PERSONAL CHARACTERISTICS, PERCEPTION OF STORE IMAGE ATTRIBUTES AND STORE CHOICE OF BLACK FEMALE CLOTHING SHOPPERS

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POTCHEFSTROOM

SUMMARY

The South African consumer population is diverse and dynamic. Numerous sub-markets exist, populated by consumers with different sub-cultural characteristics. Marketers and retailers cannot ignore the emerging black market, of which the spending power is increasing steadily. Women often head black families and they frequently are the buying agents of households. The aim of this study was to investigate personal characteristics, perceptions of store image attributes and store choice of rural black female clothing shoppers. The study population consisted of black female public service employees based in Giyani (Mopani district offices).

Structured questionnaires were used to gather data. Section A consisted of 10 questions to gather demographic information. Section B measured the respondents' perceptions of the importance of nine categories of clothing store image attributes. Section C investigated store choice behaviour. Factor analysis and Cronbach's alpha were used to test the questionnaire for validity and reliability. Frequency distributions of responses were tabled for sections A, B and C. Pearson's correlation coefficients were computed between the various variables. Cluster analyses, based on different variables, were performed to distinguish between consumer groups.

The majority of the respondents were aged between 31 and 40. Most of them were single parents with one or two children, and had matric or a tertiary qualification. They used public transport, especially taxis. The majority of the respondents spent between R300 and R399 per month on clothing. The respondents indicated that most of the store image attribute factors listed in the questionnaire were important. *Physical facilities, post-purchase satisfaction, merchandise in the store* and *promotions* were ranked very important. The factor rated least important was *service in the store*, but certain items under this factor like ease of merchandise return and refunding of unsatisfactory clothing were regarded as important. When comparing the three store categories, none of the individual stores or store type categories was overwhelmingly popular, but discount stores were more popular than specialty stores. Statistically significant correlations existed among nearly all the various store image attribute factors mutually. All the correlations determined between store image attribute factors and store types, as well as between store image attribute factors and personal characteristics, were statistically insignificant. Two statistically significant relationships between personal characteristics and store type were found, namely between money spent on clothing and specialty stores (a positive relationship) and between discount stores (a negative relationship). Three distinct clusters could be identified with reference to store image attribute factors. Rural black female clothing shoppers in Giyani were segmented as follows: cluster 1 - *relaxed practical shoppers;* cluster 2 - *highly store-involved shoppers;* and cluster 3 - *store conscious shoppers.* Clusters with reference to store choice were also identified, namely cluster 1 - *apathetic economical shoppers;* cluster 2 - *prestige-conscious shoppers;* and cluster 3 - *passive economical shoppers.*

Further research is necessary to assess the importance of store image attribute factors described in this study among other sub-cultures within the South African consumer population so as to have a well-structured knowledge of the local market.

OPSOMMING

Die Suid-Afrikaanse verbruikerspopulasie is divers en dinamies. Daar bestaan talle submarkte van verbruikers met verskillende subkulturele eienskappe. Bemarkers en kleinhandelaars kan nie die opkomende swart mark met 'n konstant toenemende bestedingsvermoë ignoreer nie. Vroue staan dikwels aan die hoof van swart gesinne en hulle is dikwels die aankopers van items in huishoudings. Die doel van hierdie studie was om persoonlike eienskappe, die persepsie van winkeleienskappe wat die beeld van klerewinkels weerspieël, asook winkelvoorkeurgedrag van landelike swart vroulike klereverbruikers te ondersoek. Hierdie studiepopulasie het uit swart vroulike openbare diens werknemers wat in Giyani (Mopani distrikskantore) werksaam is, bestaan.

Gestruktureerde vraelyste is gebruik om inligting in te samel. Afdeling A het 10 vrae bevat om demografiese inligting in te samel. Afdeling B het die respondente se persepsie van die belangrikheid van nege kategorieë klerewinkeleienskappe wat die beeld van 'n winkel weerspieël, bepaal. Afdeling C het winkelvoorkeurgedrag ondersoek. Faktorontleding en Crohnbach se alphakoëffisiënt is aangewend om die geldigheid en betroubaarheid van afdeling B van die vraelys te toets. Frekwensie-analises van die response is vir afdelings A, B en C getabuleer. Pearson se korrelasiekoëffisiënte is tussen die onderskeie veranderlikes bereken. Trosontledings is ten opsigte van verskillende veranderlikes uitgevoer om tussen verbruikersgroepe te onderskei.

Die meerderheid van die respondente was tussen 31 en 40 jaar oud. Meeste van hulle was enkelouers met een of twee kinders en het matriek of 'n tersiêre kwalifikasie gehad. Hulle het van openbare vervoer, veral taxi's, gebruik gemaak. Meeste van die respondente het tussen R300 en R399 per maand aan klere bestee. Die respondente het aangedui dat meeste van die winkeleienskappe wat in die vraelys genoem is, vir hulle belangrik was. Fisiese fasiliteite, na-aankoopbevrediging, die handelsware in die winkel en en promosies is as baie belangrik beskou. Diens wat die winkel bied is as die onbelangrikste faktor beskou, hoewel sekere diensverwante aspekte tog as belangrik beskou is, byvoorbeeld hoe maklik onbevredigende handelsware teruggegee kon word en terugbetaling verkry kon word. 'n Vergelyking van die drie winkelkategorieë het getoon dat geeneen van die van die individuele winkels of winkeltipes oorweldigend gewild was nie, maar afslagwinkels was meer gewild as spesialiteitswinkels. Statisties betekenisvolle korrelasies is tussen byna al die verskillende winkeleienskappe onderling gevind. Geeneen van die korrelasies tussen winkelbeeldeienskapfaktore en winkeltipes asook tussen winkelbeeldeienskapfaktore en persoonlike eienskappe is gevind nie. Twee statisties betekenisvolle verbande is tussen persoonlike eienskappe en winkelvoorkeur gevind, naamlik tussen geld aan klere bestee en spesialiteitswinkels ('n positiewe veband) asook tussen geld aan klere bestee en afslagwinkels ('n negatiewe verband). Drie duidelike trosse kon geïdentifiseer word met verwysing na winkelbeeldeienskapfaktore. Landelike swart vroulike klerekliënte in Giyani is soos volg gesegmenteer: **tros 1** – *ontspanne, praktiese kliënte*; **tros 2** – *hoogs winkelbetrokke*

kliënte; en **tros 3** – winkelbewuste kliënte. Trosse met verwysing na winkelvoorkeur is ook geïdentifiseer, naamlik **tros 1** – *apatiese, ekonomiese kliënte;* **tros 2** – *aansienbewuste kliënte;* en **tros 3** – *passiewe, ekonomiese kliënte.*

Verdere navorsing is nodig om die belangrikheid van winkelbeeldeienskapfaktore wat in hierdie studie beskryf word, te ondersoek, onder andere by ander subkulture in die Suid-Afrikaanse verbruikerspopulasie, om sodoende 'n goedgestruktureerde kennis van die plaaslike mark te bekom.

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LIST OF FIGURES

LIST OF TABLES

TABLE OF CONTENTS

CHAPTER 4 - RESULTS AND DISCUSSION

CHAPTER 5 - CONCLUSION

Appendices

CHAPTER 1

1.1 INTRODUCTION

The identification and satisfaction of customer needs lead to improved retention of customers. It consequently follows that needs must be determined and marketing strategies developed to satisfy those needs at a profit, following a customer orientation. In order to develop appropriate marketing strategies in South Africa, it is imperative for marketers to segment the market in terms of customers' needs and to select target markets with due allowance for the divergent composition of the South African population if they aim to survive and be successful (Du Plessis & Rousseau, 2003:3, 49).

The unique cultural composition and diversity of the South African consumer population make cultural specific research within the clothing market a necessity. The South African population comprises Asian (2.47%), black (78.04%), coloured (8.62%), white (10.02%) and unspecified (0.85%) groups (Statistics South Africa, 2002). It is clear that a mass market does not exist. The market consists of numerous sub-markets, populated by consumers with different sub-cultural characteristics.

The black market in South Africa is thriving and increasingly becoming a challenge to retailers. It is no longer a low-spend market. It has grown to a major market segment (Morris, 1992:10; Mabotja, 2000:18). The improved living standards of the black population today and the unprecedented growth of the black middle class have no doubt boosted black purchasing power in the 90s. In 1994, the share of personal disposable income for blacks was already 39%, compared to 48% for whites, 9% for coloureds and 4% for Asians (Terblanché, 1998:31). In 1995, blacks were responsible for 55.7% of the total amount spent on clothing and shoes in South Africa (Martins, 1996:31), indicating that clothing retailers cannot afford to ignore this growing black market.

South Africa is still without doubt one of the most complex societies in the world today. Historically, until recently the minority of the population has enjoyed the majority of the wealth of this country. However, as highlighted above, this situation is changing fast and the black market spending power is increasing daily. What is more, the spending power explosion is not going to stop here. Predictions are that it will continue rising and by the year 2040, it is estimated that 85%-90% of the black population will be urbanised and their spending power will be around 90% of that of the total population (Morris, 1992:15). This means that, in future, retailers will face greater variation in needs regarding goods and services. Competition from foreign countries will also have to be a consideration (Miller, 1994:1). Further, a new government is accelerating the pace of change in meeting basic needs, resulting in new marketing opportunities. Social upliftment programmes lead to redistribution of income, and consequently development and consumption patterns change. Consumer behaviour in South Africa is influenced by the above-mentioned situation as well as other factors such as culture, values, neighbourhoods in which they live, means of transport, the facilities to which they have access, their education and their media consumption. The better marketers are able to understand their target market in context, the easier it will become for them to predict the buying behaviour of people (Du Plessis & Rousseau, 2003: 49). Retailing in South Africa will have to change in order to meet the demands of the diverse population (Morris, 1992:16).

1.2 PROBLEM STATEMENT

South Africa has a very complex and dynamic marketing milieu within a heterogeneous society. A major challenge at present for South African marketers is to develop and implement appropriate marketing strategies to achieve sustainable success in the domestic multicultural environment (Du Plessis & Rousseau, 2003:36). Penstone (2002:12) points out that despite the fact that the black society is changing faster than any other grouping in South Africa, there is a severe shortage of knowledge about how these people live and how they spend their money.

Apparel or clothing retailers are constantly seeking competitive advantage over each other, and consumer satisfaction may be the only way to create that advantage. A satisfied consumer will frequent the retail outlet that satisfies him or her with their products. However, factors like lifestyle, social class, family life cycle, information sources and store attributes seem to influence outcomes more than "only the product" when it comes to store patronage, thus having an effect upon the competitive advantage of retailers (Anon., 1996:10B).

Any firm or company that wants to be successful in marketing its products must place the customer at the centre of its decisions. The consumer should be the pivot on which all marketing activities are focused (Terblanché, 1998:53). This is only possible if the firms or companies (retailers included) understand and know their customers. Individuals vary greatly in how, why and where they shop and purchase consumer goods. Research has found these individual differences in shopping attitudes and behaviour to be related to differences in consumer characteristics (Francis & Burns, 1992:35). Consumers shop for both personal and social motives. Retailers influence these activities with advertising and promotional strategies. Buyer characteristics also affect their perception of store image. The process of choosing a specific store is a function of consumer characteristics and store characteristics. That is, each market segment as defined by shopper profiles will have an image of various stores. Determinants of store choice decision vary by market segment and by product class (Blackwell et al., 2001:132).

The critical issue for retailers further involves developing an understanding of the factors that influence consumers when selecting a store from which to purchase a product (Mowen, 1995:439). Store image seems to be an important factor which influences store choice (Lindquist, 1974–1975:29). Terblanché (1998:6) points out that store attributes contribute to store image, while Blackwell et al. (2001:131) are of the opinion that store image in turn influences store choice . A host of factors, including both factual and emotional components, contributes to and influences a store's image (Antonides & van Raaij, 1988:418).

Store image attribute factors which are frequently mentioned in literature as being important to consumers, are *nature and quality of merchandise, price, advertising and promotion, sales personnel, service offered, physical store attributes* such as layout, *nature of store clientele, store atmosphere, credit facilities, post transaction service and satisfaction, store location and institutional factors* (Blackwell et al., 2001:132; Lindquist, 1974–1975:31; Terblanché, 1998:6).

Considering the foregoing arguments, this study will be conducted to gain a better understanding of personal characteristics of the study population and their perception of store image attributes as determining factors in store choice. The Assael model (Assael, 1992:630) can successfully be used to describe black female clothing shoppers' personal characteristics and their perception of important store attributes, which contribute to store image and eventually to store choice. This model will be used as a point of departure for the research framework for this study, which is depicted in Figure 1. The final research framework is adapted from that used by Kleinhans (2003:6). The objectives and questionnaire used in this study resemble those of Kleinhans (2003:3; 216-221)

1.3 PROBLEM QUESTIONS

1.3.1 Which demographic characteristics are displayed by the selected study population (rural black female clothing shoppers), which may influence their perception of a clothing store?

1.3.2 Which store image attributes do rural black female shoppers consider to be important with regard to clothing stores, and to what extent?

1.3.3 Which clothing stores do rural black female shoppers frequent?

- Specialty stores
- Department stores
- Discount stores

1.4 BROAD RESEARCH OBJECTIVE

To investigate personal characteristics, the perception of store image attributes and clothing store choice behaviour of rural black female clothing shoppers.

1.5 SPECIFIC OBJECTIVES OF THE STUDY

- To undertake a literature study on the South African consumer, personal characteristics and store image attributes which may influence store choice, with special reference to clothing stores
- To compile a demographic profile of a selected group of rural black female clothing consumers
- To investigate the importance of store attributes influencing clothing store image as perceived by the above-mentioned respondents
- To investigate which clothing stores, by store type, are frequented by the respondents
- To determine whether relationships exist between the perception of importance of clothing store image attributes and clothing store choice of the respondents
- To determine whether relationships exist between the perception of the importance of clothing store image attributes as well as store choice and the demographic characteristics of the respondents
- To determine whether distinct clusters of rural black female clothing consumers exist, based on their perception of the importance of store image attributes and on their store choice, and to profile these two clusters separately
- To formulate implications for future clothing retailers catering for rural black female clothing shoppers.

1.6 DEFINITION OF THE SAMPLE

- The study was undertaken among rural black women working at the Giyani regional offices (Mopani district), either in professional/administrative or non-professional capacities. The sample consisted of female public servants, and is fully described in chapter 3.

1.7 ORDER OF RESEARCH

- Literature study.
- Empirical study.
- Analysis and interpretation of the results.
- Conclusions and recommendations.

1.8 RESEARCH FRAMEWORK

For the purpose of this study, Assael's model of store choice (Assael, 1992: 630) was used as a point of departure. It successfully describes the personal characteristics and the importance of store attributes, which contribute to store image and eventually to store choice. The research framework for this study was based on

Assael's model of store choice (Assael, 1992:630) and the conceptual framework which Kleinhans (2003:6) used in her study on black female students consumers' perception of clothing store image attributes.

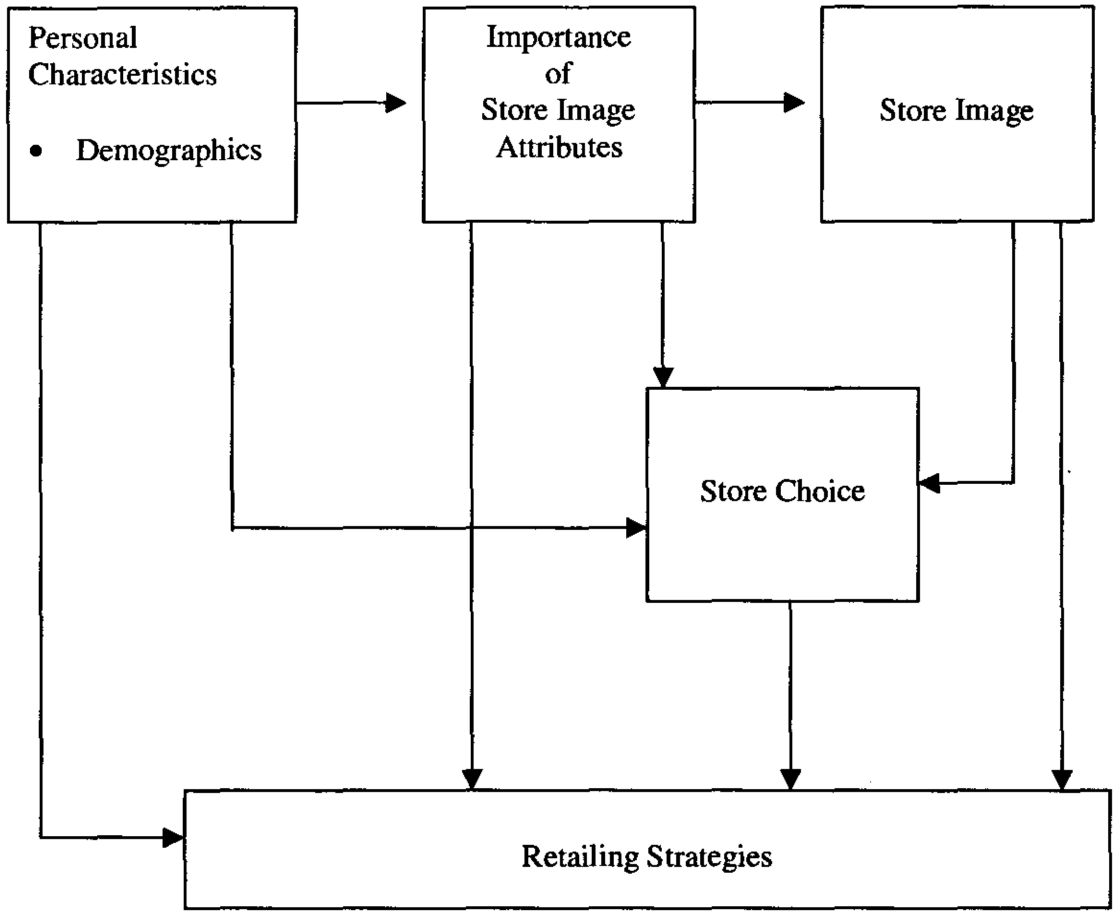

FIGURE 1. RESEARCH FRAMEWORK

1.9 DEFINITION OF CONCEPTS

For the purpose of this study the following key concepts need to be explained to avoid misunderstanding. These concepts will be used consistently throughout the study. All the definitions are based on relevant literature and adapted for the purpose of this study.

1.9.1 Buying behaviour

The way people act in the market place is known as buying behaviour. A consumer's cultural, social and personal influences have an effect on his or her buying behaviour. In addition, buying behaviour is influenced by psychological factors such as motivation, perception and learning (Rath et al., 1994:40). Du Plessis and Rousseau (2003:10) define buying behaviour as the mental and physical activities (behaviour patterns) of decision units (individuals, families, and organisations) which precede, determine and follow on the decision process for the acquisition of need-satisfying products, ideas, and services.

1.9.2 Consumer

A consumer is a person who buys goods and pays for the services he or she needs (Bouer et al., 1986:1). The term will be used interchangeably with the terms "shopper, buyer, and customer".

1.9.3 Consumer behaviour

Consumer behaviour is defined as activities people undertake when obtaining, consuming, and disposing of products and services (Blackwell et al., 2001:6).

1.9.4 Clothing

Clothing is frequently used as a generic term for any covering of the human body (Sproles & Burns, 1994:7).

1.9.5 Patronage behaviour

Patronage behaviour is described as store choice behaviour which represents an individual's preference for a particular store, in this study with reference to the purchasing of apparel products (Shim & Kotsiopulos, 1992a:50).

1.9.6 Perception

Perception can be defined as the process by which an individual observes, selects, organises, and reacts to environmental stimuli in a meaningful way (Du Plessis & Rousseau, 2003:218).

1.9.7 Store image

Store image is the perception consumers have of a store's character as a result of their experiences with the store and their knowledge of and beliefs about the store, i.e. it is the 'personality' of the store (Loudon & Della Bitta, 1993:377).

1.9.8 Store image attributes

Store image attributes comprise consumers' perceptions of the 'personality' of a store and the products it carries (Schiffman & Kanuk, 1997:649). Store image attributes are determinants of a store image or 'personality'. This includes all factors or aspects of a store's nature and quality of merchandise, prices, location, shop layout, etc. with which a consumer may interact and develop an attitude about the store (Shim & Kotsiopulos, 1992a:50).

1.9.9 Retailers/Stores/Outlets.

A retailer is a business that focuses its marketing efforts on the final consumers with the intention of selling goods or services to them. In essence this means that any business which sells a product or service to a final consumer, whether it is to a consumer in a shop, by mail or over the telephone, from door to door or by means of a vending machine, remains a retailing business (Terblanché, 1998:2).

1.10 STRUCTURE OF THE THESIS

The thesis is structured as follows:

Chapter 1 presents an introduction to the study. It includes the motivation for the study, the problem statement, the objectives as well as the definitions of key concepts.

Chapter 2 presents an overview of literature relevant to clothing consumers and corresponding to the research framework. Consumer behaviour, the South African consumer, store image attributes, store choice and demographic characteristics form part of the literature study.

Chapter 3 discusses the research design and methodology. The population of interest and sample selection are dealt with. The methodology of data gathering and processing is discussed.

Chapter 4 deals with results from the study. These results are compared with relevant literature discussed in chapter 2.

Chapter 5 comprises the conclusions of the study, recommendations and implications for retailers, as well as the limitations of the study.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In chapter 1, the problem statement, aims of the study and the research framework were explained. The problem statement focuses on the dynamic, diverse and fast changing marketing milieu in South Africa, where the upcoming black market is a crucial factor which cannot be ignored by marketers and retailers. The main aim of the study comprises a study of selected marketing variables which could influence the store choice of black female clothing shoppers. Personal characteristics and the perception consumers have about a store, influence their buying behaviour with reference to store choice. The literature study will consequently focus on consumer behaviour, the South African consumer, with special reference to the black consumer, and on the above-mentioned marketing variables which will be investigated empirically in this study, namely personal characteristics, perception of store image attributes and choice of store type. Implications of all these aspects for marketers and retailers will be pointed out, as understanding the consumer facilitates the development of effective marketing strategies and business success (Foxall et al., 1998:3-4, 13; Sheth et al., 1999:9)

2.2 CONSUMER BEHAVIOUR

Different authors define consumer behaviour in different ways. Sheth et al. (1999:5) use the term *customer behaviour*, explaining that the term *consumer* refers to household markets only, while their term covers the behaviours of customers in both the household and the business markets. They define customer behaviour as "the mental and physical activities undertaken by household and business customers that result in decisions and actions to pay for, purchase, and use products and services". They point out that a marketplace transaction requires at least three customer roles, namely those of buyer (including selection), paying, and using or consuming the product or service. These roles may be fulfilled by the same person or by an organizational unit, like a family.

Blackwell et al. (2001:6) define consumer behaviour as "activities people undertake when obtaining, consuming, and disposing of products and services". They explain the activities of obtaining, consuming and disposing, which are included in the definition, as follows:

- Obtaining refers to the activities involved in the purchase or receipt of a product, some of which may include searching for information regarding product features and choices, evaluating alternative products or brands, and purchasing. Research on this activity may include investigation into where people buy, how they pay for the product or service, and other related issues.

- Consuming refers to how, where, when and under what circumstances consumers use products, including the decision whether the product will be used at home or at work.
- Disposing involves the way of getting rid of products and packaging. Investigators might determine to which extent an ecological approach is followed in this step and to which extent recycling and/or re-use is practised.

Rath et al. (1994:40) offer a simple but comprehensive definition by saying that "the way people act in the marketplace is known as buyer behaviour". This behaviour includes the effects of the consumer's cultural, social and personal characteristics as well as psychological factors of motivation, perception and learning.

Schiffman & Kanuk (1997:6) define consumer behaviour as "the behaviour that consumers display in seeking, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs". They explain that it embraces a study of how people make mental decisions and take physical action to spend their available resources (money, time and effort) on consumption-related items. Although the focus of consumer behaviour is on how and why consumers make decisions to buy goods and services, it also considers the use and evaluation of goods they buy, including post-purchase satisfaction.

Although these definitions differ slightly from each other, they all deal with the consumer's decisions and activities when buying goods or services. Knowledge about consumers' behaviour when executing these activities in all its facets, is very important to manufacturers, marketers and retailers. Businesses everywhere are recognizing that to understand the customer is a key to business success (Sheth et al., 1999:9). Haynes et al. (1994:22) confirm that a critical element in maintaining competitiveness in today's retail marketplace is a more complete understanding of the patronage decision, considering that consumers are continually faced with a wide array of retail alternatives. Successful businesses understand that consumer behaviour should be the primary focus of business strategies, including planning and executing the marketing concept, which embraces the planning, promotion, and distribution of ideas, goods and services. Consumers will only buy products and services which satisfy their needs, but this is unlikely to occur unless the company thoroughly understands the consumer (Blackwell et al., 2001:8).

The literature and research on consumer behaviour indicate that consumers are not only influenced by individual variables when they make consumer choices, but also by environmental influences and the purchase situation as such (De Klerk et al., 1998:15). Various literature sources reveal that individual variables which influence consumer choices, include the following:

- Experience
- Needs
- Motivation
- Personality

- Perception and
- Attitudes

The Environmental variables and purchasing situation which influence consumer behaviour, include the following:

- Cultural variables
- Social variables
- Reference groups
- Family and friends
- Economic factors such as availability of money or constraints placed on the consumer due to lack of money or credit worthiness, inflation and investments
- Business and marketing variables such as advertising and store attributes, which include store location, layout, atmosphere, service, merchandise quality, prices and salespeople (Assael, 1992:164-165; Du Plessis & Rousseau, 2003:242; Berkowitz et al., 1989:98; Engel et al., 1990:225-227; Hawkins et al., 1989:562; Walters & Bergiel, 1989:169; Rath et al., 1994:42-43; Loudon & Della Bitta, 1993:540-545).

From the above discussion on consumer behaviour, it is clear why companies need to be customer driven, and what the implications for businesses are. Keeping customers satisfied should be the purpose of the business. When they follow a customer orientation, the benefits include a competitive advantage in the external market, due to increased profits and revenue growth from satisfied customers. Three advantages that increase profitability are cost efficiencies from the reduced costs of doing business with repeat customers, the ability to maintain price premiums, and customer loyalty. Revenue growth originates from favourable word-of-mouth, one-stop shopping and new-product innovation (Blackwell et al., 2001:17). To succeed in this competitive advantage, marketers and retailers need to know everything they can about their customers. They also need to understand the personal and group influences that affect consumer decisions, and how these decisions are made (Schiffman & Kanuk, 1997:4).

2.3 THE SOUTH AFRICAN CONSUMER

2.3.1 A synoptic outline of the marketing scene

The South African consumer population is interesting and exciting, due to its cultural composition and the diversity of the consumer market. After the 1994 elections, the country has changed as far as economical, political and social aspects are concerned. These changes have implications for consumers, manufacturers and retailers. When looking at the consumer environment in South Africa, dynamic and irrevocable changes have been taking place. The growing disposable income of the black market has positive consequences for retailers. As far back as 1995 the white market was worth R12 billion, while the black market was already worth R25.2 billion. Competition is growing in the retail environment (Terblanché, 1998:26-27). Despite these changes, research on consumer behaviour of the different cultural groups in South Africa is limited (Visser & du Preez, 1998:41). Retailers will have to realise the necessity of understanding not only who their customers are, but what their values, traditions, cultures and needs are. It has also become necessary to start looking again at the consumers' shopping orientations, their patronage patterns and the principles that drive them. The challenges with which retailers are faced today can be closely linked to the diversity and demographics of the South African population, with reference to population size, age structure, location and other variables which are discussed in paragraph 2.3.2. (Terblanché, 1998:28; Du Plessis & Rousseau, 2003:49).

The change in psychographic data must also be considered to develop a clear understanding of the situation. Retailers should keep the following factors, which could influence consumer behaviour significantly, well in mind (Terblanché, 1998:33; Anon., 1987:37; Baker, 1991:26, 30; Morris, 1992:78-79; Solomon, 1999:191):

- More married women than previously are entering the labour market, with the implication that retailers will have to provide for longer trading hours and more convenient operations, while merchandise will have to be adapted to accommodate the increasing number of career and professional women.
- With their multiple roles as wife, career woman, mother and many others, women generally experience time poverty. It is consequently not uncommon for men to undertake household shopping, with the consequence that one-stop shopping where other activities like banking can also be taken care of, is becoming more important.
- Green issues are becoming a serious consideration for many South Africans. It is predicted that their reluctance to spend more money on these products will decline and that they will become more willing to re-use goods and reduce waste. Retailers will have to offer environmentally friendly products.
- Shopping is increasingly becoming more of a leisure and entertainment activity for the family, and marketers will have to create particular environments to fulfil these needs.
- Consumers of all cultures are increasingly making buying decisions in favour of quality and service, to such an extent that they might even be likely to abandon their loyalty to brand names, although price remains an important consideration. Retailers will have to respond to this by assuming social responsibility for their products and strategies.

To summarise the South African marketing milieu, it can be said that changes in the demographic, psychographic, economic, technological and legal environments are the most dominant factors which must be reckoned with when retailers plan their business strategies. The high population growth rates, rising income levels and increase in the number of professional and career women create new opportunities for retailing. Time poverty favours one-stop shopping. Consumers expect retailers to be socially and ethically responsible and they are becoming more aware of environmental issues. They are also very aware of their legal rights, and demand focus on their needs.

2.3.2 Demographic characteristics

Demographics play a key role in the creation of many unique markets and market segmentation (Hawkins et al., 1989:128). Demographics have been shown to influence consumer perceptions of products, including store patronage (Summers et al., 1992:84). Demography refers to the vital and measurable statistics of a population and demographics describe the population in terms of variables such as age, sex, marital status, income, occupation and education (Schiffman & Kanuk, 1997:58). For the purpose of this study, age, income, education, and subcultures are to be discussed.

2.3.2.1 Age

Age is a powerful determinant of consumer behaviour. It influences a person's interests, tastes, and purchasing ability (Hawkins et al., 1989:132; Smith, 1994:8). The age structure of a population has an impact on the demand for certain products and will influence the marketing strategies to be used. It also enables marketers to identify the proportion of economically active members of the population and the economically inactive group supported by the economically active (Du Plessis et al., 1994:155).

Terblanché (1998:29) explains the implications for marketers as far as the age distribution of the South African population is concerned. He points out that retailers need to find out more about their shoppers' age, because it has been projected that the white population will be reaching the zero population growth stage by the year 2011. Asian and coloured population groups will also experience ageing. By the year 2011, the economically active age groups within these population groups will have diminished in size. The black population, on the other hand, is more youthful than the other three groups, and by the year 2011 almost 33% of this population will be under the age of 14. Table 2.1 depicts the age profile of the total population in South Africa.

TABLE 2.1 AGE PROFILE OF THE SOUTH AFRICAN POPULATION (Du Plessis & Rousseau, 2003:54)

POPULATION GROUP				
Age	**Black South Africans**	**White South Africans**	**Indian South Africans**	**Coloured South Africans**
0-4 years	83.0%	5.6%	1.9%	9.2%
5-14 years	82.4%	7.0%	2.1%	8.5%
15-64 years	76.0%	11.8%	2.9%	9.2%
65+years	68.7%	23.1%	1.9%	6.1%

The above information is confirmed by Cant and Brink (1999:6), stating that in 1995, 48.7% of the black population were under the age of 20, pointing out that the youth market will eventually emerge as the major market segment in the country, although the older market has more spending power at their disposal. Frings (1999:35) confirms that people 50 years and older control about half of the discretionary income, while they are the most neglected by designers, retailers and the media.

2.3.2.2 Income

Income plays a major role in both the overall and localised demand for products and services. The combination of an area's population, income and value of retail purchases is used to create a buying power index (Hawkins et al., 1989:138).

In 1994 the personal income of South Africans totalled R338 448 million and personal disposable income was R296 126 million. This represents about 2% of the personal income in the US and 11% of that in the UK. The total black personal disposable income in 1996 was estimated to be R118 854,7 million and the total black population at 30 475 020 (Terblanché, 1998:31). Figure 2.1 below reflects the personal disposable income for the various population groups in South Africa.

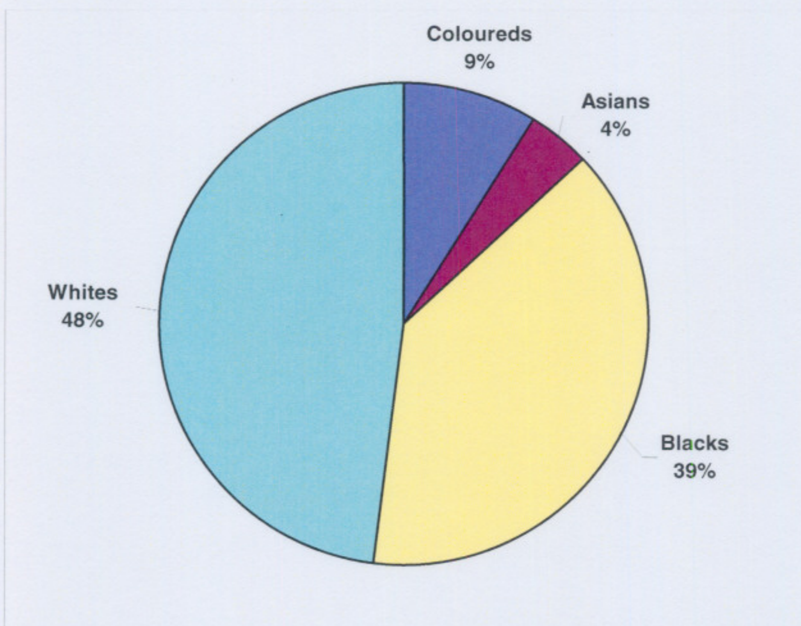

FIGURE 2.1 SHARE OF PERSONAL DISPOSABLE INCOME FOR THE POPULATION GROUPS IN 1994 (Terblanché, 1998:31)

2.3.2.3 Education

Like income, the level of education is very important to marketers. Standards of education in South Africa are expected to improve as emphasis shifts to provide blacks with the necessary equal education (Du Plessis et al., 1994:160). Only about 20% of the black population have had some high school education. As education and income levels normally correlate very well, it follows that the more affluent black people will have completed some form of education, will have more self esteem, and be more aware of the social, economic and political environment (Cant & Brink, 1999:7). People who are better educated and more aware of their economic, social and political environment perceive themselves as having more choice and will demand quality of services and products (Morris, 1992:20-21).

Du Plessis et al. (1994:162) confirm the importance of education in consumer behaviour. They are of the opinion that people with high levels of education differ significantly from those having no education at all when making buying decisions. Knowing how to read also plays a role, as reading means acquiring information from advertisements in the print media.

Diamond and Diamond (1997:64) agree that education levels often determine income levels and merchandise needs. As the level of education increases, so does the number of people entering business or becoming attorneys, investment bankers, accountants, and physicians. Each profession sets its own dress standards and consumers need apparel appropriate to their careers.

2.3.2.4 Occupation

Occupation influences the clothes people wear, the cars they drive and the food they eat. It is an important factor in the structure of a market. Differences in consumption between occupational classes have been found and several occupational trends have occurred in South Africa. The number of white-collar workers is increasing and a major force affecting the work environment is the increasing employment of women (Du Plessis et al., 1994:160). Terblanché (1998:33) confirms that the female labour force in South Africa is expanding much faster than the male labour force, and attributes this to the fact that more married women are entering the labour market than was previously the case. Working women have less time to spend shopping and operating a home, and may be unable to shop during regular hours (Evans & Berman, 1987:126). The implication for retailers is that longer trading hours and more convenience in operations and retailing will be necessary to accommodate the large number of career and professional women (Terblanché, 1998:33).

As blacks are representing 78% of the total population their number in the professions and white-collar occupations is likely to grow. The implementation of affirmative action is likely to contribute towards women increasingly finding employment in many high-status fields. (Du Plessis et al., 1994:163).

2.3.2.5 Subcultures

A subculture is a distinct cultural group that exists as an identifiable segment within a larger, more complex society. Members of a subculture have beliefs, values, and customs that set them apart from the other members of the same society (Du Plessis & Rousseau, 2003:403). Ethnic groups can also be seen as subcultures A study by Kim and Han (2000:60) illustrates that store perceptions differ by ethnic group, and they recommend the incorporation of ethnicity in the consumer behaviour paradigm. Schiffman and Kanuk (1997:413) identify a number of important subcultural categories, namely nationality, religion, geographic location, race, age and sex.

The South African population consists of many subcultures. Each subculture tends to have distinctive needs and marketers must be sensitive to these needs in order to serve the interests of various consumer segments. The fact that South Africans speak 11 different languages makes home language an important factor to be considered when distinguishing between subcultures in South Africa (Du Plessis & Rousseau, 2003:402). Figure 2.2. shows the different subcultures (based on language) in South Africa.

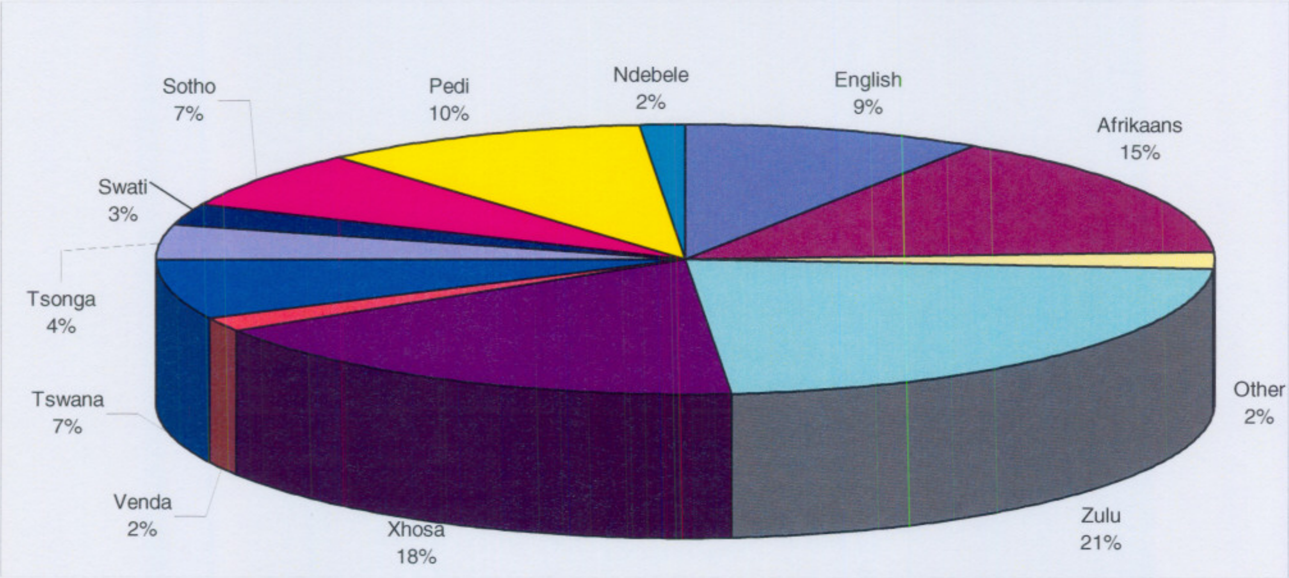

FIGURE 2.2 POPULATION BY HOME LANGUAGE

Subcultures can also be grouped around lifestyle choices. Research carried out in Soweto in the early 1990s revealed different subcultures namely Pantsulas, Mshozas, Ivys, Rastas, Punks, Cats, Hippies, Comrades and Inkatha, all with different lifestyles (Du Plessis & Rousseau, 2003:404). More on the consumer patterns of different subcultures will be discussed in paragraph 2.3.3.

In South Africa, age can also be used or referred to as a determinant of a subculture, with over 18 million people under the age of 19 (Du Plessis & Rousseau, 2003:404). Subcultures provide important marketing opportunities for marketers, but they need to understand how multiple subcultural membership can influence marketing strategies. Subcultural analysis is important because it enables marketers to segment their markets according to the specific beliefs, values and customs that are shared by members of a specific subcultural group (Schiffman & Kanuk, 1997:413).

2.3.3 The South African black consumer

Life for blacks has changed over the years, especially after the first democratic elections in 1994. Changes have occurred on the political, economical and social front. The affirmative action plan of the ANC government brought about many of those changes. The party in power launched a programme of reconstruction and development as one of their initiatives to normalise the South African society and its economy (Cant & Brink, 1999:2). Companies see the black market as a chance for exponential profit, but some have stumbled and some have become cautious because it is not easy to penetrate this market. Marketers need to understand what the black consumer wants and should try to maintain that dialogue (Mahabane & Mateme, 2001:64). The study by Cant and Brink (1999:5) reveal a lack of understanding of the marketing concept by the black retailer. According to their study retailers were ignorant of the fact that it is their responsibility to establish their customers' needs and that their employees should be trained to deliver excellent customer service.

Du Plessis and Rousseau (2003:49-58) emphasize the fact that many factors, such as their culture, values, neighbourhoods in which they live, means of transport, the facilities which they have access to, their education and media consumption, influence the way that consumers are. They highlight the changes that are occurring in the current South Africa regarding the type of dwelling for the black consumers, households in rural and urban areas, age profiles of different population groups, and household developments in terms of water, electricity, refuse removal, telephone, health care, sanitation and the labour market. All the above as well as the differences with regard to spending power and lifestyles of different racial groups will influence the consumer behaviour of the multiple cultural groups in South Africa. Many of these aspects lie beyond the scope of this study, and only a few of the aspects relevant to this study will be briefly discussed.

- **Population**

The size of the South African population was 45.45 million in June 2002, of which 78.04% were black, 10.02% white, 8.62% coloured and 2.47% Indian, with 0.85% unspecified (Statistics South Africa, 2002). In 1999, 63.7% of the urban population were black, 18.0% white, 13.5% coloured and 4.6% Indian, while in rural areas 94.4% were black, 3.5% coloured, 1.9% white and 0.2% Indian (Statistics SA, 1999). The latter statistics were not updated in 2002, because Statistics South Africa is in the process of investigating the definition of these terms in the light of the new municipal dispensation (Statistics South Africa, 2002). Du Plessis and Rousseau (2003:50) point out that the black population increased by 1.3% from 1996 to 1999, while whites decreased by 2% and coloured and Indian populations stayed the same in this period.

As the study population for this study lives in Limpopo, a few socio-economic variables which are available might be of interest. According to Du Plessis and Rousseau (2003:64-66, 72) the Limpopo population shows an interesting amalgamation of three main lifestyle categories, namely that of Mpumalanga, Farmlands and Miner's Glory. The people living in Limpopo are mainly female and Setswana and Tshivenda-speaking, most of the population is very young (0-4 years), with many elderly females as well. The population is very mobile but poorly educated. The Mpumalanga lifestyle category, which has much in common with the Limpopo population, is characterised by a high population density, a high percentage of females and a very young population. The languages used are mainly Sepedi and Xitsonga, and very few have any education.

- **Age**

As stated in paragraph 2.3.2.1, the black population is very youthful and it is projected that by the year 2011 almost 33% of the black population will be under the age of 14. In 1995, 48.7% of the black population was under the age of 20. The male population is lower than the female population. The age distribution structure of the South African population is typically that of a developing country (Du Plessis & Rousseau, 2003:54). Retailers will have to keep in mind that in the future the youth market may emerge as the main market.

- **Income and spending power**

Even before the 1994 elections and affirmative action, Morris (1992:10-11) already said that the black market is a major and thriving market segment. He did point out, however, that South Africa is one of the most complex societies in the world, where the majority of the wealth is enjoyed by the minority of the population, namely whites and Indians. He also stated that blacks are not big on saving, but big on spending. It is, however, very difficult to determine income levels of blacks accurately, but spending power can be assessed by product segment (Morris, 1992:15, 19, 22). Terblanché (1998:32) reports a Bureau of Market Research survey, showing that in 1994 the average personal disposable income level for whites was R27 761 per year, while it was R11 482 for Indians, R7 643 for coloureds and R3 706 for blacks. Cant and Brink (1999:7) report a Bureau of Market Research survey of 1994, according to which black people in metropolitan areas earned R11 682 on average annually, compared to R71 598 for whites, while in rural areas the average annual income for blacks was R10 785, compared to R53 844 for whites. A study released by the Bureau of Market Research in 1999 showed that black consumers accounted for 43.8% of household expenditure in South Africa and white consumers for 43.1%, but Badenhorst (2001:41) projected that black spending would increase to 47% in 2001, compared to 41% for whites. These figures undoubtedly show that the black market spending power is increasing daily, and that the black market segment is definitely a market that has to be reckoned with. Most people from the rural parts of the other provinces are working and staying in Gauteng, and most of their spending is done in Gauteng.

Badenhorst (2001:41) reports that the latest Bureau of Market Research survey emphasizes the unequal distribution of income in South Africa, but not only in terms of race; it also shows the development of a black bourgeoisie that earns 15 times more than the bottom 20% of blacks. For whites, this ratio is eight times. A labour survey by Statistics South Africa in February 2001 showed that unemployment among blacks was 31.1%, compared to 6.6% for whites.

- **Education**

As is the case for income, accurate information on education levels among blacks is difficult to obtain. Morris (1992:20) reports that in 1989, there were 6.2% of blacks with high school education, 30.2% had some high school education, 3.6% had some other post-matric qualification, while 0.2% had some university training and 0.2% had a university qualification. Du Plessis and Rousseau (2003:95) report that, in October 1999, 16% of South Africans aged 20 years or more could not read in at least one language. Reading ability varied with age, population group, gender and place of residence (rural or urban). The highest proportion of people who could not read (26.6%) was found among the 4.5 million black women aged 20 years or more, living in rural areas.

- **Psychographic trends and situational influences**

A few of the many factors which may influence buying behaviour of blacks in South Africa and which may have implications for retailers, are the following:

- People travel long distances to work.
- People work long hours and return home late.
- The majority of homes do not have electricity, and home comforts are rare.
- The crime rate is extremely high (Morris, 1992:23).
- Many households within the black population are headed by women (Cant & Brink, 1999:6), therefore it is important for marketers to shift their focus away from males (men) as primary purchasing agents because they had been "bread winners" in the past.
- Another trend that characterises the black market is that more and more black consumers are sensitive to the corporate issues behind products. Products and stores are patronised on the basis of employment practices of the manufacturer or retailer, the attitude of the company to social responsibility and in some cases even the politics of management (Sacher, 1987:11).
- Television plays a role in the consumer patterns of blacks in South Africa. Black consumers watching television are more aware of fashion trends and retailers and manufactures are witnessing the narrowing of the black/white taste gap (Anon., 1987:37).
- Black consumers are keen on getting value for their money. Quality is paramount and a black consumer prefers to save for the best. This is why lay-bye or lay-away continues to play an important role in shopping among the black consumers, although it is no longer the case among more affluent and sophisticated urban shoppers who prefer the facility of charge accounts, which are replacing the "paying off" of a garment (Anon., 1987:37).
- Price remains an important consideration, especially for the lower income groups (Morris, 1992:90).

- o Service is another store attribute that is important to black consumers, particularly in menswear shopping (Anon., 1987:36).

- **Market segmentation**

Possibilities and opportunities in this market segment for marketers are endless, but the marketers should not ignore the fact that the black market is multi-segmented; there are upmarket consumers, middle-of-the-road and really poverty stricken 'shanty town' consumers (Morris, 1992:30). Du Plessis and Rousseau (2003:402, 404) point out that subcultures are distinct cultural groups that have beliefs, values, and customs that distinguish them from other members of the same society. Subcultures can also be grouped around lifestyle. In order to understand the spending of distinct groups of black consumers, Wells (1986:31) identifies four black market categories for the purpose of market segmentation These are:

- o **Tsotsis** (rebellious), who are poor and money restricted. They are frustrated, resentful, and lack purpose in life. Their educational attainment is primary school education and they buy according to needs and price.
- o **Belongers,** who are responsible for the conservative element of the market. They are the second largest group after the tsotsis. They work very hard and value their jobs, they are interested in the welfare of their families and church and looking after the elderly is important to them. They are conservative middle class people with high school or trade education.
- o **Pantsulas** (males) and **Mshozas** (females) comprise a fashion conscious group. They wear clothes for status, are brand-name conscious and expensive clothes are important to them. Pantsulas and Mshozas are characterised by low status jobs, live in large, lower-income houses and have had only primary school education.
- o **Cats** and **Elite** ('liberated me") are seen as fashion leaders; they want to achieve something in life, they have had secondary school education and they are very ambitious, job wise and social. They form the smallest segment of the four groups.

The above information on the black consumer in South Africa is limited and restricted to the scope of this study. It is paramount, however, that retailers catering for the black market should take note of this and should obtain much more knowledge about the black consumer, especially the target market for which they are catering, as understanding their customers is essential for business success.

2.4 STORE IMAGE

2.4.1 An overview

The overall perception of a store is referred to as store image (Engel et al., 1995:844). The concept has been defined in various ways. The original idea that a store possesses an image can be traced to Martineau

(1958:47), who defines store image as "the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes". What a person thinks and knows about a store constitutes that store's image. Zimmer and Golden (1988:265) view store image as the way consumers perceive a store. According to Birtwistle et al. (1998:147), store image was defined in the early writings as "the total conceptualised or expected reinforcement that a person associates with shopping at a particular store". Terblanché (1998:6) puts it in simple terms by saying, " retail image is the mental picture of the retailer formed in a consumer's mind". He is of the opinion that retail or store image consists of both factual and emotional components, and a retailer who wants to be successful needs to be differentiated from its competitors by creating this mental picture of itself in the minds of consumers. For an image to succeed, it must be physically and mentally distinct and clear and must be maintained as such to ensure that it is consistently perceived as distinctive.

Lindquist (1974-1975:30) uses Martineau's definition (Martineau, 1958:47) to further explain store image. He uses what he calls "two key phrases in characterising image". One phrase is "functional qualities", which refers to store elements such as merchandise selection, prices, credit policies, store layout, and other such qualities that can be compared with those of a competitor. The other phrase is "psychological attributes", which he considers as a sense of belonging; feeling of warmth or friendliness or possibly a feeling of excitement or interest. The conclusion from these two key concepts is that the definition implies that consumers form a store image on both a functional plane and on a psychological or emotional plane simultaneously.

Fashion retailers face increasing competition from new entrants as well as from existing competitors. Many of these retailers are continuously trying to improve their market position by re-evaluating the product and service provision whilst investing in new store layouts and fixtures. These marketing strategies aim to strengthen the retailer's market position with the objective of focusing customers on their stores (Birtwistle et al., 1998:148). Because image is the perceptual reality on which consumers rely when making choices, and perceptions and preferences are frequently closely linked to choice behaviour, image measurement is an important tool for consumer analysts (Engel et al., 1995:846; Pessemier, 1980:96).

A host of factors contribute to a store's image, and any aspect of a store with which a consumer may interact can cause attributes about it to develop in the consumer's mind (Terblanché, 1998:216). A search of the literature by Lindquist (1974-75:31-32) produced the determinants of a store image, or what he refers to as store image attributes. These attributes constitute nine factors, namely *Merchandise, Service, Clientele, Physical facilities, Convenience, Promotion, Store atmosphere, Institutional factors, and Post-transaction satisfaction*. These factors contribute to image formation or to favourable/unfavourable consumer attitudes toward various types of stores. The next section discusses store image attributes in detail.

2.4.2. Store image attributes

2.4.2.1 Merchandise

Merchandise is the term used to signify articles for sale, derived from the word merchant (which means the actual seller or retailer) (Frings, 1999:310). Merchandise itself is viewed as the goods and services offered by a retail outlet (Lindquist, 1974-1975:31). Fashion merchandising includes all the planning and activities necessary to supply the fashion wants and needs of retail customers (Frings, 1999:310). Lindquist (1974-75:37) finds that merchandise appears to be the key factor in determining retail store image. The five characteristics of merchandise considered to be important are quality of merchandise, selection or assortment, styling or fashion, guarantees, and pricing (Lindquist, 1974-1975:31).

- **Merchandise quality**

The quality stock on offer is frequently based on several conspicuous items which are advertised and that establish the impression of high quality of the merchandise (Antonides & van Raaij, 1998:417). The quality level of merchandise a retailer or store offers is an important dimension which retailers must consider because consumers are looking for quality or what they term 'value for their money.' The market which the retailer wishes to serve, influences this in turn - very expensive for upper class customers, or low quality which appeals to the mass market, are options (Terblanché, 1998:288). Various factors such as the following influence the quality level decision:

- target market
- competition
- brands to be stocked
- accompanying services
- shop image
- merchandise type (Terblanché, 1998:288).

It is important for manufacturers and retailers to consider quality as an important aspect in selling or marketing products. Quality should be seen as being an integral part of every task in the organisation (firm or store), because customers expect zero defects in products and the aim of manufacturers and retailers should be to make sure that there are no defects in the products (Smith, 1994:141). Morganosky (1995:278) supports the importance of merchandise quality as a determinant of store image by stating that quality evaluations, rather than price evaluations, may influence consumers to patronize manufacturers' outlets, although much outlet advertising focuses on price orientation.

- **Merchandise selection or assortment**

This is a collection of various styles, quantities and prices of related merchandise, usually grouped under one classification within a department (Frings, 1999:314). The selection and management of merchandise are of the utmost importance to retailers for two main reasons: firstly, the variety and assortment of merchandise offered form the anchor for differentiation; secondly, merchandise requires thorough management because it is responsible for the retailer's income. The merchandise offered must match the needs and wants of the target customers; if it does not, the other elements of the retail mix will not be able to make up for it (Terblanché, 1998:286).

Customers prefer stores that offer either a wide variety of product lines, brands, and prices or substantial depth to their assortment, such as sizes, colours, and styles, over stores with only medium depth or breadth of assortment (Loudon & Della Bitta, 1993:544). The depth concerns the number of brands and varieties within a group of products. The breath concerns the range of products in a store. Specialty stores have a small range of products but offer variety within those ranges, whereas discounters offer wide ranges but little depth of stock (Antonides & van Raaij, 1998:416).

- **Merchandise pricing**

Consumer price perceptions may influence store image. Consumers usually have specific price expectations regarding whether they perceive a price to be low, high or fair. Pricing structure should take into consideration the expected price range consumers are hoping to find in the store, which is often linked to the quality of merchandise or service they expect for the money they are willing to pay (Du Plessis & Rousseau, 2003:243). The perceived price level of a store does not necessarily coincide with the actual price level, and many stores advertise intensively, offering a few products at a low price to suggest a generally low price level (Antonides & van Raaij, 1998:416). Rath et al. (1994:43) point out that retailers who cater for customers for whom price is not a factor, concentrate on fashion and exclusivity, while other retailers such as discount stores emphasize price as main appeal to customers. Price and quality seem to be related. Morganosky (1995:278) comes to the conclusion that retail store types which have the ability to offer quality at reduced prices will most likely be popular and gain market share. She also points out that retailers who approach benefits and costs from the consumer's view rather than from the retailer's view are more likely to succeed in adapting to changing environments. Engel et al. (1995:848) conclude that the cognitive processing or the consumer's perception of price is often more important than the actual price.

In South Africa, marketers have contradicting opinions about black consumers' attitudes to prices. Some are of the opinion that blacks are prepared to pay for quality, while others say blacks cannot afford quality and are more concerned with utilitarian matters. Literature shows that both sides of this spectrum are represented. The urban elites are often more concerned with quality and matters like education for their children, whereas the modern affluent black consumers might buy flashy cars, but both do not consider price in the first place, while low income groups on the other hand, are far more conscious of price (Morris, 1992:90).

2.4.2.2 Service

Retail stores may offer numerous services in order to attract customers. Services such as convenient self service facilities, ease of merchandise return, delivery, credit, provision of alterations, shopper information, and special benefits like gift wrapping have been found to be considerations affecting store image (Engel et al., 1995:853; Loudon & Della Bitta, 1993:545). The provision of service depends on the type of store and consumer expectations, for example personal services like gift wrapping, clothing alterations and delivery of heavy or large goods are characteristics of specialty stores. In contrast, the personal service of discount stores is minimal (Antonides & van Raaij, 1998:417). Rath et al. (1994:43) point out that customers shop in stores that provide services that are in line with the prices they are paying.

Terblanché (1998:128) identifies four levels of service rendered by retailers in South Africa, namely:

- Self-service, for customers who are prepared to search for products themselves and compare prices on their own if it means lower prices. Self-service is very important for discount stores because the saving in labour costs enables them to offer discounts to consumers.
- Self-selection entails a variation of self-service. Consumers still undertake the search and comparing processes, but here they have the staff at their disposal for advice and assistance, should they need it. This is a typical type of service offered by factory shops.
- Limited service retailers provide more staff to serve customers than is the case with self-selection. This type of service is required when certain types of products are purchased.
- Full-service retailers stock speciality products such as jewellery, exclusive clothing and photographic equipment. Consumers who buy these products need advice and information. This level of service counts under the most expensive offered by retailers.

2.4.2.3 Customers and salespeople

The type of person who shops in a store affects image because of the inclination of customers to match their self-image with that of the store. The clientele of a store makes it attractive or not so attractive to customers who want to see or be seen by others (Engel et al., 1995:855). Customers prefer visiting shops where people from their own reference group are seen (Antonides & van Raaij, 1998:417). Loudon and Della Bitta (1993:543) confirm that consumers' store choices have much to do with their social-class membership. They tend to patronize those stores where persons similar to themselves are shopping. Consequently, an important matching process occurs between the consumer's self-image and the store's image, which influences where they shop, with stores being chosen with images similar to the images that consumers perceive of themselves.

Sales personnel are equally important in the creation of a store's image. According to Loudon and Della Bitta (1993:545), consumers generally prefer to shop where salespeople are perceived as helpful, friendly, and courteous. Sales personnel are also important in that they are often the consumer's first point of contact with the retailer and they exercise their influence to generate consumer purchases (Terblanché, 1998:68). People selling fashion merchandise have to present the proper image to their market. Appearance, communication skills, use of words, and age may fail a salesperson in making her sales presentation acceptable to her customers (Rogers & Gamons, 1983:286). Many authors cite the following as a salesperson's ideal characteristics:

- Attractive appearance
- Good manners
- Alertness and promptness in attending to customers
- Ability to form a quick estimate of customers and their preferences, as well as a sympathetic appreciation of their problems
- Ability to speak well, and to listen
- Orderliness in thinking, talking, working, accuracy in handling records
- A good memory for faces and if possible names
- Knowledgeable and helpful
- A friendly, tactful manner and above all, sincerity (Terblanché, 1998:68; Rogers & Gamons, 1983:287; Engel et al., 1995:851; Antonides & van Raaij, 1998:416).

2.4.2.4 Physical facilities

Assael (1992:632) mentions physical characteristics of the store including décor and cleanliness as one of the basic dimensions of store choice. Physical facilities such as elevators, lighting, air conditioning, convenient and visible washrooms, store layout, aisle placement and width, carpeting and architecture are contributing factors in forming store image and store choice. These factors affect the consumer's mood state at the point of purchase, which in turn may influence purchase behaviour (Engel et al., 1995:854; Loudon & Della Bitta, 1993:543; Lindquist, 1974-1975:31; Mowen & Minor, 1998:548). Antonides and van Raaij (1998:416) point out that offers and packaging should be laid out to attract the consumer's attention. They are of the opinion that shop layout determines the consumer's affective attention. Terblanché (1998:274-276) discusses the importance of proper fitting rooms that are kept in good condition for clothing retailers, and emphasizes that rest rooms should be available to cater for shoppers with children or for customers who may need to spend a great deal of time in the store. He also addresses the importance of catering for shoppers with special needs, such as chairs or benches for older customers, ramps, wide aisles, accessible fitting rooms and rest-rooms, and provision for physically disabled consumers.

2.4.2.5 Convenience

Location has an obvious impact on store patronage. Generally, the closer consumers are or the target market is to a store, the greater their likelihood to purchase from that store (Loudon & Della Bitta, 1993:540). Terblanché (1998:105) and Antonides & van Raaij (1998:416) cite a new trend of different stores located in the same vicinity, in other words the importance of store location with respect to other shops, hence the popularity shopping centres and malls enjoy. Consumers also prefer the location of a store to be convenient in terms of public transport (taxi or bus ranks and railway station) and parking areas (Anon., 1987:38; Antonides & van Raaij, 1998:416). Sheth et al. (1999:713, 730) argue that customers choose stores based on location and distance as first criterion, but location is a relative criterion, as customers do not always go to the nearest store. Distance is an important factor, but it is not always measured in kilometres; rather it is determined in terms of convenience, such as whether it is on the way home or on the main commuting road. If two or more stores are equally convenient in terms of distance, then other factors such as quality, assortment and price influence the store choice decision.

2.4.2.6 Promotion

In this grouping Lindquist (1974-75:32) groups sales promotions, advertising, displays, trading stamps, symbols and colours together. According to Terblanché (1998:243, 67) sales promotion is an important marketing tool because it offers many benefits to retailers, which range from short-term increases in sales turnover to longer-term benefits such as building shop image. If a retailer wants to project a low-price image, the focus should be on advertising the most popular items of which the prices will normally be known. This could be achieved by utilising a loss leader, which is a product that is sold at cost or just slightly above, to create an impression of low prices and to generate consumer traffic.

Advertising like sales promotion is an especially important factor in expressing the character of the store, and the shopper believes he or she can abstract symbolic cues from the advertisement. Retail advertising discloses some information to the consumer, like whether the store is exotic and high-style (and therefore expensive), a dependable family store or a promotion store concentrating on bargains and savings. The symbolic interpretation of the advertising should be consistent with the character of the store (Martineau, 1958:52).

Displays and the use of colour create a certain atmosphere in a store. Displays, whether it is window or in-store displays, are a form of exhibiting the merchandise on offer in such a way that both space and visibility to customers are maximised. Displays are also aimed at increasing the visual appeal of the merchandise, which will hopefully lead to the purchase (Terblanché, 1998:232).

Advantages of promotions, especially sales promotions as outlined by Kotler (1994:667), are to yield faster and more measurable responses in sales, to attract new customers, to induce customers to try new products and to promote greater consumer awareness of prices.

2.4.2.7 Store atmosphere

Store atmosphere determines to a large extent how consumers feel and behave in a shop. A pleasant store atmosphere should thus lead to more positive consumer behaviour (Terblanché, 1998:107). In contrast, an unpleasant store atmosphere arouses the consumer negatively and he or she will probably spend less time in the store and make fewer or no purchases at all (Mowen & Minor, 1998:458). Lindquist (1974-1975:32) refers to store atmosphere as a customer's feeling of warmth, acceptance or ease. The store atmosphere results from physical characteristics such as lighting, layout, presentation of merchandise, fixtures, floor coverings, colours, sounds, odours, dress and behaviour of store personnel, and the number, characteristics and behaviour of other customers, as well as subjective perceptions (Terblanché, 1998:68; Antonides & van Raaij, 1998:417)

2.4.2.8 Institutional factors

Within this concept Lindquist (1974-75:32) groups the conservative-modern projection of the store, as well as the attributes of reputation and reliability. The modernity of a store could be judged on the basis of technological features of the store. Technology plays an important role in the retail business. The areas mostly favoured for the application of technological innovations are security, point of sale operations (scanning), fund transfer, space management, inventory control, account handling, market research and other aspects (Terblanché, 1998:148-157). Reliability of a store can be judged in view of the store's ability to perform a promised service dependably and accurately (Du Plessis & Rousseau, 1999:154). The reputation of a store could be assessed by examining the corporate image as rated by its customers. Specific attributes, including how much the company is respected and admired; the quality, innovation, value, and reliability of its products and services; and whether the company is a good citizen in its dealings with communities, employees and the environment could be evaluated. A 'reputation quotient' could be computed, with higher ratings representing more favourable corporate images (Blackwell et al., 2001:263).

2.4.2.9 Post-purchase satisfaction

Lindquist (1974-75:32) includes aspects such as merchandise in use, returns, and adjustments in this category of store image attribute factors. Consumption entails consumers' usage of the purchased product, but understanding consumption is rather complex. Post-purchase satisfaction is very important, as it influences repeat buying, shapes word-of-mouth communication, prevents dissatisfaction which leads to complaints and has implications for the competitive edge (Blackwell et al., 2001:160, 172-175). Customers want service and satisfaction after buying. Consumers that are satisfied with the service or product will visit the store again, therefore it is important for retailers to implement programs that will satisfy present customers rather than spend money to obtain new customers (Engel et al., 1995:857).

2.5 STORE CHOICE BEHAVIOUR

The process of selecting a store is similar to that of choosing a brand. In general the consumer recognises a problem which makes it necessary for a store to be selected, engages in internal and possibly external search, evaluates the relevant alternatives and applies a decision rule to make a selection (Terblanché, 1998:62-63). Researchers like Shim and Kotsiopulos (1992a:48) and Loudon and Della Bitta (1993:548) refer to store choice as store patronage behaviour or store loyalty.

Engel et al. (1995:844) define store choice as a function of consumer characteristics and store characteristics. According to them, consumers compare perceived characteristics of stores with evaluative criteria, which makes store choice a function of four variables: (1) evaluative criteria, (2) perceived characteristics of stores, (3) comparison process, and (4) acceptable and unacceptable stores.

Darden and Dorsch (1990:299-300) link store choice to a set of activities that an individual performs during a specified time frame in order to purchase something, sometimes taking advantage of favourable shopping conditions such as sales or promotions. The set of activities include shopping-related decisions which help to specify shopping strategies, namely: Why shop for merchandise? What merchandise should be shopped for? Who is going to do the shopping? When should the shopping be performed? Where should the shopping be done? How should the shopping be conducted?

Loudon and Della Bitta (1993:548) state that store patronage behaviour leads to store loyalty and define this term to refer to the consumer's inclination to patronise a given store during a specific period of time. Because consumer patronage results in revenue, store loyalty can influence the store's profits, as loyal customers will frequent the store and therefore may represent a very profitable market segment, on condition that they can be readily identified.

Terblanché (1998:63-65) recognises two major factors which play a role in store choice, namely retail outlet criteria and personal characteristics.

- **Retail outlet criteria**

Three major store criteria that consumers use to evaluate different stores are store image, market communication of retailers and store location and size.

- **Store image** was discussed in paragraph 2.4. The factors which are used to constitute store image, include both rational and emotional perceptions. It is obviously important that a retailer should project a well-focused image, being in control of most of the attributes and components of image which should result in the required store choice.
- **Market communication of retailers** entails how marketers communicate their business to prospective consumers, including how they see and project themselves to consumers. A substantial proportion of consumers rely on advertising as a major source of information, which enables retailers to use advertising effectively to communicate image to consumers. Price advertising is most effective for attracting consumers to a shop. The impact of price advertising varies, however, by product category, brand, initial price level, consumer group and retail outlet.
- **Store location** has been discussed as one dimension of store attribute factors in paragraph 2.4. Terblanché (1998:64) emphasises the importance of store location in a consumer's choice of store. He is of the opinion that consumers, as a general rule, will mostly select the store closest to them, although the size of the store also plays an important role, as larger outlets are preferred, unless fast service or convenience is the main consideration. He further points out that consumers are not willing to travel far for convenience goods. For expensive products or specialty items such as photographic equipment, however, they are willing to travel long distances.

- **Consumer characteristics**

Demographic characteristics and the implications thereof for store choice are discussed in paragraph 2.3.2. Terblanché (1998:65) identifies two consumer characteristics that may play an important role in store choice. Perceived risk and a consumer's shopping orientation are seen to be the two consumer characteristics relevant to store choice. Regarding 'perceived risk', the emphasis is on 'perceived' which indicates that consumer beliefs are not always rational. Terblanché (1998:59) identifies eight types of perceived risks:

- **Functional** – this is a concern that the product may not perform as expected, like it may not have the expected service life or may break down.
- **Physical** – the possibility of a health hazard and physical injury to the user is considered.
- **Financial** – the risk that that the product will not be worth the time and/or money spent on it.
- **Social** – this entails the risk that peers may not approve of the specific retailer where the product is bought, which may cause embarrassment.
- **Psychological** – a poor product might be incompatible with the buyer's self-image and may harm his or her ego.
- **Time loss** – the buyer might spend too much or too little time on the purchase of a product as well as on possible repairs or replacement.

- **Future opportunity cost** – this entails that an improved or cheaper product might be available in the future, considering the amazing technological development.
- **Source risk** – the risk of trusting the retailer who sells the product, especially in case of mail order transactions.

In conclusion, it seems that personal characteristics and store image are the major determinants of store choice, which corresponds with the basic approach of Assael (1992:632) and his model of store choice (p.630). Antonides and van Raaij (1998:418) point out that stores position themselves so as to distinguish themselves from other stores. Some stores maintain higher perceived quality level, while others have a lower perceived price level. This positioning is considered when stores determine their target markets.

2.6 CLOTHING RETAILING AND STORE TYPES.

Retailing in general involves all activities directly related to the sale of goods and services to the ultimate consumer for personal, non-business use or consumption (Blem, 2000:247). A retailer is a firm that sells goods to the ultimate consumer (Berkowitz et al., 1989:698). Fashion retailing involves the business of buying and selling or merchandising apparel and accessories; it is the way clothing is moved from the designer or manufacturer to the consumer (Stone, 1990:361).

All retailers sell goods to the final users or final consumers. Retailers, however, differentiate themselves from each other by factors such as type of merchandise offered, pricing strategies and size and location of facilities (Donnellan, 1996:29). In order to learn how to gain an advantage over their competitors and increase market penetration, retail managers must learn why consumers prefer certain stores over other stores and offer similar store benefits (Wilson & Woodside, 1991:381). These factors influence the retailing formats a firm or company chooses. A number of authors identified different retailing formats which can be utilised by fashion or clothing retailers. Frings (1999:293) points out that there are many types of clothing retail operations or store types that were created to serve consumers' needs. According to Donnellan (1996:59) the main categories include **department stores**, which cater to multiple needs of several group of customers, **speciality stores**, which cater to the specific needs of a narrowly defined group of customers and **discount stores,** which offer low prices in a 'no frills' setting. He points out that there are several distinct types of discounters, namely: - *full-line discounters, category killers, off-pricers, close out stores, manufacturers' outlets, warehouse clubs, super centres, catalogue showrooms and variety stores.* Frings (1999:296) refers to discounters as mass merchants.

There are other retailing formats, however, which cannot be ignored, including **franchises** and **lease departments** – the latter being sections of a retail store that are owned and operated by outside organisations (Stone, 1990:371). This is what Naudé (2001:32) calls "the idea of a shop within a shop", where a company like YDE (Young Designers Emporium) in South Africa leases floor space within a store to a group of designers who sell their designs and pay commission to YDE, which in turn takes care of all administrative details such as staff training, lease negotiations, shop design and marketing. **Franchise systems** is an industry that has been growing at a phenomenal rate in South Africa and 87,5% of franchised systems have been developed in this country. Terblanché (1998:35-38) discusses the development of some more retailing formats which cannot be ignored, including the following: - **shopping-centre developments, value centres/discount shopping centres, waterfront retailing** like the Victoria and Alfred waterfront in Cape Town, as well as the Randburg waterfront, Bruma Lake and Pretoria Lake City, which are examples of this format developed away from the coast, and **forecourt retailing,** which is a relatively recent development in this country, entailing retail outlets at service stations. Lastly, the **spaza shop,** which is uniquely a South African retail format, operating from garages and rooms in residential homes, and provides consumers with convenience goods like food, candles, soap, etcetera. Clothing has not yet been part of their merchandise.

Kleinhans (2003:160-162) compiled a very useful table in which she summarised the characteristics, fashion profile, price policy and services offered by various types of stores. For the purpose of this study, only the characteristics of department stores, specialty stores and discount stores as summarised in Table 2 of Kleinhans (2003:160-161) are given in a slightly modified format in Table 2.2.

TABLE 2.2 CHARACTERISTICS OF STORE TYPES OR CATEGORIES

Store type	Store characteristics	Fashionability and price	Target market	Services	Store image	Author
Department stores	• Cater to multiple needs of several consumer groups. • Offer a wide variety of merchandise in different price and quality ranges, each in a different section of the store, e.g. apparel, home furnishing, appliances, jewellery, sporting goods, toys and cosmetics • The largest sales are in apparel and related fashion lines • Very familiar to buying public • Actively involved in communities • Entertainment strategies • Convenience of one-stop shopping	Typical of most department stores are • The newer trends • Higher quality, higher prices • Brand name fashions • Fashion orientation and full mark-up policy	Middle to upper income consumers	• A variety of advertising and promotional activities • Extensive displays (stimulate consumer patronage) • Personal salesmanship • Customers move around in store freely • Consumer services: o Gift wrapping o Shipping clubs o Wedding registry o Pick-up service	• Attempt to develop strong fashion-oriented image with local consumer markets. • Carry merchandise nationally and operate in stores large enough to be shopping centre anchors	Kleinhans (2003:160) Donnellan (1996:300) Frings (1999:295) Sproles (1979:77) Evans & Berman (1987:384) Rabolt & Miler (1997:3) Diamond & Diamond (1997:434) Lee & Johnson (1997:29) Rath et al.(1994:334) Stone (1999:401)

TABLE 2.2 CHARACTERISTICS OF STORE TYPES OR CATEGORIES continued

Store type	Store characteristics	Fashionability and price	Target market	Services	Store image	Author
Specialty stores	• Carry one category (*deep niche* retailers) or related categories (limited line) of fashion merchandise • Private label retailers sell self-manufactured merchandise • Can be varied, e.g. tiny stores or large, multi-department, multiline chain stores which specialise in a specific line such as apparel • Entertainment e.g. exciting visual displays	• Use most current and event grade trends in fashions • Expensive, exclusive line of high fashion apparel • Carry merchandise within a certain price range as well as in a specific category • Often exclusive private-label merchandise • Small specialty stores concentrate on unique fashion • Prominent fashion image	Cater to the specific needs of a narrowly defined group of customers, delineated on the basis of gender, income, interests or taste level	• Specific promotional strategies, aimed at store's particular market segment, emphasising store's fashion image and quality of products • Return policy • Knowledgeable sales associates • Personal attention	• Fashion image and quality of products. • Unique merchandise, compatible with consumers' taste • Exclusivity, often demonstrated by private labels	Kleinhans (2003:160) Donnellan (1996:36) Frings (1999:294) Sproles (1979:77) Rabolt & Miler (1997:4) Lee &Johnson (1997:30) Evans & Berman (1987:383) Stone (1999:405) Diamond & Diamond (1997:437).
Discount stores	• Sell a large variety of merchandise • Low operating expenses • Plain "no-frills" but efficient facilities	Sell merchandise at lower than average prices, by making lower mark-ups or by buying larger quantities, and turning merchandise quickly.	Cater to a middle to lower income group	• Minimise service and other expensive promotional activities • Still use fashion adverting and promotions to lure profits • Self-service approach	• Good quality at reasonable prices • "No-frills" atmosphere • Offer casual apparel	Kleinhans (2003:161) Donnellan (1996:18) Frings (1999:296) Sproles (1979:77) Rath (1993:340) Evans & Berman (1987:385) Stone (1999:405)

2.7 CONCLUSION

In discussing consumer behaviour of clothing consumers, the roles played by demographics, store image attributes and store types are significant. Demographics include age, gender, income, education and occupation; these factors influence what to buy, when to buy and where to buy. Store attribute dimensions like merchandise, service, salespeople, clientele, promotion, physical facilities, convenience, location, institutional factors and post–purchase satisfaction are the building blocks of store image. The availability of different retail formats is important in the retail business. Consumers are concerned about where they buy, and matters like price, quality, and good service are important to them. Different market segments tend to patronize different store types, indicating that consumers are diverse and their needs are different, therefore they need different retail outlets to satisfy these needs. There are no generalisations as far as the South African market is concerned. The changes that are emerging continuously on economical, social and political level present a challenge to marketers and retailers.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

A literature study on factors which might influence store choice, such as personal characteristics, store attributes and perceptions of store image was undertaken and presented in the previous chapter. The literature review was important in order to establish a sound basis on which the empirical study could be founded. As relatively little research on factors influencing store choice of black consumers in South Africa has been conducted, this study was undertaken as an exploratory, descriptive study aimed at describing phenomena which are dealt with in the study. As quantitative research techniques are suitable to gather information on specific phenomena such as those featuring in the research framework in Chapter 1, a structured questionnaire was compiled and statistically validated, the procedures of which will be described in this chapter.

The objectives of the study were outlined in Chapter 1. The study was planned with the main objective of investigating personal characteristics, the perception of store image attributes and clothing store choice of rural black female consumers.

3.2 STUDY POPULATION AND SAMPLE SELECTION

In 1999, 94.4% of the rural population were black. In the Limpopo province, 5.175 million of the population were black, compared to 0.122 million whites, 0.008 million coloureds and 0.0006 million Indians. Of the nine provinces in South Africa, Limpopo had the fourth largest black population, with Kwazulu-Natal (7.494 million), Gauteng (5.545 million) and Eastern Cape (5.890) having larger black populations (Statistics SA, 1999). It is thus clear that black consumers in Limpopo should be of considerable interest when defining target markets. Limpopo has a high population density with predominantly females and a young population (Du Plessis & Rousseau, 2003:72). It is also important to note that women are becoming dominant in purchasing decisions regarding certain items like food and clothing (Du Plessis & Rousseau, 2003:380).

The population of interest to this study is adult rural black female consumers of all ages who are engaged in a career. For the sake of convenience and practicality in data collection, public service employees were targeted. The study population consisted of black female public service employees of the Limpopo provincial government based in Giyani (Mopani district offices). These females were able to read and write. Giyani is a rural town. It was the capital of the former Gazankulu homeland, hence the residents are mainly of the Shangaan/Tsonga group. After the new dispensation in 1994, the three homelands

(Gazankulu, Lebowa and Venda) were combined to form the Northern Province, lately known as Limpopo province (Office of the Premier: Personal Communication, Giyani, 2002). All ten black population groups listed in Table 4.2 are represented in the public service offices in Giyani, but only five of the groups were represented in the study population.

The government departments with offices in Giyani are:

- Education
- Sports and Culture
- Health and Welfare
- Public Works
- Transport
- Safety, Security and Liaison
- Agriculture
- Local Government and Housing
- Economic Affairs and Tourism
- Office of the Premier.

The female employees in the public service are unevenly distributed between the above departments. Some departments were employing less than 20 females (when visited). A convenience sample was selected, and each department was represented in the sample. Criteria for inclusion in the sample were the following:

- Black female employees
- Able to read and write
- Permanently or temporarily employed
- Voluntary participation
- Only employees at the Mopani district office in Giyani.

Permission from the head or supervisor of each office (each section where questionnaires were to be filled in) was asked before handing out the questionnaires (see Appendix A). Questionnaires were left with the respondents to be collected the following day. The questionnaires were handed out to 100 respondents and only 51 returned the questionnaire, as indicated in Table 4.1.

3.3 DEVELOPMENT OF A QUESTIONNAIRE AS AN INSTRUMENT

Questionnaires normally contain a series of written questions where people being surveyed have to fill in the answers or choose the answers that best suit them on the same sheet of paper on which the questions appear. The questionnaire or series of questions should be inclusive of all the factors that need to be investigated. It can be divided into sections to indicate different factors.

In order to implement the objectives of this study, a questionnaire had to be compiled that would enable the researcher to gather information on the demographic characteristics of the respondents, their perception of clothing store image and lastly on their store choice behaviour when buying clothing. Using an existing, valid and reliable questionnaire would have saved time and would also have enabled the researcher to compare her findings with those of the study in which the existing measuring instrument had been used. No measuring instrument that exactly fits the objectives of this study could, however, be found, so the researcher adapted a measuring instrument which was originally developed by Kleinhans (2003:216–221) for her research on Technikon Northern Gauteng female students. It contained sections designed to elicit data concerning black female clothing buyers' (1) personal information (2) perceptions of clothing store image attributes and (3) their clothing store choice (see Appendix B).

The adapted questionnaire was structured as follows:
Section A of the questionnaire determined demographic or personal characteristics. It included ten questions on aspects such as age, population group , education, income, expenditure on clothing per month, marital status, number of children, occupation, and mobility. Respondents had to choose an applicable response from several given possible answers and only had to put a cross in the applicable block next to each question. The same format was used throughout this section to prevent confusion.
Section B of the questionnaire measured the respondents' perceptions of the importance of clothing store image attributes. It comprised nine categories, originally postulated by Lindquist (1974–75:31–32), each consisting of a varying number of questions. Kleinhans (2003:69–71) uses these nine categories as a point of departure in compiling this section of the questionnaire, containing 91 questions. The researcher, assisted by two clothing experts, adapted this section of Kleinhans's original questionnaire slightly to make it applicable to the study population and suitable for this study. Some of the questions from Kleinhans's questionnaire were left out. The selection of questions for section B was based on the following:

- Inclusion of the nine categories by Lindquist (1974-1975)
- Applicability of the concept to clothing stores
- Readability and clarity of questions to respondents.
- Applicability of the questions to the study population.

The number of questions in each of the nine categories and subsets is depicted in Table 3.1. This section contained 87 questions and the respondents replied on a five-point Likert-type scale varying from 1 (strongly disagree/not very important/very unlikely) to 5 (strongly agree/very important/very likely).

TABLE 3.1. NINE CATEGORIES AND SUBSETS OF STORE IMAGE ATTRIBUTES

CATEGORY	SUBSETS	NUMBER OF QUESTIONS	TOTAL PER CATEGORY
1. Merchandise	▪ Quality	1	
	▪ Variety and assortment	3	
	▪ Styling/Fashion	2	
	▪ Pricing	3	
	▪ Presentation	3	12
2. Service	▪ General service	7	
	▪ Salespersons	4	
	▪ Self-service	1	
	▪ Ease of return	2	
	▪ Delivery service	1	
	▪ Credit facilities	2	17
3. Customers and salespeople	▪ Social class appeal	1	
	▪ Self-image congruency	1	
	▪ Store personnel	9	11
4. Physical facilities	▪ Facilities available	11	
	▪ Store layout and architecture	11	22
5. Location and convenience of store	▪ General convenience	2	
	▪ Location convenience	4	
	▪ Transportation	1	
	▪ Parking	1	
	▪ Store hours	1	9
6. Promotion	▪ Advertising	2	
	▪ Displays	2	
	▪ Symbol and colours	1	
	▪ Special events/Exhibits	1	6
7. Store atmosphere	▪ Atmosphere/Congeniality	4	4
8. Institutional factors	▪ Reputation	1	
	▪ Reliability	1	
	▪ Fashion policy	1	3
9. Post-purchase satisfaction	▪ Consumer satisfaction	3	3

Section C of the questionnaire investigated store choice behaviour. In this section respondents were asked to indicate whether and how often they shopped for clothing at well-known clothing stores, flea markets or with home agents. Department stores, specialty stores and discount stores were included in the listed alternatives. Respondents replied on a five-point Likert-type scale (1 = never, 2 = exceptional occasions, 3 = sometimes, 4 = often, 5 = very often). They were also given space to list the names of up to 4 stores not listed but where they do shopping for clothing. They had to indicate the frequency on the 5-point scale mentioned above.

The questionnaire was not translated into other languages. If there was confusion or misunderstanding, verbal translations were made by the researcher to the respondents in their mother tongue.

3.4 PILOT TESTING OF THE QUESTIONNAIRE

A pilot study was conducted to test and refine the questionnaire for readability and to determine how long it would take respondents to complete it. Seven female administration workers at the department of Local Government and Housing took part in the pilot study. Several questions were not clear to them due to the use of certain words which were unfamiliar to them, such as check out points instead of pay points or at the till; rest/washrooms instead of toilets; dressing rooms instead of fitting rooms. The pilot study was conducted in February 2002. The questionnaire was revised with the assistance of the study leader.

3.5 RELIABILITY AND VALIDITY OF THE STUDY

The questionnaire was tested for reliability and validity and the procedures for these are briefly discussed in paragraph 3.8, steps two and three. The detailed procedures as well as the results are discussed in Chapter 4.

3.6 QUESTIONNAIRE ADMINISTRATION AND DATA GATHERING

The revised questionnaire was typed and printed in pamphlet form. It consisted of 9 pages and was handed randomly to 100 female civil servants who were available in their offices that day. The cover page of the questionnaire stated the topic or area of investigation, the researcher's name and study institution. The second page contained a letter or short note to the respondents, stating the purpose of the study and asking for support. The letter also assured the respondents of the confidentiality and anonymity with which the information they provided would be handled.

The questionnaires were left with the respondents and collected the following day, the reason for this being that the respondents felt that the questionnaire was long and that they needed more than 30 minutes to fill it in. Some cited other duties within the office. A total of 100 questionnaires were handed to female civil servants in administrative/clerical positions and security personnel. Of these, 48 could not be retrieved, because some of the respondents were not at work the next day, some were attending to issues outside the offices or the questionnaires were lost. One was returned unanswered. The remaining 51 filled in questionnaires which were used for analysis purposes. This sample is relatively small and it is important to note that the findings of this study cannot be generalised to a wider population of black female clothing shoppers. The results can only serve to indicate tendencies with reference to the study objectives.

3.7 DATA EDITING AND CODING

After completion of the questionnaire, the researcher scrutinised every questionnaire for possible errors, due to incorrect completion of the questionnaire. All coding was then done by the Department of Statistical Services (North West University) and data entered into the computer.

3.8 STATISTICAL ANALYSIS

The statistical analyses were performed with the use of the SAS statistical package (SAS Institute Inc., 1990). The methods used were chosen and applied in accordance with the objectives of the study and after consultation with a statistician. Prof. H.S. Steyn, head of the Statistical Consultation Services, North West University, performed the processing of the data.

First step: Frequency analyses for all the sections of the questionnaire were performed. Frequency distribution of the responses was tabled for sections A, B and C of the questionnaire.
Second step: An analysis was performed to establish the validity of the questionnaire (Section B only). Factor analysis was used to determine the construct validity of each of the nine factors investigating the respondents' perception of the importance of store image attributes in Section B of the questionnaire, as described by Kruger et al. (1996:110). The method and procedures which were followed, are discussed in Chapter 4, paragraph 4.3.1.
Third step: The third step comprised reliability testing. For this study, the reliability of Section B of the questionnaire was determined by computing alpha coefficients, as described by Anastasi (1988:124). The method and procedures which were followed, are discussed in chapter 4, paragraph 4.3.2.
Fourth step: The fourth step was to determine possible correlations between: (1) the perception of the importance of store image attribute factors and store choice; (2) store image attribute factors and personal characteristics; (3) store choice and personal characteristics. Pearson's correlation coefficients were performed to establish these relationships. Results are discussed in Chapter 4, paragraph 4.6.
Fifth step: Cluster analysis was done according to Ward's method, as described by Kleinhans (2003:76,106), to determine whether different groups of consumers existed, based on: (1) the perception of the importance of clothing store image attributes; and (2) store choice. Cluster analysis is used to build predictive store patronage segments that are described by useful attribute profiles (Pessemier, 1980:94). The results of these clustering procedures are fully discussed in Chapter 4, paragraph 4.7.

3.9 SUMMARY

Personal characteristics of the respondents, their perception of the importance of selected store image attributes and their choice of clothing stores were the focal points of this study. The relationships between personal characteristics, store image attributes and store choice were also important aspects of this study.

Scientific research methods and appropriate methods of processing data were important in designing the study. Expert advice was sought on how to investigate these aspects. Statistical analyses were discussed and done with the help and guidance of a statistician. In the next chapter, the results of the study and interpretation of the findings are discussed.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

The study was designed to investigate the personal characteristics (demographics) and consumers' perception of the importance of store image attributes, as well as store choice behaviour of rural black female clothing shoppers. A questionnaire was developed and distributed to female public service employees who can read and write, to gather the above-mentioned information.

In the previous chapter, the research design and methodology of this study were described. A detailed description of the sample selection, questionnaire development as well as data collection was given. The procedures for processing of the data were briefly explained, but will be discussed further in this chapter. The validation of the measuring instrument as well as the results and interpretation of the findings will be presented.

4.2 DESCRIPTION OF THE STUDY POPULATION

The target population was female public servants, employed by the Limpopo provincial government, who were based in the Mopani district offices at Giyani, doing administrative work or performing control/security services. This subpopulation was part of the bigger picture of the rural black population of South Africa. Table 4.1 displays the distribution of the various population groups between the nine provinces of South Africa. The former Northern province, now Limpopo, has the fourth largest number of blacks in South Africa.

TABLE 4.1 POPULATION GROUP NUMBERS BY PROVINCE *

Province	Population group				
	Indian (millions)	**White (millions)**	**African (millions)**	**Coloured (millions)**	**Total (millions)**
KwaZulu-Natal	0.843	0.537	7.494	0.123	8.997
Gauteng	0.173	1.762	5.545	0.291	7.771
Eastern Cape	0.020	0.340	5.890	0.493	6.743
Limpopo	0.006	0.122	5.175	0.008	5.311
Western Cape	0.042	0.872	0.910	2.328	4.152
North-West	0.011	0.231	3.229	0.050	3.521
Mpumalanga	0.014	0.262	2.701	0.020	2.997
Free State	0.003	0.326	2.398	0.080	2.807
Northern Cape	0.002	0.116	0.303	0.468	0.889
Total					43.188

* Table taken from Du Plessis and Rousseau (2003:51), based on 1999 statistics.

From Table 4.1 it can be computed that the Limpopo province encloses 12.3 % of the total population of South Africa. The study population is part of the 5.175 million black people found in the province. They possess the characteristics highlighted in chapter 3, paragraph 3.2. A demographic profile of the black female public service employees in Giyani is depicted in Table 4.2.

TABLE 4.2 DEMOGRAPHIC CHARACTERISTICS (N =51)

DEMOGRAPHIC CHARACTERISTICS	FREQUENCY	% DISTRIBUTION
AGE		
18-24	2	3.92
25-30	9	17.65
31-35*	16	31.37
36-40	15	29.41
41-50	8	15.69
51-60	1	1.96
POPULATION GROUP		
Pedi	8	15.69
Shangaan/Tsonga*	37	72.55
Sotho (southern)	3	5.88
Lobedu	2	3.92
Swazi	0	0.00
Tswana	0	0.00
Ndebele	0	0.00
Venda	1	1.96
Zulu	0	0.00
Xhosa	0	0.00
MARITAL STATUS		
Married	22	43.14
Never married*	26	50.98
Divorced	2	3.92
Widow	1	1.96
CHILDREN		
N	9	17.65
1-2*	23	45.10
3-4	14	27.45
5-6	3	5.88
7 or more	2	3.92
EDUCATION		
Grade 10/std 8	4	8.00
Grade 12/std 10	19	38.00
Diploma/degree*	27	54.00
MONEY SPENT ON CLOTHING		
(PER MONTH)	0	0.00
Less than R99	7	14.00
R100-R199	6	12.00
R200-R299	8	16.00
R300-R399*	10	20.00
R400-R499	5	10.00
R500-R599	6	12.00
More than R600	8	16.00

TABLE 4.2 DEMOGRAPHIC CHARACTERISTICS (N =51) continued

DEMOGRAPHIC CHARACTERISTICS	FREQUENCY	% DISTRIBUTION
TOTAL MONTHLY INCOME OF HOUSEHOLD AFTER DEDUCTIONS (TAKE HOME)	1	2.04
R 500-R1000	20	40.82
R 1001-R3000*	18	36.73
R 3001-R5000	7	14.29
R 5001-R7000	2	4.08
R 7001-R10 000	0	0
R10 001-R20 000	0	0
R20 001-R50 000	1	2.04
More than R50 000	0	0
METHOD OF TRAVELLING		
Walk	2	3.92
Own car	17	33.33
Friend's car	4	7.84
Bus	3	5.88
Taxi*	25	49.02
TIME IT TAKES TO REACH CLOTHING STORE OF CHOICE		
Less than 15 minutes	2	3.92
15 minutes	5	9.80
30 minutes	5	9.80
45 minutes	7	13.73
1 hour	12	23.53
2 hours*	15	29.41
More than 2 hours	5	9.80
OCCUPATION		
Admin. – clerk/officer*	32	62.8
Nursing/welfare worker	9	17.6
Manager (Assistant/Deputy Director)	4	7.8
Control Official (Security)	2	3.9
Volunteer	1	2.0
Food & aid worker	1	2.0
Subject-advisory services (Lecturer/Teacher)	2	3.9

* Highest percentage of respondents for each demographic feature.

- The majority of the respondents (60.78%) were between 31 and 40 years of age. Most of them (50.98%) had never married, most (45.10%) had one or two children and most of them (54%) had a diploma or tertiary qualification. Public transport (taxis) was important to these women, as 49.02% used taxis and 33.33% used own cars while only 3.92% walked to the clothing stores. It took most of them 1-2 hours to reach their favourite clothing store.
- A large percentage of Shangaan/Tsonga people (72.55%) were represented in this study. This could be attributed to the distribution of different ethnic groups during the Homelands era, when people were settled according to their language or sub-culture.
- The respondents were characterised by specific buying behaviour. The majority (20%) spent R300 – R399 per month on clothing, while 16% spent more than R600 per month. According to

Du Plessis et al. (1994:155) income plays a major role in overall and localised demands for products and services.

- The total income of households after deductions ranged from R1000-R10 000. The majority of household incomes (77.55%) ranged from R1 001-R5 000. Nearly two-thirds (62.8%) of the respondents were employed as administration personnel or clerks.

4.3 PSYCHOMETRIC PROPERTIES OF THE MEASURING INSTRUMENT

4.3.1 Validity

Validity is a psychometric property of the measuring instrument, which determines whether a test measures what it is supposed to measure and determines whether that test can be used in making accurate decisions (Murphy & Davidshofer, 1994:106). Construct validity refers to the extent to which one can be sure the instrument represents the construct or attribute of which the name appears in its title (Henerson et al., 1978:135).

Construct validity for this study was assessed by means of confirmatory factor analysis, as described by Van Aardt and Steyn (1991: 47). Each of the subscales (store image attribute factors) was subjected to a factor analysis, using principal components for factor extraction. The FACTOR procedure of SAS Institute Inc. (1990) was used for this analysis. According to Smith et al. (1988: 20), a scale displays good construct validity when one (the ideal) or only a few factors are extracted, which together explain a substantial proportion of the variance, and when high communalities are obtained for each statement.

4.3.1.1 Results of validity determination

The number of factors extracted, the percentage of total variance explained by these extracted factors and the range of communalities on the statements for each attribute subscale are given in Table 4.3.

TABLE 4.3 FACTORS EXTRACTED, TOTAL VARIANCE EXPLAINED AND RANGE OF COMMUNALITIES ON THE STATEMENTS FOR EACH ATTRIBUTE FACTOR.

STORE IMAGE ATTRIBUTE FACTOR	SUBFACTORS EXTRACTED	TOTAL VARIANCE EXPLAINED BY EXTRACTED SUBFACTORS (%)	RANGE OF COMMUNALITIES
Merchandise in store	4	75.33	0.43-0.88
Service in store	6	76.11	0.69-0.91
Customers and salespeople	3	69.76	0.55-0.84
Physical facilities in store	7	76.68	0.66-0.89
Location and convenience	3	69.41	0.64-0.81
Promotion	2	63.62	0.48-0.79
Store atmosphere	2	72.10	0.66-0.74
Institutional factors	1	55.00	0.48-0.58
Post-purchase satisfaction	1	50.04	0.44-0.57

When comparing Table 4.3 with Table 3.1, it is clear that relatively few factors in relation to the number of items (questions) in each factor were extracted. Although the ideal is to extract only one factor, this is seldom achieved in practice. The extracted sub-factors in Table 4.3 together explained a substantial proportion of the total variance for each of the subscales. Both the Mineigen criterion and the scree plot were used to determine how many factors were extracted. Similar results were obtained with both methods. The communality on each statement comprised more than half of the total variance for most of the statements. Only four of the statements in all the factors yielded communalities < 0.5, with the lowest communality being 0.43. All nine factors as well as every individual statement in each of the nine store image attribute factors can consequently be deemed valid.

As the factor analysis for this instrument complies with the requirements for good construct validity to a large extent, the researcher is of the opinion that the measuring instrument has satisfactory construct validity.

Content validity was also investigated for Section B of the questionnaire. According to Murphy & Davidshofer (1994:108) content validity is demonstrated when all test items seem to measure the construct which appears as heading of a group of items, which is the case in section B of the questionnaire used in this study. Further, all items in this instrument correspond with those in other South African measuring instruments (Kleinhans, 2003:216-218, 88; Visser & Du Preez, 1998:46; Visser et al., 1996:5) which measured similar constructs and which were investigated for content validity. Also, the total set of behaviours in Section B was appropriate for measuring the characteristic behaviour of the specific respondents in this study, which is another requirement for content validity (Murphy & Davidshofer, 1994:109). The content validity could consequently be deemed satisfactory.

4.3.2 Reliability

A reliable measuring instrument displays internal consistency, which refers to the tendency of the different items on the scale to give the same response from any given respondent on a single administration of the test (Henerson et al., 1978:146). Test reliability can be determined in many ways. Cronbach's alpha coefficient is a suitable measure for tests with multiple-scored items which are administered once, as was used in this study. The procedure comprises the determination of the variance of all individuals' scores for each item and the addition of these variances across all items (Anastasi, 1988:124).

4.3.2.1 Results of reliability determination

The Cronbach alpha coefficients for the various store image attribute factors are given in Table 4.4.

TABLE 4.4. COEFFICIENT ALPHA FOR STORE IMAGE ATTRIBUTE FACTORS

STORE IMAGE ATTRIBUTE FACTORS	NUMBER OF ITEMS	COEFFICIENT ALPHA
1. Merchandise in store	12	0.86
2. Service in store	17	0.83
3. Customers and salespeople	11	0.83
4. Physical facilities in store	22	0.83
5. Location and convenience of store	9	0.77
6. Promotion	6	0.69
7. Store atmosphere	4	0.60
8. Institutional factors	3	0.57
9. Post-purchase satisfaction	3	0.49

From Table 4.4 it is clear that the reliability coefficients for four factors, namely *Merchandise, Service in store, Customers and salespeople, and Physical facilities* in store, were quite high (0.83-0.86). For the overall scale, the alpha coefficients for the various factors ranged from 0.49-0.86. The factors displayed satisfactory to very good reliability, except for two factors, namely *Institutional factors* and *Post-purchase satisfaction*, which yielded alpha coefficients lower than 0.6, but which are still acceptable.

In conclusion, it can be said that the original Section B of the questionnaire, which tested perception of the importance of store image attributes, was found both valid and reliable, and could consequently be used without any changes. All the original statements were retained.

4.4 RESULTS ON PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTES

Mean item scores, standard deviations and mean percentage scores, as well as mean percentage factor scores (at the end of each factor) were computed for all the store image attribute items. Further, mean factor percentage scores were ranked to indicate the importance of the various store image attribute factors to the respondents when comparing the factors to each other. Lastly, to simplify the interpretation of the scores for each item, the five Likert-scale response categories were reduced to three, by adding the total scores for response categories 1 and 2 ("not important at all" and ("not very important") and grouping them as category 1, meaning "less important". Original response category 3 (neutral response) was left unchanged, but renamed as category 2, while the total scores for response categories 4 and 5 ("important" and " very important") were added together and grouped as category 3, indicating a response meaning " important to very important". These three categories reflect the respondents' perception of the importance of the different store image attributes. The results are presented in Table 4.5.

TABLE 4.5 PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTES

STORE IMAGE ATTRIBUTE FACTOR	N	MEAN RAW SCORE ($\bar{x}$)	STANDARD DEVIATION	MEAN % SCORE	RANKING ORDER	IMPORTANCE OF ITEMS		
						1*	2**	3***
FACTOR 1: MERCHANDISE								ϕ
1. General quality of clothing	50	4.46	0.81	89.2		1	4	45
						2.00	8.00	90
2. Variety of styles	49	3.78	1.18	75.6		7	7	35
						14.28	14.29	71.43
3. Variety of size	47	4.43	0.77	88.6		1	2	44
						2.13	4.26	93.62
4. Visible name tags	49	3.43	1.17	68.6		10	13	26
						20.4	26.53	53.06
5. Styles suit own age	46	4.30	0.94	86.0		2	6	38
						4.34	13.04	82.61
6. Fashionable styles	49	3.55	1.46	71.0		16	4	29
						32.65	8.16	59.19
7. Attractive/competitive prices	49	4.37	1.01	87.4		4	4	41
						8.16	8.16	83.68
8. Low prices for quality	48	4.58	0.54	91.6		0	1	47
						0	2.08	97.92
9. Reduced prices	50	4.46	0.84	89.2		3	2	45
						6	4	90
10. Well organised display	50	4.30	0.86	86.0		2	7	41
						4	14	82
11. Clean merchandise	50	4.58	0.78	91.6		2	3	45
						4	6	90
12. Well known brand names	50	3.46	1.30	69.2		14	11	25
						28	22	50
Mean % score: Factor 1				**82.8**	**3**			

TABLE 4.5 PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTES continued

STORE IMAGE ATTRIBUTE FACTOR	N	MEAN RAW SCORE ($\bar{x}$)	STANDARD DEVIATION	MEAN % SCORE	RANKING ORDER	IMPORTANCE OF ITEMS		
						1*	2**	3***
FACTOR 2: SERVICE IN STORE								
13. Trolley or basket available	49	3.8	1.26	76		7 14.28	11 22.45	31 63.27
14. Security	45	3.84	1.31	76.8		8 17.78	9 20.00	28 62.23
15. Alteration of clothes without payment	46	3.65	1.43	73.0		10 21.74	9 19.57	27 58.69
16. Security when fitting clothes	48	3.71	1.24	74.2		9 18.75	9 18.75	30 62.50
17. Adequate no. of salespeople	47	3.87	1.15	77.4		7 14.90	7 14.89	33 70.21
18. Salespeople's advice	48	3.63	1.20	72.6		9 18.75	7 14.58	32 66.67
19. Directions to find clothes	48	3.81	1.23	76.2		8 16.66	5 10.42	35 72.91
20. Knowledgeable salespeople	49	4.04	1.12	80.8		5 10.20	5 10.20	39 79.60
21. Availability of self-service	45	3.82	1.09	76.4		5 11.11	10 22.22	30 66.67
22. Ease of merchandise return	47	4.34	0.89	86.8		3 6.38	4 8.51	40 85.11
23. Refund of unsatisfactory clothes	48	4.23	1.10	84.6		4 8.34	6 12.50	38 79.16
24. Delivery service to home	48	2.44	1.38	48.8		29 60.42	9 18.75	10 20.83
25. Catalogue	48	2.02	1.30	40.4		33 68.75	7 14.58	8 16.67
26. Internet facilities	49	2.06	1.42	41.2		33 67.34	8 16.33	8 16.33
27. Credit card or bank card facilities	45	3.13	1.47	62.6		16 35.56	9 20.00	20 44.44
28. Store card facilities	47	3.64	1.36	72.8		11 23.41	6 12.77	30 63.83
29. Lay-buy or lay-away services	49	4.04	1.24	80.8		6 12.24	6 12.24	37 75.52
Mean % score: Factor 2				**70.7**	**9**			

TABLE 4.5 PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTES continued

STORE IMAGE ATTRIBUTE FACTOR	N	MEAN RAW SCORE ($\bar{x}$)	STANDARD DEVIATION	MEAN % SCORE	RANKING ORDER	IMPORTANCE OF ITEMS		
						1*	2**	3***
FACTOR 3: CUSTOMERS AND SALESPEOPLE								
30. Buying clothes at the same stores as friends	46	2.87	1.42	57.4		25 54.35	5 10.87	16 34.78
31. Special feeling and being welcome	47	4.06	1.13	81.2		4 8.51	7 14.89	36 76.59
32. Unintrusive salespeople	48	3.77	1.26	75.4		7 14.58	11 22.92	30 62.50
33. Caring/helpful salespeople	49	4.51	0.77	90.2		1 2.04	2 4.08	46 93.87
34. Friendly salespeople	49	4.73	0.53	94.6		0 0	2 4.08	47 95.92
35. Honest salespeople	49	4.67	0.59	93.4		0 0	3 6.12	46 93.88
36. Courteous salespeople	49	4.63	0.60	92.6		0 0	3 6.12	46 93.88
37. Salespeople of my own age	49	2.92	1.38	58.4		20 40.82	14 28.57	15 30.61
38. Salespeople of my own gender	48	2.79	1.40	55.8		23 47.91	11 22.92	14 29.17
39. Fashionably dressed salespeople	49	3.35	1.42	67.0		13 26.53	12 24.49	24 48.98
40. Tidy/well-groomed salespeople	49	4.35	0.93	87.0		3 6.12	3 6.12	43 87.75
Mean % score: Factor 3				**77.5**	**7**			
FACTOR 4: PHYSICAL FACILITIES IN STORE								
41. Escalator and/or elevator	51	3.25	1.31	65.0		14 27.46	13 25.49	24 47.06
42. Washroom/toilet	51	4.20	1.20	84.0		7 13.72	2 3.92	42 82.35
43. Resting area	50	4.06	1.22	81.2		5 10.00	5 10.00	40 80.00
44. Sufficient fitting rooms	50	4.52	0.71	90.4		1 2.00	3 6.00	46 92.00
45. Provision for physically disabled	51	4.47	0.90	89.4		2 3.92	2 3.92	47 92.16
46. Bright lights in store	50	4.12	0.94	82.4		4 8.00	7 14.00	39 78.00

TABLE 4.5 PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTES continued

STORE IMAGE ATTRIBUTE FACTOR	N	MEAN RAW SCORE ($\bar{x}$)	STANDARD DEVIATION	MEAN % SCORE	RANKING ORDER	IMPORTANCE OF ITEMS		
						1*	2**	3***
47. Bright lights in fitting rooms	51	4.24	0.86	84.8		3	5	43
						5.88	9.80	84.32
48. Air conditioning	51	4.20	0.92	84.0		3	5	43
						5.88	9.80	84.32
49. Cleanliness of the store	51	4.73	0.60	94.6		1	1	49
						1.96	1.96	96.08
50. Maintenance of the store	50	4.52	0.65	90.4		1	1	48
						2.00	2.00	96.00
51. Floor covering (carpets, tiles)	51	4.22	1.01	84.4		6	3	42
						11.76	5.88	82.35
52. Interesting/attractive store front	51	4.57	0.67	91.4		1	2	48
						1.96	3.92	94.12
53. Visible access to store entrance	49	4.39	0.70	87.8		1	3	45
						2.04	6.12	91.48
54. Visible access to store exit	50	4.40	0.78	88.0		1	3	46
						2.00	6.00	92.00
55. Fashionable interior	50	4.08	0.80	81.6		1	11	38
						2	22.00	76.00
56. Placement of aisles	50	3.76	1.02	75.2		5	15	30
						10.00	30.00	60.00
57. Width of aisles	50	3.94	1.11	78.8		8	5	37
						16.00	10.00	74.00
58. Sufficient direction/information boards	51	4.16	1.03	83.2		4	8	39
						7.84	15.69	76.47
59. Spacious fitting/dressing room	51	4.29	0.78	85.8		2	4	45
						3.92	7.84	88.24
60. Mirrors in the fitting rooms	51	4.91	0.58	94.2		1	0	50
						1.96	0	98.04
61. Privacy in fitting rooms	51	4.91	0.67	94.2		1	0	50
						1.96	0	98.04
62. Attractive décor	51	3.98	0.91	79.6		4	9	38
						7.84	17.6	74.51
Mean % score: Factor 4				**85**	**1**			
FACTOR 5: LOCATION AND CONVENIENCE								
63. Fast/enough check out points	51	4.22	1.01	84.4		4	6	41
						71.84	11.76	80.39
64. Clothing store close to home	49	3.33	1.16	66.6		11	18	20
						22.45	36.73	40.82

TABLE 4.5 PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTES continued

STORE IMAGE ATTRIBUTE FACTOR	N	MEAN RAW SCORE ($\bar{x}$)	STANDARD DEVIATION	MEAN % SCORE	RANKING ORDER	IMPORTANCE OF ITEMS		
						1*	2**	3***
65. Shopping centre/mall with many shops	50	4.02	1.13	80.4		6	7	37
						12.00	14.00	74.00
66. Availability of parking areas	50	4.40	0.83	88.0		2	5	43
						4.00	10.00	86.00
67. Close to bus/taxi rank	48	4.15	0.97	83.0		4	7	37
						8.33	14.58	77.08
68. Shops close to work	49	2.96	1.06	59.2		15	22	12
						30.61	44.90	24.49
69. Restaurants and other shops in the vicinity	50	4.12	0.75	82.4		0	11	39
						0	22.00	78.00
70. Crime-free environment	50	4.46	0.84	89.2		2	5	43
						4.00	10.00	86
71. Store hours determine where to buy	50	3.98	1.05	79.6		4	11	35
						8.00	22.00	70.00
Mean % score: Factor 5				**79.2**	**5**			
FACTOR 6: PROMOTION								
72. Advertised clothing freely available	51	4.41	0.85	88.2		2	6	43
						3.92	11.76	84.32
73. Visible in-store advertisements	51	4.37	0.75	87.4		1	5	45
						1.96	9.80	88.23
74. Striking window displays	51	4.24	0.68	84.8		0	7	44
						0	13.73	86.27
75. Colour/symbols used in promotions	49	3.96	1.17	79.2		6	7	36
						12.24	14.29	73.47
76. Promotions at the display	50	3.20	1.21	64.0		17	12	21
						34	24	42
77. Buy clothes at special events	51	4.02	1.05	80.4		5	12	34
						9.80	23.53	66.67
Mean % score: Factor 6				**80.6**	**4**			
FACTOR 7: STORE ATMOSPHERE								
78. Store's atmosphere	51	3.96	0.96	79.2		5	6	40
						9.80	11.76	78.44
79. Music playing	51	3.08	1.07	61.6		14	20	17
						27.45	39.22	33.33

TABLE 4.5 PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTES continued

STORE IMAGE ATTRIBUTE FACTOR	N	MEAN RAW SCORE ($\bar{x}$)	STANDARD DEVIATION	MEAN % SCORE	RANKING ORDER	IMPORTANCE OF ITEMS		
						1*	2**	3***
80. Feeling of being at ease when entering a store	51	4.22	0.70	84.4		2	2	47
						3.92	3.92	92.15
81. Store not crowded	51	4.08	1.13	81.6		7	6	38
						13.72	11.76	74.51
Mean % score: Factor 7				**76.7**	**8**			
FACTOR 8: INSTITUTIONAL FACTORS								
82. Reputation of the store	51	3.84	1.10	76.8		8	8	35
						15.69	15.69	68.62
83. Reliability of the salespeople	51	4.27	0.78	85.4		2	4	45
						3.92	7.84	88.24
84. Fashion policy of the store	51	3.61	1.23	72.2		11	7	33
						21.57	13.73	64.71
Mean % score: Factor 8				**78.1**	**6**			
FACTOR 9: POST-PURCHASE SATISFACTION								
85. Satisfaction after wearing the clothes	51	3.61	1.23	72.2		1	0	50
						1.96	0	98.04
86. Complaints handled sympathetically	51	4.55	0.76	91		1	2	48
						1.96	3.92	94.12
87. Store replaces defective clothing	51	4.57	0.81	91.4		1	4	46
						1.96	7.84	90.2
Mean % score: Factor 9				**84.9**	**2**			

Importance of items is given as 1, 2, and 3

* 1 = Total number of responses in categories 1 & 2 (less important)

** 2 = Number of responses in category 3 (neutral)

***3 = Total number of responses in categories 4 & 5 (important-very important)

ϕ Total number of responses are given above the dotted line and percentages underneath the dotted line.

The respondents in this study indicated that the store image attributes listed in the questionnaire were important to very important. According to table 4.5, the respondents considered the following store image attribute factors as very important (store image attribute factor means scored above 80%).

- Physical facilities (85%)
- Post-purchase satisfaction (84.9%)
- Merchandise in store (82%) and
- Promotion (80.6%)

The factor of least importance was *service in store*, but nevertheless there were certain items or attributes under this factor which the respondents regarded as important, like the importance of having knowledgeable salespeople, ease of merchandise return and refunding of unsatisfactory clothes.

4.4.1 Merchandise in store

This factor was ranked third most important among store image attribute factors, with a mean factor score of 82.8%. Quality and price were ranked most important as far as the merchandise in clothing stores is concerned. The following attributes obtained scores above 85%: low prices for quality, clean merchandise, variety of merchandise and reduced prices. The same trends were reported in research findings by Birtwistle and Siddiqui (1995:21), in a survey which they conducted to analyse those attributes consumers perceive to be most important elements of store image for men's wear fashion retailers. The price of merchandise was mentioned more frequently than any other attribute, while merchandise quality was also perceived to be very important in this study. Frings (1999:64-65) also points out that price is the most important consideration for the average consumer, but that quality is perceived as an important attribute as well. Consumer demand for quality has risen, and clothing shoppers are looking for their idea of quality or perceived value at lower prices. Sproles (1979:91) confirms that price is important, especially with so many retailers competing for the same market.

The black market is demonstrating the same trends and the black shopper increasingly demands quality, durability and styling. To them it doesn't make sense to pay a fortune for something that will be outdated at the end of the season. They are buying where they get fashionable clothes at a good price, coupled with reliable quality (Anon., 1987:38; Anon., 1989:22).

Abraham-Murali and Littrell (1995:65) come to the conclusion that the apparel market is highly diverse and competitive, and that to establish a market niche, apparel retailers should understand and attend to clothing attributes considered important by consumers.

4.4.2 Service in store

This store image attribute factor was of least importance to the respondents, as it was ranked ninth, with a mean factor percentage score of 70.7. Certain attributes under this factor were considered important, however, with mean percentage scores of 80 and above, namely: knowledgeable salespeople, ease of merchandise return, refund of unsatisfactory clothes, and lay-buy or lay-away services. Loudon and Della Bitta (1993:545) support the importance of these attributes, by stating that services such as product returns, refunds and shopper information from salespeople are imperative for attracting customers. Anon. (1986:33) points out that there has developed a new awareness among black consumers viz. the right (consumer power) to demand good service and attractive merchandise display, as they have moved away from uncomplaining of the past.

4.4.3 Customers and salespeople

This store image attribute factor was perceived to be seventh most important. The respondents perceived a caring, friendly, honest and well-groomed salesperson to be important in a store, with item scores ranging from 87% to 94.6%. Blackwell et al. (2001:137) state that personality, temperament and appearance of salespeople have the ability to win a customer's confidence and successfully lead to a transaction. This is supported by Terblanché (1998:68), disclosing that salespersons are said to be a consumer's first contact with the retailer, and a salesperson can influence a consumer to buy. Birtwistle & Siddiqui's study (1995:21) confirms that salespeople should be friendly, caring and honest. Antonides and van Raaij (1988:416) as well as Loudon and Della Bitta (1993:545) emphasize that expertise and friendliness of store personnel are especially important in clothing stores. Harps-Logan (1997:17) finds that black clients are more impulsive and easier persuaded by salespeople than white clients.

4.4.4 Physical facilities in store

This factor was scored most important of all the store image attribute factors, indicating that this study population deemed physical facilities of a clothing store very important. Of the twenty-two attributes listed under this factor, 18 proved to be very important to the respondents (item scores above 80%). These items included cleanliness of the store, spacious fitting rooms with mirrors, restrooms and toilets or washrooms, provisions for the physically disabled, lighting, air conditioning, visible access to entrance and exit, attractive store front, maintenance of store including floor coverings, and sufficient direction information boards and posters. According to previous research findings, the availability of store layout information in a store can influence consumer behaviour positively. Both Terblanché (1998:66) and Assael (1992:628) identify information in the form of information boards and posters or boards that show directions in a bigger store with a variety of merchandise as beneficiary to consumers. Loudon and Della Bitta (1993:543) and Engel et al. (1990:591) also emphasize the importance of physical facilities to the consumer by mentioning that what is visible to the consumer like carpeting, lighting, air conditioning and washrooms, influences store assessment by consumers. These attributes make out some of the determinants of store image. Terblanché (1998:274) states that it is a must for clothing retailers to have fitting rooms and that they should be kept in good condition, as that will make the consumer feel safe and comfortable. There is also research evidence showing that lighting affects consumer behaviour – it can affect consumers' moods, anxiety levels and willingness to shop (Peter & Olson, 1990:313; Terblanché, 1998:219).

The majority of respondents in this study had one or two children, and shopping with children is very difficult when stores do not have a restroom or area to rest. This is confirmed by Terblanché (1998:275). Terblanché (1998:234, 275) also points out that restrooms should be designed with high standards of hygiene, a requirement that is even more important in stores that cater for shoppers with children. This is supported by Engel et al. (1990:591) by stating that availability of restrooms influences women's shopping behaviour and where they shop.

4.4.5 Location and convenience

This store attribute was rated fifth most important. The availability of parking, a shopping centre with many shops, flexible store hours, stores close to the taxi rank, and a crime-free environment were the attributes which were cited as important by the respondents.

Terblanché (1998:194,197), Frings (1999; 304) and Gautschi (1981:167) confirm the importance of accessibility of a retailer to the customers and the proximity of a store to public transport as well as the availability of parking.

4.4.6 Promotion

This store image was ranked fourth as far as the overall importance was concerned, with a mean factor score of 80.6%. Items such as availability of advertised clothing, visible in-store advertisements, striking window displays and sales-promotions/events obtained scores of 80-87%, so these aspects were important to the respondents. Literature reveals that advertising through television, magazines and in-store pamphlets is important to the black shopper, but he/she still demands a comprehensive selection of goods in windows (Anon., 1986:33). Harps-Logan (1997:17) finds that black customers are more impressed by displays than are whites. Price promotions or sales seem to draw consumers, who do not normally patronise a specific store, to visit the store and buy (Terblanché, 1998:67). Advertised specials that are unavailable or are mispriced create doubt in the mind of the consumer, thus undermining store loyalty (Engel et al., 1990:589).

4.4.7 Store atmosphere

Respondents in this study were of the opinion that store atmosphere was one of the less important attributes and rated it eighth most important in comparison to the other attributes. They did, however, esteem the feeling of ease when entering the store as important. In a study by Kleinhans (2003:94), black female students rated store atmosphere as unimportant. Mowen and Minor (1998:459) argue that atmosphere influences the extent to which consumers spend beyond their planned levels in a store. According to them, the store's atmosphere influences a shopper's emotional state, which then leads to increased or decreased shopping.

4.4.8 Institutional factors

Respondents rated this attribute as sixth most important. An aspect which was cited to be of significance, was the reliability of the salespeople. Kleinhans (2003:93) finds that salespeople's service was rather important, but the black female students who participated in her study did not have strong preferences for specific salespeople.

4.4.9 Post-purchase satisfaction

This store image attribute factor was ranked second most important. Two items were scored above 90%, indicating a strong need for support by stores, should the purchased article not be satisfactory afterwards, as well as the need to have defective clothing replaced and complaints handled sympathetically. Du Plessis and Rousseau (2003:456) support this response by emphasising consumers' rights to be heard and to receive full and sympathetic consideration in all aspects that concern the consumer and the products. They point out that consumers are entitled to the right of a fair settlement in case of just claims, including the right to receive a refund when defective goods were misrepresented. This view is also confirmed by Engel et al. (1990:594).

In conclusion, the nine store image attribute factors investigated in this study were the ones grouped and described by Lindquist (1974-1975: 31-32). Four of these nine were found to be very important in this study, namely physical facilities, post purchase satisfaction, merchandise and promotion. This largely confirms what previous researchers found or hypothesized to be true. Lindquist (1974-75:36) found merchandise, which included selection, quality, pricing and styling, to be the most important, followed by promotion, while post-purchase satisfaction was found least important.

4.5 STORE CHOICE

Store choice behaviour was investigated to find out which clothing stores are visited by rural black female clothing shoppers and how often they are visited. Eighteen well-known stores around Giyani and nearby towns were selected for the study.

A five-point Likert-type scale was used to determine the degree of visitation, varying from "never" to "very often". The response categories were: 1 = never; 2 = exceptional occasions; 3 = sometimes (3 times a year); 4 = often (4 – 8 times a year); and 5 = very often (more than 8 times a year).

The eighteen stores listed in the questionnaire were further grouped into three store types, namely specialty stores, department stores, and discount stores. To simplify the interpretation of the results, the five response categories were reduced to three, namely:

1 = unpopular (response categories 1 + 2)

2 = average popularity (response category 3)

3 = popular (response categories 4 + 5)

The results are displayed in Table 4.6.

TABLE 4.6 STORE CHOICE ACCORDING TO STORE TYPES

CLOTHING STORES		UNPOPULAR [1*]		AVERAGE [2**]		POPULAR [3***]	
	N	N	%	n	%	n	%
1. SPECIALTY STORES							
Dunns	50	21	42.00	13	26.00	16	32.00
Bee Gee	50	38	76.00	4	8.00	8	16.00
Foschini	48	23	47.91	9	18.75	16	33.33
Milady's	48	24	50.00	11	22.92	13	27.10
Pages/Exact	50	27	54.00	14	28.00	9	18.00
Webbers	46	36	78.26	3	6.52	7	15.21
Smart-Centre	50	30	60.00	13	26.00	7	14.00
Topics	48	20	41.67	15	31.25	13	27.08
Truworths	49	22	44.90	5	10.20	22	44.89
Home Agents	50	34	68.00	14	28.00	2	4.00
2. DEPARTMENT STORES							
Ackermans	51	11	7.84	13	25.49	27	52.94
Edgars	48	17	35.41	8	16.67	23	47.92
Jet	49	14	28.57	14	28.57	21	42.85
Sales House	48	31	64.58	12	25.00	5	10.42
Woolworths	47	15	31.92	14	20.79	18	38.29
3. DISCOUNT STORES							
Mr Price	47	15	31.91	11	23.40	21	44.68
Pep Stores	50	16	32.00	11	22.00	23	46.00
Flea Market	51	42	82.35	7	13.73	2	3.92

Frequency distribution of store choice is given as 1, 2, and 3

*1 = total response categories 1+2 in questionnaire (unpopular store)

**2 = response category 3 in questionnaire, unchanged (store of average popularity)

***3 = response categories 4+5 in questionnaire (popular store)

Respondents listed a few stores additionally, apart from those given in the questionnaire, where they sometimes shopped. Twelve of these were visited by only one or two respondents each, and not very often, so they won't be mentioned here. Only two of the additionally mentioned stores, namely Pointer and Fashion World, were visited more frequently. Pointer was visited sometimes (3 times a year) by 3 respondents, often (4-8 times a year) by 7 respondents and very often (more than 8 times a year) by 4 respondents, while Fashion World was visited sometimes by 2 respondents, often by 3 respondents and very often also by 3 respondents.

Table 4.6 depicts the popularity of specialty, department and discount stores. Truworths was the most popular store among the specialty stores, as it was visited often or very often by 44.89% of the respondents, followed by Foschini (33.33%). Webbers and Bee Gee were the most unpopular specialty stores, seldom or never visited by 78.26% and 76% of the respondents respectively. Ackermans and Edgars were the most popular stores among the department stores, visited often or very often by 52.94% and 47.92% of the respondents respectively. Sales House was the most unpopular department store, with 64.58% of the respondents never or seldom visiting this store. Pep stores and Mr Price were the most popular discount stores, with scores of 46.00% and 44.68% respectively. It is interesting to note that home agents and flea markets were very unpopular, with respectively 68% and 82.35% of the respondents never making use of these means to buy clothes.

In this study, none of the individual stores or store type categories was overwhelmingly popular. From this it could be surmised that these respondents didn't shop at any of these store types for clothes very often. The frequencies were mostly higher in the unpopular category than in the popular store choice categories, indicating that clothing stores were generally not visited frequently. When comparing the three store types, it seems that discount and department stores were more popular than specialty stores, with department stores obtaining the highest score in the popular response category. These results differ from those of Kleinhans (2003:97-98) who finds that, except for Mr Price, discount stores were unpopular among black female students, while three of the investigated specialty stores were as popular as two of the department stores.

4.6 CORRELATIONS

Correlations among store image attribute factors mutually, as well as correlations among store choice and store image attribute factors were computed. Correlations between personal characteristics and the above-mentioned variables were also determined, the objective being to investigate possible relationships between the above-mentioned pairs of variables. Pearson's correlation coefficient was used in all the determinations. P-values < 0.05 indicate statistically significant correlations. Correlation coefficients are displayed in the first line and p-values in the second line for each variable in Tables 4.7-4.10.

4.6.1 Correlations between store image attribute factors mutually

These correlations are depicted in Table 4.7. Pearson's correlation coefficient was used to determine whether statistically significant mutual relationships existed among the various store image attribute factors.

TABLE 4.7 CORRELATIONS BETWEEN STORE IMAGE ATTRIBUTE FACTORS MUTUALLY

Store Image Attribute Factors	Merchandise	Service	Customers and sales people	Physical facilities	Location and convenience	Promotion	Atmosphere	Institutional factors	Post-purchase satisfaction
Merchandise	1.00 0.00	0.57 0.00	0.62 0.00	0.47 0.00	0.43 0.00	0.33 0.02	0.40 0.00	0.51 0.00	0.39 0.00
Service		1.00 0.00	0.43 0.00	0.38 0.00	0.29 0.04	0.45 0.00	0.34 0.01	0.41 0.00	0.20 0.17
Customers and salespeople			1.00 0.00	0.46 0.00	0.53 0.00	0.51 0.00	0.48 0.00	0.49 0.00	0.52 0.00
Physical facilities				1.00 0.00	0.29 0.04	0.31 0.02	0.35 0.01	0.32 0.02	0.58 0.00
Location and convenience					1.00 0.00	0.44 0.00	0.53 0.00	0.42 0.00	0.47 0.00
Promotion						1.00 0.00	0.51 0.00	0.43 0.00	0.54 0.00
Atmosphere							1.00 0.00	0.60 0.00	0.49 0.00
Institutional factors								1.00 0.00	0.48 0.00
Post-Purchase satisfaction									1.00 0.00

There were statistically significant correlations existing among all the various store image attribute factors mutually except between store service and post-purchase satisfaction. The correlations among the various store image attribute factors were quite high, mostly above 0.4. The highest correlations existed between merchandise and customers and salespeople ($r = 0.62$), between store atmosphere and institutional factors ($r = 0.60$) and between physical facilities and post-purchase satisfaction ($r = 0.58$), indicating definite relationships between these variables. Kleinhans (2003:100) also found a high percentage of statistically significant correlations, but the correlations were lower in value.

4.6.2 Correlations between store choice and store image attribute factors

Pearson's correlation coefficients were calculated to determine if statistically significant relationships existed among store image attribute factors and store choice of respondents. The correlation coefficients and the p-values are depicted in Table 4.8.

TABLE 4.8 CORRELATIONS BETWEEN STORE CHOICE AND STORE IMAGE ATTRIBUTE FACTORS

Store Image Attribute Factors / Types of Stores	Merchandise	Service	Customers and salespeople	Physical facilities	Location and convenience	Promotion	Atmosphere	Institutional factors	Post-purchase satisfaction
Specialty stores	0.10 0.49	0.13 0.36	0.06 0.67	-0.04 0.77	0.05 0.73	0.06 0.66	0.16 0.27	0.05 0.73	-0.05 0.72
Department stores	0.21 0.15	0.10 0.47	0.13 0.38	-0.04 0.76	0.14 0.33	0.04 0.77	0.12 0.40	0.16 0.27	-0.08 0.59
Discount stores	0.02 0.91	0.03 0.86	0.04 0.80	-0.17 0.23	0.16 0.26	0.04 0.76	0.05 0.71	-0.02 0.91	0.19 0.18

All the correlations between store types and store image attribute factors were statistically insignificant. They yielded correlation coefficients of less than 0.2, which indicates that no relationships existed between the mentioned variables. In a similar study in South Africa, Kleinhans (2003:104) also finds only one statistically significant correlation, namely between preference for salespeople and department stores.

4.6.3 Correlations between store image attribute factors and personal characteristics

Pearson's correlation coefficients were computed to investigate if any statistically significant relationships existed between store image attribute factors and personal characteristics. The above-mentioned correlations and p-values are displayed in Table 4.9.

TABLE 4.9 CORRELATIONS BETWEEN STORE IMAGE ATTRIBUTE FACTORS AND PERSONAL CHARACTERISTICS

Store Image Attribute Factors / Personal Characteristics	Merchandise	Service	Customers and salespeople	Physical facilities	Location and convenience	Promotion	Atmosphere	Institutional factors	Post-purchase satisfaction
Age	0.15 0.30	0.05 0.74	0.20 0.18	0.04 0.77	0.31 0.03	-0.00 0.98	-0.05 0.71	-0.02 0.91	0.03 0.81
Number of children	0.28 0.08	0.23 0.16	0.14 0.40	0.10 0.52	0.13 0.40	-0.03 0.85	0.03 0.87	0.20 0.20	-0.01 0.94
Education	0.13 0.37	0.15 0.31	-0.02 0.88	0.20 0.17	0.07 0.63	0.09 0.52	0.23 0.10	-0.09 0.49	0.09 0.55

TABLE 4.9 CORRELATIONS BETWEEN STORE IMAGE ATTRIBUTE FACTORS AND PERSONAL CHARACTERISTICS continued

Store Image Attribute Factors / Personal Characteristics	Merchandise	Service	Customer and salespeople	Physical facilities	Location, convenience	Promotion	Atmosphere	Institutional factors	Post-purchase satisfaction
Money spent on clothes	0.16 0.27	0.00 0.95	-0.05 0.74	0.15 0.31	-0.14 0.33	-0.17 0.25	-0.12 0.39	0.07 0.63	-0.05 0.75
Income	0.09 0.54	-0.02 0.90	0.18 0.22	0.27 0.06	0.12 0.41	-0.05 0.72	0.16 0.29	0.16 0.28	0.23 0.12

All the correlations between store image attribute factors and personal characteristics were statistically insignificant. Correlation coefficients of less than 0.3 were yielded, which indicates practically no relationships between the above-mentioned variables. Shim and Kotsiopulos (1992b:62) also find no direct relationship between personal characteristics and store attributes.

4.6.4 Correlations between store choice according to store type and personal characteristics

Pearson's correlation coefficient was used to determine whether statistically significant relationships existed among store choice (according to store type) and personal characteristics. These correlations are depicted in Table 4.10.

TABLE 4.10 CORRELATIONS BETWEEN STORE CHOICE AND PERSONAL CHARACTERISTICS

Store Type / Personal Characteristics	Specialty stores	Department stores	Discount stores
Age	0.02 0.88	0.03 0.86	-0.09 0.51
Number of children	0.11 0.51	0.11 0.48	-0.06 0.71
Education	0.17 0.25	0.09 0.53	-0.17 0.23
Money spent on clothes	0.41 0.00	0.24 0.10	-0.46 0.00
Income	-0.01 0.95	-0.01 0.92	-0.08 0.56

There were only two statistically significant relationships between the personal characteristics and the three store categories. Money spent on clothes was statistically significantly related to two store categories, namely speciality stores ($r = 0.41$) and discount stores ($r = -0.46$). This indicates that the more money those respondents spent on clothes, the more often they visited speciality stores and the less often they visited discount stores. Other than the above, there were no statistically significant relationships. Shim and Kotsiopulos (1992b:62) also find no direct relationship between personal characteristics and patronage behaviour.

4.7 CLUSTER ANALYSIS

Clustering of respondents was done according to Ward's method, as described by Kleinhans 2003:76,106), in order to determine whether shoppers could be classified in different groups, based on their evaluation of the importance of various store image attributes as well as their behaviour with respect to store choice. The results are displayed in Tables 4.11 and 4.12 and Figures 4.1 and 4.2.

4.7.1 Cluster analysis with reference to store image attribute factors

Table 4.11 presents the mean cluster scores and standard deviations for store image attribute factors. Three clusters could be distinguished, each with a specific disposition towards the store image attributes listed in the questionnaire.

TABLE 4.11 CLUSTER SCORES WITH REFERENCE TO STORE IMAGE ATTRIBUTE FACTORS

Clusters / Store-Image Attribute factor	Mean Cluster Scores					
	Cluster 1 (n = 8)		Cluster 2 (n = 19)		Cluster 3 (n = 21)	
	Mean	SD	Mean	SD	Mean	SD
Merchandise	3.38	0.78	4.55	0.38	4.03	0.41
Service	2.85	0.29	3.91	0.43	3.43	0.63
Customers/Salespeople	3.19	0.45	4.47	0.39	3.59	0.40
Physical facilities	3.89	0.57	4.52	0.36	4.14	0.35
Location and convenience	3.22	0.50	4.35	0.37	3.93	0.44
Promotion	3.08	0.35	4.46	0.36	3.98	0.45
Atmosphere	2.91	0.58	4.16	0.44	3.90	0.57
Institutional factors	2.88	0.69	4.21	0.51	4.08	0.71
Post-purchase satisfaction	4.04	0.45	4.95	0.17	4.49	0.51

The results are also graphically depicted in Figure 4.1

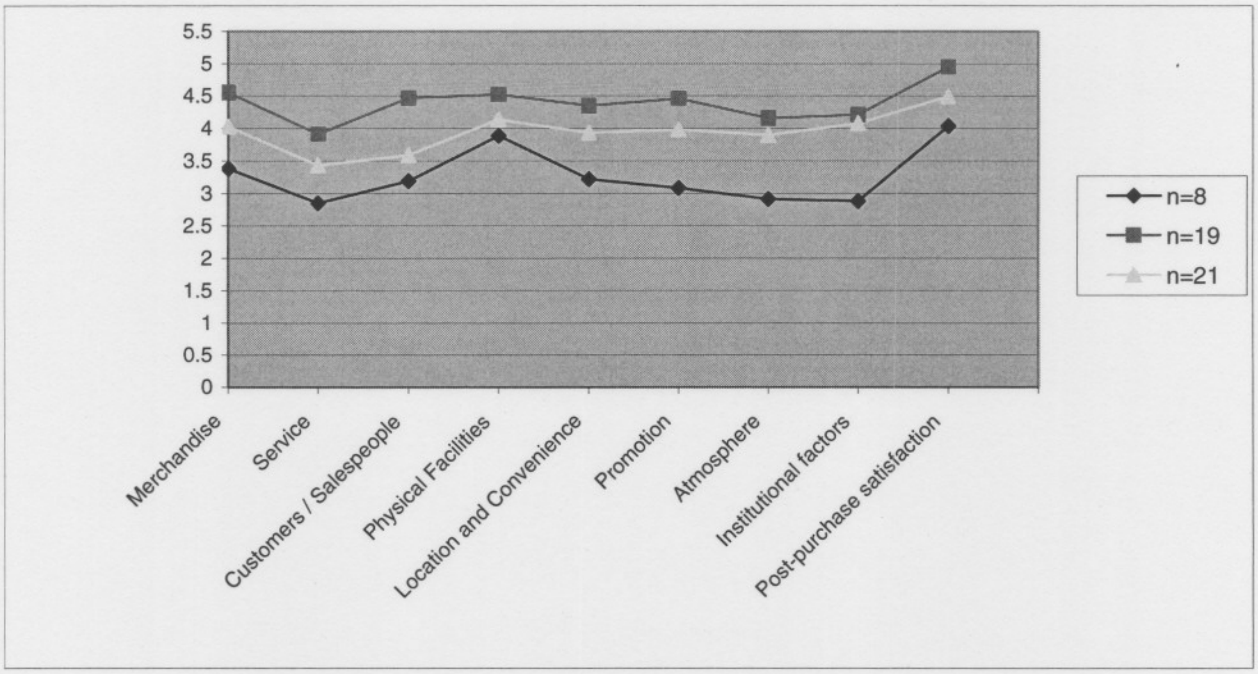

FIGURE 4.1 CLUSTER ANALYSIS FOR STORE IMAGE ATTRIBUTE FACTORS

Group 1 - Relaxed practical shoppers (n = 8)

Group 2 - Highly store involved shoppers (n = 19)

Group 3 - Store-conscious shoppers (n = 21)

Clusters 2 and 3 displayed similar tendencies, while cluster 1 clearly differed from clusters 2 and 3 regarding evaluation of the importance of the various store attributes.

Cluster 1: Relaxed practical shoppers

Black female clothing consumers in this cluster, which was the smallest cluster (n = 8), evaluated all the listed store image attribute factors less important than the other two groups, which is an indication that they were not as concerned with the store image attributes as the other two groups. They were the least concerned with the various *services* in the store, *institutional factors* and the *atmosphere* in stores (mean scores < 0.3), yet they were realistic and practical in evaluating *post-purchase satisfaction* as the most important store image attribute factor (mean score 4.04). *Physical facilities* were also important to them (mean score 3.89), an indication that they preferred to shop effortlessly and in comfort. Kleinhans (2003:110) finds that practical shoppers perceived *promotion, credit facilities and physical facilities* as very important.

Cluster 2: Highly store-involved shoppers

This second biggest cluster (n = 19) was highly concerned with all the store image attributes. They attached more importance to each of the attributes than any of the other two clusters of shoppers, which emphasises that this group of rural black female apparel shoppers will be highly critical of clothing stores regarding the nine store image attributes under survey in this study. *Post-purchase satisfaction* (mean score 4.93) was of utmost importance to this group, emphasizing their critical disposition, followed by attributes of nearly equal importance (mean scores 4.55-4.46), namely *merchandise, physical facilities, customers and salespeople*, and *promotion. Location and convenience of the store, institutional factors* and *store atmosphere* were slightly less important, while various *store services* were of least importance to them.

Cluster 3: Store-conscious shoppers

The third and biggest cluster (n = 21) followed the same tendency as group 2 in evaluating the importance of the various store image attributes, but they placed a slightly lower importance on each of the attributes. That this group was economically and practically dispositioned can be deduced from the fact that *post-purchase satisfaction* was their first priority (mean score 4.49), followed by six attributes of approximately equal importance (mean scores 4.14-3.90), namely *physical facilities, institutional factors, merchandise, promotion, location and convenience of store* and *store atmosphere. Customers and salespeople*, as well as various *store services* were of least importance to this group, which indicates that they were not primarily concerned with social status, but rather more practically orientated.

4.7.2 Cluster analysis with reference to choice of store types

Table 4.12 presents the mean scores and standard deviations for store types. Three clusters could be distinguished, each with a distinct choice of store types.

TABLE 4.12 CLUSTER SCORES WITH REFERENCE TO CHOICE OF STORE TYPES

Clusters / Store types	Cluster 1 (n = 12)		Cluster 2 (n = 14)		Cluster 3 (n = 25)	
	Mean	**SD**	**Mean**	**SD**	**Mean**	**SD**
Specialty stores	1.78	0.29	3.17	0.73	2.42	0.51
Department stores	2.10	0.47	3.86	0.87	3.06	0.56
Discount stores	2.24	0.70	2.19	0.50	3.24	0.52

The results are also graphically depicted in Figure 4.2.

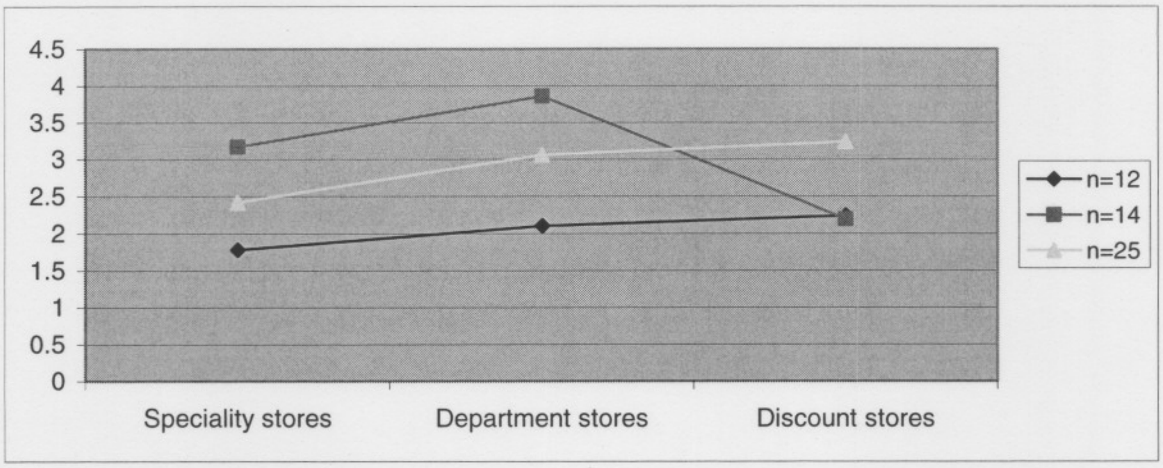

FIGURE 4.2 CLUSTER ANALYSIS FOR CHOICE OF STORE TYPE

Cluster 1 - Apathetic economical shoppers (n = 12)

Cluster 2 - Prestige-conscious shoppers (n = 14)

Cluster 3 - Passive economical shoppers (n = 25)

From Figure 4.2 it is clear that clusters 1 and 3 displayed similar tendencies, while cluster 2 differed from them.

Cluster 1: Apathetic economical shoppers

This group of shoppers which formed the smallest cluster (n = 12), showed a low tendency to shop at any of the listed store types. They probably obtained their clothes in another way, such as by ways of home sewing or gifts. They very seldom shopped at speciality stores (mean score 1.78) and a little more frequently at department stores (mean score 2.10). When they did occasionally shop for apparel, discount stores was their first choice (mean score 2.24). Their store choice behaviour resembled that of the practical intensive shoppers described in a study by Kleinhans (2003:122).

Cluster 2: Prestige-conscious shoppers

This cluster was slightly bigger than cluster 1 (n = 14). This group was the most active of the three groups of shoppers and they most frequently shopped at department stores (mean score 3.86), followed by specialty stores (mean score 3.17). This store choice pattern shows fashion awareness, confidence and possibly a need for credit facilities. They seldom shopped at discount stores (mean score 2.19), maybe showing an awareness of the need to buy quality, or a consciousness of status.

Cluster 3: Passive economical shoppers

Although this group of apparel shoppers was engaged in shopping at all three store types to a bigger extent than cluster 1, they also had a relatively low interest in all three store types. This biggest cluster (n = 25) followed the same tendency as cluster 1, with the highest interest in discount stores (mean 3.24), followed by department stores (mean score 3.06). They probably did not expect extensive customer service, which corresponds with findings of Lee & Johnson (1997:26-30) in a study on customer expectations at apparel retail stores. They most infrequently chose specialty stores for their apparel shopping (mean score 2.42), thereby showing an economical approach towards apparel shopping and maybe a tendency to pursue bargains.

In conclusion, six clusters of rural black female clothing shoppers could be identified , three based on their perception of clothing store image attributes and three on their store choice behaviour. Each cluster displayed specific perceptions and store choice behaviour, confirming that these respondents were not a homogeneous group of clothing consumers.

4.8 SUMMARY

The demographic characteristics of the respondents were described, the validity and reliability of the questionnaire discussed and the results tabulated. In agreement with the aim and objectives of the study, the perceptions of the importance of store image attributes and store choice behaviour were investigated and discussed. Lastly, correlations between the investigated variables were determined, and cluster analyses to investigate possible differences and similarities between groups of respondents were performed. The next chapter deals with conclusions and implications for future research and retailers.

CHAPTER 5

CONCLUSIONS

5.1 INTRODUCTION

The broad aim of the study was to investigate the personal characteristics (demographics), perceptions of store image attributes and store choice of rural black female clothing shoppers. Chapter 1 outlined the research problem and objectives of the study. In chapter 2, a literature review on the variables investigated and the background of the study was given, and research methodology was explained in chapter 3. Results were discussed, interpreted and compared to relevant literature in chapter 4.

In this final chapter, a summary of the main findings from the study is presented. These include conclusions, limitations of the study, recommendations for future research and implications for clothing retailers.

5.2 CONCLUSIONS

Individuals vary greatly in how, why and where they buy goods and services. With the South African consumer market being so complex and diverse, the marketing environment so dynamic and black consumers comprising three quarters of the population, it was deemed important to obtain knowledge on the buying behavior of this large segment of the market. A literature study (chapter 2) was undertaken on factors which may influence store choice, especially with reference to clothing stores.

The research framework for this study was based on Assael's model of store choice (1992:630). This model emphasizes the importance of personal characteristics and store image attributes in store choice. The focus of this study is on the rural black female shopper.

A demographic profile of the selected group was compiled. South African demographic realities look positive for retailing as a result of high population growth rates and rising income levels. The increase in the number of professional and career women of all subcultures creates new opportunities for clothing retailing, and it is important to take note of these trends which may influence clothing buying behavior.

The majority of the respondents in this study were between 31 and 40 years. Most of them had never married but had one or two children, demonstrating the increase in the female-headed households in South Africa. The educational level was good, as most of the respondents had matric and or a tertiary qualification. Many of them spent R300 – R399 per month on clothing.

The nine store image attribute factors as outlined and described by Lindquist (1974-75:31-32) were used in the empirical study to determine their importance to rural black female clothing shoppers when choosing a store. The nine attribute factors are:

- Merchandise in store (quality, selection, styling, guarantees and pricing)
- Service in store (salesclerk service, self-service, ease of merchandise return, etc.)
- Customers (clientele) and salespeople (social class appeal, self-image)
- Physical facilities in store (décor, layout, elevators, lighting, air conditioning and restrooms)
- Location and convenience of store (locational convenience, parking, etc.)
- Promotion (advertising, sales promotions, displays, symbols and colours)
- Store atmosphere (feeling of warmth, being at ease and acceptance)
- Institutional factors (reputation and reliability)
- Post-purchase satisfaction (use, returns and adjustments)

Four of the nine attribute factors above were found to be very important to the respondents. They perceived physical facilities, post-purchase satisfaction, merchandise and promotion (in that order) to be very important. This largely confirmed what previous researchers have found or hypothesized to be true.

Physical facilities were perceived most important of the entire set of store image attribute factors. Twenty-two items were listed under this factor, of which eighteen proved to be very important, including cleanliness of the store, spacious fitting rooms with mirrors, restrooms and toilets, provisions for the physically disabled, lighting, air conditioning, a visible and attractive store front, and information boards and posters. The fact that most of these respondents were older than 30, may explain their approach to want to shop in comfort and luxury, and without effort.

Under the post-purchase satisfaction attribute factor, two items were deemed very important. They put a high priority on complaints being handled sympathetically, as well as on replacement of defective clothing. With reference to merchandise in the store, merchandise pricing and quality were ranked most important. The respondents required low prices for quality, clean merchandise and variety. Promotions were also perceived to be important. Factors such as the availability of advertised clothing, visible in-store advertisements, striking window displays and sales promotions were rated very important.

It is conspicuous that, regarding post-purchase satisfaction, merchandise and promotions, the economic factor came forward very strongly in respondents' evaluation of the importance of these factors. It could be ascribed to the fact that most of the respondents were not married but had one or two children. As single parents with a relatively low monthly income, they would have to look for low prices, quality, durability, and promotions.

Store choice behaviour was investigated to find out which clothing stores are visited by rural black clothing shoppers and how often. While Webbers and Bee Gee were the most unpopular specialty stores, Truworths and Topics were the most popular. Ackermans, Edgars, and Jet were the most popular department stores, with Sales House being the most unpopular. Pep stores and Mr Price were rated most popular in the discount store category. The respondents did not rate any individual store or store type categories overwhelmingly popular, therefore one can conclude that these respondents did not shop for clothes very often.

Correlations among store image attribute factors mutually, as well as correlations among store choice and store image attribute factors, and between personal characteristics and the above-mentioned variables were computed. There were statistically significant correlations existing among the entire various store image attribute factors mutually except between store service and post-purchase satisfaction. The highest correlation existed between merchandise and customers and salespeople. Correlations between store type and store image attribute factors were very low and statistically insignificant. The same applies to correlations between store image attribute factors and personal characteristics. Regarding personal characteristics and store choice, two moderate and statistically significant correlations were found. Money spent on clothes was statistically significantly related to two store categories, namely specialty stores and discount stores. This indicates that the more money the respondents spent on clothes, the more frequently they visited specialty stores and the less frequently they visited discount stores.

Three distinct clusters of rural back female clothing consumers could be identified, based on the respondents' perception of the importance of store image attributes. **Cluster 1** consisted of **relaxed, practical shoppers**. They were the least concerned with various services in stores, institutional factors and the store atmosphere, but were realistic and practical in evaluating post-purchase satisfaction as the most important store image attribute factor. They preferred to shop effortlessly and in comfort. **Cluster 2** comprised **highly store-involved shoppers**, who were concerned with all the store image attributes. **Cluster 3,** classified as **store-conscious shoppers**, was the biggest cluster and followed the same tendency as cluster 2, but they put slightly lower importance on each attribute.

Three clusters could also be distinguished with reference to store choice. **Cluster 1** consisted of **apathetic economical shoppers, cluster 2** of **prestige-conscious shoppers** and **cluster 3** of **passive economical shoppers.** Apathetic economical shoppers displayed similar tendencies than passive economical shoppers. Cluster 3 showed a relatively low tendency to shop at any of the listed stores, while cluster 1 demonstrated an even lower tendency to shop at any of the store types. Both clusters preferred discount stores and seldom shopped at specialty stores. Prestige-conscious shoppers were seen to be more active and frequently shopped at department and specialty stores. They were fashion conscious and very seldom shopped at discount stores.

5.3 LIMITATIONS

There are a number of limitations to this study. The most obvious one is that the study population was small and it included black female public service employees in Giyani only. This limits the possibility to generalize the results to include rural black female shoppers in South Africa. The results of the study may therefore be applicable only to female shoppers around Giyani.

Another limitation to the study is the way in which the questionnaires were administered. One hundred questionnaires were handed out to the study population and only 51 of them could be retrieved. Many of the women were unavailable when the questionnaires had to be handed back, while some brought them back without having filled them in.

The distance between the researcher and the study leader as well as academic libraries and information centres was a limitation to the project.

The lack of information and research on the consumer behaviour of rural black female clothing shoppers in South Africa also limited the value of this research, since findings of this study could be compared to other South African findings to a very limited extent. The questionnaire was based on a measuring instrument in the United States, aimed at the perception of store image attributes, although it was adapted to be suitable for local consumers. If more research on the perception of the importance of store image attributes by South African black female clothing shoppers had been available, a more authentic measuring instrument could have been developed.

Lastly, the location of clothing stores played a significant role in the outcome of the results. Due to the fact that Giyani is a rural town, not many stores are available to the female shoppers in the area. They have to travel approximately 80 km. to Thohoyandou, Tzaneen, Makhado and Polokwane to reach well-known stores like Edgars, Woolworths, Saleshouse, Foschini and Mr. Price. This may have influenced the results on store choice behaviour.

5.4 RECOMMENDATIONS FOR FUTURE RESEARCH

In order to understand consumers' perceptions of clothing store image attributes fully, this aspect could be examined with due allowance for other variables that may have an influence on the way these attributes are perceived. These variables could include geographical orientation, socio-economic factors, and the availability and use of information sources.

This study could be used by other consumer science students as a point of departure for future research on rural black as well as other sub-cultural groups of female clothing consumers in South Africa. It will be in the interest of South African clothing retailers to gain knowledge on the clothing buying behaviour of women of all races, as women are increasingly becoming the buying agents for clothing in South African households.

Research can also be aimed at the South African youth, especially high school learners. This group might become economically more active in the future and a lot of money is spent on their clothing. It is predicted that by the year 2011, almost 33% of the black population will be under the age of 14.

Clothing manufacturers, retailers and marketers should engage more in research on consumer behaviour of blacks in general in South Africa. The black market is expanding, and before foreign countries recognise the extent of potential success to be gained in this market segment, local companies should engage in research to get to know their customers.

5.5 IMPLICATIONS FOR CLOTHING RETAILERS AND EDUCATORS

The results of this study could serve as a guideline for clothing retailers catering for rural black women. Four store image attribute factors which might influence store choice, were perceived to be very important, namely *physical facilities, post-purchase satisfaction, merchandise and promotion.*

Concerning *physical facilities,* clothing retailers should consider the following:

- The design and layout of a store are important in creating and maintaining the image a retailer is expected to project.
- Practical features such as fitting rooms, mirrors, restrooms and toilets, proper lighting, good ventilation and cleanliness are important and cause consumers to feel at ease.

Post-purchase satisfaction was ranked second after physical facilities. Customers should be able to return damaged or unsatisfactory clothing with ease. Retailers should have a sound policy of enabling customers to exchange clothing or get a refund when they are not satisfied with a purchase.

Merchandise quality and competitive pricing cannot be emphasized enough. Especially in difficult economic times, clothing customers are on the lookout for durability and affordable prices. Clean merchandise is also a requirement and even articles on sale should be clean and should not look old and dirty.

Promotions and a good promotion strategy tend to influence customers to patronize a store. Visuals/displays and off-price sales are also important in keeping customers. Promotions should be planned in such a way that customers feel that they are "smart shoppers" for having bought quality clothing at bargain prices. Further, the clothing displayed either in the store or in store pamphlets should be available to prevent customer frustration.

In conclusion, information provided by this research could be used to aid retailers in understanding how they should explore their consumers' needs and in adapting their business strategies to meet the needs of their specific target market.

5.6 CONCLUDING REMARKS

The South African economy has been growing faster since 2003. Prospects of lower inflation rates, stable interest rates on lower levels and improved business confidence from overseas companies will add to the increasing buying power of blacks. It is therefore important to manufacturers, retailers and marketers to use the business opportunity wisely. Marketers and retailers should target a specific niche market, study their consumers, especially the emerging black consumer, and they should know the consumers' needs, as well as how and where these needs should be satisfied. Marketing strategies should be planned to achieve consumer satisfaction.

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Appendix A

Box 715
GIYANI
0826

HEAD OF DEPARTMENT / SECTION / SUPERVISOR
Department of________________________________
MOPANI DISTRICT OFFICES
LIMPOPO PROVINCE

SIR / MADAM

PERMISSION TO CONDUCT AN INTERVIEW (COMPLETION OF QUESTIONNAIRES): MYSELF (STUDENT NO.: 10912207 Northwest-University, Potchefstroom)

I, Tinyiko Rikhotso, am conducting research on female consumers' perception of clothing store image. I need your support and contribution to be able to complete the study.

As a result I request permission to conduct this interview, which will only take 30 minutes of their time. My target group is female public service employees.

I hope my request will be given your utmost attention.

Yours Faithfully

Tinyiko Rikhotso

Appendix B

QUESTIONNAIRE
ON
CLOTHING STORE IMAGE

COMPILED BY

MISS TINYIKO RIKHOTSO

NORTHWEST-UNIVERSITY
POTCHEFSTROOM

TO ALL THE RESPONDENTS

MISS TINYIKO RIKHOTSO is currently conducting research on female consumers' perception of clothing store image. We need your support and contribution to be able to complete the study. Your participation is anonymous and **voluntary** and information will be handled with **confidentiality**.

Would you kindly read the following questionnaire and fill in the questions asked. It will not take more than 30 minutes of your time. Please make sure that you answer all questions.

We trust that the research will benefit you as a clothing consumer. Please give your name and address to **Miss Rikhotso** if you are interested in the results of this survey. We will be delighted to send you a short summary.

Thank you for your positive co-operation and support, without you we could not complete this important research.

Miss Tinyiko Rikhotso
Promoter: Prof. A. M Van Aardt
Potchefstroom University for Christian Higher Education

Please answer all question. There are no right and wrong answers.

SECTION A: DEMOGRAPHIC INFORMATION

INSTRUCTION: **Please circle** the appropriate number in the column on the right.

1. AGE	
18 – 24 Years	1
25 – 30	2
31 – 35	3
36 – 40	4
41 -50	5
51 – 60	6
Older than 60	7
2. POPULATION GROUP	
Pedi	1
Shangaan/Tsonga	2
Sotho(Southern)	3
Lobedu	4
Swazi	5
Tswana	6
Ndebele	7
Venda	8
Zulu	9
Xhosa	10
Other, please specify	
	11
	12
	13
3. MARITAL STATUS	
Married	1
Never Married	2
Divorced	3
Widowed	4
4. HOW MANY CHILDREN DO YOU HAVE?	
1 – 2	1
3 – 4	2
5 - 6	3
7 or more	4
5. HIGHEST FORMAL EDUCATION	
Secondary School: St 8/Grade 10	1
Secondary School: St 10/Grade 12	2
Diploma/Degree	3

6. APPROXIMATELY HOW MUCH DO YOU SPEND ON CLOTHING FOR YOUR WHOLE FAMILY PER MONTH?	
Less than R99	1
R100 – R199	2
R200 – R299	3
R300 – R399	4
R400 – R499	5
R500 – R599	6
More than R600	7
7. WHAT IS THE TOTAL MONTHLY INCOME OF YOUR HOUSEHOLD AFTER TAX AND DEDUCTIONS (TAKE– HOME)?	
R5OO – R1000	1
R1001 – R3000	2
R3001 – R5000	3
R5001 – R7000	4
R7001 – R10 000	5
R10 001 – R20 000	6
R20 001 – R50 000	7
R50 001 – and more	8
8. HOW DO YOU MOST OFTEN TRAVEL WHEN SHOPPING FOR CLOTHES? (Choose only ONE)	
By foot/walk	1
Own car	2
Friend's car	3
Bus	4
Taxi	5
Other, please specify	
	6
	7
9. HOW LONG DOES IT TAKE YOU TO REACH THE CLOTHING STORE OF YOUR CHOICE?	
Less than 15 minutes	1
15 minutes	2
30 minutes	3
45 minutes	4
1 hour	5
2 hours	6
More than 2 hours	7

10. WHAT IS YOUR OCCUPATION? (Give a short description)	FOR OFFICE USE ONLY	

SECTION B: CLOTHING STORE IMAGE

INSTRUCTION: Please indicate on the five-point scale how **important (or unimportant)** you consider the following with regard to the clothing available in the store you would like to shop at. Please **circle the number** that best matches your response.

MERCHANDISE IN STORE (Merchandise is clothing offered by a clothing store)	**Not important at all**	**Not very important**	**Neutral**	**Important**	**Very important**
1. General quality of clothes good/high	1	2	3	4	5
2. Variety in different categories of clothes (e.g. Jeans, T-shirts, Shirts, etc.)	1	2	3	4	5
3. Variety in size of clothes (e.g. small, medium, large)	1	2	3	4	5
4. Visible name tags	1	2	3	4	5
5. Styles suit own age	1	2	3	4	5
6. Fashionable styles (up-to-date styles)	1	2	3	4	5
7. Attractive/Competitive/Reasonable prices	1	2	3	4	5
8. Low prices for quality	1	2	3	4	5
9. Reduced prices (marked down) during sales	1	2	3	4	5
10. Well organized merchandise display/merchandise easy to find/merchandise stored in sections (e.g. jeans, casual wear, evening wear)	1	2	3	4	5
11. Clean merchandise	1	2	3	4	5
12. Well-known brand names	1	2	3	4	5

INSTRUCTION: How likely or unlikely are you to look for the following services provided by stores? Please circle the number that best matches your response.

SERVICES IN STORES	Very unlikely	Unlikely	Neutral	Likely	Very likely
13. A trolley or basket to carry clothing in	1	2	3	4	5
14. Security	1	2	3	4	5
15. Alterations on clothes without additional payments	1	2	3	4	5
16. Security when fitting clothes	1	2	3	4	5
17. Adequate number of salespeople.	1	2	3	4	5
18. Salespeople's advice to help me with my buying decisions	1	2	3	4	5
19. Salespeople's directions to help me find clothes	1	2	3	4	5
20. Knowledgeable salespeople (knowledge of clothes they sell)	1	2	3	4	5
21. Availability of self–service	1	2	3	4	5
22. Ease of merchandise return if the clothes are unsatisfactory	1	2	3	4	5
23. Refunding of unsatisfactory clothes.	1	2	3	4	5
24. Delivery services to home/ residence	1	2	3	4	5
25. Facilities to order clothes from the catalogue	1	2	3	4	5
26. Facilities to order clothes from the internet	1	2	3	4	5
27. Credit card or bank facilities	1	2	3	4	5
28. Store card facilities	1	2	3	4	5
29. Lay-buy or lay–away services	1	2	3	4	5

INSTRUCTION: Indicate to which extent you agree or disagree with the following. Please circle the number that best matches your response.

CUSTOMERS AND SALESPEOPLE	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
30. I like to buy clothes at the same store as friends	1	2	3	4	5
31. I like to feel special and welcome when entering a clothing store	1	2	3	4	5
32. Salespeople should be unintrusive	1	2	3	4	5
33. Salespeople should be caring/helpful	1	2	3	4	5
34. Salespeople should be friendly	1	2	3	4	5
35. Salespeople should be honest	1	2	3	4	5
36. Salespeople should be courteous	1	2	3	4	5
37. Salespeople should be of my own age	1	2	3	4	5
38. Salespeople should be of my own gender	1	2	3	4	5
39. Salespeople should be fashionable	1	2	3	4	5
40. Salespeople should be tidy (well groomed)	1	2	3	4	5

INSTRUCTION: How important or unimportant do you consider the following physical facilities in clothing stores? Circle the number that best matches your response.

PHYSICAL FACILITIES IN STORE	Not at all important	Not very important	Neutral	Important	Very important
41. Escalator and/or elevator	1	2	3	4	5
42. Washroom/toilets	1	2	3	4	5
43. Resting area (at least chairs to rest while shopping)	1	2	3	4	5
44. Sufficient number of fitting rooms	1	2	3	4	5
45. Provision for physically disabled people	1	2	3	4	5
46. Bright lights in store	1	2	3	4	5
47. Bright lights in fitting rooms	1	2	3	4	5
48. Air conditioning	1	2	3	4	5
49. Cleanliness of the store	1	2	3	4	5
50. Maintenance of the store	1	2	3	4	5
51. Floor covering (carpets, tiles, etc.)	1	2	3	4	5
52. Interesting/attractive store front	1	2	3	4	5
53. Visible Access to store entrance	1	2	3	4	5
54. Visible access to store exit	1	2	3	4	5
55. Fashionable interior	1	2	3	4	5
56. Placement of aisles	1	2	3	4	5
57. Width of aisles (plenty of room to walk around)	1	2	3	4	5
58. Sufficient direction information (boards and posters)	1	2	3	4	5
59. Spacious fitting/dressing rooms	1	2	3	4	5
60. Mirrors in the fitting/dressing rooms	1	2	3	4	5
61. Privacy in fitting/dressing rooms	1	2	3	4	5
62. Attractive décor	1	2	3	4	5

INSTRUCTION: Indicate to which extent you agree or disagree with the following. Please circle the number that best matches your response.

LOCATION AND CONVENIENCE OF STORE	**Strongly disagree**	**Disagree**	**Neither agree nor disagree**	**Agree**	**Strongly agree**
63. Fast/enough checkout points are very important in clothing stores	1	2	3	4	5
64. Clothing stores should be close to home	1	2	3	4	5
65. I prefer to buy my clothes in the shopping centre/shopping mall where other clothing stores are nearby	1	2	3	4	5
66. The availability of parking area near clothing stores is important	1	2	3	4	5
67. I shop for clothes where access to public transport is available (near taxi rank)	1	2	3	4	5
68. I prefer clothing stores near to my work	1	2	3	4	5
69. Restaurants and other shops in the vicinity of clothing stores is important	1	2	3	4	5
70. I consider a crime-free environment when choosing where to buy my clothes	1	2	3	4	5
71. Store hours determine where I buy clothing	1	2	3	4	5

INSTRUCTION: Indicate to which extent you agree or disagree with the following. Please circle the number that best matches your response.

PROMOTION	**Strongly disagree**	**Disagree**	**Neither disagree nor agree**	**Agree**	**Strongly agree**
72. Advertised clothing should be freely available in the store	1	2	3	4	5
73. I like clearly visible in-store advertisements	1	2	3	4	5
74. Striking window displays of clothing increase my desire to purchase in that store	1	2	3	4	5
75. The colour(s) and symbols used in promotions (e.g. advertisements) catch the eye/influence me to buy	1	2	3	4	5
76. I buy promotions at display instead of at the normal shelve	1	2	3	4	5
77. I buy my clothes at special events such as sales	1	2	3	4	5

INSTRUCTION: Indicate to which extent you agree or disagree with the following. Please circle the answer that best matches your response.

STORE ATMOSPHERE	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
78. A store's atmosphere influences my decision to buy there	1	2	3	4	5
79. Music playing in a store influences my buying	1	2	3	4	5
80. I want to feel at ease when entering the store	1	2	3	4	5
81. I like to buy clothes in stores that are not crowded	1	2	3	4	5

INSTRUCTION: How likely or unlikely are you to consider the following when deciding where to shop for clothes? Please circle the number that best matches your response.

INSTITUTIONAL FACTORS	Highly unlikely	Unlikely	Neutral	Likely	Highly likely
82. Reputation of the store	1	2	3	4	5
83. Reliability of the salespeople	1	2	3	4	5
84. Fashion policy of the store (for example, whether they sell high fashion or not)	1	2	3	4	5

INSTRUCTION: Indicate to which extent you agree or disagree with the following. Please circle the answer that best matches your response.

POST PURCHASE SATISFACTION	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
85. I want the clothes that I buy to still be satisfactory when I wear them	1	2	3	4	5
86. I like to buy at stores where complaints are heard sympathetically	1	2	3	4	5
87. I make sure that the store will replace defective clothing.	1	2	3	4	5

SECTION C: STORE CHOICE

DO YOU BUY CLOTHES AT THE FOLLOWING STORES? (Fill in every store)	Never	Exceptional occasions	Sometimes (3 times a year)	Often (4-8 times a year)	Very often (more than 8 times a year)	FOR OFFICE USE ONLY	
1. Ackermans	1	2	3	4	5		
2. Dunns	1	2	3	4	5		
3. Bee Gee	1	2	3	4	5		
4. Edgars	1	2	3	4	5		
5. Foschini	1	2	3	4	5		
6. Jets	1	2	3	4	5		
7. Milady's	1	2	3	4	5		
8. Mr Price	1	2	3	4	5		
9. Pages/Exact	1	2	3	4	5		
10. Pep stores	1	2	3	4	5		
11. Webbers	1	2	3	4	5		
12. Sales House	1	2	3	4	5		
13. Smartcentre	1	2	3	4	5		
14. Topics	1	2	3	4	5		
15.Truworths	1	2	3	4	5		
16. Woolworths	1	2	3	4	5		
17. Flea markets/markets							
18. Home agents							
Other, please specify the name of the store and how often you buy there.							
19.	1	2	3	4	5		
20.	1	2	3	4	5		
21.	1	2	3	4	5		
22.	1	2	3	4	5		

THANK YOU VERY MUCH FOR COMPLETING THE QUESTIONNAIRE