasting are needed, and specific objectives need to be met.	Can be biased due to the expert's opinions, resulting in an unrepresentative sample, which is risky, as data is projected beyond the sample.

Table 4-13: Non-probability sampling methods (continues)

Description	Cost and degree of use	Advantages	Disadvantages
Quota "Population members are classified through pertinent properties, which determines the desired proportion to the sample from each class, and fixes quotas for each interviewer".	Costs are moderate and is used widely.	Does not require a list of the population and some stratification of the population is introduced.	Can be biased in the classification of subjects because the error from the population cannot be estimated owing to non-random selection. Thus, this method is considered risky, as data are projected beyond the sample.
Snowball "Initial respondents are selected by probability samples and then further respondents are selected by referral".	Inexpensive and is used in special situations.	Is beneficial in locating members that are of rare populations.	Is highly biased, because sample units are not independent, thus it can be considered risky, as data are projected beyond the sample.

Source: Adopted from Babin and Zikmund (2016a:348-350).

For any researcher to use a probability sampling method, he/she must have a sample frame (detailed list of all the elements in the study's target population) (Feinberg *et al*., 2013:304). **For the purpose of this study**, a non-probability convenience sampling technique was used to draw the sample. The reasons for using this technique are as follows:

- There were no databases available from which a sampling frame could be constructed.
- The costs would have been too high for the researcher to cover such a large target market.
- The researcher is situated in the North West Province, making it more convenient to include respondents who reside in this province.

4.2.4.5 Phase 4: Determine the sample size

A sample size can be defined as "the number of elements to be included in the study" (Malhotra *et al*., 2017:417). According to Hair *et al*. (2014:120), a study's sample size is mainly dependent on the nature and the number of variables in the study. The choice of sample size will be different between the two different sampling methods (probability and non-probability sampling). With probability sampling, the researcher generally uses a sample size formula and with a non-probability sampling method, the researcher relies on his/her own subjective judgement based on several factors such as past studies and experiences, intuition, industry standards and the amount of resources that the researcher has available (Burns *et al*., 2017:241).

However, large samples are required if the researcher decides on using for descriptive surveys (which this study intended to utilise), especially when the data is collected based on various variables. Hair *et al*. (2014:120) explain that for a study that are investigating more than six factors, a sample size of 500 will be needed as it allows for the opposing of possible missing values and low communalities in the data collected.

For the purpose of this study, since the conceptual model of this study comprises of three constructs (two from different dimensions), the researcher adhered to the recommended sample size of 500, but collected 600 surveys. The researcher did not want to collect less than 400 surveys to make provision for inaccurately completed questionnaires. Therefore, 200 questionnaires were collected from each of the three major cities in the North West Province, namely Potchefstroom, Klerksdorp and Rustenburg (Municipalities, 2019).

4.2.4.6 Phase 5: Select the sample elements

The fifth and final phase in establishing a sample design is selecting the sample elements. In this study, non-probability convenience sampling was used to select the sampling elements. The sampling elements for this study can be defined as South African consumers who reside in the North West Province that own any type of cellular phone and are aged 18 years and above. Table 4-14 below provides a summary of the sample plan to be followed for this study.

Table 4-14: Sample plan summary for this study

Design elements	Application to empirical study
Target population	South Africans residing in the North West Province (specifically from the three chosen central areas namely Klerksdorp, Potchefstroom and Rustenburg) who own any type of cellular phone and are aged 18 years and above.
Sampling element	South African consumers who reside in the North West province that own any type of cellular phone and are aged 18 years and above.
Sampling unit	Consumers who own any type of cellular phone
Extent	North West Province
Time	2020
Sampling frame	No sampling frame is available since the Protection of Personal Information Act 4 of 2013 does not permit cellular network providers in South Africa to disclose the personal information of their customers.
Sampling method and technique	Non-probability convenience sampling
Sample size	600 respondents

4.2.4.6.1 Collection of data

With the sample designed, the next step was to implement the sample plan and collect the required data for this study. **For this study**, a self-administered questionnaire was distributed to possible respondents by the researcher herself. Since the respondents had complete control over their participation in the study, the collection of the data for the purpose of this study was fully dependant on the willingness of the respondents to partake in the study. According to Municipalities (2019), three of the major cities in the North West Province include Potchefstroom, Klerksdorp and Rustenburg. The questionnaires were, therefore, distributed in these three cities, specifically in shopping malls and companies that attracted many consumers. Special permission was obtained from the targeted companies and shopping malls to conduct the research.

4.2.5 Step 5: Analyse and interpret the data

The next step in the research process is to analyse and interpret the primary data that was collected. Once the fieldwork is completed, the editing and coding of the data can commence (Babin & Zikmund, 2016a:70) before the researcher can start the analyses (Kumar *et al*., 2019:397). According to Babin and Zikmund (2016a:70), during this step the data is converted into a format that can provide meaning; the step entails editing the data to exclude all the errors and coding the items into categorical or numeric form. Another reason for analysing data, is to identify any consistent patterns from the data and compute, understand and summarise the data.

The data collected for this study was captured, coded and edited using SPSS by entering it into an electronic data file and creating a data set. The completed questionnaires were checked manually to ensure that only those questionnaires that have been completed properly are analysed. However, before data analysis, the reliability and validity of the measurement scales must be determined (Burns *et al*., 2017:214).

4.2.5.1 Reliability

Field (2013:882), defines the reliability assessment of a measure as “the extent to which a measure can produce consistent results even under circumstances where the same entities are measured but under different conditions”. Schiffman and Wisenblit (2019:424) state that a measure has reliability when the same question, asked of a similar sample, produces the same findings. According to Babin and Zikmund (2016b:280), reliability indicates the internal consistency of a measuring instrument. Reliability can be evaluated by using three different approaches, namely test-retest, equivalent forms, and internal consistency (Clow & James, 2014:267). Table 4-15 provides the descriptions of these three approaches.

Table 4-15: Three reliability approaches

Approach	Description
Test-retest	"The test-retest method involves the researcher to repeat the measurement process by using the same instrument (only *one*) on the same respondents but at two different time periods" (Clow & James, 2014:267).
Equivalent forms	"Equivalent forms reliability involves the completion of *two* measurement instruments by the same respondent at two different time periods" (Baines *et al*., 2013:113).
Internal consistency	"Internal consistency considers different items in the measuring instrument and the consistency of the results produced by these items" (Babin & Zikmund, 2016b:280).

- **Test-retest reliability** involves administering identical sets of scale items to the same respondents at two different times (Clow & James, 2014:267). Clow and James (2014:268) note the following potential problems that could occur whilst using test-retest reliability: (a) the testing effects, having been previously exposed to the measurement instrument, could have an impact on respondents' responses the second time, (b) the limited time and budget of the researcher, (c) environmental factors that can influence respondents, such as health or mood that could alter responses during retesting, and (d) the location could make it difficult to locate the same respondents, as they may not be available or willing to cooperate.

- **Equivalent forms reliability** involves the completion of two measurement instruments by the same respondent at two different time periods (Baines *et al*., 2013:113). According to Clow and James (2014:267), there are three potential problems pertaining to this technique: (a) the participants' responses to the second survey might be biased as they were exposed to similar questions in the first survey, (b) environmental changes may alter their responses, and (c) it could be difficult to locate the same participants to take part in the second survey.

- **Internal consistency reliability** involves the internal consistency assessment of a set of items, where several items are merged together to form a total score for the scale (Babin & Zikmund, 2016b:281). According to Clow and James (2014:268-269), the Cronbach's alpha coefficient can be used to determine the internal consistency reliability of the scales used to measure the same construct. Reliability can be tested as follows: the higher the score of the Cronbach's alpha is, the more reliable the measurement is; therefore, scales with a perfect reliability have a Cronbach's alpha coefficient score of 1.00, and scales with no reliability have a Cronbach's alpha coefficient score of 0.00. Poor reliability is thus achieved when the scales have a Cronbach's alpha score of 0.60 or lower. Scales that have a low correlation can be discarded by the researcher and the construct reliability can be retested.

For this study, the reliability of the data was assessed by using internal consistency reliability, which includes calculating the Cronbach's alpha coefficient.

4.2.5.2 Validity

Another important aspect is to determine the validity of the scale. According to Mooi *et al*. (2018:408), validity can be defined as "the degree to which the researcher measures the research components in order for it to be meaningful". Validity can also be referred to as "the accuracy of a measure or the full extent that a measure of an instrument will reflect a concept" (Babin & Zikmund, 2016b:281). Schiffman and Wisenblit (2019:424) describe that when a measure has validity, it collects appropriate data needed to answer the specific questions and objectives stated in the first stage of the research process. According to Babin and Zikmund (2016b:282-283), there are three types of validity, namely construct validity, criterion validity, and face (content) validity.

- **Construct validity** addresses the vital question of whether the scale is measuring what it is supposed to be measuring (Babin & Zikmund, 2016b:282-283). Clow and James (2014:271) define construct validity as the assessment of the measuring instrument, regarding capturing the constructs and items considered in the study, and how it relate to the theory of the study. Babin and Zikmund (2016b:283) identified two types of construct validity, namely convergent and discriminant validity. *Convergent validity* refers to the researcher having a clear understanding of the research questions and problem, as well as the knowledge to measure it. *Discriminant validity* refers to the interest in a model which is not captured by other measures, but by using a measure that is empirically unique (Mooi *et al*., 2018:395).

- **Criterion validity** reflects whether a scale performs as is expected in relation to other variables that were selected as meaningful criteria (Babin & Zikmund, 2016b:282). Mooi *et al*. (2018:394) describe criterion validity as pragmatic validity, where two types of measures are measured at the same time in order to understand and conclude how one measure predicts the outcome of the other. Clow and James (2014:271) assert that criterion validity investigate how the measurement instrument can predict future behaviour and actions.

- **Content validity** systematically evaluates how well a scale's content embodies the measurement task of the study (Babin & Zikmund, 2016b:282-283). Content validity can also be referred to as the relationship between the suitability of a measurement and subjective judgements, usually experts in a specific required field (Feinberg *et al*., 2013:666). According to Mooi *et al*. (2018:394), content validity represents the full extent to which a measurement represents all aspects of a given construct; therefore, it can be stated that it assesses whether the specific instrument was able to sufficiently address the objectives of the study.

For the purpose of this study, a confirmatory factor analysis (CFA) using AMOS was used to assess the validity of the measurement model.

4.2.5.3 Methods and statistical techniques

When researchers must deal with quantitative data and questionnaires, the utilisation of various descriptive and inferential statistics must be kept in mind. Descriptive statistics can be referred to as statistical summaries of data, and the value of it lies in the overall picture that it can provide a researcher from a large amount of data. Inferential statistics is used by considering the score of a certain measure in order to make inferences, generalisations or assumptions about a sample that can represent the whole population of the study (Struwig & Stead, 2013:165-167).

- **Descriptive statistics**

  According to Salkind (2017:8), descriptive statistics is used by a researcher when he/she wants to organise and describe the characteristics of a large set of data. Babin and Zikmund (2016b:387) add that by using descriptive statistics through standard deviation, calculating the mode, frequencies and percentages, it enables researchers to describe the sample of the study and to identify the pattern of responses. The techniques that could be used when analysing variables are described briefly in Table 4-16 below.

Table 4-16: Techniques to analyse variables

Technique	Description
Univariate analysis	"Researchers only analyse one variable in order to obtain frequency counts".
Bivariate analysis	"Researchers consider two variables at a time in order to draw conclusions of the pattern between them".
Multivariate analysis	"Two or more variables are analysed in order to determine properties and trends within the data".

Source: Adopted from Babin and Zikmund (2016b:382).

- **Inferential statistics**

  Inferential statistics are used to make inferences on smaller data sets that represent the entire population (Salkind, 2017:8). Researchers can also test hypotheses and conceptual models, based on the samples that were measured by using inferential statistics (Dawar, 2016:145). Struwig and Stead (2013:165) add that inferential statistics can be divided into groups according to their functions, namely (a) to measure the relationships between variables, (b) to provide comparisons between dependant groups, and (c) to predict group membership to ensure the differences between groups that have been randomly assigned.

For this study, descriptive statistics (means and standard deviations) and frequencies (counts and percentages) were used to describe the data and to provide insight into the demographic profile of the respondents, as well as the responses that have been obtained for each construct.

4.2.5.4 Statistical analysis applied in this study

The descriptive statistical analysis used in this study are discussed briefly. Chapter 5 presents the results obtained from the data analysis.

- **Frequency and percentage distribution**

  Frequencies reflect the number of responses that a question received and can be referred to as the most basic form of statistical description (Kumar *et al*., 2019:409). Babin and Zikmund (2016b:373) add that frequencies are the most undeveloped element of statistical descriptions that indicate how often each response occurs. When indicating frequency, the *f* symbol is used. Salkind (2017:63) adds that by considering the raw data and counting how many times a score occurs, and then entering that number in each of the class intervals as presented by the count, the frequency can be determined. Percentage is the proportion of respondents who answered a question in a certain way which must be multiplied by 100 (Kumar *et al*., 2019:410).

- **Means**

  A mean can be defined as "a method used to describe a typical value of a list of numbers by dividing the number of observations with the sum of a variable's value" (Mooi *et al*., 2018:400). Salkind (2017:22) provides the following formula for calculating the mean:

$$\bar{x} = \sum Xn$$

Where:

$\bar{x}$ = value of the scores/mean

Σ = indicates that all the individual values are summed

X = individual scores in the group of scores

n = size of sample

- **Standard deviation for individual items of the questionnaire**

  Burns *et al*. (2017:269) indicate that the standard deviation (SD) reflects the degree of variation in the values in such a way that they can change into a bell-shaped curve or normal distribution. When determining the standard deviation, a rule of thumb is proposed by Babin and Zikmund (2016b:382), stating that the value of the standard deviation should be expected to be one-sixth of the range.

- **Factor analysis**

  Factor analysis is defined by Bryman *et al*. (2017:377), as a statistical technique used for many variables in order to establish whether there is a tendency for groups to be interrelated. Dawar (2016:36) is of the opinion that the significance of the factor analysis value can be indicated as follows:

  - A factor value of > 0.6 indicates that the variable describes the factor *very well*.
  - A factor value of > 0.3 indicates that the variable describes the factor *moderately well*.
  - A factor value of < 0.3 should be ignored, as the variable *fails* to describe the factor properly.

For this study, a factor analysis was used in order to determine the factor value, which was then used to attain the Cronbach's alpha coefficient to test the reliability of the study. The results obtained from conducting a factor analysis for this study are presented in Chapter 5.

- **Pearson's product-moment correlation coefficient**

  Pearson's product-moment correlation coefficient is defined by Bryman *et al*. (2017:322), as a measure of the strength and direction of the specific linear relationship between two interval or ratio variables. According to Bryman *et al*. (2017:322) and Field (2013:79), the significance of the correlation coefficient value can be indicated as follows:

  - A correlation coefficient of 0.10 to 0.30 is regarded as a *weak* correlation.
  - A correlation coefficient of 0.30 to 0.50 is regarded as a *moderate* correlation.
  - A correlation coefficient of more than 0.50 is regarded as a *strong* correlation.

  The following formula is suggested by Burns *et al*. (2017:385) for calculating Pearson's r:

$$r = \frac{\sum XY}{(N-1)sxsy}$$

Where:
r = Pearson's product-moment correlation coefficient
Σ = indicates that all the individual values are summed
N = the number of pairs of cases
Sx,Sy = the standard deviation for x and y

In order to determine whether linear relationships exist between the dimensions of lifestyle and perceived value respectively, Pearson's product-moment correlation coefficients were calculated.

- **Cohen's effective size conventions**

  According to Salkind (2017:207), Cohen's effective size can range from small, medium and large. These are the following classifications:

  - A small effect size is when Cohen's d is 0.2.
  - A Cohen's d of 0.3 represent a medium effect size.
  - A large effect size is represented by a Cohen's d of ≥ 0.8.

A regression analysis can be defined as "a conceptually simple method that can be used to investigate the functional relationships among variables of a study" (Chatterjee & Hadi, 2015:1). The statistical technique of a bivariate regression analysis produces a linear relationship equation line of the relationship between two variables, the independent (predictor) variable and the dependent variable (Burns *et al*., 2017:322). Feinberg *et al*. (2013:671) add that multiple regression is where a single dependant variable is related to a group of other variables in a study. A regression coefficient is calculated for each independent variable to explain the relationship between it and the dependent variable. The standardised coefficient is then called beta (β) which will range between 0.00 and 1.00 (Burns *et al*., 2017:327).

For the purpose of this study, a standard multiple regression analysis was used to determine the interrelationships between the constructs of the study (i.e. lifestyle, perceived value and purchase intention).

4.2.6 Step 6: Prepare the research report

The sixth and final step comprises the preparation of the research report. The results, implications and limitations of the study are presented and discussed in the research report. Chapter 5 consists of the results of the study. The conclusions, implications and limitations of the study are discussed in Chapter 6.

4.3 CONCLUSION

The purpose of this chapter was to provide a thorough description of the research methodology used for the empirical portion of this study. This chapter described the methodology followed in the study with the focus on the marketing research process. This chapter outlined the research design of the study. After identifying the research problem and objectives, appropriate research and sampling methods were selected.

CHAPTER 5

REPORTING OF RESULTS

5.1 INTRODUCTION

This chapter presents the results obtained from the empirical part of the study after implementing the research methodology as set out in Chapter 4. The first part of the chapter provides the results of the lifestyle analysis that was conducted (section B of the questionnaire), where after the results of respondents' perceived value (section C), and purchase intentions (section D) are discussed. Finally, the results of the demographic profiles (based on section E) are presented, followed by a report on the relationships identified between the core constructs of this study.

5.2 RESULTS OBTAINED FROM SECTION A OF THE QUESTIONNAIRE: SCREENING QUESTIONS

The respondents who provided the data for this study by means of completing a questionnaire, qualified to participate in this study by answering the screening questions (in section A). Initially, 600 questionnaires were collected; however, only 592 could be used as the questionnaires of the respondents who did not qualify to participate, were discarded. Therefore, all respondents who participated in this study were South African citizens, over the age of 18 who own a cellular device.

5.3 RESULTS OBTAINED FROM SECTION B OF THE QUESTIONNAIRE: LIFESTYLE

Section B of the questionnaire set out to determine the lifestyle of respondents in terms of five dimensions, namely entertainment, club membership, shopping, fashion consciousness, and media. The AIO approach (see section 3.7.3) was used to obtain the necessary data to determine the lifestyle of respondents. A discussion on the results of section B of the questionnaire follows.

5.3.1 Validity of section B

The validity of the items used to measure the lifestyle dimensions was determined by applying a confirmatory factor analysis (CFA). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was used to determine the appropriateness of the factor analysis. The amount of variance that a variable share with other variables was determined, and a p-value of Bartlett's test of sphericity was calculated to determine whether there is sufficient correlation between the items. The results pertaining to the validity of the items used to measure each of the lifestyle dimensions

are discussed in the following sections. Table 5-1 indicates the KMO measurement value indicators.

Table 5-1: KMO measure value indicator

< 0.5	=	not good sampling adequacy
0.5 > 0.7	=	mediocre sampling adequacy
0.7 > 0.8	=	good sampling adequacy
0.8 > 0.9	=	great sampling adequacy
> 0.9	=	superb sampling adequacy

Source: Adopted from Field (2013:695).

5.3.1.1 Entertainment

The statements used to measure the level of respondents' entertainment comprised of items B1.1 to B1.3. By conducting a CFA on these items, a variance of 87.06% was obtained. The KMO indicated a good sampling adequacy with it being 0.75. The p-value of Bartlett's test of sphericity was calculated as < 0.001, which is an indication of a sufficiently large correlation between the items and making it suitable to perform an CFA. The communalities varied between 0.84 and 0.91. The construct validity of the statements used to measure entertainment was therefore confirmed.

5.3.1.2 Club membership

The statements used to measure the level of respondents' club membership comprised of items B2.1 to B2.7. By conducting a CFA on these items, a variance of 54.97% was obtained. The KMO indicated a great sampling adequacy with it being 0.87. The p-value of Bartlett's test of sphericity was calculated as < 0.001, which is an indication of a sufficiently large correlation between the items and making it suitable to perform a CFA. The communalities varied between 0.45 and 0.65. The construct validity of the statements used to measure club membership was therefore confirmed.

5.3.1.3 Shopping

The statements used to measure the level of respondents' shopping comprised of items B3.1 to B3.7. By conducting a CFA on these items, a variance of 68.32% was obtained. The KMO indicated a superb sampling adequacy with it being 0.93. The p-value of Bartlett's test of sphericity was calculated as < 0.001, which is an indication of a sufficiently large correlation between the

items and making it suitable to perform a CFA. The communalities varied between 0.03 and 0.84. The construct validity of the statements used to measure shopping was therefore confirmed.

5.3.1.4 Fashion conscious

The statements used to measure the level of respondents' fashion consciousness comprised of items B4.1 to B4.10. By conducting a CFA on these items, a variance of 65.36% was obtained. The KMO indicated a superb sampling adequacy with it being 0.94. The p-value of Bartlett's test of sphericity was calculated as < 0.001, indicating a large correlation between the items and making it suitable to perform a CFA. The communalities varied from 0.55 to 0.72. The construct validity of the statements used to measure fashion consciousness was therefore confirmed.

5.3.1.5 Media

The statements used to measure the level of respondents' media comprised of items B5.1 to B5.4. By conducting a CFA on these items, a variance of 78.19% was obtained. The KMO indicated a great sampling adequacy with it being 0.82. The p-value of Bartlett's test of sphericity was calculated as < 0.001, which is an indication of a sufficiently large correlation between the items and making it suitable to perform a CFA. The communalities varied between 0.72 and 0.83. The construct validity of the statements used to measure media was therefore confirmed.

Main finding B1: The confirmatory factor analysis indicated that the statements in section B of the questionnaire are valid for measuring the lifestyle dimensions of respondents.

5.3.2 Reliability of section B

The reliability of this section of the questionnaire was determined by deriving the Cronbach's alpha coefficient for each of the lifestyle dimensions in this section of the questionnaire. In order to derive the overall Cronbach's alpha values, an EFA was conducted. Table 5-2 presents the overall Cronbach's alpha value for the statements of each lifestyle dimension.

Table 5-2: Cronbach's alpha coefficients for section B of the questionnaire

Lifestyle dimension	Cronbach's alpha
Entertainment (B1.1 - B1.3)	0.92
Club membership (B2.1 - B2.7)	0.86
Shopping (B3.1 - B3.7)	0.90
Fashion consciousness (B4.1 - B4.10)	0.94
Media (B5.1 - B5.4)	0.91

From Table 5-2 it can be deduced that the Cronbach's alpha value for the five lifestyle dimensions is > 0.80. This indicates a high level of reliability.

Main finding B2: The five lifestyle dimensions in section B of the questionnaire are considered reliable.

5.3.3 Lifestyle dimensions

The scales used to determine the lifestyle dimensions of respondents made use of a 7-point Likert scale to rate the responses to each of the scale's 12 items where 1 = disagree strongly, 2 = disagree moderately, 3 = disagree a little, 4 = neither agree nor disagree, 5 = agree a little, 6 = agree moderately and 7 = agree strongly. Considering the response options, the following four independent groups were identified:

- Respondents who responded between 1 and 3 were placed in a group, representing low levels of agreement.
- Respondents who responded between 3 and 4 were placed in a group, representing moderately low levels of agreement.
- Respondents who responded between 4 and 5 were placed in a group, representing moderately high levels of agreement.
- Respondents who responded between 5 and 7 were placed in a group, representing high levels of agreement.

The means and standard deviations (SD) derived from the respondents' responses, with regard to this section of the questionnaire, are listed in Table 5-3 below.

Table 5-3: Means and standard deviations of the lifestyle dimensions

Lifestyle dimension	Mean	SD
Entertainment (B1.1 - B1.3)	5.15	1.63
Club membership (B2.1 - B2.7)	4.03	1.63
Shopping (B3.1 - B3.7)	3.96	1.66
Fashion consciousness (B4.1 - B4.10)	3.78	1.64
Media (B5.1 - B5.4)	5.34	1.58

According to Table 5-3, each of the five lifestyle dimensions presented moderately high levels of agreement. A moderately high level of agreement exists among respondents in terms of entertainment (mean = 5.15), club membership (mean = 4.03), shopping (mean = 3.96), fashion consciousness (mean = 3.78), and media (mean = 5.34). The standard deviation of all the lifestyle dimensions was relatively low, ranging between 1.58 and 1.66; thus, indicating that there was little difference in the responses provided by the respondents.

Main finding B3: A high level of entertainment was found among respondents.

Main finding B4: A moderately high level of club membership was found among respondents.

Main finding B5: A moderately low level of shopping was found among respondents.

Main finding B6: A moderately low level of fashion consciousness was found among respondents.

Main finding B7: A high level of media was found among respondents.

5.4 RESULTS OBTAINED FROM SECTION C OF THE QUESTIONNAIRE: PERCEIVED VALUE

Section C of the questionnaire set out to determine the perceived value of respondents in terms of the four perceived value dimensions, namely price value, functional value, emotional value, and social value. Various valid and reliable measurement scales were used to obtain the necessary data in order to determine the perceived value of respondents (see Table 4-6). The following section provides a detailed discussion regarding the results.

5.4.1 Validity of section C

The validity of the items used to measure each of the perceived value dimensions was determined by applying a confirmatory factor analysis. The KMO measure of sampling adequacy was used to determine the appropriateness of the factor analysis. The amount of variance that a variable share with all other variables was also determined and lastly, a p-value of Bartlett's test of sphericity was calculated in order to determine whether there is sufficient correlation between the items. The results pertaining to the validity of the items used to measure each of the perceived value dimensions are subsequently discussed.

5.4.1.1 Price value

The statements used to measure respondents' perceived price value comprised of items C1.1 to C1.4. By conducting a CFA on these items, a variance of 83.84% was obtained. The KMO indicated a great sampling adequacy with it being 0.86. The p-value of Bartlett's test of sphericity was calculated as < 0.001, indicating a sufficiently large correlation between the items and making it suitable to perform a CFA. The communalities varied between 0.82 and 0.86. The construct validity of the statements used to measure price value was therefore confirmed.

5.4.1.2 Functional value

The statements used to measure the level of respondents' functional value comprised of items C2.1 to C2.5. By conducting a CFA on these items, a variance of 86.02% was obtained. The KMO indicated a great sampling adequacy with it being 0.89. The p-value of Bartlett's test of sphericity was calculated as < 0.001, which is an indication of a sufficiently large correlation between the items and making it suitable to perform a CFA. The communalities varied between 0.85 and 0.88. The construct validity of the statements used to measure functional value was therefore confirmed.

5.4.1.3 Emotional value

The statements used to measure the level of respondents' emotional value comprised of items C3.1 to C3.5. By conducting a CFA on these items, a variance of 82.26% was obtained. The KMO indicated a great sampling adequacy with it being 0.87. The p-value of Bartlett's test of sphericity was calculated as < 0.001, which is an indication of a sufficiently large correlation between the items and making it suitable to perform a CFA. The communalities varied between 0.78 and 0.87. The construct validity of the statements used to measure emotional value was therefore confirmed.

5.4.1.4 Social value

The statements used to measure the level of respondents' social value comprised of items C4.1 to C4.4. By conducting a CFA on these items, a variance of 90.20% was obtained. The KMO indicated a great sampling adequacy with it being 0.86. The p-value of Bartlett's test of sphericity was calculated as < 0.001, which is an indication of a sufficiently large correlation between the items and making it suitable to perform a CFA. The communalities varied between 0.86 and 0.93. The construct validity of the statements used to measure social value was therefore confirmed.

Main finding C1: The confrimatory factor analysis indicated that the statements in section C of the questionnaire are valid for measuring the perceived value of respondents.

5.4.2 Reliability of section C

The reliability of section C of the questionnaire was determined by deriving the Cronbach's alpha value for each of the perceived value dimensions in this section of the questionnaire. In order to derive the overall Cronbach's alpha values, an exploratory factor analysis was used. Table 5-4 presents the overall Cronbach's alpha value for the statements of each perceived value dimension.

Table 5-4: Cronbach's alpha coefficients for section C of the questionnaire

Perceived value dimension	Cronbach's alpha
Price value (C1.1 - C1.4)	0.94
Functional value (C2.1 - C2.5)	0.96
Emotional value (C3.1 - C3.5)	0.95
Social value (C4.1 - C4.4)	0.96

From Table 5-4, it can be concluded that four dimensions of perceived value used in section C in the questionnaire indicate a high level of reliability as the Cronbach's alpha values for all four groups of perceived value dimension statements are > 0.90.

Main finding C2: The four perceived value dimensions in section C of the questionnaire are considered reliable.

5.4.3 Perceived value dimensions

The scales used to determine the perceived value dimensions of respondents made use of a 7-point Likert scale to rate the response to each of the scale's 12 items where 1 = disagree strongly, 2 = disagree moderately, 3 = disagree a little, 4 = neither agree nor disagree, 5 = agree a little, 6 = agree moderately and 7 = agree strongly. Considering the response options, the following four independent groups were identified:

- Respondents who responded between 1 and 3 were placed in a group, representing low levels of agreement.
- Respondents who responded between 3 and 4 were placed in a group, representing moderately low levels of agreement.
- Respondents who responded between 4 and 5 were placed in a group, representing moderately high levels of agreement.
- Respondents who responded between 5 and 7 were placed in a group, representing high levels of agreement.

The means and standard deviations (SD) derived from the respondents' responses, are listed in Table 5-5 below.

Table 5-5: Means and standard deviations of the perceived value dimensions

Perceived value dimension	Mean	SD
Price value (C1.1 - C1.4)	5.65	1.49
Functional value (C2.1 - C2.5)	5.78	1.41
Emotional value (C3.1 - C3.5)	5.52	1.47
Social value (C4.1 - C4.4)	4.20	2.08

According to Table 5-5, all perceived value dimensions presented moderately high levels of agreement among respondents in terms of price value (mean = 5.65), functional value (mean = 5.78), emotional value (mean = 5.52), and social value (mean = 4.20). The standard deviation of all the lifestyle dimensions was relatively low, ranging between 1.41 and 2.08 and indicating that there was little difference in the responses provided by the respondents.

Main finding C3: A high level of price value was found among respondents.

Main finding C4: A high level of functional value was found among respondents.

Main finding C5: A high level of emotional value was found among respondents.

Main finding C6: A moderately high level of social value was found among respondents.

5.5 RESULTS OBTAINED FROM SECTION D OF THE QUESTIONNAIRE: PURCHASE INTENTION

Section D of the questionnaire set out to determine respondents' purchase intentions. A valid and reliable measurement scale was used to obtain the necessary data to determine the purchase intention of respondents (see Table 4-8). A discussion of the results are subsequently provided.

5.5.1 Validity of Section D

The validity of the items used to measure purchase intention was determined by applying a CFA. The KMO measure of sampling adequacy was used to determine the appropriateness of the factor analysis. The amount of variance that a variable share with all other variables was also determined and lastly, a p-value of Bartlett's test of sphericity was calculated in order to determine whether there is sufficient correlation between the items. The results pertaining to the validity of the items used to measure the purchase intention of respondents are discussed below.

The statements used to measure the level of respondents' purchase intention comprised of items D1.1 to D1.3. By conducting a CFA on these items, a variance of 78.49% was obtained. The KMO indicated a good sampling adequacy with it being 0.73. The p-value of Bartlett's test of sphericity was calculated as < 0.001, indicating a sufficiently large correlation between the items and making it suitable to perform a CFA. The communalities varied between 0.76 and 0.80. The construct validity of the statements used to measure purchase intention was therefore confirmed.

Main finding D1: The confirmatory factor analysis indicated that the statements in section D of the questionnaire are valid for measuring the purchase intention of respondents.

5.5.2 Reliability of section D

The reliability of section D of the questionnaire was determined by deriving the Cronbach's alpha value for the construct purchase intention. In order to derive the overall Cronbach's alpha values, an EFA was used. Table 5-6 presents the overall Cronbach's alpha value for purchase intention.

Table 5-6: Cronbach's alpha coefficient for section D of the questionnaire

Purchase intention	Cronbach's alpha
Purchase intention (D1.1 - D1.3)	0.86

From Table 5-6, it can be concluded that items used in section D in the questionnaire indicate a high level of reliability as the Cronbach's alpha value for all the statements are > 0.80.

Main finding D2: The items used in section D of the questionnaire to determine the purchase intention of respondents, are considered reliable.

The scale used to determine respondents' purchase intentions made use of a 7-point Likert scale to rate the response to each of the scale's 12 items where 1 = disagree strongly, 2 = disagree moderately, 3 = disagree a little, 4 = neither agree nor disagree, 5 = agree a little, 6 = agree moderately and 7 = agree strongly. Considering the response options, the following four independent groups were identified:

- Respondents who responded between 1 and 3 were placed in a group, representing low levels of agreement.
- Respondents who responded between 3 and 4 were placed in a group, representing moderately low levels of agreement.
- Respondents who responded between 4 and 5 were placed in a group, representing moderately high levels of agreement.
- Respondents who responded between 5 and 7 were placed in a group, representing high levels of agreement.

The mean and standard deviation (SD) derived from the respondents' responses are listed in Table 5-7 below.

Table 5-7: Mean and standard deviation of purchase intention

Construct	Mean	SD
Purchase intention (D1.1 - D1.3)	4.98	1.84

According to Table 5-7, the construct purchase intention presented a moderately high level of agreement among respondents (mean = 4.98) and the standard deviation was relatively low with 1.84, indicating that there was little difference in the responses provided by the respondents.

Main finding D3: A moderately high level of purchase intention was found among respondents.

5.6 RESULTS OBTAINED FROM SECTION E OF THE QUESTIONNAIRE: DEMOGRAPHIC INFORMATION

Demographic profiles of respondents were compiled by considering the information obtained from section E in the questionnaire.

5.6.1 Demographic profile of respondents

In order to determine the demographic profile of respondents effectively, their age, monthly income, gender and level of education were considered in this section. The symbol “F” is the abbreviation for frequency and the symbol “%” is used to refer to percentage. Table 5-8 presents the demographic information used to construct the sample profile.

Table 5-8: Demographic profile of respondents

Variable	F	%
Age		
18 to 29 years	209	35.3
30 to 39 years	185	31.3
40 to 49 years	112	18.9
50 to 59 years	62	10.5
60 to 69 years	19	3.2
70 or older	5	0.8
Total	**592**	**100.0**
Frequency missing	0	
Monthly disposable income		
Less than R10 000 p.m.	202	34.1
R10 001 to R20 000 p.m.	147	24.8
R20 001 to R30 000 p.m.	80	13.5
R30 001 to R40 000 p.m.	31	5.2
More than R40 000 p.m.	22	3.7
Prefer not to say	110	18.6
Total	**592**	**100.0**
Frequency missing	0	

Table 5-8: Demographic profile of respondents (continues)

Variable	F	%
Gender		
Male	269	45.4
Female	277	46.8
Prefer not to say	46	7.8
Total	**592**	**100.0**
Frequency missing	0	
Level of education		
Primary school completed	36	6.1
Matric / Grade 12 completed	257	43.4
Technical college diploma	132	22.3
University or Technology diploma	71	12.0
University degree (B-degree or honours)	77	13.0
Post-graduate degree (masters or doctorate)	19	3.2
Total	**592**	**100.0**
Frequency missing	0	

With regard to demographic variables, the sample primarily consisted of respondents who are between the ages of 18 and 29 years (35.3%), and 30 to 39 years (31.3%). Respondents aged between 40 and 49, and 50 to 59 represented a much smaller sample (18.9% + 10.5%). Respondents who are 60 years of age and older represented only four percent (3.2% + 0.8%) of the sample.

The majority of the respondents' monthly disposable income ranged between less than R10 000 per month to R30 000 per month (34.1% + 24.8% + 13.5% = 72.4%). The respondents who earn between the ranges of R30 001 and more than R40 000 per month accounted for only 8.7% of the sample. Whereas a total of 18.6% of the respondents preferred not to indicate their monthly disposable income.

The percentages of male (45.4%) and female (46.8%) represented 92.2% of the sample, whereas 7.8% of respondents did not want to indicate a gender.

Regarding the level of education among respondents, most respondents completed matric/grade 12 (43.4%). The second majority of respondents had a technical college diploma (22.3%). Respondents who had a university or technology diploma (12%), or a university degree (B-degree

or honours) (13%), represented 25% of the sample. Lastly, respondents who completed primary school accounted for 6.1%, and 3.2% of respondents indicated that they had completed a post-graduate degree.

Main finding E1: The sample primarily consisted of respondents who are between the ages of 18 and 39 years.

Main finding E2: The sample primarily consisted of respondents with a monthly disposable income between less than R10 000 to R30 000 per month.

Main finding E3: The sample primarily consisted of respondents both male and female.

Main finding E4: The sample primarily consisted of respondents that completed matric/grade 12, or that had a technical college diploma.

5.7 THE UNDERLYING RELATIONSHIP BETWEEN THE LIFESTYLE DIMENSIONS

In order to identify the underlining relationship between the various lifestyle dimensions of respondents in terms of entertainment (E), club membership (CM), shopping (S) fashion consciousness (FC) and media (M), the Pearson product-moment correlation coefficients were determined. Table 5-9 indicates the correlations that emerged between the various lifestyle dimensions.

Table 5-9: Pearson correlation coefficients between the various lifestyle dimensions

		E	CM	S	FC	M
E	Pearson correlation	1	0.367**	0.356**	0.370**	0.490**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
CM	Pearson correlation	0.367**	1	0.515**	0.564**	0.416**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
S	Pearson correlation	0.356**	0.515**	1	0.612**	0.408**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
FC	Pearson correlation	0.370**	0.564**	0.612**	1	0.439**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
M	Pearson correlation	0.490**	0.416**	0.408**	0.439**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	

E = entertainment; CM = club membership; S = shopping; FC = fashion consciousness; M = media

From Table 5-9, it can be concluded that a medium statistically significant effect exists between all the lifestyle dimensions:

- Entertainment and Club membership: r = 0.37
- Entertainment and Shopping: r = 0.36
- Entertainment and Fashion consciousness: r = 0.37
- Entertainment and Media: r = 0.49
- Club membership and Shopping: r = 0.52
- Club membership and Fashion consciousness: r = 0.56
- Club membership and Media: r = 0.42
- Shopping and Fashion consciousness: r = 0.61
- Shopping and Media: r = 0.41
- Fashion consciousness and Media: r = 0.44

Main finding F1: A practically significant relationship was found between entertainment and club membership.

Main finding F2: A practically significant relationship was found between entertainment and shopping.

Main finding F3: A practically significant relationship was found between entertainment and fashion consciousness.

Main finding F4: A practically significant relationship was found between entertainment and media.

Main finding F5: A practically significant relationship was found between club membership and shopping.

Main finding F6: A practically significant relationship was found between club membership and fashion consciousness.

Main finding F7: A practically significant relationship was found between club membership and media.

Main finding F8: A practically significant relationship was found between shopping and fashion consciousness.

Main finding F9: A practically significant relationship was found between shopping and media.

Main finding F10: A practically significant relationship was found between fashion consciousness and media.

5.8 THE UNDERLYING RELATIONSHIP BETWEEN THE VARIOUS PERCEIVED VALUE DIMENSIONS

In order to identify the underlining relationship between the various perceived value dimensions of respondents in terms of price value (PV), functional value (FV), emotional value (EV) and social value (SV), the Pearson product-moment correlation coefficients were determined. Table 5-10 indicates the correlations that emerged between the various perceived value dimensions.

Table 5-10: Pearson correlation coefficients between the various perceived value dimensions

		PV	FV	EV	SV
PV	Pearson correlation	1	0.811**	0.638**	0.274**
	Sig. (2-tailed)		0.000	0.000	0.000
FV	Pearson correlation	0.811**	1	0.663**	0.254**
	Sig. (2-tailed)	0.000		0.000	0.000
EV	Pearson correlation	0.638**	0.663**	1	0.424**
	Sig. (2-tailed)	0.000	0.000		0.000
SV	Pearson correlation	0.274**	0.254**	0.424**	1
	Sig. (2-tailed)	0.000	0.000	0.000	

PV = price value; FV = functional value; EV = emotional value; SV = social value

From Table 5-10, it can be concluded that there is a medium statistically significant effect between all the perceived value dimensions:

- Price value and Functional value: r = 0.81
- Price value and Emotional value: r = 0.64
- Price value and Social value: r = 0.27
- Functional value and Emotional value: r = 0.66
- Functional value and Social value: r = 0.25
- Emotional value and Social value: r = 0.42

Main finding F11: A practically significant relationship was found between price value and functional value.

Main finding F12: A practically significant relationship was found between price value and emotional value.

Main finding F13: A practically significant relationship was found between price value and social value.

Main finding F14: A practically significant relationship was found between functional value and emotional value.

Main finding F15: A practically significant relationship was found between functional value and social value.

Main finding F16: A practically significant relationship was found between emotional value and social value.

5.9 THE UNDERLYING RELATIONSHIP BETWEEN THE VARIOUS LIFESTYLE DIMENSIONS, PERCEIVED VALUE DIMENSIONS AND PURCHASE INTENTION

In order to identify the underlining relationship between the various lifestyle dimensions, the various perceived value dimensions, and purchase intention (PI) of respondents, the Pearson product-moment correlation coefficients were determined. Table 5-11 indicates these correlations.

Table 5-11: Pearson correlation coefficients between the various lifestyle dimensions, perceived value dimensions and purchase intention

		E	CM	S	FC	M	PV	FV	EV	SV	PI
E	Pearson correlation	1	0.367**	0.356**	0.370**	0.490**	0.425**	0.443**	0.595**	0.357**	0.310**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
CM	Pearson correlation	0.367**	1	0.515**	0.564**	0.416**	0.291**	0.266**	0.353**	0.401**	0.332**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
S	Pearson correlation	0.356**	0.515**	1	0.612**	0.408**	0.297**	0.274**	0.335**	0.377**	0.314**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000	0.000
FC	Pearson correlation	0.370**	0.564**	0.612**	1	0.439**	0.233**	0.212**	0.350**	0.533**	0.351**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000	0.000
M	Pearson correlation	0.490**	0.416**	0.408**	0.439**	1	0.501**	0.525**	0.558**	0.394**	0.373**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000	0.000
PV	Pearson correlation	0.425**	0.291**	0.297**	0.233**	0.501**	1	0.811**	0.638**	0.274**	0.449**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000	0.000
FV	Pearson correlation	0.443**	0.266**	0.274**	0.212**	0.525**	0.811**	1	0.663**	0.254**	0.424**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000	0.000
EV	Pearson correlation	0.595**	0.353**	0.335**	0.350**	0.558**	0.638**	0.663**	1	0.424**	0.444**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000	0.000
SV	Pearson correlation	0.357**	0.401**	0.377**	0.533**	0.394**	0.274**	0.254**	0.424*	1	0.525**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000		0.000
PI	Pearson correlation	0.310**	0.332**	0.314**	0.351**	0.373**	0.449**	0.424**	0.444**	0.525**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	

From Table 5-11, it can be concluded that there is a medium statistically significant effect between all the lifestyle dimensions, perceived value dimensions and purchase intention:

- Entertainment and Purchase intention: r = 0.31
- Club membership and Purchase intention: r = 0.33
- Shopping and Purchase intention: r = 0.31
- Fashion consciousness and Purchase intention: r = 0.35
- Media and Purchase intention: r = 0.37
- Price value and Purchase intention: r = 0.45
- Functional value and Purchase intention: r = 0.42
- Emotional value and Purchase intention: r = 0.44
- Social value and Purchase intention: r = 0.53

Main finding F17: A practically significant relationship was found between entertainment and purchase intention.

Main finding F18: A practically significant relationship was found between club membership and purchase intention.

Main finding F19: A practically significant relationship was found between shopping and purchase intention.

Main finding F20: A practically significant relationship was found between fashion consciousness and purchase intention.

Main finding F21: A practically significant relationship was found between media and purchase intention.

Main finding F22: A practically significant relationship was found between price value and purchase intention.

Main finding F23: A practically significant relationship was found between functional value and purchase intention.

Main finding F24: A practically significant relationship was found between emotional value and purchase intention.

Main finding F25: A practically significant relationship was found between social value and purchase intention.

As seen in the sections above, in order to identify the underlining relationship between the various lifestyle dimensions, perceived value dimensions and purchase intention of respondents, the Pearson product-moment correlation coefficients were determined. Whereas, in the following section in order to establish whether statistically significant differences exist between respondents in terms of their demographic differences, in terms of their various lifestyle dimensions, perceived value dimensions and purchase intention, Cohen's effect sizes were determined.

5.10 THE DIFFERENCE OF PERCEPTIONS OF THE LIFESTYLE DIMENSIONS, PERCEIVED VALUE DIMENSIONS, AND PURCHASE INTENTION WITH REGARD TO THEIR DEMOGRAPHIC DIFFERENCES

In order to establish whether statistically significant differences exist between respondents in terms of their demographic differences, in terms of their various lifestyle dimensions, perceived value dimensions and purchase intention, Cohen's effect sizes were determined. The practically significant differences of the demographical categories (such as age, income and level of education) are discussed below.

5.10.1 Demographic differences: Age

In order to ensure that the age categories used to determine practical significance are sufficient in size, only the following age categories were considered: (1) 18 to 29 years; (2) 30 to 39 years; (3) 40 to 49 years; (4) 50 to 59 years; and (5) 60 to 69 years. The category 70 years and older was not used. Table 5-12 indicates the means, standard deviations and effect sizes when comparing the perceptions of respondents by examining the demographic variables in terms of the respondents' age categories to determine their practical significance when compared to the lifestyle dimensions and perceived value dimensions.

Table 5-12: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different age cohorts

	Sig	Age category	N	Mean	SD	Effect size: Age categories			
						1 vs (2-5)	2 vs (3-5)	3 vs (4-5)	4 vs 5
E	0.00	1	209	5.46	1.52				
		2	185	5.18	1.51	0.18			
		3	112	4.96	1.69	0.30	0.13		
		4	62	4.82	1.71	0.37	0.21	0.08	
		5	19	4.04	2.09	0.68	0.55	0.44	0.37
		Total	**587**	**5.16**	**1.61**				

Table 5-12: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different age cohorts (continues)

	Sig	Age category	N	Mean	SD	Effect size: Age categories			
						1 vs (2-5)	2 vs (3-5)	3 vs (4-5)	4 vs 5
CM	0.48	1	209	4.16	1.63				
		2	185	4.03	1.59	0.08			
		3	112	4.00	1.67	0.10	0.02		
		4	62	3.77	1.64	0.24	0.16	0.14	
		5	19	3.79	1.67	0.22	0.14	0.12	0.01
		Total	**587**	**4.03**	**1.63**				
S	0.02	1	209	4.14	1.58				
		2	185	4.12	1.66	0.02			
		3	112	3.72	1.81	0.23	0.22		
		4	62	3.52	1.58	0.39	0.36	0.11	
		5	19	3.62	1.49	0.33	0.30	0.05	0.07
		Total	**587**	**3.97**	**1.66**				
FC	0.01	1	209	3.91	1.52				
		2	185	3.98	1.67	0.04			
		3	112	3.67	1.71	0.14	0.18		
		4	62	3.30	1.66	0.36	0.40	0.21	
		5	19	3.15	1.57	0.48	0.50	0.30	0.09
		Total	**587**	**3.79**	**1.63**				
M	0.04	1	209	5.57	1.44				
		2	185	5.39	1.53	0.12			
		3	112	5.08	1.74	0.28	0.18		
		4	62	5.13	1.70	0.26	0.15	0.03	
		5	19	4.92	1.50	0.43	0.31	0.09	0.12
		Total	**587**	**5.35**	**1.57**				
PV	0.03	1	209	5.86	1.25				
		2	185	5.45	1.61	0.25			
		3	112	5.46	1.67	0.24	0.01		
		4	62	5.83	1.43	0.02	0.24	0.22	
		5	19	5.93	1.36	0.05	0.30	0.28	0.07
		Total	**587**	**5.66**	**1.49**				

Table 5-12: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different age cohorts (continues)

	Sig	Age category	N	Mean	SD	Effect size: Age categories			
						1 vs (2-5)	2 vs (3-5)	3 vs (4-5)	4 vs 5
FV	0.17	1	209	5.97	1.18				
		2	185	5.65	1.54	0.21			
		3	112	5.66	1.52	0.20	0.01		
		4	62	5.85	1.48	0.08	0.13	0.12	
		5	19	5.68	1.52	0.19	0.02	0.02	0.11
		Total	**587**	**5.79**	**1.41**				
EV	0.02	1	209	5.73	1.34				
		2	185	5.54	1.41	0.13			
		3	112	5.45	1.55	0.18	0.06		
		4	61	5.14	1.68	0.35	0.24	0.19	
		5	19	4.96	1.79	0.43	0.33	0.28	0.10
		Total	**586**	**5.53**	**1.47**				
SV	0.01	1	209	4.24	2.01				
		2	185	4.38	2.08	0.07			
		3	112	4.46	2.07	0.11	0.04		
		4	62	3.53	2.15	0.33	0.40	0.44	
		5	19	3.16	2.21	0.49	0.55	0.59	0.17
		Total	**587**	**4.21**	**2.08**				
PI	0.00	1	209	5.25	1.65				
		2	185	4.87	1.91	0.20			
		3	112	5.12	1.81	0.07	0.13		
		4	61	4.79	2.02	0.23	0.04	0.16	
		5	19	3.33	1.68	1.14	0.80	0.99	0.72
		Total	**586**	**4.99**	**1.83**				

E = entertainment; CM = club membership; S = shopping; FC = fashion consciousness; M = media; PV = price value; FV = functional value; EV = emotional value; SV = social value; PI = purchase intention

Table 5-12 indicates that the following significant effect sizes were found between the five different age categories in terms of the various lifestyle dimensions, perceived value dimensions and purchase intention:

- **Entertainment**

  A difference of *medium* effect (leaning towards a great effect size) was found between the following categories:

  - Age category one (mean = 5.46) and age category five (mean = 4.04), with d = 0.68.
  - Age category two (mean = 5.18) and age category five (mean = 4.04), with d = 0.55.

- **Club membership**

  A difference of *small* effect was found between the following categories:

  - Age category one (mean = 4.16) and age category four (mean = 3.77), with d = 0.24.
  - Age category one (mean = 4.16) and age category five (mean = 3.79), with d = 0.22.

- **Shopping**

  A difference of *small* effect was found between the following categories:

  - Age category one (mean = 4.14) and age category three (mean = 3.72), with d = 0.23.
  - Age category two (mean = 4.12) and age category three (mean = 3.72), with d = 0.22.

- **Fashion consciousness**

  A difference of *medium* effect was found between the following categories:

  - Age category one (mean = 3.91) and age category five (mean = 3.15), with d = 0.48.
  - Age category two (mean = 3.98) and age category five (mean = 3.15), with d = 0.50.

- **Media**

  A difference of *small* effect was found between the following categories:

  - Age category one (mean = 5.57) and age category three (mean = 5.08), with d = 0.28.
  - Age category one (mean = 5.57) and age category four (mean = 5.13), with d = 0.36.
  - Age category two (mean = 5.39) and age category three (mean = 5.08), with d = 0.18.
  - Age category two (mean = 5.39) and age category four (mean = 5.13), with d = 0.40.

  A difference of *medium* effect was found between the following categories:

  - Age category one (mean = 5.57) and age category five (mean = 4.92), with d = 0.43.

- **Price value**

  A difference of *small* effect was found between the following categories:

  - Age category one (mean = 5.86) and age category two (mean = 5.45), with d = 0.25.
  - Age category one (mean = 5.86) and age category three (mean = 5.46), with d = 0.24.
  - Age category two (mean = 5.45) and age category four (mean = 5.08), with d = 0.24.
  - Age category two (mean = 5.39) and age category five (mean = 5.93), with d = 0.30.
  - Age category three (mean = 5.46) and age category four (mean = 5.08), with d = 0.22.
  - Age category three (mean = 5.46) and age category five (mean = 5.93), with d = 0.28.

- **Functional value**

  A difference of *small* effect was found between the following categories:

  - Age category one (mean = 5.97) and age category two (mean = 5.64), with d = 0.21.
  - Age category one (mean = 5.97) and age category three (mean = 5.66), with d = 0.20.
  - Age category one (mean = 5.97) and age category five (mean = 5.68), with d = 0.19.

- **Emotional value**

  A difference of *small* effect of was found between the following categories:

  - Age category one (mean = 5.73) and age category three (mean = 5.45), with d = 0.18.
  - Age category two (mean = 5.54) and age category four (mean = 5.14), with d = 0.24.
  - Age category three (mean = 5.45) and age category four (mean = 5.14), with d = 0.19.
  - Age category three (mean = 5.45) and age category five (mean = 4.96), with d = 0.28.

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Age category one (mean = 5.73) and age category four (mean = 5.14), with d = 0.35.
  - Age category one (mean = 5.73) and age category five (mean = 4.96), with d = 0.43.
  - Age category two (mean = 5.54) and age category five (mean = 4.96), with d = 0.33.

- **Social value**

  A difference of *small* effect (leaning towards a medium effect) was found between:

- Age category one (mean = 4.24) and age category four (mean = 3.53), with d = 0.33.
- Age category two (mean = 4.38) and age category four (mean = 3.53), with d = 0.40.
- Age category three (mean = 4.46) and age category four (mean = 3.53), with d = 0.44.

A difference of *medium* effect was found between the following categories:

- Age category one (mean = 4.24) and age category five (mean = 3.16), with d = 0.49.
- Age category two (mean = 4.38) and age category five (mean = 3.16), with d = 0.55.
- Age category three (mean = 4.46) and age category five (mean = 3.16), with d = 0.59.

- **Purchase intention**

A difference of *small* effect was found between the following categories:

- Age category one (mean = 5.25) and age category two (mean = 4.87), with d = 0.20.
- Age category one (mean = 5.25) and age category four (mean = 4.79), with d = 0.23.

A difference of *great* effect was found between the following categories:

- Age category one (mean = 5.25) and age category five (mean = 3.33), with d = 1.14.
- Age category two (mean = 4.87) and age category five (mean = 3.33), with d = 0.80.
- Age category three (mean = 5.12) and age category five (mean = 3.33), with d = 0.99.
- Age category four (mean = 4.79) and age category five (mean = 3.33), with d = 0.72.

Main finding G1: Respondents between the ages of 18 and 29 use their cellular devices for entertainment more than those between the ages of 60 and 69.

Main finding G2: Respondents between the ages of 18 and 29, and 30 and 39 are more fashion conscious than those between the ages of 60 and 69.

Main finding G3: Respondents between the ages of 18 and 29 use their cellular devices for media purposes more than those between the ages of 60 and 69.

Main finding G4: Respondents between the ages of 18 and 49 are more influenced by the social value of their cellular devices than those between the ages of 60 and 69.

Main finding G5: Respondents between the ages of 18 and 59 have a higher purchase intention than the respondents between the ages of 60 and 69.

5.10.2 Demographic differences: Monthly income

To determine the practical significance in the monthly income of respondents, all of the categories were considered: (1) less than R10 000 per month, (2) R10 001 to R20 000 per month, (3) R20 001 to R30 000 per month, (4) R30 001 to R40 000 per month, (5) more than R40 000 per month, and (6) preferred not to say. Table 5-13 indicates the means, standard deviations and effect sizes when comparing the perceptions of respondents by examining the demographic variables in terms of the respondents' monthly income in order to determine the practical significance between the lifestyle dimensions, perceived value dimensions and purchase intention.

Table 5-13: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different monthly income cohorts

	Sig	Income category	N	Mean	SD	Effect size: Monthly income categories				
						1 vs (2-6)	2 vs (3-6)	3 vs (4-6)	4 vs (5-6)	5 vs 6
E	0.75	1	202	5.25	1.63					
		2	147	5.05	1.53	0.13				
		3	80	5.22	1.65	0.02	0.11			
		4	31	5.28	1.61	0.02	0.14	0.04		
		5	22	4.91	1.76	0.20	0.08	0.18	0.21	
		6	110	5.05	1.70	0.12	0.00	0.10	0.14	0.08
		Total	**592**	**5.15**	**1.63**					
CM	0.39	1	202	4.01	1.65					
		2	147	3.97	1.63	0.03				
		3	80	4.34	1.69	0.19	0.22			
		4	31	4.30	1.41	0.17	0.20	0.03		
		5	22	3.94	1.56	0.05	0.02	0.24	0.23	
		6	110	3.86	1.60	0.09	0.07	0.2.8	0.27	0.05
		Total	**592**	**4.03**	**1.63**					
S	0.00	1	202	3.64	1.71					
		2	147	4.22	1.54	0.34				
		3	80	4.35	1.78	0.40	0.07			
		4	31	4.43	1.56	0.46	0.13	0.04		
		5	22	3.96	1.93	0.16	0.14	0.21	0.25	
		6	110	3.78	1.49	0.08	0.29	0.32	0.42	0.09
		Total	**592**	**3.96**	**1.66**					

Table 5-13: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different monthly income cohorts (continues)

	Sig	Income category	N	Mean	SD	Effect size: Monthly income categories				
						1 vs (2-6)	2 vs (3-6)	3 vs (4-6)	4 vs (5-6)	5 vs 6
FC	0.27	1	202	3.68	1.65					
		2	147	3.78	1.63	0.06				
		3	80	4.13	1.77	0.25	0.20			
		4	31	4.04	1.47	0.22	0.16	0.05		
		5	22	3.92	1.92	0.13	0.07	0.11	0.06	
		6	110	3.62	1.47	0.04	0.10	0.29	0.28	0.16
		Total	**592**	**3.78**	**1.64**					
M	0.12	1	202	5.18	1.68					
		2	147	5.43	1.50	0.15				
		3	80	5.58	1.45	0.24	0.10			
		4	31	5.86	1.22	0.40	0.28	0.19		
		5	22	5.08	1.66	0.06	0.21	0.30	0.47	
		6	110	5.24	1.60	0.04	0.12	0.21	0.38	0.10
		Total	**592**	**5.34**	**1.58**					
PV	0.76	1	202	5.71	1.50					
		2	147	5.57	1.57	0.09				
		3	80	5.64	1.43	0.05	0.05			
		4	31	5.97	1.24	0.17	0.26	0.23		
		5	22	5.71	1.45	0.00	0.09	0.05	0.18	
		6	110	5.57	1.47	0.10	0.00	0.05	0.27	0.09
		Total	**592**	**5.65**	**1.49**					
FV	0.67	1	202	5.88	1.37					
		2	147	5.74	1.44	0.09				
		3	80	5.78	1.41	0.07	0.02			
		4	31	5.97	1.28	0.07	0.16	0.14		
		5	22	5.77	1.62	0.06	0.02	0.00	0.12	
		6	110	5.61	1.44	0.18	0.09	0.12	0.25	0.10
		Total	**592**	**5.78**	**1.41**					

Table 5-13: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different monthly income cohorts (continues)

	Sig	Income category	N	Mean	SD	Effect size: Monthly income categories				
						1 vs (2-6)	2 vs (3-6)	3 vs (4-6)	4 vs (5-6)	5 vs 6
EV	0.97	1	202	5.58	1.46					
		2	147	5.44	1.47	0.10				
		3	80	5.53	1.50	0.03	0.06			
		4	31	5.49	1.60	0.06	0.03	0.03		
		5	22	5.48	1.38	0.07	0.03	0.03	0.01	
		6	109	5.51	1.48	0.05	0.05	0.01	0.01	0.02
		Total	**592**	**5.52**	**1.47**					
SV	0.09	1	202	4.00	2.10					
		2	147	4.15	2.12	0.07				
		3	80	4.76	1.99	0.36	0.29			
		4	31	4.46	2.26	0.20	0.14	0.13		
		5	22	4.66	2.20	0.30	0.23	0.05	0.09	
		6	110	4.07	1.96	0.03	0.04	0.35	0.17	0.27
		Total	**592**	**4.20**	**2.08**					
PI	0.07	1	202	4.97	1.88					
		2	147	4.67	1.89	0.16				
		3	80	5.21	1.86	0.13	0.28			
		4	31	5.34	1.52	0.20	0.36	0.07		
		5	22	5.73	1.57	0.40	0.56	0.28	0.24	
		6	109	4.96	1.77	0.00	0.15	0.13	0.22	0.43
		Total	**591**	**4.98**	**1.84**					

E = entertainment; CM = club membership; S = shopping; FC = fashion consciousness; M = media; PV = price value; FV = functional value; EV = emotional value; SV = social value; PI = purchase intention

Table 5-13 indicates the following significant effect sizes between the monthly income categories in terms of the lifestyle dimensions, perceived value dimensions and purchase intention:

- **Entertainment**

  A difference of *small* effect was found between the following categories:

  - Monthly income one (mean = 5.25) and five (mean = 4.91), with d = 0.20.
  - Monthly income three (mean = 5.22) and five (mean = 4.91), with d = 0.18.
  - Monthly income four (mean = 5.28) and five (mean = 4.91), with d = 0.21.

- **Club membership**

  A difference of *small* effect was found between the following categories:

  - Monthly income one (mean = 4.01) and three (mean = 4.34), with d = 0.19.
  - Monthly income one (mean = 4.01) and four (mean = 4.30), with d = 0.17.
  - Monthly income two (mean = 3.97) and three (mean = 4.34), with d = 0.22.
  - Monthly income three (mean = 4.34) and five (mean = 3.94), with d = 0.24.
  - Monthly income three (mean = 4.34) and six (mean = 3.86), with d = 0.28.
  - Monthly income four (mean = 4.30) and five (mean = 3.94), with d = 0.23.
  - Monthly income four (mean = 4.30) and six (mean = 3.86), with d = 0.27.

- **Shopping**

  A difference of *small* effect was found between the following categories:

  - Monthly income category one (mean = 3.64) and five (mean = 3.96), with d = 0.16.
  - Monthly income category two (mean = 4.22) and six (mean = 3.78), with d = 0.29.
  - Monthly income category three (mean = 4.35) and five (mean = 3.96), with d = 0.21.
  - Monthly income category four (mean = 4.43) and five (mean = 3.96), with d = 0.25.

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Monthly income category one (mean = 3.64) and two (mean = 4.22), with d = 0.34.
  - Monthly income category three (mean = 4.35) and six (mean = 3.78), with d = 0.32.
  - Monthly income category four (mean = 4.43) and six (mean = 3.78), with d = 0.42.

  A difference of *medium* effect was found between the following categories:

  - Monthly income category one (mean = 3.64) and four (mean = 4.43), with d = 0.46.

- **Fashion consciousness**

  A difference of *small* effect was found between the following categories:

  - Monthly income category one (mean = 3.68) and three (mean = 4.13), with d = 0.25.
  - Monthly income category one (mean = 3.68) and four (mean = 4.04), with d = 0.22.

- Monthly income category two (mean = 3.78) and three (mean = 4.13), with d = 0.20.
- Monthly income category two (mean = 3.78) and four (mean = 4.04), with d = 0.16.
- Monthly income category three (mean = 4.13) and six (mean = 3.62), with d = 0.29.
- Monthly income category four (mean = 4.04) and six (mean = 3.62), with d = 0.28.
- Monthly income category five (mean = 3.92) and six (mean = 3.62), with d = 0.16.

- **Media**

  A difference of *small* effect was found between the following categories:

  - Monthly income category one (mean = 5.18) and two (mean = 5.43), with d = 0.15.
  - Monthly income category one (mean = 5.18) and three (mean = 5.58), with d = 0.24.
  - Monthly income category two (mean = 5.43) and four (mean = 5.86), with d = 0.28.
  - Monthly income category two (mean = 5.43) and five (mean = 5.08), with d = 0.21.
  - Monthly income category three (mean = 5.58) and four (mean = 5.86), with d = 0.19.
  - Monthly income category three (mean = 5.58) and six (mean = 5.24), with d = 0.21.

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Monthly income category one (mean = 5.18) and four (mean = 5.86), with d = 0.40.
  - Monthly income category three (mean = 5.58) and five (mean = 5.08), with d = 0.30.
  - Monthly income category four (mean = 5.86) and six (mean = 5.24), with d = 0.38.

  A difference of *medium* effect was found between the following categories:

  - Monthly income category four (mean = 5.86) and five (mean = 5.08), with d = 0.47.

- **Price value**

  There was no practically significant difference between monthly income category one (mean = 5.71) and five (mean = 5.71), as well as monthly income category two (mean = 5.57) and six (mean = 5.57).

  A difference of *small* effect was found between the following categories:

  - Monthly income category one (mean = 5.71) and four (mean = 5.97), with d = 0.17.

- Monthly income category two (mean = 5.57) and four (mean = 5.97), with d = 0.26.
- Monthly income category three (mean = 5.64) and four (mean = 5.97), with d = 0.23.
- Monthly income category four (mean = 5.97) and five (mean = 5.71), with d = 0.18.
- Monthly income category four (mean = 5.97) and six (mean = 5.57), with d = 0.27.

- **Functional value**

  A difference of *small* effect was found between the following categories:

  - Monthly income category one (mean = 5.88) and six (mean = 5.61), with d = 0.18.
  - Monthly income category two (mean = 5.74) and four (mean = 5.97), with d = 0.16.
  - Monthly income category four (mean = 5.97) and six (mean = 5.61), with d = 0.25.

- **Emotional value**

  The monthly income categories showed no significant differences for the lifestyle dimension emotional value. Therefore, no income category had a different perception of emotional value than the rest.

- **Social value**

  A difference of *small* effect was found between the following categories:

  - Monthly income category one (mean = 4.00) and four (mean = 4.46), with d = 0.20.
  - Monthly income category two (mean = 4.15) and five (mean = 4.66), with d = 0.23.
  - Monthly income category two (mean = 4.15) and three (mean = 4.76), with d = 0.29.
  - Monthly income category four (mean = 4.46) and six (mean = 4.07), with d = 0.17.
  - Monthly income category five (mean = 4.66) and six (mean = 4.07), with d = 0.27.

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Monthly income category one (mean = 4.00) and three (mean = 4.76), with d = 0.36.
  - Monthly income category three (mean = 4.76) and six (mean = 4.07), with d = 0.35.

- **Purchase intention**

  A difference of *small* effect was found between the following categories:

  - Monthly income category one (mean = 4.97) and two (mean = 4.67), with d = 0.16.
  - Monthly income category one (mean = 4.97) and four (mean = 5.34), with d = 0.20.
  - Monthly income category two (mean = 4.67) and six (mean = 4.96), with d = 0.15.
  - Monthly income category four (mean = 5.34) and five (mean = 5.73), with d = 0.24.
  - Monthly income category four (mean = 5.34) and six (mean = 4.96), with d = 0.22.

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Monthly income category one (mean = 4.97) and five (mean = 5.73), with d = 0.40.
  - Monthly income category two (mean = 4.67) and three (mean = 5.21), with d = 0.28.
  - Monthly income category two (mean = 4.67) and four (mean = 5.34), with d = 0.36.
  - Monthly income category three (mean = 5.21) and five (mean = 5.73), with d = 0.28.
  - Monthly income category five (mean = 5.73) and six (mean = 4.96), with d = 0.43.

  A difference of *medium* effect was found between the following categories:

  - Monthly income category two (mean = 4.67) and five (mean = 5.73), with d = 0.56.

  Monthly income category one (mean = 4.97) and five (mean = 5.73) showed no significant difference for purchase intention.

Main finding G6: Respondents with a monthly income between R30 001 and R40 000 per month use their cellular devices for shopping more than respondents with a monthly income of less than R10 000 per month.

Main finding G7: Respondents with a monthly income between R30 001 and R40 000 per month use their cellular devices for media purposes more than respondents with a monthly income of more than R40 000 per month.

Main finding G8: Respondents with a monthly income of more than R40 000 per month have a higher purchase intention than respondents with a monthly income between R10 001 and R20 000 per month.

5.10.3 Demographic differences: Highest level of education

The following categories were considered in determining the practical significance with regard to respondents' highest level of education: (1) primary school completed, (2) matric/grade 12 completed, (3) technical college diploma, (4) university or technology diploma, (5) university degree (B-degree or honours), and (6) post-graduate degree (masters or doctorate). Table 5-14 indicates the means, standard deviations and effect sizes when comparing the perceptions of respondents by examining the demographic variables in terms of the respondents' highest level of education in order to determine the practical significance between the lifestyle dimensions, perceived value dimensions and purchase intention.

Table 5-14: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different highest level of education cohorts

	Sig	Education category	N	Mean	SD	Effect size: Level of education categories				
						1 vs (2-6)	2 vs (3-6)	3 vs (4-6)	4 vs (5-6)	5 vs 6
E	0.43	1	36	5.22	1.78					
		2	257	5.21	1.55	0.01				
		3	132	5.03	1.63	0.11	0.11			
		4	71	5.32	1.73	0.06	0.06	0.17		
		5	77	5.09	1.61	0.07	0.08	0.04	0.13	
		6	19	4.53	1.98	0.35	0.35	0.25	0.40	0.29
		Total	**592**	**5.15**	**1.63**					
CM	0.01	1	36	4.80	1.93					
		2	257	3.91	1.58	0.46				
		3	132	3.87	1.61	0.48	0.02			
		4	71	4.40	1.68	0.21	0.29	0.32		
		5	77	3.97	1.51	0.43	0.04	0.06	0.26	
		6	19	4.19	1.65	0.32	0.17	0.19	0.13	0.14
		Total	**592**	**4.03**	**1.63**					
S	0.09	1	36	4.23	2.15					
		2	257	3.81	1.61	0.19				
		3	132	3.81	1.59	0.20	0.00			
		4	71	4.28	1.68	0.02	0.28	0.28		
		5	77	4.25	1.64	0.01	0.27	0.27	0.02	
		6	19	4.19	1.65	0.02	0.23	0.2.3	0.05	0.04
		Total	**592**	**3.96**	**1.66**					

Table 5-14: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different highest level of education cohorts (continues)

	Sig	Education category	N	Mean	SD	Effect size: Level of education categories				
						1 vs (2-6)	2 vs (3-6)	3 vs (4-6)	4 vs (5-6)	5 vs 6
FC	0.04	1	36	4.31	2.21					
		2	257	3.75	1.55	0.25				
		3	132	3.52	1.56	0.36	0.14			
		4	71	4.13	1.58	0.08	0.24	0.38		
		5	77	3.85	1.64	0.21	0.06	0.20	0.17	
		6	19	3.43	1.93	0.40	0.17	0.05	0.36	0.22
		Total	**592**	**3.78**	**1.64**					
M	0.02	1	36	5.10	1.94					
		2	257	5.23	1.60	0.07				
		3	132	5.27	1.44	0.08	0.02			
		4	71	5.84	1.46	0.38	0.38	0.39		
		5	77	5.60	1.54	0.26	0.23	0.22	0.15	
		6	19	4.83	1.55	0.14	0.25	0.28	0.65	0.50
		Total	**592**	**5.34**	**1.58**					
PV	0.16	1	36	5.69	1.52					
		2	257	5.56	1.52	0.09				
		3	132	5.59	1.51	0.06	0.02			
		4	71	6.10	1.30	0.27	0.36	0.34		
		5	77	5.65	1.44	0.03	0.06	0.04	0.32	
		6	19	5.61	1.53	0.05	0.03	0.01	0.33	0.03
		Total	**592**	**5.65**	**1.49**					
FV	0.31	1	36	5.69	1.39					
		2	257	5.71	1.43	0.01				
		3	132	5.68	1.49	0.01	0.02			
		4	71	6.09	1.25	0.28	0.26	0.27		
		5	77	5.96	1.36	0.19	0.17	0.19	0.09	
		6	19	5.73	1.34	0.02	0.01	0.03	0.27	0.17
		Total	**592**	**5.78**	**1.41**					

Table 5-14: Cohen's effect sizes of the difference in perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to the different highest level of education cohorts (continues)

	Sig	Education category	N	Mean	SD	Effect size: Level of education categories				
						1 vs (2-6)	2 vs (3-6)	3 vs (4-6)	4 vs (5-6)	5 vs 6
EV	0.07	1	36	5.18	1.65					
		2	257	5.55	1.43	0.22				
		3	132	5.47	1.41	0.17	0.06			
		4	71	5.89	1.38	0.43	0.24	0.30		
		5	77	5.47	1.60	0.17	0.05	0.00	0.27	
		6	18	4.88	1.67	0.18	0.40	0.36	0.61	0.35
		Total	**591**	**5.52**	**1.47**					
SV	0.00	1	36	5.15	1.78					
		2	257	3.98	2.01	0.58				
		3	132	4.28	2.05	0.42	0.15			
		4	71	4.79	2.14	0.17	0.38	0.24		
		5	77	3.84	2.20	0.60	0.06	0.20	0.43	
		6	19	4.13	2.33	0.44	0.07	0.06	0.28	0.13
		Total	**592**	**4.20**	**2.08**					
PI	0.16	1	36	5.19	2.34					
		2	257	4.90	1.81	0.13				
		3	132	4.92	1.76	0.12	0.01			
		4	71	5.49	1.71	0.13	0.32	0.32		
		5	77	4.84	1.86	0.15	0.03	0.04	0.35	
		6	18	4.54	1.96	0.28	0.19	0.20	0.49	0.15
		Total	**591**	**4.98**	**1.84**					

E = entertainment; CM = club membership; S = shopping; FC = fashion consciousness; M = media; PV = price value; FV = functional value; EV = emotional value; SV = social value; PI = purchase intention

Table 5-14 indicates that the following significant effect sizes were found between the six different education categories in terms of the various lifestyle dimensions, perceived value dimensions and purchase intention:

- **Entertainment**

  A difference of *small* effect was found between the following categories:

  – Education category three (mean = 5.03) and four (mean = 5.32), with d = 0.17.

A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

- Education category one (mean = 5.22) and six (mean = 4.53), with d = 0.35.
- Education category two (mean = 5.21) and six (mean = 4.53), with d = 0.35.
- Education category three (mean = 5.03) and six (mean = 4.53), with d = 0.25.
- Education category four (mean = 5.32) and six (mean = 4.53), with d = 0.40.
- Education category five (mean = 5.09) and six (mean = 4.53), with d = 0.29.

- **Club membership**

A difference of *small* effect was found between the following categories:

- Education category one (mean = 4.80) and four (mean = 4.40), with d = 0.21.
- Education category two (mean = 3.91) and six (mean = 4.19), with d = 0.17.
- Education category three (mean = 3.87) and six (mean = 4.19), with d = 0.19.

A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

- Education category one (mean = 4.80) and five (mean = 3.97), with d = 0.43.
- Education category one (mean = 4.80) and six (mean = 4.19), with d = 0.32.
- Education category two (mean = 3.91) and four (mean = 4.40), with d = 0.29.
- Education category three (mean = 3.87) and four (mean = 4.40), with d = 0.32.
- Education category four (mean = 4.40) and five (mean = 3.97), with d = 0.26.

A difference of *medium* effect was found between the following categories:

- Education category one (mean = 4.80) and two (mean = 3.91), with d = 0.46.
- Education category one (mean = 4.80) and three (mean = 3.87), with d = 0.48.

- **Shopping**

A difference of *small* effect was found between the following categories:

- Education category one (mean = 4.23) and two (mean = 3.81), with d = 0.19.
- Education category one (mean = 4.23) and three (mean = 3.81), with d = 0.20.

- Education category two (mean = 3.81) and six (mean = 4.19), with d = 0.23.
- Education category three (mean = 3.81) and six (mean = 4.19), with d = 0.23.

A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

- Education category two (mean = 3.81) and four (mean = 4.28), with d = 0.28.
- Education category two (mean = 3.81) and five (mean = 4.25), with d = 0.27.
- Education category three (mean = 3.81) and four (mean = 4.28), with d = 0.28.
- Education category three (mean = 3.81) and five (mean = 4.25), with d = 0.27.

There was no practically significant difference found between education category two (mean = 3.81) and three (mean = 3.81).

- **Fashion consciousness**

A difference of *small* effect was found between the following categories:

- Education category one (mean = 4.31) and two (mean = 3.75), with d = 0.25.
- Education category one (mean = 4.31) and five (mean = 3.85), with d = 0.21.
- Education category two (mean = 3.75) and four (mean = 4.13), with d = 0.24.
- Education category two (mean = 3.75) and six (mean = 3.43), with d = 0.17.
- Education category three (mean = 3.52) and five (mean = 3.85), with d = 0.20.
- Education category four (mean = 4.13) and five (mean = 3.85), with d = 0.17.
- Education category five (mean = 3.85) and six (mean = 3.43), with d = 0.22.

A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

- Education category one (mean = 4.31) and three (mean = 3.75), with d = 0.36.
- Education category one (mean = 4.31) and six (mean = 3.43), with d = 0.40.
- Education category three (mean = 3.52) and four (mean = 4.13), with d = 0.38.
- Education category four (mean = 4.13) and six (mean = 3.43), with d = 0.36.

- **Media**

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Education category one (mean = 5.10) and four (mean = 5.84), with d = 0.38.
  - Education category one (mean = 5.10) and five (mean = 5.60), with d = 0.26.
  - Education category two (mean = 5.23) and four (mean = 5.84), with d = 0.38.
  - Education category two (mean = 5.23) and six (mean = 4.83), with d = 0.25.
  - Education category three (mean = 5.27) and four (mean = 5.84), with d = 0.39.
  - Education category three (mean = 5.27) and six (mean = 4.83), with d = 0.28.

  A difference of *medium* effect was found between the following categories:

  - Education category five (mean = 5.60) and six (mean = 4.83), with d = 0.50.
  - Education category four (mean = 5.84) and six (mean = 4.83), with d = 0.65.

- **Price value**

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Education category one (mean = 5.69) and four (mean = 6.10), with d = 0.27.
  - Education category two (mean = 5.56) and four (mean = 6.10), with d = 0.36.
  - Education category three (mean = 5.59) and four (mean = 6.10), with d = 0.34.
  - Education category four (mean = 6.10) and five (mean = 5.65), with d = 0.32.
  - Education category four (mean = 6.10) and six (mean = 5.61), with d = 0.33.

- **Functional value**

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Education category one (mean = 5.69) and four (mean = 6.09), with d = 0.28.
  - Education category two (mean = 5.71) and four (mean = 6.09), with d = 0.26.
  - Education category three (mean = 5.68) and four (mean = 6.09), with d = 0.27.
  - Education category four (mean = 6.09) and six (mean = 5.73), with d = 0.27.

- **Emotional value**

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Education category one (mean = 5.18) and four (mean = 5.89), with d = 0.43.
  - Education category two (mean = 5.55) and six (mean = 4.88), with d = 0.40.
  - Education category three (mean = 5.47) and four (mean = 5.89), with d = 0.30.
  - Education category three (mean = 5.47) and six (mean = 4.88), with d = 0.36.
  - Education category four (mean = 5.89) and five (mean = 5.47), with d = 0.27.
  - Education category five (mean = 5.47) and six (mean = 4.88), with d = 0.35.

  A difference of *medium* effect (*leaning towards a great effect*) was found between:

  - Education category four (mean = 5.89) and six (mean = 4.88), with d = 0.61.

- **Social value**

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Education category one (mean = 5.15) and three (mean = 4.28), with d = 0.42.
  - Education category one (mean = 5.15) and six (mean = 4.13), with d = 0.44.
  - Education category two (mean = 3.98) and four (mean = 4.79), with d = 0.38.
  - Education category four (mean = 4.79) and five (mean = 3.84), with d = 0.43.
  - Education category four (mean = 4.79) and six (mean = 4.13), with d = 0.28.

  A difference of *medium* effect (*leaning towards a great effect*) was found between the following categories:

  - Education category one (mean = 5.15) and two (mean = 3.98), with d = 0.58.
  - Education category one (mean = 5.15) and five (mean = 3.84), with d = 0.60.

- **Purchase intention**

  A difference of *small* effect (*leaning towards a medium effect*) was found between the following categories:

  - Education category one (mean = 5.19) and six (mean = 4.54), with d = 0.28.
  - Education category two (mean = 4.90) and four (mean = 5.49), with d = 0.32.

- Education category three (mean = 4.92) and four (mean = 5.49), with d = 0.32.
- Education category four (mean = 5.49) and five (mean = 4.84), with d = 0.35.

A difference of *medium* effect was found between:

- Education category four (mean = 5.49) and six (mean = 4.54), with d = 0.49.

Main finding G9: Respondents that completed primary school use their cellular devices for club membership purposes more than respondents that completed matric/grade 12, or those who have a technical college diploma.

Main finding G10: Respondents with a university or technical college diploma, as well as a university degree (B-degree or honours), use their cellular devices for media purposes more than respondents with a post-graduate degree (masters or doctorate).

Main finding G11: Respondents with a university or technical college diploma are more influenced by the emotional value of their cellular device than respondents with a post-graduate degree (masters or doctorate).

5.11 CONCLUSION

This chapter presented the results obtained from the questionnaire (sections A to E) with the aim to determine the effect of lifestyle and perceived value on the purchase intention of consumers. The results of each section were presented along with the main findings thereof (in the same order of the questionnaire). The secondary research objectives were linked to the main findings of the study. Chapter 6 provides conclusions based on the results presented in this chapter, as well as recommendations and limitations of this study. Chapter 6 also includes suggestions for future studies.

CHAPTER 6

CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS

6.1 INTRODUCTION

Chapter 6 provides a brief overview of the research study, after which the conclusions and recommendations, related to the objectives of the study, are presented. Marketers and cellular businesses can utilise the recommendations presented, as they are based on the main findings of the study and will, therefore, assist in creating a better understanding of the effect that lifestyle and perceived value have on consumer purchase intention within the cellular industry. The chapter concludes by discussing the limitations of the study, as well as providing suggestions for future research in the field.

6.2 OVERVIEW

The main purpose of the study was to determine the effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry. In order to reach this objective, a discussion on the primary constructs of this study was provided. Chapter 1 provided a contextual background to the study by stating the background and research problem and providing an overview of the context of the study. Chapter 2 focused on consumer behaviour by elaborating on the concept of marketing perception, perceived value and purchase intention.

Chapter 3 provided a theoretical insight into the concept of market segmentation by providing a comprehensive discussion of market segmentation and elaborated on the significance and the steps used for successful market segmentation. Furthermore, the characteristics of an ideal market segment, as well as the specific bases used for segmenting a market were discussed, primarily focusing on the psychographic variable of market segmentation, with specific reference to consumer lifestyle. The AIO approach, as well as the lifestyle dimensions used for this study were discussed, after which the chapter concluded by providing substantiating ways that marketers and cellular businesses can use lifestyle study research.

Chapter 4 focused on the research methodology implemented to address the research problem of this study. The structuring principle of this chapter was the various steps of the marketing research process. The first step was to identify the research problem along with the various objectives in the first step of the process. The second step was to determine the research design the study should use, with a specific focus on causal, exploratory and descriptive research designs. The third step entailed designing the data collection method, which included secondary

and primary data sources. Thereafter, the sample design and data collection method were discussed as part of step four. Step five then provided an explanation on the data analysis and interpretation, and step six concluded the chapter by detailing the process of reporting the results.

Chapter 5 presented the results obtained from the questionnaire (sections A to E), with regard to determining the effect of lifestyle and perceived value on the purchase intention of consumers. The results of each section were presented along with the main findings thereof (in the same order of the questionnaire). Lastly, the secondary research objectives were linked to the main findings of the study.

6.3 ANSWERING THE RESEARCH OBJECTIVES

In this section, answers are provided to the research objectives that were formulated for this study. In order to address the primary objective of this study, which is to determine the effect of lifestyle and perceived value on the purchase intention of consumers within the South African cellular industry, 16 secondary objectives were formulated (see section 1.5.2). Table 6-1 provides an indication as to how the study's research objectives are linked to the literature review and the questions from the questionnaire (i.e. empirical study).

Table 6-1: Summary of the links between the objectives, literature and questions

Research objectives	Literature	Questions
Primary objective		
To determine the effect of lifestyle and perceived value on the purchase intention of consumers within the South African cellular industry.	Chapters 2 & 3	B1-B5, C1-C4, D1.1-1.3, E1-E4
Secondary objectives		
1) To provide an overview of the research literature related to the main constructs of this study, namely perceived value, lifestyle and purchase intention.	Chapters 2 & 3	–
2) To develop a demographic profile of cellular phone users who participated in this study.	Chapter 3	E1-E4
3) To determine the effect of lifestyle on purchase intention in terms of entertainment.	Chapter 3	B1.1-B1.3
4) To determine the effect of lifestyle on purchase intention in terms of club membership.	Chapter 3	B2.1-B2.7
5) To determine the effect of lifestyle on purchase intention in terms of shopping.	Chapter 3	B3.1-B3.7
6) To determine the effect of lifestyle on purchase intention in terms of fashion consciousness.	Chapter 3	B4.1-B4.10
7) To determine the effect of lifestyle on purchase intention in terms of media usage.	Chapter 3	B5.1-B5.4

Table 6-1: Summary of the links between the objectives, literature and questions (continues)

Research objectives	Literature	Questions
Secondary objectives		
8) To determine the effect of perceived value on purchase intention in terms of perceived price value.	Chapter 2	C1.1-C1.4
9) To determine the effect of perceived value on purchase intention in terms of perceived functional value.	Chapter 2	C2.1-C2.5
10) To determine the effect of perceived value on purchase intention in terms of perceived emotional value.	Chapter 2	C3.1-C3.5
11) To determine the effect of perceived value on purchase intention in terms of perceived social value.	Chapter 2	C4.1-C4.4
12) To determine the underlying relationships between the various lifestyle dimensions.	Chapter 3	B1-B5
13) To determine the underlying relationships between the various perceived value dimensions.	Chapter 2	C1-C4
14) To determine the underlying relationships between the various lifestyle dimensions and purchase intention.	Chapter 2 & 3	B1-B5, & D1.1-D1.3
15) To determine the underlying relationships between the various perceived value dimensions and purchase intention.	Chapter 3	C1-C4, & D1.1-D1.3
16) To determine the difference of perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to their demographic differences.	Chapter 2 & 3	B1-B5, C1-C4, D1.1-D1.3, & E1- E.4

The following section provides the conclusions and recommendations for each research objective, drawn on the empirical results presented in Chapters 4 and 5, as well as the literature review presented in Chapters 2 and 3.

6.4 CONCLUSIONS AND RECOMMENDATIONS

This section indicates the secondary objectives that were set out to achieve the primary objective, by discussing the conclusions and recommendations.

6.4.1 Linking all aspects of the study: research objectives, hypotheses, questions in the questionnaire, main findings, conclusions and recommendations

A summary of the links between all aspects of the study in terms of the study's primary and secondary research objectives, the hypotheses, the questions posed in the questionnaire, the main findings, conclusions and recommendations are presented in Table 6-2.

Table 6-2: Links between research objectives, questions, main findings, conclusions and recommendations

Questions	Hypotheses	Main finding(s)	Conclusion(s)	Recommendation(s)
Secondary objective 1: To provide an overview of the research literature related to the main constructs of this study, namely perceived value, lifestyle and purchase intention.				
Chapters 2 & 3	–	–	1.1	–
Secondary objective 2: To develop a demographic profile of cellular phone users who participated in this study.				
Section E: E1-E.4	–	E1-E4	2.1 – 2.4	2.1 – 2.3
Secondary objective 3: To determine the effect of lifestyle on purchase intention in terms of entertainment.				
Section B: B1.1-B1.3	1	B1, B2, B3 & F17	3.1 – 3.4	3.1 – 3.2
Secondary objective 4: To determine the effect of lifestyle on purchase intention in terms of club membership.				
Section B: B2.1-B2.7	2	B1, B2, B4 & F18	4.1 – 4.4	4.1 – 4.5
Secondary objective 5: To determine the effect of lifestyle on purchase intention in terms of shopping.				
Section B: B3.1-B3.7	3	B1, B2, B5 & F19	5.1 – 5.4	5.1 – 5.4
Secondary objective 6: To determine the effect of lifestyle on purchase intention in terms of fashion consciousness.				
Section B: B4.1-B4.4	4	B1, B2, B6 & F20	6.1 – 6.4	6.1 – 6.5
Secondary objective 7: To determine the effect of lifestyle on purchase intention in terms of media usage.				
Section B: B5.1-B5.4	5	B1, B2, B7 & F21	7.1 – 7.4	7.1 – 7.3
Secondary objective 8: To determine the effect of perceived value on purchase intention in terms of perceived price value.				
Section C: C1.1-C1.4	6	C1, C2, C3 & F22	8.1 – 8.4	8.1 – 8.3
Secondary objective 9: To determine the effect of perceived value on purchase intention in terms of perceived functional value.				
Section C: C2.1-C2.5	7	C1, C2, C4 & F23	9.1 – 9.4	9.1 – 9.3
Secondary objective 10: To determine the effect of perceived value on purchase intention in terms of perceived emotional value.				
Section C: C3.1-C3.5	8	C1, C2, C5 & F24	10.1 – 10.4	10.1 – 10.3
Secondary objective 11: To determine the effect of perceived value on purchase intention in terms of perceived social value.				
Section C: C4.1-C4.4	9	C1, C2, C6 & F25	11.1 – 11.4	11.1 – 11.3
Secondary objective 12: To determine the underlying relationships between the various lifestyle dimensions.				
Section B: B1-B5	–	F1 – F10	12.1 – 12.10	12.1 – 12.2

Table 6-2: Links between research objectives, questions, main findings, conclusions and recommendations (continues)

Questions	Hypotheses	Main finding(s)	Conclusion(s)	Recommendation(s)
Secondary objective 13: To determine the underlying relationships between the various perceived value dimensions.				
Section C: C1-C4	–	F11 – F16	13.1 – 13.6	13.1 – 13.7
Secondary objective 14: To determine the underlying relationships between the various lifestyle dimensions and purchase intention.				
Sections B & D: B1-B5 & D1.1-D1.3	–	F17 – F21	14.1 – 14.8	14.1 – 14.6
Secondary objective 15: To determine the underlying relationships between the various perceived value dimensions and purchase intention.				
Sections C & D: C1-C4 & D1.1-D1.3	–	F22 – F25	15.1 – 15.4	15.1 – 15.4
Secondary objective 16: To determine the difference of perceptions of the lifestyle dimensions, perceived value dimensions and purchase intention with regard to their demographic differences.				
Sections B – E: B1-B5, C1-C4, D1.1-D1.3 & E1-E.4	–	G1 – G11	16.1 – 16.11	16.1 – 16.8

6.4.2 Secondary research objective 1

The aim of secondary objective 1 was to provide a literature overview of the main constructs of this study, namely perceived value, lifestyle and purchase intention. Chapter 2 provided a literary overview of consumer behaviour from which the perceived value and purchase intention constructs were derived. Chapter 3 provided literature on market segmentation from which the lifestyle construct was derived. Table 6-3 presents the conclusions pertaining to this objective.

Table 6-3: Conclusions to secondary objective 1

Conclusions: Secondary research objective 1
Conclusion 1.1: Based on Chapter 2 and 3, it can be concluded that the literature review required to attain secondary research objective 1 has been conducted.

6.4.3 Secondary research objective 2

The aim of secondary research objective 2 was to develop a demographic profile of cellular phone users who participated in this study. The results of the study pertaining to various demographic characteristics of respondents allowed the researcher to develop a demographic profile of the

consumers who participated in this study. In order to devise effective and efficient marketing strategies, and for marketers and cellular businesses to develop and promote products or services that are aligned with the specific needs of consumers, recommendations are provided. Table 6-4 presents the conclusions and recommendations pertaining to this objective.

Table 6-4: Conclusions and recommendations to secondary objective 2

Conclusions: Secondary research objective 2
Conclusion 2.1: Based on main findings E1, it can be concluded that consumers who participated in this study were primarily aged between 18 and 49 years of age.
Conclusion 2.2: Based on main findings E2, it can be concluded that consumers who participated in this study primarily receive a monthly disposable income of R20 000 and less, or preferred not to say.
Conclusion 2.3: Based on main findings E3, it can be concluded that consumers who participated in this study were both male and female.
Conclusion 2.4: Based on main findings E4, it can be concluded that consumers who participated in this study mostly completed matric/grade 12 or had a technical college diploma.
Recommendations: Secondary research objective 2
Recommendation 2.1: Based on main conclusions 2.1 to 2.4, it can be recommended that cellular businesses who are actively targeting consumer's lifestyles and perceived values will need to conduct further research on consumers between 18 and 49 years of age, both male and female who completed matric/grade 12 or who have a technical college diploma earning a disposable income of R20 000 per month and less, or who do not wish to specify their income.
Recommendation 2.2: Based on conclusions 2.1 to 2.4, it can be recommended that cellular businesses should develop and promote products and services that are aligned to the dominant demographic elements identified in this study in order to improve communication with their consumers.
Recommendation 2.3: Based on conclusions 2.1 to 2.4, it can be recommended that cellular businesses must utilise these dominant demographic elements when devising marketing campaigns for example focusing marketing campaigns and creating content for young consumers that are earning less than R20 000 per month. This can include a promotion on monthly cellular products and services for young consumers.

6.4.4 Secondary research objective 3

The aim of secondary objective 3 was to determine the effect of lifestyle on purchase intention in terms of entertainment. The AIO-approach (see section 4.2.3.5) was used to measure consumer lifestyle in terms of entertainment. The statements used to measure this dimension comprised of items B1.1 to B1.3 and were adapted from various sources (see Table 4-4). Responses were rated using a 7-point Likert scale. Secondary objective 3 was addressed in main findings B1, B2,

B3 and F17. Table 6-5 presents the conclusions and recommendations pertaining to this objective.

Table 6-5: Conclusions and recommendations to secondary objective 3

Conclusions: Secondary research objective 3
Conclusion 3.1: Based on main finding B1, it can be concluded that the items used to measure the lifestyle of respondents in terms of entertainment were valid.
Conclusion 3.2: Based on main finding B2, it can be concluded that the items used to measure the lifestyle of respondents in terms of entertainment were reliable.
Conclusion 3.3: Based on main finding B3, it can be concluded that a moderately high level of entertainment was found among respondents.
Conclusion 3.4: Based on main finding F17, it can be concluded that a practically significant relationship was found between entertainment and purchase intention.
Recommendations: Secondary research objective 3
Recommendation 3.1: Based on conclusions 3.3 and 3.4, it can be recommended that the moderately high level of entertainment of respondents signal that cellular businesses should understand the concept of entertainment regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can increase entertainment on a cellular device to enhance the purchase intention of consumers.
Recommendation 3.2: Based on conclusions 3.3 and 3.4, it can be recommended that monthly packages specifically designed to give consumers access to entertainment (applications) via their cellular device can increase the sales of cellular businesses.

6.4.5 Secondary research objective 4

The aim of secondary research objective 4 was to determine the effect of lifestyle on purchase intention in terms of club membership. The AIO-approach (see section 4.2.3.5) was used to measure consumer lifestyle in terms of club membership. The statements used to measure this dimension comprised of items B2.1 to B2.7 and were adapted from various sources (see Table 4-4). Responses were rated using a 7-point Likert scale. Secondary objective 4 was addressed in main findings B1, B2, B4 and F18. Table 6-6 presents the conclusions and recommendations pertaining to this objective.

Table 6-6: Conclusions and recommendations to secondary objective 4

Conclusions: Secondary research objective 4
Conclusion 4.1: Based on main finding B1, it can be concluded that the items used to measure the lifestyle of respondents in terms of club membership were valid.

Table 6-6: Conclusions and recommendations to secondary objective 4 (continues)

Conclusion 4.2: Based on main finding B2, it can be concluded that the items used to measure the lifestyle of respondents in terms of club membership were reliable.
Conclusion 4.3: Based on main finding B4, it can be concluded that a moderately high level of club membership was found among respondents.
Conclusion 4.4: Based on main finding F18, it can be concluded that a practically significant relationship was found between club membership and purchase intention.
Recommendations: Secondary research objective 4
Recommendation 4.1: Based on conclusions 4.3 and 4.4, it can be recommended that the moderately high level of club membership of respondents signal that cellular businesses should understand the concept of club membership regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can increase club membership on a cellular device to enhance the purchase intention of consumers.
Recommendation 4.2: Based on conclusions 4.3 and 4.4, it can be recommended that cellular businesses can create monthly data (service) packages or discounts for consumers that are club members. For example, consumers that are members of specific brands/organisations can receive the benefits that the cellular businesses offer them.
Recommendation 4.3: Based on conclusion 4.3 and 4.4, it can be recommended that cellular businesses can increase sales with the availability of club membership discounts.
Recommendation 4.4: Based on conclusions 4.3 and 4.4, it can be recommended that cellular businesses can use consumer membership applications or functions to interact or engage with their target market.
Recommendation 4.5: Based on conclusions 4.3 and 4.4, it can be recommended that cellular businesses can create loyalty credits for consumers that are club members.

6.4.6 Secondary research objective 5

The aim of secondary research objective 5 was to determine the effect of lifestyle on purchase intention in terms of shopping. The AIO approach (see section 4.2.3.5) was used to measure consumer lifestyle in terms of shopping. The statements used to measure this dimension comprised of items B3.1 to B3.7 and were adapted from various sources. Responses were rated using a 7-point Likert scale. Secondary objective 5 was addressed in main findings B1, B2, B5 and F19. Table 6-7 presents the conclusions and recommendations pertaining to this objective.

Table 6-7: Conclusions and recommendations to secondary objective 5

Conclusions: Secondary research objective 5
Conclusion 5.1: Based on main finding B1, it can be concluded that the items used to measure the lifestyle of respondents in terms of shopping were valid.

Table 6-7: Conclusions and recommendations to secondary objective 5 (continues)

Conclusion 5.2: Based on main finding B2, it can be concluded that the items used to measure the lifestyle of respondents in terms of shopping were reliable.
Conclusion 5.3: Based on main finding B5, it can be concluded that a moderately high level of shopping was found among respondents.
Conclusion 5.4: Based on main finding F19, it can be concluded that a practically significant relationship was found between shopping and purchase intention.
Recommendations: Secondary research objective 5
Recommendation 5.1: Based on conclusions 5.3 and 5.4, it can be recommended that the moderately high level of shopping of respondents signal that cellular businesses should understand the concept of shopping regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can increase shopping methods on a cellular device to enhance the purchase intention of consumers.
Recommendation 5.2: Based on conclusions 5.3 and 5.4, it can be recommended that cellular businesses can enhance existing shopping methods and increase the availability of shopping methods in order to increase sales and market share.
Recommendation 5.3: Based on conclusions 5.3 and 5.4, it can be recommended that cellular businesses can interact with mobile shoppers while gathering information on who is in the store and how long they stay to learn more about their consumers' shopping patterns.
Recommendation 5.4: Based on conclusions 5.3 and 5.4, it can be recommended that cellular businesses can create loyalty credits for consumers that are use online shopping applications.

6.4.7 Secondary research objective 6

The aim of secondary research objective 6 was to determine the effect of lifestyle on purchase intention in terms of fashion consciousness. The AIO approach (see section 4.2.3.5) was used to measure consumer lifestyle in terms of fashion consciousness. The statements used to measure this dimension comprised of items B4.1 to B4.10 and were adapted from various sources (see Table 4-4). Responses were rated using a 7-point Likert scale. Secondary objective 6 was addressed in main findings B1, B2, B6 and F20. Table 6-8 presents the conclusions and recommendations pertaining to this objective.

Table 6-8: Conclusions and recommendations to secondary objective 6

Conclusions: Secondary research objective 6
Conclusion 6.1: Based on main finding B1, it can be concluded that the items used to measure the lifestyle of respondents in terms of fashion consciousness were valid.

Table 6-8: Conclusions and recommendations to secondary objective 6 (continues)

Conclusion 6.2: Based on main finding B2, it can be concluded that the items used to measure the lifestyle of respondents in terms of fashion consciousness were reliable.
Conclusion 6.3: Based on main finding B6, it can be concluded that a moderately high level of fashion consciousness was found among respondents.
Conclusion 6.4: Based on main finding F20, it can be concluded that a practically significant relationship was found between fashion consciousness and purchase intention.
Recommendations: Secondary research objective 6
Recommendation 6.1: Based on conclusions 6.3 and 6.4, it can be recommended that the moderately high level of fashion consciousness of respondents signal that cellular businesses should understand the concept of fashion consciousness regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can increase fashion related products or services of a cellular device to enhance the purchase intention of consumers.
Recommendation 6.2: Based on conclusions 6.3 and 6.4, it can be recommended that cellular businesses can focus on creating and promoting products and services that will fit a fashion-conscious consumer's guidelines.
Recommendation 6.3: Based on conclusions 6.3 and 6.4, it can be recommended that cellular businesses offer special deals on product accessories such as fashionable phone cases (at a reasonable price).
Recommendation 6.4: Based on conclusions 6.3 and 6.4, it can be recommended that cellular businesses can make use of advertisements or commercials that tend to emphasise on how fashionable their products are.
Recommendation 6.5: Based on conclusions 6.3 and 6.4, it can be recommended that cellular businesses can rest on marketers' understandings of how consumers project their lifestyles (such as being fashion-conscious) on their products. By harnessing this information and developing advertisements that reflect this understanding, cellular businesses can edge out the competition and dominate the marketplace.

6.4.8 Secondary research objective 7

The aim of secondary research objective 7 was to determine the effect of lifestyle on purchase intention in terms of media usage. The AIO approach (see section 4.2.3.5) was used to measure respondents' lifestyle in terms of media usage. The statements used to measure this dimension comprised of items B5.1 to B5.4 and were adapted from various sources (see Table 4-4). Responses were rated using a 7-point Likert scale. Secondary objective 7 was addressed in main findings B1, B2, B7 and F21. Table 6-9 presents the conclusions and recommendations pertaining to this objective.

Table 6-9: Conclusions and recommendations to secondary objective 7

Conclusions: Secondary research objective 7
Conclusion 7.1: Based on main finding B1, it can be concluded that the items used to measure the lifestyle of respondents in terms of media usage were valid.
Conclusion 7.2: Based on main finding B2, it can be concluded that the items used to measure the lifestyle of respondents in terms of media usage were reliable.
Conclusion 7.3: Based on main finding B7, it can be concluded that a moderately high level of media usage was found among respondents.
Conclusion 7.4: Based on main finding F21, it can be concluded that a practically significant relationship was found between media and purchase intention.
Recommendations: Secondary research objective 7
Recommendation 7.1: Based on conclusions 7.3 and 7.4, it can be recommended that the moderately high level of media usage of respondents signal that cellular businesses should understand the concept of media usage and should spend their resources on identifying and understanding the various ways they can increase media usage on a cellular device to enhance the purchase intention of consumers.
Recommendation 7.2: Based on conclusions 7.3 and 7.4, it can be recommended that cellular businesses can create monthly media packages for consumers that uses data for media purposes only.
Recommendation 7.3: Based on conclusions 7.3 and 7.4, it can be recommended that cellular businesses can create monthly media packages/ discount for consumers that are registered with key online media applications such as Media 24, etc.

6.4.9 Secondary research objective 8

The aim of secondary objective 8 was to determine the effect of perceived value on purchase intention in terms of perceived price value. The statements used to measure this dimension comprised items C1.1 to C1.4 and were adapted from valid and reliable scales (see Table 4-6). Responses were rated using a 7-point Likert scale. Secondary objective 8 was addressed in main findings C1, C2, C3 and F22. Table 6-10 presents the conclusions and recommendations pertaining to this objective.

Table 6-10: Conclusions and recommendations to secondary objective 8

Conclusions: Secondary research objective 8
Conclusion 8.1: Based on main finding C1, it can be concluded that the items used to measure the perceived value of respondents in terms of price value were valid.
Conclusion 8.2: Based on main finding C2, it can be concluded that the items used to measure the perceived value of respondents in terms of price value were reliable.

Table 6-11: Conclusions and recommendations to secondary objective 8 (continues)

Conclusion 8.3: Based on main finding C3, it can be concluded that a moderately high level of price value was found among respondents.
Conclusion 8.4: Based on main finding F22, it can be concluded that a practically significant relationship was found between price value and purchase intention.
Recommendations: Secondary research objective 8
Recommendation 8.1: Based on conclusions 8.3 and 8.4, it can be recommended that the moderately high level of price value of respondents signal that cellular businesses should understand the concept of price value regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can decrease the price of a cellular device to enhance the purchase intention of consumers.
Recommendation 8.2: Based on conclusions 8.3 and 8.4, it can be recommended that cellular businesses must increase their (monthly or yearly) package options in order to fit all price value (price-conscious) consumers.
Recommendation 8.3: Based on conclusions 8.3 and 8.4, it can be recommended that cellular businesses can increase their discount options in order to attract price value (price-conscious) consumers.

6.4.10 Secondary research objective 9

The aim of secondary research objective 9 was to determine the effect of perceived value on purchase intention in terms of perceived functional value. The statements used to measure this dimension comprised of items C2.1 to C2.5 and were adapted by different valid and reliable measurement scales (see Table 4-6). Responses were rated using a 7-point Likert scale. Secondary objective 9 was addressed in main findings C1, C2, C4 and F23. Table 6-12 presents the conclusions and recommendations pertaining to this objective.

Table 6-12: Conclusions and recommendations to secondary objective 9

Conclusions: Secondary research objective 9
Conclusion 9.1: Based on main finding C1, it can be concluded that the items used to measure the perceived value of respondents in terms of functional value were valid.
Conclusion 9.2: Based on main finding C2, it can be concluded that the items used to measure the perceived value of respondents in terms of functional value were reliable.
Conclusion 9.3: Based on main finding C4, it can be concluded that a moderately high level of functional value was found among respondents.
Conclusion 9.4: Based on main finding F23, it can be concluded that a practically significant relationship was found between functional value and purchase intention.

Table 6-13: Conclusions and recommendations to secondary objective 9 (continues)

Recommendations: Secondary research objective 9
Recommendation 9.1: Based on conclusions 9.3 and 9.4, it can be recommended that the moderately high level of functional value of respondents signal that cellular businesses should understand the concept of functional value regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can increase the functional value of a cellular device to enhance the purchase intention of consumers.
Recommendation 9.2: Based on conclusions 9.3 and 9.4, it can be recommended that cellular businesses must use communication such as advertisements or commercials that portray their product as a technological marvel that will enable the consumer to excel in the business and technology industry.
Recommendation 9.3: Based on conclusions 9.3 and 9.4, it can be recommended that cellular businesses must use communication such as advertisements or commercials that portray their products as instruments of efficiency and functionality.

6.4.11 Secondary research objective 10

The aim of secondary research objective 10 was to determine the effect of perceived value on purchase intention in terms of perceived emotional value. The statements used to measure this dimension comprised of items C3.1 to C3.5 and were adapted by different valid and reliable measurement scales (see Table 4-6). Responses were rated using a 7-point Likert scale. Secondary objective 10 was addressed in main findings C1, C2, C5 and F24. Table 6-14 presents the conclusions and recommendations pertaining to this objective.

Table 6-14: Conclusions and recommendations to secondary objective 10

Conclusions: Secondary research objective 10
Conclusion 10.1: Based on main finding C1, it can be concluded that the items used to measure the perceived value of respondents in terms of emotional value were valid.
Conclusion 10.2: Based on main finding C2, it can be concluded that the items used to measure the perceived value of respondents in terms of emotional value were reliable.
Conclusion 10.3: Based on main finding C5, it can be concluded that a moderately high level of emotional value was found among respondents.
Conclusion 10.4: Based on main finding F24, it can be concluded that a practically significant relationship was found between emotional value and purchase intention.

Table 6-15: Conclusions and recommendations to secondary objective 10 (continues)

Recommendations: Secondary research objective 10
Recommendation 10.1: Based on conclusions 10.3 and 10.4, it can be recommended that the moderately high level of emotional value of respondents signal that cellular businesses should understand the concept of emotional value regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can increase the emotional value of a cellular device to enhance the purchase intention of consumers.
Recommendation 10.2: Based on conclusions 10.3 and 10.4, it can be recommended that cellular businesses must use communication such as advertisements or commercials that portray individuals using their cellular devices to reconnect with loved ones which will elicits feelings of warmth and longing to see old friends.
Recommendation 10.3: Based on conclusions 10.3 and 10.4, it can be recommended that cellular businesses must use the phrase “reconnect” in their communication materials.

6.4.12 Secondary research objective 11

The aim of secondary research objective 11 was to determine the effect of perceived value on purchase intention in terms of perceived social value. The statements used to measure this dimension comprised of items C4.1 to C4.4 and were adapted by different valid and reliable measurement scales (see Table 4-6). Responses were rated using a 7-point Likert scale. Secondary objective 11 was addressed in main findings C1, C2, C6 and F25. Table 6-16 presents the conclusions and recommendations pertaining to this objective.

Table 6-16: Conclusions and recommendations to secondary objective 11

Conclusions: Secondary research objective 11
Conclusion 11.1: Based on main finding C1, it can be concluded that the items used to measure the perceived value of respondents in terms of social value were valid.
Conclusion 11.2: Based on main finding C2, it can be concluded that the items used to measure the perceived value of respondents in terms of social value were reliable.
Conclusion 11.3: Based on main finding C6, it can be concluded that a moderately high level of social value was found among respondents.
Conclusion 11.4: Based on main finding F25, it can be concluded that a practically significant relationship was found between social value and purchase intention.
Recommendations: Secondary research objective 11
Recommendation 11.1: Based on conclusions 11.3 and 11.4, it can be recommended that the moderately high level of social value of respondents signal that cellular businesses should understand the concept of social value regarding the cellular industry and should spend their resources on trying to identify and understand the various ways they can increase the social value of a cellular device to enhance the purchase intention of consumers.

Table 6-13: Conclusions and recommendations to secondary objective 11 (continues)

Recommendation 11.2: Based on conclusions 11.3 and 11.4, it can be recommended that cellular businesses must use their communication materials to portray the social aspect of their products, enhancing the idea within a consumer of a cellular product or service that will allow them to be social with friends and family.
Recommendation 11.3: Based on conclusions 11.3 and 11.4, it can be recommended that cellular businesses must use their communication materials to portray the social class of their products. This will show consumers that buying the product will help them to be more acceptable in their social class.

6.4.13 Secondary research objective 12

The aim of secondary research objective 12 was to determine the underlying relationships between the various lifestyle dimensions. Secondary objective 12 was addressed in main findings F1 to F10. Table 6-17 presents the conclusions and recommendations pertaining to this objective.

Table 6-17: Conclusions and recommendations to secondary objective 12

Conclusions: Secondary research objective 12
Conclusion 12.1: Based on main finding F1, it can be concluded that a practically significant relationship was found between Entertainment and Club membership.
Conclusion 12.2: Based on main finding F2, it can be concluded that a practically significant relationship was found between Entertainment and Shopping.
Conclusion 12.3: Based on main finding F3, it can be concluded that a practically significant relationship was found between Entertainment and Fashion consciousness.
Conclusion 12.4: Based on main finding F4, it can be concluded that a practically significant relationship was found between Entertainment and Media.
Conclusion 12.5: Based on main finding F5, it can be concluded that a practically significant relationship was found between Club membership and Shopping.
Conclusion 12.6: Based on main finding F6, it can be concluded that a practically significant relationship was found between Club membership and Fashion consciousness.
Conclusion 12.7: Based on main finding F7, it can be concluded that a practically significant relationship was found between Club membership and Media.
Conclusion 12.8: Based on main finding F8, it can be concluded that a practically significant relationship was found between Shopping and Fashion consciousness.
Conclusion 12.9: Based on main finding F9, it can be concluded that a practically significant relationship was found between Shopping and Media.

Table 6-14: Conclusions and recommendations to secondary objective 12 (continues)

Conclusions: Secondary research objective 12
Conclusion 12.10: Based on main finding F10, it can be concluded that a practically significant relationship was found between Fashion consciousness and Media.
Recommendations: Secondary research objective 12
Recommendation 12.1: Based on conclusions 12.1 to 12.10, it can be recommended that cellular businesses must focus their resources and attention on the interrelationship between the various lifestyle dimensions in order to increase their sales and market base.
Recommendation 12.2: Based on conclusions 12.1 to 12.10, it can be recommended that cellular businesses must create fashionable products and services that offer entertainment, media, shopping, club membership options.

6.4.14 Secondary research objective 13

The aim of secondary research objective 13 was to determine the underlying relationships between the various perceived value dimensions. Secondary objective 13 was addressed in main findings F11 to F16. Table 6-18 presents the conclusions and recommendations pertaining to this objective.

Table 6-18: Conclusions and recommendations to secondary objective 13

Conclusions: Secondary research objective 13
Conclusion 13.1: Based on main finding F11, it can be concluded that a practically significant relationship was found between Price value and Functional value.
Conclusion 13.2: Based on main finding F12, it can be concluded that a practically significant relationship was found between Price value and Emotional value.
Conclusion 13.3: Based on main finding F13, it can be concluded that a practically significant relationship was found between Price value and Social value.
Conclusion 13.4: Based on main finding F14, it can be concluded that a practically significant relationship was found between Functional value and Emotional value.
Conclusion 13.5: Based on main finding F15, it can be concluded that a practically significant relationship was found between Functional value and Social value.
Conclusion 13.6: Based on main finding F16, it can be concluded that a practically significant relationship was found between Emotional value and Social value.

Table 6-15: Conclusions and recommendations to secondary objective 13 (continues)

Recommendations: Secondary research objective 13
Recommendation 13.1: Based on conclusions 13.1 to 13.6, it can be recommended that cellular businesses must focus their resources and attention on the interrelationship between the various perceived value dimensions in order to increase their sales and market base.
Recommendation 13.2: Based on conclusion 13.1, it can be recommended that cellular businesses must create products that are functional but offered at a reasonable price.
Recommendation 13.3: Based on conclusion 13.2, it can be recommended that cellular businesses must create products that can offer the consumer an emotional feeling but offered at a reasonable price.
Recommendation 13.4: Based on conclusion 13.3, it can be recommended that cellular businesses must create products that will engage the consumer in social experiences but offered at a reasonable price.
Recommendation 13.5: Based on conclusion 13.4, it can be recommended that cellular businesses must create products that are functional and offering the consumer the emotional aspect of a cellular device.
Recommendation 13.6: Based on conclusion 13.5, it can be recommended that cellular businesses must create products that are functional and will allow the consumer to be actively social.
Recommendation 13.7: Based on conclusion 13.6, it can be recommended that cellular businesses must create products that can help a consumer be social while providing the consumer an emotional feeling towards the product.

6.4.15 Secondary research objective 14

The aim of secondary research objective 14 was to determine the underlying relationships between the various lifestyle dimensions and purchase intention. Secondary objective 14 was addressed in main findings D1 to 3 and F17 to F21. Table 6-19 presents the conclusions and recommendations pertaining to this objective.

Table 6-19: Conclusions and recommendations to secondary objective 14

Conclusions: Secondary research objective 14
Conclusion 14.1: Based on main finding D1, it can be concluded that the items used to measure the purchase intention of respondents were valid.
Conclusion 14.2: Based on main finding D2, it can be concluded that the items used to measure the purchase intention of respondents were reliable.
Conclusion 14.3: Based on main finding D3, it can be concluded that a moderately high level of purchase intention was found among respondents.

Table 6-16: Conclusions and recommendations to secondary objective 14 (continues)

Conclusions: Secondary research objective 14
Conclusion 14.4: Based on main finding F17, it can be concluded that a practically significant relationship was found between Entertainment and Purchase intention
Conclusion 14.5: Based on main finding F18, it can be concluded that a practically significant relationship was found between Club membership and Purchase intention.
Conclusion 14.6: Based on main finding F19, it can be concluded that a practically significant relationship was found between Shopping and Purchase intention.
Conclusion 14.7: Based on main finding F20, it can be concluded that a practically significant relationship was found between Fashion consciousness and Purchase intention.
Conclusion 14.8: Based on main finding F21, it can be concluded that a practically significant relationship was found between Media and Purchase intention.
Recommendations: Secondary research objective 14
Recommendation 14.1: Based on conclusion 14.3, it can be recommended that because a moderately high level of purchase intention was found among respondents, cellular businesses must focus their resources and time on providing efficient and effective opportunities for consumers to purchase a cellular product or service.
Recommendation 14.2: Based on conclusion 14.4, it can be recommended that because a practically significant relationship was found between Entertainment and Purchase intention, cellular businesses must ensure that the products and services that they offer consumers, are providing enough options for the consumer to engage in entertainment experiences while using the product or service in order to enhance the chances of the consumer making the purchase.
Recommendation 14.3: Based on conclusion 14.5, it can be recommended that because a practically significant relationship was found between Club membership and Purchase intention, cellular business must ensure that the product and services that they offer a consumer will provide the consumer with efficient club membership options and services in order to enhance the chances of the consumer making the purchase.
Recommendation 14.4: Based on conclusion 14.6, it can be recommended that because a practically significant relationship was found between Shopping and Purchase intention cellular businesses must focus their resources and communication content on portraying to the consumer that the products and services that they offer, will provide them with various shopping options and experiences in order to enhance the chances of the consumer making the purchase.
Recommendation 14.5: Based on conclusion 14.7, it can be recommended that since a practically significant relationship was found between Fashion consciousness and Purchase intention, cellular businesses must use the opportunity to create fashionable products that will fit into a fashion-conscious consumer's criteria, to enhance the chances of the consumer making the purchase.
Recommendation 14.6: Based on conclusion 14.8, it can be recommended that because a practically significant relationship was found between Media and Purchase intention, cellular businesses have the opportunity to provide consumers with products that allow various media functions, and must focus their resources and communication materials on these media functions, in order to enhance the chances of the consumer making the purchase

6.4.16 Secondary research objective 15

The aim of secondary research objective 15 was to determine the underlying relationships between the perceived value dimensions and purchase intention. Secondary objective 15 was addressed in main findings F22 to F25. Table 6-20 presents the conclusions and recommendations pertaining to this objective.

Table 6-20: Conclusions and recommendations to secondary objective 15

Conclusions: Secondary research objective 15
Conclusion 15.1: Based on main finding F22, it can be concluded that a practically significant relationship was found between Price value and Purchase intention.
Conclusion 15.2: Based on main finding F23, it can be concluded that a practically significant relationship was found between Functional value and Purchase intention.
Conclusion 15.3: Based on main finding F24, it can be concluded that a practically significant relationship was found between Emotional value and Purchase intention.
Conclusion 15.4: Based on main finding F25, it can be concluded that a practically significant relationship was found between Social value and Purchase intention.
Recommendations: Secondary research objective 15
Recommendation 15.1: Based on conclusion 15.1, it can be recommended that because a practically significant relationship was found between Price value and Purchase intention, cellular businesses have to focus on providing consumers (with various incomes) different price packages which will allow consumers to make an easier purchase decision.
Recommendation 15.2: Based on conclusion 15.2, it can be recommended that because a practically significant relationship was found between Functional value and Purchase intention, cellular businesses have to ensure that the products that they offer consumers, are top of the range in terms of functionality.
Recommendation 15.3: Based on conclusion 15.3, it can be recommended that because a practically significant relationship was found between Emotional value and Purchase intention, cellular businesses have to focus on creating the emotional bond or feeling within the consumers to enhance the chances of the consumer making the purchase.
Recommendation 15.4: Based on conclusion 15.4, it can be recommended that because a practically significant relationship was found between Social value and Purchase intention, cellular businesses must ensure that their products are able to provide consumers with various opportunities or ways to interact sociably with other people.

6.4.17 Secondary research objective 16

The aim of secondary research objective 16 was to establish whether statistically significant differences exist between respondents in terms of their demographic differences, with reference

to their various lifestyle dimensions, perceived value dimensions and purchase intention. In order to establish these differences, Cohen's effect sizes were determined in Chapter 5. Secondary objective 16 was addressed in main findings G1 to G11. Table 6-21 examines the conclusions and recommendations regarding the practically significant differences of the demographical categories such as age, income and highest level of education.

Table 6-21: Conclusions and recommendations to secondary objective 16

Conclusions: Secondary research objective 16
Conclusion 16.1: Based on main finding G1, it can be concluded that respondents between the ages of 18 and 29 use their cellular devices for entertainment more than those between the ages of 60 and 69.
Conclusion 16.2: Based on main finding G2, it can be concluded that respondents between the ages of 18 and 39 are more fashion conscious than those between the ages of 60 and 69, respectively.
Conclusion 16.3: Based on main finding G3, it can be concluded that respondents between the ages of 18 and 29 use their cellular devices for media purposes more than those between the ages of 60 and 69.
Conclusion 16.4: Based on main finding G4, it can be concluded that respondents between the ages of 18 and 49 are more influenced by the social value of their cellular devices than those between the ages of 60 and 69, respectively.
Conclusion 16.5: Based on main finding G5, it can be concluded that respondents between the ages of 18 and 59 have a higher purchase intention than the respondents between the ages of 60 and 69.
Conclusion 16.6: Based on main finding G6, it can be concluded that respondents with a monthly income between R30 001 and R40 000 per month use their cellular devices for shopping more than respondents with a monthly income of less than R10 000 per month.
Conclusion 16.7: Based on main finding G7, it can be concluded that respondents with a monthly income between R30 001 and R40 000 per month use their cellular devices for media purposes more than respondents with a monthly income of more than R40 000 per month.
Conclusion 16.8: Based on main finding G8, it can be concluded that respondents with a monthly income of more than R40 000 per month have higher purchase intentions than respondents with a monthly income between R10 001 and R20 000 per month.
Conclusion 16.9: Based on main finding G9, it can be concluded that respondents that completed primary school use their cellular devices for club membership purposes more than respondents that completed matric/grade 12, or than those who have a technical college diploma.
Conclusion 16.10: Based on main finding G10, it can be concluded that respondents with a university or technology diploma, as well as a university degree (B-degree or honours), use their cellular devices for media purposes more than respondents with a post-graduate degree (masters or doctorate).

Table 6-18: Conclusions and recommendations to secondary objective 16 (continues)

Conclusions: Secondary research objective 16
Conclusion 16.11: Based on main finding G11, it can be concluded that respondents with a university or technology diploma are more influenced by the emotional value of their cellular devices than respondents with a post-graduate degree (masters or doctorate).
Recommendations: Secondary objective 16
Recommendation 16.1: Based on conclusions 16.1 and 16.3, it can be recommended that, because younger consumers (aged between 18 and 29) use their cellular devices for entertainment more than older consumers (aged 60 to 69), cellular businesses must focus their resources and time on providing entertainment experiences to younger consumers.
Recommendation 16.2: Based on conclusion 16.2, it can be recommended that, because consumers aged between 18 and 39 are more fashion conscious than consumers aged between 60 and 69, cellular businesses must provide fashionable products, accessories and merchandise, specifically for younger consumers.
Recommendation 16.3: Based on conclusions 16.3, 16.7 and 16.10, it can be recommended that, because consumers aged between 18 and 29, with a monthly income between R30 001 and R40 000, with a university or technology diploma, as well as a university degree (B-degree or honours) use their cellular devices for media purposes more than consumers aged between 60 and 69 with a monthly income of more than R40 000. In terms of respondents with a post-graduate degree (masters or doctorate), cellular businesses must focus their resources and time on providing media experiences to younger educated consumers with a moderately high monthly income, that will be able to purchase media packages.
Recommendation 16.4: Based on conclusion 16.4, it can be recommended that, because respondents between the ages of 18 and 49 are more influenced by the social value of their cellular devices than those between the ages of 60 and 69, cellular businesses must focus their resources and time on providing young consumers more social experiences through their cellular devices.
Recommendation 16.5: Based on conclusions 16.5 and 16.8, it can be recommended that, because respondents between the ages of 18 and 59 with a monthly income of more than R40 000 have a higher purchase intention than the respondents between the ages of 60 and 69 with a monthly income between R10 001 and R20 000, cellular businesses must aim marketing content and product innovations at young consumers with a high monthly income as this is the group of consumers that will most likely purchase more products and services than other groups in the near future.
Recommendation 16.6: Based on conclusion 16.6, it can be recommended that, because respondents with a monthly income between R30 001 and R40 000 use their cellular devices for shopping more than respondents with a monthly income of less than R10 000, cellular businesses must focus shopping applications and experiences on consumers with a moderately high monthly income.

Table 6-18: Conclusions and recommendations to secondary objective 16 (continues)

Recommendations: Secondary research objective 16
Recommendation 16.7: Based on conclusion 16.9, it can be recommended that, since respondents that completed primary school use their cellular devices for club membership purposes more than respondents that completed matric/grade 12 and that have a technical college diploma, cellular businesses must include consumers that are less educated in all of their club membership communication and promotional activities as they use their cellular devices for this purpose.
Recommendation 16.8: Based on conclusion 16.11, it can be recommended that, because respondents with a university or technology diploma are more influenced by the emotional value of their cellular devices than respondents with a post-graduate degree (masters or doctorate), cellular businesses must focus on creating emotional value within their products and services for these education categories.

Considering the information presented, it can be concluded that the secondary objectives set out to achieve the primary objective of this study, which was to determine the effect of lifestyle and perceived value on the purchase intention of consumers within the South African cellular industry, have been met. The primary objective has, therefore, been achieved by realising the secondary objectives of the study.

6.5 LIMITATIONS OF THE STUDY

Upon conducting a research study, it is unavoidable to experience limitations that influence the study. This section presents the limitations to the literature review and empirical research.

6.5.1 Limitations of the literature review

- A limited amount of information is available about the cellular industry, specifically in South Africa, and consists mostly of internet sources.
- A large body of literature is available with regard to lifestyle segmentation; however, limited information concerning the AIO approach and the various statements are made available. The battery of statements is not easily accessible or properly explained.

6.5.2 Limitations of the empirical study

- No sampling frame of the cellular industry in South Africa was available for this study, resulting in the choice of using a non-probability convenience questionnaire.
- This study only considered respondents in the North West Province, making it an inaccurate representation of the entire South African population.

- A larger sample is needed in order to obtain more conclusive results.
- The lifestyle of respondents was only represented by measuring five lifestyle dimensions. More insight should be gathered on the lifestyle of consumers by considering more lifestyle dimensions.
- The perceived value of respondents was only represented by measuring four dimensions. More insight should be gathered on the perceived value of consumers by considering more lifestyle dimensions.
- Consumers who participated in this study were primarily aged between 18 and 49 years of age who receive a monthly disposable income of R20 000 and less, or preferred not to say. Most of them completed matric/grade 12, or a technical college diploma, which indicated a possible misrepresentation of the larger South African population.
- The global pandemic (Covid-19) made it difficult to collect the surveys, especially with a sample of 600 respondents.
- Unequal sample sizes can influence the results of comparing groups.

Bearing in mind these limitations, recommendations for future research are presented in the following section.

6.6 SUGGESTIONS FOR FUTURE RESEARCH

Considering the limitations mentioned above, several recommendations can be made for future studies:

- A more accurate representation of the target population can be gained if a larger sample size is considered in future research.
- Future studies should consider covering a wider geographic area by considering all the densely populated provinces in South Africa.
- Similar studies can be conducted by determining the lifestyle of consumers by analysing various other dimensions and their statements by means of the AIO approach.
- Similar studies can be conducted by determining the perceived value of consumers by analysing various other dimensions and their statements.
- Similar studies can be conducted by using repurchase intention as a construct.

- Future studies can consider determining the effect of other external influences such as culture, family and social class that may affect the buying behaviour of consumers.

- Probability sampling can be implemented in future studies in order to assure that the results obtained represent the entire population and not only the participating respondents.

- It is recommended that longitudinal research designs should be incorporated, as it will improve the external validity of this study. This study was conducted at one specific point in time. Greater and more accurate results could have been obtained by using a longitudinal research design.

6.7 CONCLUSION

This chapter presented an overview of the study, as well as the main findings, conclusions, recommendations and limitations. The secondary objectives were used to draw conclusions, which are based on the main findings formulated in Chapter 5. After presenting the conclusions, several recommendations were formulated to assist cellular businesses in their efforts to target consumers in the cellular industry. A summary was then provided highlighting the links between all the aspects of the study. The chapter concluded by discussing the various limitations that the researcher experienced while conducting this study. Finally, several suggestions based on the limitations, were offered for future studies.

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APPENDIX A

QUESTIONNAIRE

This survey forms part of a Master's study in Marketing Management at the North-West University (Potchefstroom Campus), with a specific focus on ***the effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry.***

Objective

The objective of this study is to determine the effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry. Demographic information will be collected to devise a sample profile for the study and to assist service providers in improving the effectiveness of their segmentation and positioning efforts.

Confidentiality and anonymity

Participating in this survey is voluntary, and you may withdraw from the process at any time. All information that you provide will be treated with the highest standard of privacy and will remain entirely anonymous. No data will be disclosed to any other parties and no data will be reported on an individual basis.

Results

The research results will only be used empirically for the written dissertation of the study. All participants are welcome to request results upon completion of the study.

Completing the questionnaire should take approximately 10 minutes of your time. When evaluating a question, please answer from your own perspective, by marking or completing where required. Please accept my gratitude in anticipation of your willingness to participate in this research.

Should you have any questions, please contact Dr RH Goldberg at 018 285 2207 or Roland.Goldberg@nwu.ac.za.

Yours faithfully

Emetia Swart

Supervisors: Prof LR Jansen van Rensburg

Dr RH Goldberg

SECTION A: SCREENING QUESTIONS

Are you of the age of 18 or above?	Yes	No
Are you a South African citizen?	Yes	No
Do you own a cellular device?	Yes	No

If your answer is 'Yes' to all the above questions, please complete the questionnaire.

If your answer is 'No' to one or all the above questions, you do not have to complete the questionnaire.

SECTION B: LIFESTYLE

Please indicate your level of agreement with the following statements on a scale of 1 to 7 where 1 = '*Strongly disagree*' and 7 = '*Strongly agree*'.

B1: Entertainment

	Statement	**Strongly disagree**	**2**	**3**	**4**	**5**	**6**	**Strongly agree**
B1.1	I use my cellular device because it amuses me.	1	2	3	4	5	6	7
B1.2	I use my cellular device because it is enjoyable.	1	2	3	4	5	6	7
B1.3	I use my cellular device because it entertains me.	1	2	3	4	5	6	7

B2: Club membership

	Statement	**Strongly disagree**	**2**	**3**	**4**	**5**	**6**	**Strongly agree**
B2.1	I use my cellular device to be a member of an education, arts, music group/club.	1	2	3	4	5	6	7
B2.2	I use my cellular device to be a member of a church or religious group/club.	1	2	3	4	5	6	7
B2.3	I use my cellular device to be a member of a sports or exercise group/club.	1	2	3	4	5	6	7
B2.4	I use my cellular device to be a member of a charitable group/club.	1	2	3	4	5	6	7
B2.5	I use my cellular device to be a member of a social group/club.	1	2	3	4	5	6	7
B2.6	I use my cellular device to be a member of a political, union, environment group/club.	1	2	3	4	5	6	7
B2.7	I use my cellular device to be a member of any other group/club.	1	2	3	4	5	6	7

B3: Shopping

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
B3.1	I think shopping on my cellular device is a novel, fun way to shop.	1	2	3	4	5	6	7
B3.2	Shopping on my cellular device is easier than local shopping.	1	2	3	4	5	6	7
B3.3	I like browsing for items to buy on my cellular device.	1	2	3	4	5	6	7
B3.4	I think shopping on my cellular device offers lower prices than local stores.	1	2	3	4	5	6	7
B3.5	I enjoy buying things on my cellular device.	1	2	3	4	5	6	7
B3.6	Buying things on my cellular device scares me.	1	2	3	4	5	6	7
B3.7	I think shopping on my cellular device offers a better selection than local stores.	1	2	3	4	5	6	7

B4: Fashion consciousness

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
B4.1	I usually have one or more outfits that are of the very latest style.	1	2	3	4	5	6	7
B4.2	When I must choose between the two, I usually dress for fashion, not for comfort.	1	2	3	4	5	6	7
B4.3	An important part of my life and activities is dressing smartly.	1	2	3	4	5	6	7
B4.4	I often try the latest hairstyles when they change.	1	2	3	4	5	6	7
B4.5	I dress more fashionably than most people do.	1	2	3	4	5	6	7
B4.6	People can realise your social status by looking at the brand of clothes you wear.	1	2	3	4	5	6	7
B4.7	I read fashion-related magazines.	1	2	3	4	5	6	7
B4.8	I consult the internet for the latest fashion and styles.	1	2	3	4	5	6	7
B4.9	I spend a lot of time talking with my friends about the latest fashion trends.	1	2	3	4	5	6	7
B4.10	I like to watch fashion-related programs on television.	1	2	3	4	5	6	7

B5: Media

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
B5.1	I often you use my cellular device to watch media files.	1	2	3	4	5	6	7
B5.2	I often you use my cellular device to comment on media files.	1	2	3	4	5	6	7
B5.3	I often you use my cellular device to upload media files.	1	2	3	4	5	6	7
B5.4	I use my cellular device to keep myself informed (news and updates).	1	2	3	4	5	6	7

SECTION C: PERCEIVED VALUE

C1: Price value

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
C1.1	I would buy a cellular device if it is reasonably priced.	1	2	3	4	5	6	7
C1.2	I would buy a cellular device if it offers value for money.	1	2	3	4	5	6	7
C1.3	I would buy a cellular device if it is worth the price.	1	2	3	4	5	6	7
C1.4	I would buy a cellular device it makes economic sense.	1	2	3	4	5	6	7

C2: Functional value

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
C2.1	I would buy a cellular device if it has consistent quality.	1	2	3	4	5	6	7
C2.2	I would buy a cellular device if it is well made.	1	2	3	4	5	6	7
C2.3	I would buy a cellular device if it has an acceptable standard of quality.	1	2	3	4	5	6	7
C2.4	I would buy a cellular device if it has good workmanship.	1	2	3	4	5	6	7
C2.5	I would buy a cellular device if it would perform consistently.	1	2	3	4	5	6	7

C3: Emotional value

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
C3.1	I would buy a cellular device if it is one that I would enjoy.	1	2	3	4	5	6	7
C3.2	I would buy a cellular device if it would make me want to use it.	1	2	3	4	5	6	7
C3.3	I would buy a cellular device if it is one that I would feel relaxed about using.	1	2	3	4	5	6	7
C3.4	I would buy a cellular device if it would make me feel good.	1	2	3	4	5	6	7
C3.5	I would buy a cellular device if it would give me pleasure.	1	2	3	4	5	6	7

C4: Social value

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
C4.1	I would buy a cellular device if it would help me to feel acceptable.	1	2	3	4	5	6	7
C4.2	I would buy a cellular device if it would improve the way I am perceived.	1	2	3	4	5	6	7
C4.3	I would buy a cellular device if it would make a good impression on other people.	1	2	3	4	5	6	7
C4.4	I would buy a cellular device if it would give me as the owner social approval.	1	2	3	4	5	6	7

SECTION D: PURCHASE INTENTION

	Statement	Strongly disagree	2	3	4	5	6	Strongly agree
D1.1	I intend to purchase a cellular device.	1	2	3	4	5	6	7
D1.2	I expect to purchase a cellular device in the future.	1	2	3	4	5	6	7
D1.3	It is likely that I will purchase a cellular device in the near future.	1	2	3	4	5	6	7

SECTION E: DEMOGRAPHIC INFORMATION

E1. How old are you?

18 to 29 years	1
30 to 39 years	2
40 to 49 years	3
50 to 59 years	4
60 to 69 years	5
70 or older	6

E2. What is your monthly disposable income?

Less than R10 000 p.m.	1
R10 001 to R20 000 p.m.	2
R20 001 to R30 000 p.m.	3
R30 001 to R40 000 p.m.	4
More than R40 000 p.m.	5
Prefer not to say	6

E3. What is your gender?

Male	1
Female	2
Prefer not to say	3

E4. Please indicate your highest level of education.

Primary school completed	1
Matric / Grade 12 completed	2
Technical College diploma	3
University or Technology diploma	4
University degree (B-degree or Honours)	5
Postgraduate degree (Masters or Doctorate)	6

Thank you for taking the time to partake in this study!

APPENDIX B

LETTER OF CONSENT

NORTH-WEST UNIVERSITY ®
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

Private Bag X6001, Potchefstroom
South Africa 2520

Tel: 018 299-1111/2222
Web: http://www.nwu.ac.za

CONSENT TO TAKE PART IN RESEARCH

The effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry

- I hereby voluntarily agree to participate in this research study.
- I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.
- I understand that I can withdraw permission to use data from my responses to this questionnaire within two weeks after the survey, in which case the material will be deleted.
- I have had the purpose and nature of the study explained to me in writing and I have had the opportunity to ask questions about the study.
- I understand that I will not benefit *directly* from participating in this research.
- I understand that all information I provide for this study will be treated confidentially.
- I understand that in any report on the results of this research my identity will remain anonymous.
- I understand that data obtained from this survey will be retained for two years.
- I understand that under freedom of information legalisation I am entitled to access the information I have provided at any time while it is in storage as specified above.
- I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

…….. ……..

Research Participant Date

APPENDIX C

ETHICAL CLEARANCE CERTIFICATE

NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT

Private Bag X6001, Potchefstroom
South Africa 2520

Tel: 018 299-1111/2222
Web: http://www.nwu.ac.za

Economic and Management Sciences Research
Ethics Committee (EMS-REC)
Tel: 018 299-1427
Email: Bennie.Linde@nwu.ac.za

25 October 2019

Prof LR Jansen van Rensburg and Dr R H Goldberg
Per e-mail
Dear Prof Jansen van Rensburg and Dr Goldberg,

EMS-REC FEEDBACK: 25102019
Student: Swart, E (25123262)(NWU-01368-19-A4)
Applicant: Prof LR Jansen van Rensburg and Dr RH Goldberg – MCom Marketing Management

Your ethics application on, *The effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry,* that served on the EMS-REC meeting of 25 October 2019, refers.

Outcome:

Approved as a minimal risk study. A number **NWU-01368-19-A4** is given for three years of ethics clearance.

Kind regards,

Prof Bennie Linde
Chairperson: Economic and Management Sciences Research Ethics Committee (EMS-REC)
Potchefstroom Campus

APPENDIX D

LETTER FROM STATISTICIAN

Private Bag X1290, Potchefstroom
South Africa 2520
Tel: 018 299-1111/2222
Web: http://www.nwu.ac.za
Statistical Consultation Services
Tel: 018 299-2552
Web: http://www.nwu.ac.za
Email: Marike.cockeran@nwu.ac.za

21 October 2020

Re: Dissertation E Swart

Hereby the undersigned, Dr Marike Cockeran of the Statistical Consultation Services of the North-West University, declares that she analysed the data of the above-mentioned student. However, any opinions, findings or recommendations contained in this dissertation are those of the author, and the Statistical Consultation Services of the North-West University does not accept responsibility for the statistical correctness of the data reported.

Yours sincerely

M. Cockeran

Dr Marike Cockeran

Senior Lecturer: Statistics | Head of Statistical Consultation Services
School for Mathematical and Statistical Sciences
Faculty of Natural and Agricultural Sciences, NWU Potchefstroom Campus
Building G03 Office 219
+2718 299 2552
Marike.Cockeran@nwu.ac.za
www.nwu.ac.za

APPENDIX E

LETTER FROM LANGUAGE EDITOR

30 November 2020

TO WHOM IT MAY CONCERN

DECLARATION: LANGUAGE EDITING

This is to solemnly declare that I, Tarien Jacobs, have language edited the dissertation entitled, *The effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry*, authored by Ms EM Swart (25123262).

Tarien Jacobs

Somerset West

072 690 3545

tarienj@gmail.com

APPENDIX F

LETTER FROM TECHNICAL EDITOR

Declaration

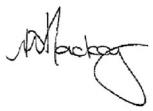
Technical editing

9 December 2020

To whom it may concern,

This is to declare that I, Nedia Mackay, have technically edited the dissertation of Ms E.M. Swart (student number 25123262), entitled:

The effect of lifestyle and perceived value on the purchase intention of consumers in the cellular industry



Prof Nedia Mackay
12194778 (North-West University)
Cell: 071 602 3260