THE IMPORTANCE OF, AND SATISFACTION WITH, STORE ATTRIBUTES WHEN BUYING CASUAL WEAR: A STUDY AMONG BLACK GENERATION Y CONSUMERS

by

Stefanie Wilhelmina Kühn

(B.COM., HONS. B.COM)

Dissertation submitted in fulfilment of the requirements for the degree of

MASTER OF COMMERCE

in the SCHOOL OF
BUSINESS MANAGEMENT

at the

**NORTH-WEST UNIVERSITY
POTCHEFSTROOM CAMPUS**

SUPERVISOR: PROF. P.G. MOSTERT
ASSISTANT SUPERVISOR: DR C.F. DE MEYER
(Department of Marketing Management, University of Johannesburg)

POTCHEFSTROOM
May 2010

ACKNOWLEDGEMENTS

I would like to express my sincere gratitude to those mentioned below whom have made the successful completion of this study possible:

ABSTRACT

Since the retail industry is marked by intense competition, retailers must examine the factors influencing the buying behaviour of their targeted consumers and ensure that they formulate a retail strategy that contributes to a pleasant consumer retail experience. Consumers' total retail experience is determined by numerous store attributes that interact, implying that apparel retailers (and stores selling casual wear in particular) should be concerned with store attributes that are important to their target market as well as their satisfaction with the current store attributes they offer. In view of the fact that consumers evaluate store attributes when making store selections, it is imperative that stores selling casual wear must be familiar with consumer behaviour, specifically the consumer decision-making process, as this process guides consumers to determine if, what, when, where, how, from who and how often to purchase products and services.

Consumers enter into a retail experience with a set of expectations of what they would like to happen and what store attributes should be present. Consumer expectations influence the manner in which store attributes and other stimuli from the retail environment are interpreted. Evidently, an attractive store environment can be perceived as unsatisfactory if it fails to meet consumers' desired level of expectations. Thus, expectations influence consumers' satisfaction with the retail experience as well as store attributes offered by the store, which in turn affects consumers' overall satisfaction and store selection choices.

The primary objective of this study was to determine the importance of, and satisfaction with, store attributes to black Generation Y consumers when selecting a store selling casual wear. An interviewer-administrated questionnaire was developed to determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear and how satisfied they were with the store attributes offered by the store they most often buy their casual wear from. Respondents between the ages of 16 and 24 were intercepted at a mall in Soweto by means of a non-probability convenience sample. In total, 261 respondents participated in this study.

Results indicated that nine reliable Importance factors when determining which factors black Generation Y respondents consider when selecting a store selling casual wear could be identified, namely Service provided by salespeople; Check-out points, dressing rooms, store hours and proximity to store; Display of casual wear and in-store advertising; Store appearance, styles, sizes and quality of casual wear; Physical facilities to enhance shopping convenience; Offering of cell phones and accessories; Music played; Price of casual wear; and Alteration of clothing and lay-buy services. Further analysis indicated that respondents were less satisfied

with Store appearance, styles, sizes and quality of casual wear than the importance of this factor to them. Results also indicated that practically significant differences exist between various demographic variables of respondents and the importance of, and satisfaction with, store attributes offered by stores selling casual wear.

It is recommended that stores selling casual wear who target black Generation Y consumers focus on the above-mentioned Importance factors and ensure that these store attributes form part of their retail and marketing strategies. Stores selling casual wear should furthermore focus on improving customer satisfaction on those store attributes that are important to their customers. It is also recommended that stores selling casual wear conduct research to determine whether differences exist pertaining to their customers' demographic profile and their satisfaction levels with store attributes. Based on these results, customers can be grouped accordingly to identify strategies for improving customer satisfaction with store attributes.

Recommendations for future research include comparison studies among different black cultures in South Africa to determine whether consumers differ regarding store attributes that are important to them in store selection as well as their satisfaction with a store delivering on those store attributes. Similar studies could be conducted among different population groups, age groups, income levels and geographic regions, as well as between consumers in developed and developing countries. It is also worthwhile to consider duplicating the study for other product categories to determine which attributes black Generation Y consumers consider important when buying other products.

SAMEVATTING

Aangesien die kleinhandelindustrie gekenmerk word deur sterk mededinging, is dit belangrik vir kleinhandelaars om die faktore te ondersoek wat die aankoopgedrag van hul teikenverbruikers beïnvloed en sodoende te verseker dat 'n kleinhandelstrategie geformuleer word wat bydra tot 'n aangename verbruikerskleinhandel ervaring. Die verbruiker se totale kleinhandelervaring word bepaal deur 'n aantal winkelattribute wat inwerk op mekaar. Dit impliseer dat kleding-kleinhandelaars (en veral winkels wat informele kleding verkoop) besorg moet wees oor winkelattribute wat hul teikenmark as belangrik ag, sowel as hul tevredenheid met die huidige winkelattribute wat aangebied word. Daarby evalueer verbruikers winkelattribute wanneer hulle winkelkeuses uitvoer. Dit impliseer dat winkels wat informele kleding verkoop vertroud moet wees met verbruikersgedrag en in besonder die verbruikersbesluitnemingsproses, aangesien hierdie proses bepaal wat, waar, hoe, van wie en hoe gereeld verbruikers produkte en dienste koop.

Verbruikers betree 'n kleinhandelervaring met 'n stel verwagtinge van wat hulle wil hê moet gebeur en watter winkelattribute teenwoordig moet wees. Verbruikers se verwagtinge beïnvloed die manier waarop winkelattribute en ander stimuli van die kleinhandel-omgewing geïnterpreteer word. Dit lei daartoe dat 'n aangename winkelomgewing as onvoldoende waargeneem kan word as dit nie aan die verbruiker se verwagte vlak van verwagtings voldoen nie. Dus beïnvloed verwagtinge verbruikerstevredenheid met die kleinhandelervaring en die winkelattribute wat aangebied word deur die winkel wat weer verbruikers se totale tevredenheid sowel as winkelkeuses beïnvloed.

Die primêre doelwit van hierdie studie is om die belangrikheid van, en tevredenheid met, winkelattribute te bepaal vir swart Generasie Y-verbruikers wanneer 'n winkel wat informele kleding verkoop, gekies word. 'n Onderhoudvoerder-geadministreerde vraelys was ontwikkel om te bepaal watter winkelattribute belangrik is vir swart Generasie Y-verbruikers in die keuse van 'n winkel wat informele kleding verkoop, sowel as hoe tevrede hulle was met die winkelattribute wat aangebied word deur die winkel vanwaar hulle die meeste informele kleding koop. Respondente tussen die ouderdom 16 en 24 was onderskep in 'n winkelsentrum in Soweto deur middel van 'n nie-waarskynlikheid, gerieflikheidsteekproef. In totaal het 261 respondente deelgeneem aan die studie.

Resultate dui op nege betroubare Belangrikheidsfaktore wanneer daar bepaal word watter faktore swart Generasie Y-respondente oorweeg in die keuse van winkels wat informele kleding verkoop. Dit sluit in Diens verskaf deur verkoopsmense; Betaalpunte, aantrekkamers, winkelure en die nabyheid aan ander winkels; Tentoonstelling van informele kleding en

advertering binne die winkel; Winkelvoorkoms, style, groottes en kwaliteit van informele kleding; Fisiese fasiliteite om koopgerief te verhoog; Aanbieding van selfone en -bykomstighede; Musiek wat gespeel word; Prys van informele kleding; en Verandering aan klere en bêrekoop dienste. Verdere ontleding dui daarop dat respondente minder tevrede was met Winkelvoorkoms, style, groottes en kwaliteit van informele kleding as die belangrikheid van hierdie faktor vir hulle. Resultate dui ook daarop dat praktiese betekenisvolle verskille bestaan tussen verskeie demografiese veranderlikes van respondente en die belangrikheid van, en tevredenheid met, winkelattribute wat aangebied word deur winkels wat informele kleding verkoop.

Dit word aanbeveel dat winkels wat informele kleding verkoop en swart Generasie Y-verbruikers teiken op die bogenoemde Belangrikheidsfaktore fokus om te verseker dat die faktore deel vorm van hul kleinhandel- en bemarkingstrategieë. Verder moet winkels wat informele kleding verkoop daarop fokus om kliënte-tevredenheid te verbeter op daardie winkelattribute wat belangrik is vir hulle kliënte. Dit word ook aanbeveel dat winkels wat informele kleding verkoop navorsing doen om te bepaal of daar verskille bestaan rakende kliënte se demografiese profiel en hulle tevredenheidsvlakke met winkelattribute. Gebaseer op hierdie resultate, kan kliënte dienooreenkomstig gegroepeer word om strategieë te identifiseer om kliëntetevredenheid met winkelattribute te verbeter.

Aanbevelings vir toekomstige navorsing sluit in vergelykende studies tussen verskillende swart kulture in Suid-Afrika om te bepaal of daar verskille is rakende die winkelattribute wat belangrik is in winkelkeuses, sowel as hul tevredenheid met die winkel se lewering ten opsigte van daardie winkelattribute. Soortgelyke studies kan ook uitgevoer word onder verskillende bevolkingsgroepe, ouderdomsgroepe, inkomstevlakke en geografiese streke asook tussen verbruikers van ontwikkelde- en ontwikkelende lande. Dit is ook die moeite werd om te oorweeg om die studie te dupliseer vir ander produkkategorieë om te bepaal watter winkelattribute swart Generasie Y-verbruikers as belangrik ag wanneer ander produkte aangekoop word.

LIST OF KEY TERMS AND DEFINITIONS

Within this study, different key terms will be used. The following outlines the key terms used within this study together with a brief definition of each.

- **Generation Y** consumers are described by Schiffman and Kanuk (2007:439) as pragmatic, informed, socially and environmentally aware, as well as being open to new experiences. Many discrepancies exist between authors with regard to the exact age of Generation Y. Kotler and Armstrong (2008:71) and Schiffman, Kanuk and Hansen (2008:471) argue that Generation Y includes all individuals born between 1977 and 1994 (aged 15 to 32) while Clow and Baack (2007:115) define Generation Y as those individuals who are between the ages of 18 and 24. In support of Clow and Baack (2007:115), Cant, Brink and Brijbaal (2006:106) divide Generation Y into three categories, namely adults (aged 19 to 24), teenagers (aged 13 to 18) and children (aged 8 to 12). It was based on Cant *et al.'s* (2006:106) age categories that Koutras (2006) conducted a South African study regarding the use of mobile phones by Generation Y students. In Koutras' study, Generation Y consumers were regarded as between the ages of 18 and 23, including the majority of age categories identified by Cant *et al.* (2005:106). Based on the above discussion, it was decided that, for the purpose of **this study**, Generation Y will be regarded as those people between the ages of 16 and 24, which includes the majority of age categories identified by Clow and Baack (2007:115), Cant *et al.* (2006:106) and Koutras (2006).

- An **apparel store** is a retailer who buys finished clothing from domestic manufacturers and/or direct importers and sells these goods to final consumers (Brown & Rice, 1998:4). Specifically, the Wharton Econometric Forecasting Association (WEFA, 2000) defines apparel stores as stores that sell men, women, children and families' clothing, as well as all types of shoes and accessories. This study focused specifically on **stores selling casual wear**, implying those stores that sell clothes worn for social and recreational purposes.

- **Black consumers** can be viewed as a sub-culture that forms part of the total South African population, namely Asian, coloured, white and black (Statistics South Africa, 2009a). For the purpose of this study, black consumers are studied as a sub-culture that forms part of the total South African population.

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CHAPTER 1

BACKGROUND AND INTRODUCTION TO THE STUDY

1.1 INTRODUCTION

Apparel retailers find themselves in an increasingly competitive environment making it imperative to not only examine factors influencing the buying behaviour of consumers, but also the manner in which consumers make store selection decisions. Since this chapter serves as an introduction and background to the study, the chapter begins by presenting the problem statement on which the study is based and the justification for undertaking the research is given. The primary and secondary objectives are presented followed by a brief description of the research methodology followed in the study. The chapter concludes by providing a chapter layout for the rest of the study.

1.2 PROBLEM STATEMENT

Retailing is an important field of study, as trends in the retail industry mirror trends within the overall economy (Berman & Evans, 2007:5). The South African retail industry contributes 12.0% to the total Gross Domestic Product (GDP) of the country and generated a total of R524 billion in 2009, with textiles, clothing, footwear and leather goods contributing a total of 19.0% to this figure (DTI, 2009a; DTI, 2009b & Statistics South Africa, 2009b). Not only are 19.8% of workers in the South African retail industry employed in the apparel retail industry, it contributed the largest share of total profit to the retail industry, namely 40% (Statistics South Africa, 2009c & Statistics South Africa, 2005). However, the retail industry is also marked by intense competition, making it important for apparel retailers to not only examine factors influencing the buying behaviour, but also the manner in which their targeted consumers make store selection decisions (Berman & Evans, 2007:198).

The consumer decision-making process can be defined as the process according to which consumers decide if, where, when, what and how to purchase (Schiffman & Kanuk, 2007:530 & Solomon, 2007:303). Schiffman and Kanuk (2007:530) further state that the consumer decision-making process consists of different stages, namely need recognition, pre-purchase search, evaluation of alternatives, the actual purchase and post-purchase evaluation. Each stage will vary in length depending on the needs and motivations of consumers, as well as individual factors such as experience, personality, the type of purchase and what type of decision has to be taken. Despite numerous studies on the consumer decision-making process, it remains a complicated process influenced by complex, interrelated psychological and socio-

cultural factors (Yoon & Simonson, 2008:211; Han, Lerner & Keltner, 2007:166; Dijksterhuis, Smith, van Baaren & Wigboldus, 2005:194; Hansen, 2005:420 & Foreman, 2003:12). Nevertheless, an understanding of the consumer decision-making process will provide apparel retailers with a comprehensive and systematic roadmap as to how consumers make product and store selection decisions.

In addition to a thorough understanding of consumer behaviour and the consumer decision-making process, apparel retailers also need to re-examine their retail strategy and ensure that it has a strong consumer orientation with the focus on providing consumers with a total retail experience (Wigley & Chiang, 2009:252; Berman & Evans, 2007:15; Park, Kim & Forney, 2006:442 & Terblanché, 1998:5). In essence, the total retail experience refers to what consumers experience when dealing with retailers and entails that retailers generate a complete shopping experience for the consumer through the fulfilment of consumer expectations (Terblanché, 1998:8). Terblanché and Boshoff (2006:37) argue that consumers' total retail experience is affected by numerous store attributes that interact, implying that retailers need to closely consider store attributes that are important to consumers, as well as their satisfaction with the current store attributes they offer.

When selecting an apparel retailer, consumers compare alternative apparel retailers on certain evaluative criteria, such as store image, which is formed from various store attributes (Hawkins, Mothersbaugh & Best, 2007:609-610 & Jin & Kim, 2003:397). From a literature review, no factors or attributes could be identified that show precisely which store attributes consumers consider in their selection of an apparel retailer. For this reason, store image literature was used as a framework for discussion in this study, as it includes store attributes that consumers may consider when selecting an apparel retailer.

From the literature review, a vast number of store attributes were identified, which may affect consumers' apparel store selection (O'Connor, 1990:36; Bearden, 1977:15; James, Du Rand & Dreeves, 1976:23 & Lindquist, 1974:31). Initially, Martineau (1958) presented layout and architecture, symbols and colours, advertising and salespeople as key attributes constituting store image. Lindquist (1974:30), in turn, identified nine store image attribute dimensions and sub-dimensions, which included: merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors and post-transactional satisfaction. James *et al.* (1976:23) derived six store attribute dimensions from their study, namely: assortment, personnel, atmosphere, service, quality and price. O'Connor (1990:36) noted that the primary attributes that determine retailers' image are price, variety, assortment within product categories, quality of products, service and location, while Bearden (1977:15) found that store selection is affected by factors such as parking facilities and staff friendliness.

From this discussion, it can be seen that consumers could consider a number of different store attributes when selecting an apparel retailer. Since store attributes influence consumers' overall satisfaction, which in turn affect their store selection choices (Moye & Giddings, 2002:259), consumers' expectations of, and satisfaction with, store attributes should be examined.

According to Wirtz, Matilla and Tan (2007:6), consumers enter into a retail experience with a set of expectations of what they would like to happen and what store attributes should be present. These expectations influence the manner in which store attributes and other stimuli from the retail environment are interpreted (Hawkins *et al.*, 2007:298). Research findings by Wirtz *et al.* (2007:6) further suggest that an intrinsically attractive store environment can be perceived as unpleasant if it fails to meet consumers' desired level of expectations. Thus, expectations influence consumers' satisfaction with the retail experience and store attributes, which in turn affects consumers' overall satisfaction and store selection choices (Evanschitzky, Gopalkrishnan & Caemmerer, 2008:276 & Terblanché & Boshoff, 2006:33). However, store attributes are not regarded as equally important by all consumers in store selection (Paulins & Geistfeld, 2003:371), indicating that there is a need to determine which store attributes consumers deem important when selecting an apparel store.

From the literature review, it could be determined that little research has been done regarding the importance of store attributes in store selection among various cultures in South Africa. Due to the ethnic and cultural diversity of South Africa, it is important to consider the difference regarding the importance of and satisfaction with store attributes among different groups.

The South African population is estimated at 49 million of which 39 million are black (Statistics South Africa, 2009a). More black consumers are moving into higher employment positions, bringing an increase to their disposable income as well as making this a lucrative segment for apparel retailers (TNS Research Surveys, 2007). Therefore, black consumers can no longer be ignored by apparel retailers as an important market segment to pursue, yet little research has been carried out with regard to their decision-making, the store attributes considered as important when selecting an apparel retailer, as well as their satisfaction with store attributes. Apart from cultural differences, it is also important to consider generational differences, which place different emphases on store attributes in store selection (Blackwell, Miniard & Engel, 2006:245).

Generations can be seen as cohorts – a large number of individuals who are linked as a group by age (Blackwell *et al.*, 2006:245), thus providing a means for marketers to segment markets into age sub-cultures (Blythe, 2008:196 & Schiffman & Kanuk, 2007:439). Sutherland and Thompson (2003:130) add that each generation shares common and distinct social

characteristics shaped through similar experiences through time, implying that different generations have different tastes and preferences and decision-making strategies according to which apparel retailers are selected.

This study focused specifically on the Generation Y cohort. From a literature review it could be determined that discrepancies exist between authors regarding the age of Generation Y consumers (Schiffman *et al.,* 2008:471; Clow & Baack, 2007:115; Rugimbana, 2007:304 & Sutherland & Thompson, 2003:8). For the purpose of this study, Generation Y included consumers between the ages of 16 and 24 years, which ensured that the majority of ages presented by the various authors were included. It is suggested that Generation Y consumers are living in the greatest time of technological change (Sutherland & Thompson 2003:8) and are characterised as independent, self-reliant, confident, open-minded, educated, materialistic and techno-savvy (Rugimbana, 2007:304; Martin, 2005:39; Bakewell & Mitchell, 2003:96 & Martin & Tulgan, 2001:7). Clow and Baack (2007:115) and Blackwell *et al.* (2006:246) add that Generation Y consumers enjoy spending on products that are conspicuous, such as apparel. In South Africa, black Generation Y consumers are estimated at 8,4 million (Statistics South Africa, 2009a). Thus, this is an important segment for retailers to focus on, since Generation Y consumers are entering the labour force, which implies an increase in their purchasing power (TNS Research Surveys, 2007).

No research could be identified that focused on black Generation Y consumers, the importance of store attributes to them when buying apparel, as well as their satisfaction with store attributes. However, a South African study by Cooper *(in press)* identified ten store attribute factors that black consumers deem important when selecting a store selling casual wear. These ten store attribute factors included: Service provided by salespeople; Check-out points, dressing rooms, store hours and proximity to store; Display of casual wear and in-store advertising; Store appearance, styles, sizes and quality of casual wear; Physical facilities to enhance shopping convenience; Offering of cell phones and accessories; Music played; Price of casual wear; Variety of brand names and credit card facilities; and Alteration of clothing and lay-buy services. As Cooper *(in press)* included black consumers between the ages of 16 and 35 on a larger dataset, the validity of the ten store attribute factors, specifically for black Generation Y consumers, could be tested in this study.

This study, therefore, aimed to determine which store attributes black Generation Y consumers deem important when selecting an apparel store (specifically apparel stores selling casual wear), as well as whether they were satisfied with the store attributes provided by the store they most often buy casual wear from. This information could allow stores selling casual wear to

determine which store attributes to focus greater attention on in order to form better differentiating strategies and gain a competitive advantage in this lucrative market segment.

1.3 RESEARCH OBJECTIVES

By considering the problem statement, the following primary and secondary objectives were set for the study:

1.3.1 Primary objective

The primary objective of this study was to determine the importance of, and satisfaction with, store attributes to black Generation Y consumers when selecting a store selling casual wear.

1.3.2 Secondary objectives

To support the primary objective, the following secondary objectives were set, namely:

1. To determine whether the casual wear store attribute factors identified by Cooper (*in press*) among black consumers are valid for black Generation Y consumers.
2. To determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear.
3. To determine whether differences exist between the store attributes considered important by black Generation Y consumers and their satisfaction with those attributes offered by the store they most often buy their casual wear from.
4. To determine the influence of various demographic variables on the importance of store attributes considered by black Generation Y consumers when selecting a store selling casual wear.
5. To determine the influence of various demographic variables on black Generation Y consumers' satisfaction with those attributes offered by the store they most often buy their casual wear from.

1.4 RESEARCH METHODOLOGY

In this section, the research methodology used in this study is described with specific emphasis on the analysis of the available literature as well as the empirical investigation followed.

1.4.1 Literature review

Secondary data was used in the study to conduct the literature review, which assisted in identifying and gaining a theoretical background on the research question. This included retailing, store attributes, consumer behaviour (specifically consumer decision-making), consumer expectations and satisfaction. The sources used for this study were obtained from scientific journals, articles, books and research documents and the following databases were used:

- SACat: National catalogue of books and journals in South Africa.
- NEXUS: Databases compiled by the NRF of current and completed research in South Africa.
- SAePublications: South African journals.
- EbscoHost: International journals on Academic Search Premier, Business Source Premier, EconLit, PsychInfo and Research Starters - Business
- Emerald: International journals.
- ScienceDirect: International journals.
- ProQuest: International dissertations in full text.
- Internet: Google Scholar.

1.4.2 Empirical investigation

The empirical investigation undertaken for this study will be discussed in terms of the research design, sampling plan, sample for the study, research instrument, pre-testing of the questionnaire, data collection, and data analysis. Chapter 4 offers a more detailed explanation of the methodology followed in this study.

1.4.2.1 Research design

A research design can be considered as the framework or blueprint that details the procedures necessary to obtain information needed to solve the research problem (Zikmund & Babin, 2010:64; Malhotra, 2007:78 & Tustin, Ligthelm, Martins & Van Wyk, 2005:82). Selecting a research design depends on the type of information needed as well as the type of research (qualitative or quantitative). According to Malhotra (2007:42), and Tustin *et al.* (2005:90), qualitative research refers to research that is unstructured and exploratory in nature with the intention to provide insight and understanding to the problem setting. In this study, quantitative research was used since it involves the collection of primary data from a *large number of*

respondents and makes use of statistical data analysis to quantify the data (Zikmund & Babin, 2010:135 & Malhotra, 2007:144).

Three types of research designs can be identified, namely exploratory, descriptive and causal research (Malhotra, 2007:78; Burns & Bush, 2006:116; Tustin *et al.*, 2005:82 & Aaker, Kumer & Day, 1995:72). In this study, descriptive research was used as this research type attempts to answer who, what, when, where, why and how questions (Burns & Bush, 2006:121). In support, Malhotra (2007:82) and Aaker *et al.* (1995:74) add that descriptive research attempts to provide an accurate snapshot of some aspect of the marketing environment by describing the characteristics of relevant groups (such as consumers), to estimate the percentage of units in the specified population exhibiting certain behaviour, to determine associations between marketing variables, and to make specific predictions.

1.4.2.2 Sample plan

According to Proctor (2005:106), and Aaker *et al.* (1995:80), the sample plan describes the process according to which the sample is selected. The sampling process starts by defining the target population. Since this study aimed to determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear, the population for this study included all black Generation Y consumers between the ages of 16 and 24 living in Soweto who buy from a store selling casual wear.

The sample can be drawn by making use of either probability or non-probability sampling methods (Proctor, 2005:110; Tustin *et al.*, 2005:344; Aaker, Kumar & Day, 2003:372; Shao, 2002:50 & Blankenship, Breen & Dutka, 1998:161). Probability sampling refers to a sampling procedure in which each element of the population has an equal chance of being included into the sample (Malhotra, 2007:341; Proctor, 2005:111 & Aaker *et al.*, 2003:372). Malhotra (2007:341) states that probability sampling methods require a precise definition of the target population and the existence of a sample frame. Malhotra (2007:340) and Proctor (2005:111) add that non-probability sampling does not make use of chance in selection procedures; instead selection relies on the personal judgement of the researcher. Tustin *et al.* (2005:345) and Aaker *et al.* (2003:388) add that non-probability sampling methods include convenience sampling, judgemental sampling, quota sampling, snowball sampling and purposive sampling.

This study made use of non-probability convenience sampling because of the absence of a formal sample frame containing black Generation Y consumers who shop from stores selling casual wear, thus making it impossible to assign numbers to members and making probability

sampling methods difficult to execute. In this study, the sample size was determined by judgement and 261 respondents were obtained.

1.4.2.3 Research instrument

This study made use of an interviewer-administered questionnaire to reduce response error as the interviewer or fieldworker has more control over the completion of the questionnaire and can explain to the respondent if questions are not understood, resulting in the collection of more reliable data (Tustin *et al.*, 2005:425). The questionnaire used in this study made use of only closed-ended questions including multiple-choice and scaled-response questions. These types of response formats were chosen specifically to simplify coding and data entry and to allow for the use of more statistical techniques. More importantly, it is less time consuming for the respondent as he or she only has to indicate the appropriate box, which is then ticked by the interviewer (Zikmund & Babin, 2010:372).

An initial screening question was included in the questionnaire to ensure that only respondents between the ages of 16 and 24 participated in the study. The questionnaire was divided into two sections, namely Section 1 (importance of, and satisfaction with, store attributes) and Section 2 (demographic information). Importance was measured by using a five-point Likert scale (where 1 = not important and 5 = very important), whereas respondents' satisfaction with the extent to which the store they most often buy casual wear from for delivering on those store attributes was also measured on a five-point Likert scale (where 1 = not satisfied and 5 = very satisfied). In the questionnaire, respondents were asked to indicate the importance of, and satisfaction with, the same items (see Appendix A for the questionnaire used in the study).

1.4.2.4 Pre-testing the questionnaire

The questionnaire used in this study was pre-tested by means of a pilot study to ensure that accurate data was obtained. According to Zikmund and Babin (2010:61), a pilot study refers to a small-scale exploratory research project that collects data from respondents similar to those that will be used in the full study. By using a pilot study, questions used in the questionnaire were tested to ensure that accurate data was collected from respondents as well as removing questions or statements that were ambiguous to ensure that respondents understood and interpreted the questions in the same manner. The pilot study was conducted by distributing twenty questionnaires among the study population. After the pilot study was conducted, ambiguous questions and statements were either changed or removed to ensure consistency in respondents' understanding and interpretation of the questionnaire. The language used in the

questionnaire was changed to make use of simpler terms to ensure that respondents who may not be proficient in English would be able to understand the question or statement.

1.4.2.5 Data collection

Data was collected from black Generation Y respondents through the use of a mall intercept survey, whereby respondents were intercepted and interviewed while shopping (Malhotra, 2007:187 & Parasuraman, Grewal & Krishnan, 2007:153). This survey method was chosen specifically because the face-to-face contact between the respondent and interviewer reduces anxiety and allows for the interviewer to explain questions to the respondent, allowing for closer sample control and is a more efficient method for collecting data as it occurs at a central point (Zikmund & Babin, 2010:217; Malhotra, 2007:188 & Tustin *et al.,* 2005:152). As the population for this study was black Generation Y consumers living in Soweto, a mall in Soweto was identified as a suitable central point to collect data from respondents. Only black Generation Y respondents between the ages of 16 and 24 participated in the study.

1.4.2.6 Data analyses

Once data has been captured and stored in the format of a dataset, data can be analysed to obtain information related to the research question (Malhotra, 2007:11 & Tustin *et al.,* 2005:479). In this study, the Statistical Consultation Services (SCS) of the North-West University (Potchefstroom Campus) (see Appendix B) performed the data analyses by means of SAS and SPSS software (SAS Institute Inc., 2005 & SPSS Inc, 2009).

The data obtained from the questionnaire was analysed by means of descriptive statistics, factor analysis and effect sizes. A confirmatory factor analysis was carried out to determine the validity of store attribute factors identified by Cooper (*in press*) and Cronbach Alpha values were used to determine the reliability of store attribute factors. In this study, the following statistical analyses were performed:

- Frequency distribution
- Percentage
- Mean
- Standard deviation
- Cross tabulation
- Independent sample t-tests
- Paired t-test

- Analysis of variance (ANOVA)

1.5 CHAPTER LAYOUT

This study was divided into six chapters as depicted in the schematic representation of the chapter layout in Figure 1.1. A brief description of the main focus points and topics discussed in each chapter are presented below.

FIGURE 1.1 CHAPTER LAYOUT
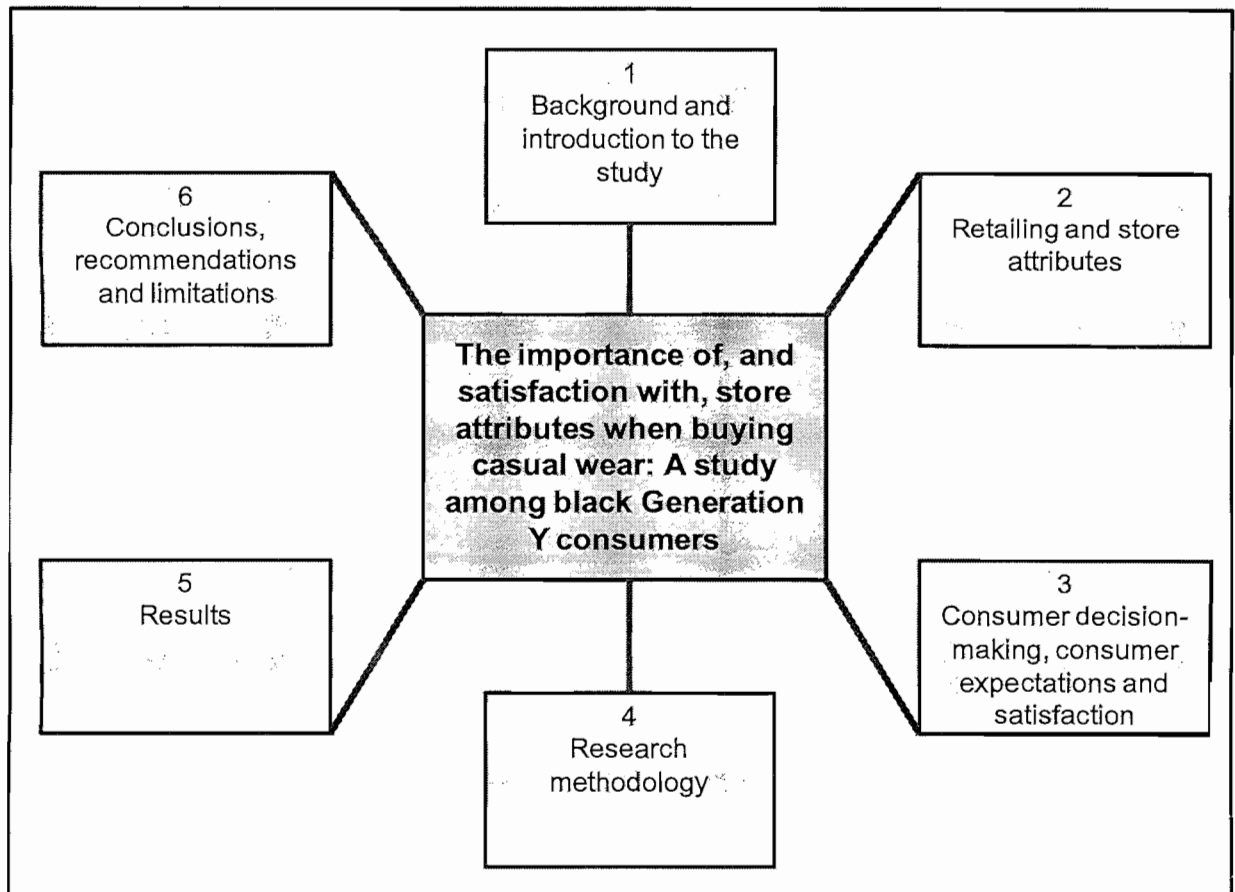
Chapter 1 serves as the introductory chapter by identifying the main reasons for undertaking the study and offering a general outline of the study. The chapter provides an overview of the research conducted. In this chapter, the problem statement was provided, followed by the primary and secondary objectives formulated for the study and a brief overview of the research methodology followed in this study.

In order to understand the context of the study, a literature review needed to be conducted, which served as the theoretical framework against which the study should be viewed. **Chapter 2** commences the literature review by focusing on retailing and store attributes. Specifically,

this chapter defines retailers and their importance as well as the classification of retailers, the factors that influence both retail consumers, the retail concept and total retail experience. The chapter concludes with a discussion on store attribute dimensions and sub-dimensions that are applicable to apparel retailers.

As mentioned in the problem statement, it is important that apparel retailers familiarise themselves with consumer behaviour. For this reason, **Chapter 3** continues the literature review by focusing on consumer behaviour, specifically the consumer decision-making process, consumer expectations and satisfaction. In this chapter, consumer decision-making is examined with specific emphasis on the levels of consumer decision-making, the decision-making process and the external and internal factors that influence the process. The chapter concludes with a general as well as store attribute-specific discussion on consumer expectations and satisfaction.

After the literature review has been conducted, it was necessary to provide insights into the marketing research process followed for the study. **Chapter 4** presents the research methodology used to achieve the objectives set for the study. This chapter explains the steps involved in the marketing research process. Each of the steps are discussed and applied for the purpose of the study.

Chapter 5 presents the results obtained from the statistical analyses, which are reported and discussed. These include presenting a sample profile of respondents who participated in the study, followed by statistical analyses carried out regarding the importance of store attributes to black Generation Y respondents purchasing casual wear from a mall in Soweto. The results pertaining to respondents' satisfaction with the store attributes tested in the questionnaire for the store from which they most often buy casual wear from are discussed, followed by the results regarding the importance of store attributes versus respondents' satisfaction with those store attributes. Lastly, the main findings pertaining to the results from the statistical analysis are presented.

Chapter 6 concludes the research study by presenting conclusions based on the results from the statistical analyses as well as the recommendations and limitations for this study. In this chapter, an overview of the research question is provided followed by discussions pertaining to the conclusions that can be drawn for each of the secondary objectives set for the study. Based on these conclusions, recommendations are made to stores selling casual wear who target black Generation Y consumers. The secondary objectives and questions in the questionnaire are linked to the main findings obtained in Chapter 5, followed by the limitations of the study. Lastly, recommendations for future research are presented.

1.6 CONCLUSION

This chapter provided an introduction and background into the research question. It was determined that the retail industry is competitive and therefore a sound understanding of consumer behaviour, what store attributes are important to consumers when buying casual wear, and their satisfaction with store attributes is needed. Furthermore, it was determined that black Generation Y consumers are an important segment for apparel retailers (and stores selling casual wear in particular) to focus on, since they enjoy spending on conspicuous products such as casual wear, and because they are entering the labour force (bringing about an increase to their disposable income). With the exception of Cooper (*in press*), no research studies could be identified that focused on black Generation Y consumers, the importance of store attributes to them when buying casual wear, as well as their satisfaction with store attributes. This makes it necessary to conduct this study. A brief description regarding the research methodology used in the study was presented, followed by the chapter layout for the study. Chapter 2 begins the theoretical framework for the study by focusing on retailing and store attributes.

CHAPTER 2
RETAILING AND STORE ATTRIBUTES

2.1 INTRODUCTION

Retailing is an important field of study as trends in the retail industry mirror trends within the overall economy (Berman & Evans, 2007:5). The retailing environment, however, is marked by intense competition, making it inevitable for retailers to not only take a closer look at the factors influencing the buying behaviour of their targeted consumers, but also to ensure the formulation of a retail strategy based on the retail concept that contributes to a pleasant consumer retail experience (Berman & Evans, 2007:159; Sullivan & Adcock, 2002:31 & Terblanché, 1998:26). Terblanché and Boshoff (2006:36) add that consumers' total retail experience is determined by numerous store attributes that interact, implying that apparel retailers need to be concerned with store attributes that are important to their targeted consumers as they affect consumers' total retail experience, which in turn affects store selection choices.

This chapter begins with a discussion on retailing and apparel retailers, with specific focus on its definition and importance, classification of retailers, the factors that influence both retail consumers and the retail concept, and total retail experience. The chapter concludes with a discussion on store attributes dimensions and sub-dimensions that are applicable to apparel retailers.

2.2 RETAILING AND APPAREL RETAILING

Trends in the retail industry are often regarded as reflective of overall economic trends (Berman & Evans, 2007:5). This makes it imperative for retailers to understand that their successes have ripple effects within the total economy. In order to ensure success, it is not only important for retailers to determine their classification in the retail industry, but also to understand their targeted consumers, the factors that influence buying behaviour and the importance of formulating retail strategies based on this understanding (Berman & Evans, 2007:198). This section begins by defining retailing and examining the importance of retailers, and more specifically, apparel retailers. Next, the manners in which retailers are classified are discussed followed by the factors that influence retail consumers. Lastly, the retail concept and the importance of providing consumers with a total retail experience are explored.

2.2.1 Definition and importance of retailing and apparel retailers

Levy and Weitz (1998:7) state that retailing involves selling of products and services to final consumers for their personal and family use, whereas Sullivan and Adcock (2002:3) define a retailer as a dealer or trader who sells goods in small quantities. Berman and Evans (2007:6) integrate these two definitions of retailing by stating that retailing encompasses the business activities in selling goods and services to consumers for their personal, family or household use and forms the last stage in the distribution process.

The retail industry is an important field of study because of its impact on the economy and its important functions in the distribution channel (Berman & Evans, 2007:5). In 2009, the South African retail industry contributed 12.0% to the total Gross Domestic Product (GDP) of South Africa (Statistics South Africa, 2009b). In 2009, the wholesale and retail industry employed a total of 1.7 million workers constituting 20.4% of total employment in South Africa (Statistics South Africa, 2009c). Retail sales and employment are important economic contributors and indicators as retail trends often mirror trends in the overall economy (Berman & Evans, 2007:5).

Retailing is also studied because of its important functions provided within the distribution channel. Retailing is the last stage in the distribution channel and retailers often act as the contact between manufacturers, wholesalers and final consumers (Berman & Evans, 2007:8; Ogden & Ogden, 2005:8 & Terblanché, 1998:3). According to Levy and Weitz (1998:8), retailers undertake business activities and perform functions that increase the value of their products and services sold to consumers. These functions include providing consumers with assortment, breaking bulk as consumers purchase in small quantities, holding inventory for consumers, access merchandise at later stages and provide services such as in-store credit and assistance to make it easier for consumers to purchase products (Berman & Evans, 2007:8; Ogden & Ogden, 2005:8; Levy & Weitz, 1998:8 & Manson & Mayer, 1990:8). Terblanché (1998:5) adds that within the distribution channel, retailers have the following functions:

- they act as the link between production and consumption by filling different gaps, including spatial, time and information gaps;
- they remove risks from wholesalers by ordering and stocking products in advance;
- they offer the last opportunity for contact with the final consumer by providing service at a convenient location;
- they act as a major source of market information as retailers have direct contact with final consumers; and

- they enhance the image of producers and wholesalers as retailer décor, staff assistance and location all contribute to projecting a favourable image of producer and wholesalers' products.

Specifically, this study focuses on stores selling casual wear, which forms part of apparel retailing. An apparel retailer can be defined as a retailer who buys finished clothing from domestic manufacturers and/or direct importers and resell these goods to final consumers (Brown & Rice, 1998:4). Additionally, the Wharton Econometric Forecasting Association (WEFA, 2000) defines apparel retailers as stores that sell men, women, children and families' clothing as well as all types of shoes and accessories. It is important to note that although the literature review examines apparel retailers and apparel, the study focused specifically on **stores selling casual wear** and casual wear, since an inadequate amount of theory regarding stores selling casual wear and casual wear exists.

Apparel retailers were chosen specifically for this study, because the industry ? is characterised by increased market growth as well as the important contributions made by the apparel industry within the total retail industry. According to Datamonitor (2008:3), the South African apparel industry grew by 2.4% in 2007 to reach a value of R47.5 billion. Furthermore, market forecasts for 2012 indicate that the South African apparel industry will be valued at R54.9 billion, giving an increase of 17.5% since 2007 (Datamonitor, 2008:3). As stated previously, the South African retail industry contributes 12.0% to the total Gross Domestic Product (GDP) of South Africa in 2009, totalling R524 billion with textiles, clothing, footwear and leather goods contributing a total of 19.0% to this figure (DTI, 2009a, DTI, 2009b & Statistics South Africa, 2009b). Furthermore, the South African apparel industry employs 19.8% of workers in the retail industry and it contributed the largest share of total profit, namely 40% (Statistics South Africa, 2009c & Statistics South Africa, 2005). It can thus be concluded that the South African apparel retail industry plays a dominant role in South Africa's total retail industry and is thus an important field of study.

There are many different types of retailers, each catering for different consumer needs and following different marketing strategies. For clarification regarding apparel retailers and its market position, the manner in which retailers are classified should be discussed.

2.2.2 Classification of retailers

Retailers can be classified into different categories. An understanding of this classification is important, because it provides insights regarding the manner in which retailers position

themselves in the market as well as the strategies followed to satisfy the needs of targeted consumers (Lamb, Hair & McDaniel, 2009:361 & Lamb, Hair, McDaniel, Boshoff & Terblanché, 2004:297).

Kotler and Armstrong (2008:367) identified a number of characteristics by which retailers can be classified, including amount of service (namely self-service, limited service or full service), product lines (namely supermarket, convenience store, department store and speciality store), relative prices (namely full-line discount store and off-price retailer) and retail organisations (namely chain stores and franchises). For the purpose of this study, retailers' classification will be discussed in terms of product lines offered and relative prices. Table 2.1 shows the type of retailers classified according to product line offered as well as relative prices and their general characteristics in terms of the level of service provided, product assortment, price and gross margin. The types of retailers that will therefore be discussed in greater detail include supermarkets, convenience stores, department stores, speciality stores, full-line discount stores and off-price retailers.

TABLE 2.1 CLASSIFICATION OF RETAILERS

Type of retailer	Level of service	Product assortment	Price	Gross Margin
Supermarkets	Low	Broad	Moderate	Low
Convenience stores	Low	Medium to narrow	Moderately high	Moderately high
Department stores	Moderately high to high	Broad	Moderate to high	Moderately high
Speciality stores	High	Narrow	Moderate to high	High
Full-line discount stores	Moderate to low	Medium to broad	Moderately low	Moderately low
Off-price retailers	Low	Medium to narrow	Low	Low

Source: adapted from Lamb *et al.* (2009:361)

2.2.2.1 Supermarkets

Supermarkets are large self-service stores that sell a wide range of food products as well as some non-food items, such as cosmetics, non-prescription drugs and clothing (Pride & Ferrell, 2010:427; Kotler & Armstrong, 2008:368 & Lamb *et al.*, 2004:298). Supermarkets operate on a self-service, high-volume, low-priced and low-margin basis and although initially focused on food products only, have expanded their product assortment to include non-food items (Lamb *et al.*, 2004:298). Lamb *et al.* (2004:299) further state that supermarkets attempt to attract consumers by providing ample parking, arranging store layout in a gridiron layout to ensure ease of movement and through the use of scanners, ensure that check-out points are fast and

convenient. In South Africa, Pick n Pay and Shoprite Checkers serve as well-known examples of supermarkets (Cant, Strydom, Jooste & Du Plessis, 2006:367).

2.2.2.2 Convenience stores

According to Pride and Ferrell (2010:427), and Kotler and Armstrong (2008:368) convenience stores are small, self-service stores that are located near a residential area, open long hours and carry a narrow convenient, high turn-over product assortment, such as soft drinks and other beverages, snacks, newspapers and automatic teller machines. These types of retailers cater for consumer needs by offering convenience in location, long hours and fast service and consumers pay for these conveniences in the form of higher prices (Lamb *et al.*, 2009:365). Lamb *et al.* (2004:298) add that the layout of convenience stores also contribute to the ease and speed of shopping. Currently, most convenience shops expand their merchandise selection to include meat, bakery and delicatessen items and have expanded their non-food items to include video rentals and health and beauty products (Lamb *et al.*, 2009:365 & Lamb *et al.*, 2004:298). Well-known convenience shops in South Africa include KwikSpar and petrol station stores such as Engen Select and BP Express, who have successfully combined petrol stations with convenience shops (Cant *et al.*, 2006:367).

2.2.2.3 Department stores

Department stores are large retail outlets that carry a wide variety and deep assortment of product lines (Kotler & Armstrong, 2008:368 & Lamb *et al.*, 2004:299). According to Lamb *et al.* (2009:362), department stores sell a wide variety of shopping and speciality goods, which include cosmetics, house ware, electronics and apparel. In order to facilitate marketing efforts and internal management, related product lines are organised into separate departments (Pride & Ferrell, 2010:426 & Lamb *et al.*, 2009:362). Lamb *et al.* (2009:426) add that department stores are particularly service orientated, which may include the provision of credit, delivery, personal assistance, merchandise returns and a pleasant atmosphere. For this reason, department stores operate at a higher gross margin and charge higher prices than discount stores (Lamb *et al.*, 2009:361). In South Africa, well-known examples of department stores include Edgars, Stuttafords, Woolworths, Truworths and Ackermanns (Cant *et al.*, 2006:367).

2.2.2.4 Speciality stores

Lamb *et al.* (2009:363) state that the speciality store format has become powerful in the apparel market. A speciality store refers to a retailer that carries a narrower product line with deeper

assortments within each line than that of a department store (Lamb *et al.,* 2009:363 & Kotler & Armstrong, 2008:368). Lamb *et al.* (2009:363) add that speciality stores specialise in the type of merchandise offered, which is then offered to a specific target market. Speciality stores also offer a high level of service, which includes knowledgeable salespeople, who are more attentive to consumers' needs, better product selection and a close and personal store atmosphere (Pride & Ferrell, 2010:430 & Lamb *et al.,* 2009:363). Consumers shopping at speciality stores consider price to be secondary to the distinctive merchandise offered, unique physical appearance and superior service offered, and for this reason, speciality stores operate at a high gross margin (Lamb *et al.,* 2009:363). In South Africa, speciality stores that sell clothing include Markhams (which specialises in clothing for men) and Foschini (which specialises in women's clothing) (Lamb *et al.,* 2004:300).

2.2.2.5 Full-line discount stores

According to Lamb *et al.* (2009:365), full-line discount stores carry a wide assortment of familiar, national branded goods such as toys, hardware, sporting goods, garden items, bedding and linen and clothing. Full-line discount stores follow a mass merchandising retail strategy whereby high turnovers of products are stimulated through the use of low prices on large quantities of merchandise (Lamb *et al.,* 2009:365). Lamb *et al.* (2009:365) add that low prices are also achieved by offering limited service to consumers and that price conscious consumers are willing to sacrifice services provided for lower prices. In South Africa, examples of full-line discount stores include Game and Dion (Lamb *et al.,* 2004:300).

2.2.2.6 Off-price retailers

Off-price retailers refer to stores that buy manufacturers' seconds, overruns and off-season production runs (Pride & Ferrell, 2010:431). Kotler and Armstrong (2008:370) add that off-price retailers buy at less than standard wholesale prices and then sell at less than retail prices. Pride and Ferrell (2010:431) add that off-price retailers offer consumers low service as targeted consumers are price conscious and knowledgeable about brands. Off-price retailers offer limited lines of national brands and usually include house ware, clothing and shoes (Pride & Ferrell, 2010:431 & Kotler & Armstrong, 2008:370). Pride and Ferrell (2010:431) state that off-price retailers ensure regular flow of merchandise through the establishment of long-term relationships with suppliers and buying large quantities of merchandise at low prices. An example of an off-price retailer who sells clothing is Fashion Express, who receives seconds, overruns and off-season merchandise from the same manufactures supplying Foschini. Other examples include Meltz and Nike Factory outlet (Cant *et al.,* 2006:368).

From the discussion it can be determined that most apparel retailers can be classified as department stores, speciality stores or discount stores (full-line and off-price retailer). Through classification, a better understanding can be reached regarding the strategies pursued by apparel retailers (for example speciality stores offer narrow and deep product assortment and full service for high prices and discount stores offer wide product assortment and low service for low prices). However, the quality of a retailer's strategy depends on how well the apparel retailer identifies and understands consumers and form a strategy mix that appeals to them (Berman & Evans, 2007:198). This includes an understanding of factors influencing consumers such as demographics, lifestyles, their needs and desires, shopping attitude and behaviour, apparel retailers' actions and environmental factors.

2.2.3 Factors influencing retail consumers

In order to form sound marketing strategies, apparel retailers must define their target market precisely and decide how they wish to position themselves to appeal to the target market (Kotler & Armstrong, 2008:374 & Berman & Evans, 2007:198). Kotler and Armstrong (2008:374) add that apparel retailers cannot make consistent decisions regarding product assortment, services, pricing, advertising, store decor or any other decisions that support their market positions without a clear definition and understanding of their targeted consumers. In order to understand consumers better and form consumer profiles, it is important to examine factors that influence apparel retail consumers (Berman & Evans, 2007:206). Figure 2.1 shows the impact of factors such as demographics, lifestyles, needs and desires, shopping attitude and behaviour, retailer actions and environmental factors on apparel retail consumers. Each of these factors is briefly discussed.

FIGURE 2.1 FACTORS INFLUENCING RETAIL CONSUMERS
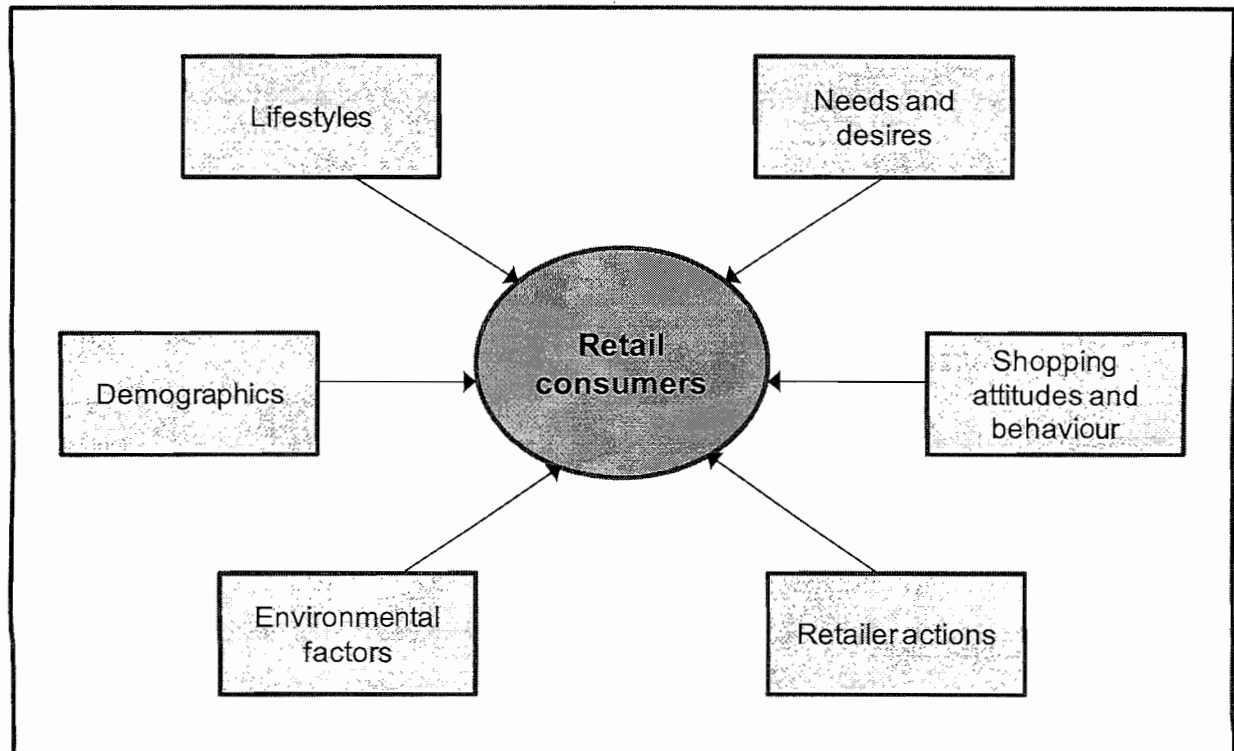
Source: adapted from Berman and Evans (2007:198).

2.2.3.1 Demographics

Demographics refer to data about populations that are objective, quantifiable, easily identified and measurable (Berman & Evans, 2007:198). Hawkins *et al.* (2007:66) add that demographics describe a population in terms of its size (the number of individuals within society), structure (which is described in terms of age, income, gender, occupation and education) and distribution (which refers to the physical geographic location of individuals, such as region, rural, and urban areas). Kotler and Armstrong (2008:68) state that demographics are important to apparel retailers as it involves consumers and consumers form markets. Berman and Evans (2007:200) add that it is important to gather demographic information regarding consumers in the local region where apparel retailers operate as consumer demographics may differ by region. For example, the distribution of consumers' income differs by region as consumers have more discretionary income in metropolitan areas such as Gauteng than rural areas. For apparel retailers, demographic information is important as it determines which merchandise to carry (for example young consumers might be more interested in fashionable yet affordable clothing than older consumers). Demographics such as age and its influence on consumer shopping behaviour are discussed in more detail in Chapter 3 section 3.4.1.1 under external influences in the consumer decision-making process.

2.2.3.2 Lifestyles

Kotler and Armstrong (2008:140) state that lifestyle can be defined as consumers' pattern of living, which is expressed in their activities, interests and opinions. Lifestyle basically refers to how consumers' live, in other words their activities, interests, likes and dislikes, attitudes, consumptions, expectations and feelings (Hawkins *et al.*, 2007:441). Lifestyle, in turn, impacts consumer behaviour including what, when, where, how and with whom to purchase (Hawkins *et al.*, 2007:441). Kotler and Armstrong (2008:140) add that lifestyle outlines consumers' whole pattern of acting and interacting in the world and can assist apparel retailers to better understand changing consumer values and their effect on purchase behaviour.

Berman and Evans (2007:201) state that consumer lifestyle is based on social factors (namely culture and sub-culture, social class, reference groups and family lifecycles) and psychological factors (namely personality, class consciousness, attitudes, perceived risk and the importance of purchases) and are influenced by consumer demographics. Hawkins *et al.* (2007:441) support this by stating that lifestyle is determined by demographics, culture and sub-culture, social class, motives, personality, emotions, values, household lifecycle, and past experiences. The importance and the influence of these lifestyle determinants will be discussed in more detail in Chapter 3 under external influences (section 3.4.1.2) and internal influences (section 3.4.2) on the consumer decision-making process.

2.2.3.3 Needs and desires

Berman and Evans (2007:206) define consumer needs as the basic shopping requirements that are consistent with consumers' present demographics and lifestyle and desires as discretionary shopping goals that have an impact on consumers' attitude and behaviour. For example, a consumer might need a warm jacket for winter, but desires a fur coat. In order to effectively satisfy the needs and desires of consumers, it is important for apparel retailers to determine exactly what those needs and desires are, as well as how they differ from one another. Due to the importance of understanding needs and desires in formulating sound marketing strategies, it is discussed in more detail in Chapter 3 section 3.3.1 under need recognition in the consumer decision-making process.

2.2.3.4 Shopping attitudes and behaviour

Numerous research studies have been done regarding consumers' attitude towards shopping and the manner in which it affects their behaviour (Rani & Velayudhan, 2008:259; Park, Burns &

Rabolt, 2007:201; Kim, Kim, Im & Shin, 2003:352 & Wu, 2003:37). In support to previous research, Berman and Evans (2007:208) state that consumers' attitude towards shopping has a large impact on consumers' behaviour in the shopping environment. Regarding consumers' attitude towards shopping, it would seem that consumers do not enjoy shopping as much as they did in the past, due to time pressure (Berman & Evans, 2007:208).

For apparel retailers, consumer attitudes towards shopping are of importance as they affect consumer behaviour, such as the decision to purchase or not. Kurt Salmon Associates (quoted by Berman & Evans, 2007:208) identified the top ten reasons why consumers leave an apparel store without buying, namely: cannot find an appealing style; cannot find the right size or the item is out of stock; nothing fits; no salespeople are available to help; cannot get in and out of the store easily; prices are too high; the in-store experience is stressful; consumers could not find good value; the apparel store is not merchandised conveniently; and the seasonality is off. It is therefore important for apparel retailers to pay close attention to the store attributes correlating to these reasons in order to ensure consumers do not leave apparel stores without purchasing merchandise.

In addition to identifying targeted consumers' characteristics, it is important for apparel retailers to consider the manner in which consumers make decisions, as a sound understanding of this process provides clarity regarding what consumers decide to purchase and, more importantly, how they make store selection choices (Berman & Evans, 2007:210 & Blackwell *et al.*, 2006:157). It is important to understand that the consumer decision-making process has two parts, the process itself and the internal and external influences that affect the process (Berman & Evans, 2007:211 & Schiffman & Kanuk, 2007:531). The consumer decision-making process is central to this study and will be discussed in more detail in Chapter 3 in section 3.3.

2.2.3.5 Retailer actions

Retail consumers are also influenced by actions taken by apparel retailers, such as the target market strategies pursued (Berman & Evans, 2007:218). Different responses in consumer behaviour can be provoked through the use of different target market strategies (Wood, 2004:108). Berman and Evans (2007:218) and Wood (2004:107) identify these target market strategies as mass (or undifferentiated) marketing, differentiated marketing and concentrated marketing. When an apparel retailer uses undifferentiated marketing, a broad spectrum of consumers are targeted by using the same target market strategy and it is assumed that all consumers will respond in the same manner to the market strategy. With differentiated marketing, apparel retailers identify two or more distinct consumer groups and formulate a

different target market strategy for each group (Berman & Evans, 2007:218). Wood (2004:108) adds that consumers benefit as their specific needs are addressed, thus increasing their satisfaction. In contrast, concentrated marketing entails that apparel retailers concentrate their target market strategy to the needs of one distinct group of consumers (Berman & Evans, 2007:218). Most speciality apparel stores follow this target market strategy by carrying a narrow but deep product assortment to satisfy the needs of a particular group of consumers. An example of this is Markhams, who carries clothing and apparel specifically for men (Lamb *et al.*, 2004:300).

2.2.3.6 Environmental factors

Apparel retail consumers' attitudes and behaviour are also affected by environmental factors. Berman and Evans (2007:221) list several factors, such as the state of the economy, the inflation rate, infrastructure (where consumers shop and if they have access to transport), price wars that might exist between apparel retailers, the emergence of new retail formats, a trend of where more consumers work from home, government and community regulation regarding shopping hours, consumer safety and evolving societal values and norms. Most environmental factors can be considered to be beyond the control of the apparel retailer. For example, an economic recession results in consumers having less disposable income, which might reduce their spending on apparel. This makes it critical to focus on factors that can be controlled by the apparel retailer (such as retail strategy and store attributes) to defend against the influence of uncontrollable factors (Berman & Evans, 2007:74).

From the discussion it can be determined that retail consumers are influenced by a number of factors, such as demographics, lifestyles, needs and desires, shopping attitudes and behaviour, retailer action and environmental factors. Apparel retailers must understand these factors and more importantly, their effect on consumer behaviour and use this information as input to formulate strategies based on the retail concept and to ensure a pleasant retail experience for the consumer.

2.2.4 Retail concept and the total retail experience

Retailers wishing to attain success have to understand that the retail environment is changing, as consumers are demanding more service and convenience since competition is fiercer than ever before (Berman & Evans, 2007:4). In order to increase the chances for success, retailers need a strategy based on the retail concept, which entails having a consumer orientation by focusing on identifying and satisfying consumer needs following a coordinated effort in which all

plans are integrated to maximise efficiency being value driven by offering consumers discounted or upscale items and being goal orientated (Wigley & Chiang, 2009:252; Berman & Evans, 2007:15 & Terblanché, 1998:5). The retail concept is a useful planning aid and requires that retailers determine what consumers' needs and desires are and develop plans to satisfy those needs. Terblanché (1998:8) further adds that if the retail concept has been properly executed, consumers will experience the total retail experience.

In essence, the total retail experience refers to what consumers experience when dealing with retailers (Terblanché, 1998:8). Terblanché (1998:8) further states that the total retail experience refers to retailers generating a complete shopping experience for the consumer, which can be created through fulfilling consumer expectations. This includes all activities and interaction from the beginning of the shopping trip (such as the search for parking) to the end when the consumer is at the check-out counter. Furthermore, all elements in the retail offering that hinder or persuade consumers during their contact with the retailer must be identified (Parsons, 2009:441 & Berman & Evans, 2007:16). Terblanché (1998:8) provides examples of these elements such as salespersons' appearance, store layout, brands offered, in-store and window displays as well as décor. Some elements that affect consumers' total retail experience are beyond the control of the retailer, such as traffic congestion. This makes it critical to exercise and coordinate control over those elements that can be controlled by the retailer, such as store attributes.

Terblanché and Boshoff (2006:37) argue that consumers' retail experience is affected by numerous store attributes that interact to determine the outcome of consumers' total retail experience. It can thus be argued that consumers' satisfaction with the total retail experience will be greatly determined by their satisfaction with store attributes. This implies that retailers need to closely consider store attributes that are important to consumers as well as their satisfaction with the current store attributes they offer.

2.3 STORE ATTRIBUTES

This section deals with the store attributes consumers consider when selecting an apparel retail store. In selecting an apparel store, consumers compare alternative apparel retailers on certain evaluative criteria, such as store image (Hawkins et al., 2007:610). A closer examination of store image reveals that it is formed from various store attributes (Hawkins et al., 2007:609; Jin & Kim, 2003:397 & Osman, 1993:133). From a literature review, no factors or store attributes could be identified that show precisely which store attributes consumers consider in their selection of an apparel retailer. For this reason, store image literature will be used as a

framework for discussion, because it includes many store attributes that not only determine store image, but may also indicate what consumers consider when selecting an apparel retailer.

For clarification, this section begins with an overview regarding the definition, formation and importance of store image. Next, attention is given to the store attributes that interact to form store image, as these attributes could influence consumers' store selection choices. From the literature review, store attributes that are thought to pertain to apparel retailers are proposed to influence consumers' store selection. Each of these store attribute dimensions and their sub-dimensions are discussed.

2.3.1 Definition, importance and formation of store image

Store image is complex and there is no universally agreed upon definition or consensus regarding the attributes that interact to form store image. Early scholars, such as Martineau (1958:47), described store image as a store's personality and specifically, how that image is defined in consumers' minds – consisting partly of functional qualities and psychological attributes. Perhaps the most comprehensive definition is that provided by Lindquist (1974:31), who stated that store image consists of a combination of tangible or functional and intangible or psychological factors that are perceived by consumers as present in the store. From a literature review, it can be determined that most store image definitions stress the role of consumers' perception of salient store attributes in store image formation (du Preez, Visser & Janse van Noordwyk, 2008a:56; Jin & Kim, 2003; Osman, 1993 & James *et al.*, 1976). It should, however, be pointed out that store image formed by consumers are dependent on the interaction of store attributes and the total impression this makes on the consumer (Chowdhary, 1999:126; Armirani & Gates, 1993:486; Keaveney & Hunt, 1992:165; Ditcher, 1985:75 & Oxenfeldt, 1974:9).

Store image is important to apparel retailers as it allows them to differentiate themselves from competitors (Terblanché 1998:6). A sound understanding with regard to store image assists apparel retailers in obtaining market success (Sullivan & Adcock, 2002:121 & Terblanché 1998:6). However, in order to understand the dynamics of store image, apparel retailers need to understand the store attributes that constitute store image.

Numerous research studies have been carried out regarding the dimensions and sub-dimensions that constitute store image (du Preez, Visser & Janse van Noordwyk, 2008b; du Preez, Visser & Janse van Noordwyk, 2008c; Kleinhans, 2003; Koo, 2003; Janse van Noordwyk, 2002; Burns, 1992; Huddleston, Ford & Mahoney, 1990; Chowdhary, 1989; Zimmer & Goldberg, 1988; Hansen & Deutscher, 1977; Lindquist, 1974 & Martineau, 1958). Initially,

Martineau (1958) presented layout and architecture, symbols and colours, advertising and salespeople as the key attributes constituting store image. In an attempt to measure store image, Lindquist (1974:30) developed nine store image attribute dimensions and sub-dimensions, which included the following groupings: merchandise (sub-dimensions include quality, selection or assortment, styling or fashion, guarantees and pricing); service (sub-dimensions include service in general, sales clerk service, presence of self-service, ease of merchandise returns, delivery service and credit policies of the store); clientele (sub-dimensions include social class appeal, self-image congruency and salespeople); physical facilities (sub-dimensions include elevators, lighting, air conditioning, washrooms, store layout, aisle placement and width, carpeting and architecture); convenience (sub-dimensions include convenience in general, location convenience and parking); promotion (sub-dimensions include sales promotions, advertising, displays, trading stamps and symbols and colours); store atmosphere (sub-dimensions include atmosphere congeniality, which refers to the consumer's feeling of warmth, ease and acceptance); institutional factors (sub-dimensions include conservative-modern projection of the store, store reputation and reliability) and post-transactional satisfaction (sub-dimensions include merchandise in use, returns and adjustments). James *et al.* (1976:23) derived six dimensions from their study, namely assortment, personnel, atmosphere, service, quality and price. O'Connor (1990:36) noted that the primary attributes that determine retailers' image are price, variety, assortment within product categories, quality of products, service and location, while Bearden (1977:15) found that the choice of where to shop is affected by factors such as parking facilities and staff friendliness.

From the literature review, a vast number of store attributes can be identified, which not only interact to form store image, but may also affect consumers' apparel store selection (O'Connor, 1990:36; Bearden, 1977:15; James *et al.,* 1976:23 & Lindquist, 1974:31). Not all store attributes identified from the literature review are applicable to apparel retailers. It also seems that researchers differ regarding the dimensions into which store attributes are grouped. For example, James *et al.* (1976:23) classify assortment as an independent dimension whereas Lindquist (1974:30) classifies assortment as a sub-dimension under merchandise. For the purpose of this study, seven store attribute dimensions were identified, whose headings correlate with that of Lindquist (1974:30), namely service, merchandise, store atmosphere, physical facilities, promotion, convenience and post-transactional satisfaction. The sub-dimensions thought to be applicable to apparel stores were selected and grouped under the appropriate store attribute dimension and included within the questionnaire to determine its influence on consumers' apparel store selection.

2.3.2 Attributes influencing store selection

Figure 2.2 shows the proposed store attributes identified within literature that are thought to influence consumers' apparel store selection. These store attributes include merchandise (sub-dimensions: variety, styling or fashion, price, quality and availability); service (sub-dimensions: salespeople, payment options, availability of cell phones and accessories and airtime and adjustments and alterations); store atmosphere (sub-dimensions: store scent and store music); physical facilities (sub-dimensions: store entrance and exit, check-out points, air conditioning, lighting and seating, dressing rooms, store layout, store appearance and trolleys or baskets); promotion (sub-dimensions: advertising, displays and sales promotions or discounts offered); convenience (sub-dimensions: location, parking and store hours) and post-transactional satisfaction (sub-dimensions: returns and refunds). Each of these dimensions together with its sub-dimensions as possible influence when selecting an apparel store is subsequently discussed in greater detail.

FIGURE 2.2 PROPOSED STORE ATTRIBUTES THAT INFLUENCE STORE SELECTION
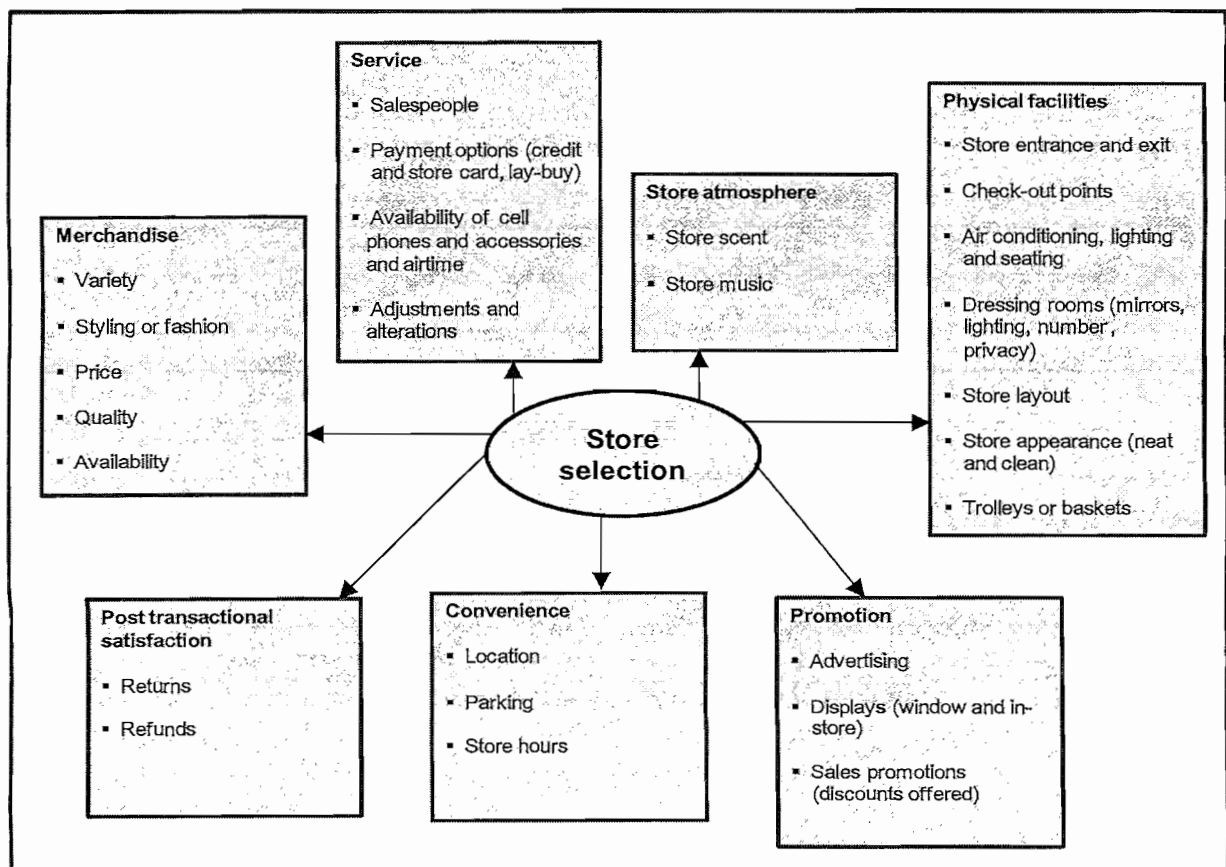
Source: adapted from O'Connor (1990:36); Bearden (1977:15); James *et al.* (1976:23) and Lindquist (1974:31).

2.3.2.1 Merchandise

Consumers are becoming increasingly insistent in their demand for merchandise that satisfies their individual needs and preferences (Morrison, 2006:65). Research by Thang and Tan (2003:193) found merchandise to be the most significant store attribute to contribute to consumers' store preference. For this reason, it is important for apparel retailers to ensure that their retail strategy is aligned with consumers' preference with regard to merchandise (Janse van Noordwyk, 2008:68).

Perceived merchandise **variety** (sizes, brands and colours) influences consumer behaviour both directly and indirectly (Miranda, Konja & Harvrila, 2005:220; Hyllegard, Eckman, Descals & Borja, 2005:345; Ailawadi & Keller, 2004:331; Kahn & Wabsink, 2004:519 & Koo, 2003:42). Kahn and Wansink (2004:519) found that retailers are able to influence the quantities purchased by consumers through manipulating the perceived variety of assortment. A study by Taylor and Cosenza (2002:393) found merchandise **style or fashion** (which included fit and look) to be the most important decision attribute in store selection for female teens when purchasing apparel. In support of this, Jin and Kim (2003:396) found that consumers who shop for fashion merchandise and leisure or social reasons consider merchandise style as an important attribute in store selection.

Sullivan, Savitt, Zheng and Cui (2002:364) found that consumers have different apparel shopping intentions based on merchandise **price** and that price sensitivity significantly affects apparel store selection among national and regional chain and discount retailers. Consumers also often determine the quality of merchandise from its price (Schiffman & Kanuk, 2007:183). These price-quality relationships that exist are of great significance, implying that consumers usually associate a perceived higher price with superior quality and consumers form different apparel shopping intentions based on merchandise price (Schiffman & Kanuk, 2007:183; Verma & Gupta, 2004:68; Medina, Mendéz & Rubio, 2004:200 & Sullivan *et al.*, 2002:364).

Babakus, Bienstock and van Scotter (2004:714) found that merchandise **quality** has a positive influence on consumer satisfaction, thereby leading to an increase in store traffic and sales. Perceived quality of merchandise may also be derived from cues other than price, such as merchandise guarantees. Merchandise guarantees are often regarded by consumers as an extrinsic cue signalling quality (Miyazaki, Grewal & Goodstein, 2005:146). Merchandise guarantees are offered to consumers in an attempt to reduce perceived purchase risk as well as post-purchase cognitive dissonance (Blackwell *et al.*, 2006:211 & Schiffman & Kanuk, 2007:264). An extensive warranty offered to consumers will likely reinforce perceived quality of

offered merchandise (Blackwell *et al.,* 2006:211). The **availability** of merchandise advertised by a store also has a significant effect on consumers' retail experience and ultimately their store selection choices (Berman & Evans, 2007:409). In a study conducted by Visser, Du Preez and Janse van Noordwyk (2006:57), a focus group indicated that merchandise advertised should be available in stores.

Since these merchandise-related attributes influence the formation of store image, it can be argued that they also influence consumers' selection of apparel retailers. In order to determine whether merchandise influences consumers' selection of stores selling casual wear, statements regarding merchandise quality, price, variety, warranty, style and availability of advertised merchandise will be included in the questionnaire.

2.3.2.2 Service

It may be difficult to maintain a competitive advantage solely on merchandise since apparel goods are sensitive to fashion changes. It could therefore be more advantageous to apparel retailers to differentiate on the basis of service (Sum & Hui, 2009:98 & Ma & Niehm, 2006:621). The type of services offered by apparel retailers depends on the type of retail store (as discussed in section 2.2.2) as well as consumers' expectations regarding services that should be offered (Blackwell *et al.,* 2006:165). Janse van Noordwyk (2008:83) adds that retailers increasingly offer similar services, which necessitates the need to effectively cater to the individual needs and wants of consumers.

Numerous research studies have been done regarding service and its role in store image formation and store selection (Hyllegard *et al.,* 2005:345; Jin & Kim, 2003:396; Wong & Yu, 2003:61 & Lee & Johnson, 1997:26). A research study by Lee and Johnson (1997:26) examined the role of consumer service expectations with regard to different apparel store types and found that consumers have low service expectations from apparel discount retailers due to the low price offered. In contrast, service expectations from apparel specialty and department stores were higher. For example, upscale department stores provide personal shopping assistants to help consumers assemble complete outfits, including shoes and accessories (Blackwell *et al.,* 2006:165). In addition to expectations, consumer perception of services also has a significant influence on consumer behaviour. For example, the evaluation of store brands is influenced positively if consumers have a favourable perception of store service (Semeijn, Van Riel & Ambrosini, 2004:248).

Janse van Noordwyk (2008:84) and Sivadas and Baker-Prewitt, (2000:73) state that by improving service quality, retailers can increase consumer satisfaction, leading to more favourable consumer attitudes towards retailers and an increase in the likelihood of consumer recommendation. Similar studies have supported the conclusion that service has a positive influence on consumer satisfaction (Grass & O'Cass, 2005: 227 & Chang & Tu, 2005:197). Salespeople are an important determinant in service quality, the retail experience as well as in the formation of consumer relationship (Miranda *et al.*, 2005:220). It is therefore important that salespeople initiate contact to improve consumers' perception of value (Naylor & Frank, 2000:310).

The services provided by **salespeople** are an important sub-dimension of service as it contributes to consumers' retail experience (Berman & Evans, 2007:30). Services offered by salespeople (such as introduction of new items with seasonal trends) have a significant effect on consumer satisfaction and sense of store loyalty (Kim *et al.,* 2003:352). Janse van Noordwyk (2008:82) maintains that in order to build trust with consumers, ample salespeople should be available, who are competent in providing consumer assistance, solve consumer problems, show compassion, friendliness and kindness and are able to perform their daily tasks effectively.

Ma and Niehm (2006:621) add that salespeople are an important source of communication, as they provide consumers with product and market-related information and play an important role in improving consumer repurchase intentions in a competitive retail environment. This provides an opportunity for interaction and an enhanced retail experience (Harris, Baron & Parker, 2000:112). Based on salespeople's interaction, consumers' store selection can be influenced. Consumers perceiving salespeople's interaction as favourable, tend to perceive merchandise, value for money, satisfaction and consumption feelings positively, which can lead to store satisfaction and loyalty (Grace & O'Cass, 2005:228 & Miranda *et al.,* 2005:221). According to Janse van Noordwyk (2008:82), salespeople are also important in forming consumer retail experience and store selection. The appearance of salespeople should also be closely examined in order to ensure that it matches the target market's expectations and image.

Apparel retailers also have to consider **payment options** offered (such as credit card facilities, the availability of store cards and lay-buy options) as these influence consumers' perception of service and convenience as well as their behaviour. Park and Burns (2005:135) found that the use of credit cards promotes compulsive buying, yet it also indicated that consumers differ with regard to the importance placed on credit availability. This implies that apparel retailers should not exclude other methods of payment (Janse van Noordwyk, 2008:86). Payment options thus

add value to consumers and offer them greater convenience. A study done by Turner and Wilson (2006:958) examined the impact of store cards on grocery store loyalty and found that a moderate relationship existed between store loyalty and owning a store card. Store cards also offer consumers alternative credit facilities than that of a credit card, which help to ensure store selection and store loyalty (Terblanché, 1998:45).

Apparel retailers might offer additional services to consumers to add to consumers' retail experience and convenience, which includes the **availability of cell phones and accessories and airtime**. Cell phone usage has grown tremendously in South Africa in the last five years (Drotsky, Janse van Rensburg & De Jager, 2009:360; LaFraniere, 2006:1 & Koutras, 2006:1). Koutras (2006:1) examined the use of cell phones among Generation Y consumers in South Africa and found that cell phone network providers should focus on distributing cell phones and airtime at places frequently visited by Generation Y consumers, which may include apparel retailers. This offers consumers greater convenience, as the purchases of cell phones, cell phone accessories and airtime can occur at the same retailer where apparel is purchased and by using a store card.

Another service that apparel retailers can offer to consumers is to allow **adjustments and alterations** to be made to clothing. Terblanché (1998:274) states that apparel retailers need to provide facilities and the necessary staff needed to make clothing alterations as clothing is regarded as conspicuous and it is therefore important that it fits properly. In support, a study done by Visser *et al.* (2006:58) showed that consumers regard the service to adjust apparel as an important store attribute. Offering consumers the opportunity to make clothing alterations can be regarded as a service provided to reduce post-purchase cognitive dissonance.

In order to determine the influence of service dimensions on the selection of stores selling casual wear, the questionnaire will include statements pertaining to the sub-dimensions of service such as salespeople service (the number and whether they are helpful, friendly and knowledgeable), payment options offered (store and credit card and lay-buy), offering airtime and cell phones and accessories as well as allowing adjustments and alterations to be made to casual wear.

2.3.2.3 Store atmosphere

Store atmosphere refers to the psychological feeling consumers perceive when visiting the retailer (Berman & Evans, 2007:544). Early researchers, such as Martineau (1958:47), defined store atmosphere as the store's personality or congeniality, specifically how it is perceived by

consumers. Hawkins *et al.* (2007:488) add that store atmosphere is the sum of all physical features of the retail environment including décor, sounds and aromas. Physical properties of the retail environment are designed to create an effect on consumers' purchases and are often referred to as store atmospherics (Blackwell *et al.*, 2006:165). These atmospherics help shape both consumers' direction and duration of attention and increase the odds that consumers will purchase products that might otherwise have gone unnoticed (Blackwell *et al.*, 2006:165). Berman and Evans (2007:545) identified store exterior and general interior as elements of atmosphere. Other elements include scent and sounds on which numerous research studies have been done (Janse van Noordwyk, 2008:50; Hawkins *et al.*, 2007:488; Wirtz *et al.*, 2007:7; Bosman, 2006; Chebat & Michon, 2003:529; Baker, Parasuraman, Grewal & Voss, 2002:121 & Sweeney & Wyber, 2002:51).

Orth and Bourrain (2005:138) found that **store scent** pleasantness has a reasonable effect on consumers' exploratory tendencies, whereas studies by Bosman (2006:33) found that ambient scents have a direct influence on consumers' perception of product quality. Bosman (2006:33) further argues that pleasant scents are likely to cause a favourable shopping mood, thus leading to an increase in consumer spending.

Sound or background music was also found to have a significant influence on consumers' moods, in turn influencing a variety of consumer behaviours, such as amount of browsing time and amount spent on purchases (Oakes, 2000:540). **Store music** and sounds are also powerful in creating a certain atmosphere with retailers. For example, music played in a store at low volume can encourage more social interaction between shoppers and salespeople, reinforcing a warm and friendly atmosphere (Blackwell *et al.*, 2006:165). The tempo and type of music played also affect consumers' perception of store atmosphere (Blackwell *et al.*, 2006:165). For example, an apparel retailer who plays soft, classical background music can create an upscale atmosphere, whereas apparel retailers selling sportswear can create an energetic atmosphere by playing fast tempo music.

Numerous research studies have been conducted with regard to store atmosphere and its influence on consumer behaviour (Bosman, 2006:32; Koo, 2003:42; Thang & Tan, 2003:193; Baker *et al.*, 2002:121 & Moye & Kincade, 2002:60). Research by Koo (2003:42) found that store atmosphere perceived positively by consumers enhances their sense of wellbeing, thus leading to a superior experience and increased consumer preference. Thang and Tan (2003:193) found that store atmosphere has a positive influence on consumers' satisfaction and store preference and concluded that atmosphere creates a link between consumers' emotional responses to a retailer and retailers' physical attributes. Burns and Neiser (2006:49) examined

consumer satisfaction in the retail setting by closely examining the contribution of consumers' emotions and found that retailers need to pay explicit attention to consumers who have high expectations, since the emotional reaction to performance and the store environment contribute to the assessment of satisfaction. Store atmosphere thus influences consumers' shopping enjoyment, the time they are willing to spend browsing within the shop, their ease and willingness to converse with salespeople, the likelihood of impulse purchases, as well as future patronage (Berman & Evans, 2007:544; Blackwell *et al.,* 2006:165 & Spies, Hesse & Loesch, 1997:2). Thus, store atmosphere provides apparel retailers with a powerful tool to influence consumer behaviour (Bakamitsos & Siomkos, 2004:305).

As can be seen from the discussion, store atmosphere has a significant impact on consumers' retail experience, shopping enjoyment and store preference. In order to determine whether store atmosphere influences consumers' selection of a store selling casual wear, statements pertaining to store atmosphere will be included within the questionnaire. More retailers are realising the importance of appealing to consumers' senses and are employing the use of music to create a favourable store atmosphere (Berman & Evans, 2007:554). For this reason, statements pertaining to the type and loudness of music played in the apparel store will be included into the questionnaire to determine its effect on consumers' selection of stores selling casual wear.

2.3.2.4 Physical facilities

The physical retail environment plays a significant role in explicitly expressing store character and store image to consumers and in affecting consumers' shopping experience (Hawkins *et al.,* 2007:488 & Blackwell *et al.,* 2006:165). Apparel retailers often design store interiors to create specific feelings within consumers and these feelings in turn reinforce purchasing tendencies (Hawkins *et al.,* 2007:488 & Blackwell *et al.,* 2006:165). Store setting can elicit a certain emotional reaction such as pleasure or arousal that influences store selection and the amount of time and money consumers spend while shopping (Blackwell *et al.,* 2006:165). For example, an apparel retailer selling stylish, modern clothing would want its fixtures and colours to reflect an overall mood of style (Hawkins *et al.,* 2007:488). Thus, physical facilities are used to create a certain atmosphere. More importantly, the physical facilities of the apparel retailer should appeal to the target market and lead to a satisfactory retail experience (Janse van Noordwyk, 2008:62).

All facilities, exterior and interior, should be used to convey the desired image to consumers (Berman & Evans, 2007:546). Interiors, such as architecture and fixtures, play an important role

in store selection. Store fixtures are planned on the basis of their utility and aesthetics (Berman & Evans, 2007:550). Pipes, beams, doors, storing rooms and display racks should be considered as part of interior décor and used to portray the desired store image (Berman & Evans, 2007:550). For example, high priced apparel retailers will disguise fixtures and dress them up.

Store entrances and exits play a significant role in enticing consumers to enter and browse through the store (Berman & Evans, 2007:546). Store entrances are the first point of communication consumers have with the store's physical facilities and should thus be inviting to entice the consumer to enter. Store exits should be located conveniently to make it easy for consumers to exit the apparel store. The number and speed of **check-out points** are also thought to influence consumers' retail experience and apparel store selection. Terblanché (1998:219) adds that check-out points should be conveniently located and sufficient in number and speed to reduce queuing time for consumers. Waiting too long in line to pay may cause consumers (especially those who are time pressured) to forfeit purchases. In order to enhance a positive retail experience and affect consumers' apparel store selection, it is imperative that apparel retailers consider the number and speed of check-out points (Terblanché, 1998:219).

Store temperature also affects consumers' moods and perceptions. A lack of **air conditioning** might lead to shortened browsing time and unwillingness to enter the shop (Berman & Evans, 2007:550). The role of **lighting** should also not be underestimated since when apparel retailers make use of dull or basic lighting, consumers usually form negative associations with regard to quality (Kerfoot, Davies & Ward, 2003:144). Terblanché (1998:275) highlights the importance of available **seating** by stating that its provision is more than a mere convenience, it is much appreciated and can assist in forming a pleasant retail experience.

Apparel retailers also need to consider **dressing rooms,** as it is a factor in apparel store selection (Berman & Evans, 2007:550). Terblanché (1998:274) adds that dressing room facilities are compulsory for apparel retailers as apparel is conspicuous and consumers try on different merchandise before making purchases. Sufficient dressing rooms, which offer privacy, with proper lighting and full-length mirrors may affect consumers' retail experience and thus store selection (Terblanché, 1998:274).

Store layout can also be used to assist in-store traffic flow and to convey a certain store image. Terblanché, (1998:220) supports this statement by adding that the objective of store layout is to maximise efficiency in consumer movement. Most apparel retailers make use of curving or free flow patterns, as this layout encourages consumers to browse and walk through in any

direction, thus enhancing impulse and unplanned purchases (Terblanché, 1998:220). Wide, uncrowded aisles also contribute to enhanced store atmosphere (Berman & Evans, 2007:550). Miranda *et al.* (2005:220) found that aisle width (associated with store layout) enhances consumer satisfaction as its width increases. In support, Berman and Evans (2007:550) state that wider aisles result in less crowding and thus a better store atmosphere. According to Hawkins *et al.* (2007:491), crowding has a negative effect on consumers' experience. Consumers therefore take steps to reduce unpleasant, claustrophobic feelings, usually by spending less time within or not selecting the store. Studies conducted by Paulins and Geistfeld (2003:382), suggest that the outside **store appearance** affect consumers' apparel store preference. In order to contribute to a pleasant retail experience, it is important for apparel retailers to ensure that the overall store appearance is **neat and clean**.

Other physical facilities that can be provided by apparel retailers to offer consumers greater convenience and a positive retail experience is through the availability of **trolleys or baskets**. Terblanché (1998:275) states that trolleys and baskets are the primary service requirements for supermarkets and other grocery outlets. It should be determined whether the presence of trolleys and baskets at apparel retailers affect consumers' apparel store selection or not.

Physical facilities have a significant influence on the formation of store image. In order to determine whether physical facilities have an influence on consumers' selection of stores selling casual wear, the questionnaire will include statements pertaining to store entrances, ease of movement between products in the store (store layout), air conditioning, availability of seating, dressing rooms (number, availability of full-length mirrors, lighting and privacy), check-points (numerous and speed), overall lighting used within the store, store neatness and store cleanliness and the availability of trolleys or baskets to carry clothing.

2.3.2.5 Promotion

Promotional activities are becoming increasingly important to retailers as part of their integrated marketing communication strategy and overall retail strategy (Smith, Gopalakrishna & Chatterjee, 2006:565 & Kliatchko, 2005:8). Promotional activities are important controllable variables apparel retailers can use to gain market differentiation as well as provide consumers with information to serve as a sound basis for making decisions (Calder & Malthouse, 2005:357; Gagnon & Chu, 2005:14 & Newman & Patel, 2004:771).

With changes in technology, the landscape for **advertising** has also changed (Clow & Baack, 2007:408). Apparel retailers now have numerous methods available to them to communicate

with consumers, including the Internet, e-mails, cell phones and in-store advertising (Clow & Baack, 2007:408; Merisavo & Raulas, 2004:498; DuFrene, Engelland, Lehman & Pearson, 2005:65). Research conducted by Calisir (2003:357) investigated the perception of consumers (aged 18 to 26) with regard to Internet advertising and found that respondents regarded it as the best medium to induce participating action, a reliable source of advertising as well as effective in providing two-way communication. In-store advertisements are used by apparel retailers to convey information, enhance store atmosphere and serve a substantial promotional role (Berman & Evans, 2007:556). It is therefore important for apparel retailers to determine whether clearly-visible in-store advertisements are considered by consumers in their store selection choices.

In-store communications include **displays (window and in-store)** (Berman & Evans, 2007:546). Window displays have two purposes, namely to allow the consumer to identify the store and its offering and to induce consumers to enter the store (Berman & Evans, 2007:546). In support, Sen, Block and Chandran (2002:278) state that window displays, which offer information about sales and promotions, increase the chances of consumers entering the store. In the same manner, showing of sales items in display windows can lure price conscious consumers and eye-catching displays can capture the attention of pedestrians (Berman & Evans, 2007:546). According to Blackwell *et al.* (2006:625), the use of colour and symbols can evoke consumers in assigning different meanings to advertisements and displays. Hawkins *et al.* (2007:490) caution, however, that apparel retailers need to exercise care when choosing colours and symbols accompanying advertisements and displays as they have different meanings across various cultures. Furthermore, a clear understanding of the target market's colour preference can assist apparel retailers in capturing consumer attention, the arousal of certain emotions, such as calmness or excitement, as well as affecting consumers' quality perception (Hawkins *et al.,* 2007:490; Blackwell *et al.,* 2006:625; Schiffman & Kanuk, 2007:136 & Bellizzi, Crowley & Hasty, 1983:21). In-store displays, such as display racks, have a significant influence on consumers' perception of store image and retail experience. Research done by Kerfoot *et al.* (2003:144) examined the influence of display racks on consumers' perceptions and found that the hanging of merchandise for display was regarded as the most attractive manner for merchandise presentation.

Sales promotions, such as **discounts offered**, are also used to lure consumers into a store. Research indicates that sales promotions influence both store image and store preference (Alvarez & Casielles, 2005:55; Dawes, 2004:304 & Smith & Sinha, 2000:83). Thang and Tan (2003:193) found that the more favourable consumers' perception of store promotional activities is, the higher the preference for the store will be. Research by Smith and Sinha (2000:83)

indicated that consumers prefer promotions such as discounts that provide immediate gratification with little or no investment made. For example, when consumers open an account at Truworths, they get an added credit of R400 off purchases (Truworths, 2009).

As can be seen from the above discussion, the promotion dimension has a significant influence on consumers' formation of apparel store image. However, in order to determine the influence of promotion and its sub-dimensions on consumers' casual wear store selection, sales promotion (such as discounts offered), window displays and in-store displays will be included in the questionnaire.

2.3.2.6 Convenience

In the modern apparel retail landscape, marked by increased competition and higher consumer expectations, it is imperative that apparel retailers make it as easy and effortless as possible for consumers to reach them. In support of this statement Morrison (2006:66) states that consumers actively seek convenience as they have higher expectations with regard to shopping efficiency and ease. If consumers' needs in terms of convenience are not met, it increases the likelihood that they will be lost to competitors or make use of alternative methods of shopping, including on-line purchases (Dennis, Fenech & Merrilees, 2005:180). In general, convenience has a direct influence on store loyalty, consumer satisfaction, consumer loyalty and consumer preference (Chang & Tu, 2005:198; Thang & Tan, 2003:194 & Koo, 2003:43). It is therefore important for apparel retailers to note that consumers' perceptions of convenience tend to differ with age and culture (Jin & Kim, 2003:397 & Chowdharry, 1999:127). Various sub-dimensions associated with convenience have been identified, including location, parking convenience and store hours.

The selection of store **location** is regarded as one of the most significant strategic retail decisions (Kotler & Armstrong, 2008:378 & Berman & Evans, 2007:262). A good location is often the most crucial strategic decision an apparel retailer can make, as it has such a large impact on a retailer's success (Berman & Evans, 2007:262). Apart from having strategic advantages, a good location can also have a positive effect on consumer satisfaction by making it more convenient for the consumer to visit the store (Miranda *et al.,* 2005:221). Janse van Noordwyk (2008:61) adds that store locations that are in close proximity to consumers' homes, schools or places of work could lead to increased consumer satisfaction.

Together with location, **parking** has also been identified by various researchers as a determinant factor in store selection (Jin & Kim, 2003:397; Golias, Yannis & Harvatis, 2002:334;

De Klerk & Ampousah, 2002:94 & Stoltman, Morgan & Anglin, 1999:146). Research performed by Stoltman *et al.* (1999:146) showed that consumers found parking that was readily available as the most pleasant event in their shopping experience, whereas problems with parking resulted in the strongest negative feeling. In addition, consumers consider time and costs as determinant factors when selecting parking. According to Janse van Noordwyk (2008:61), it is important for apparel retailers to ensure that there is sufficient parking available for consumers at a minimum or no cost and that the time and energy associated with walking from the parking area to store entrance is minimised. Parking plays an important role in constituting retail image and consumers' store selection as plentiful, free and nearby parking creates a more positive image than scarce, costly, distant parking and has a significant influence on consumers' store selection choices (Berman & Evans, 2007:548).

An additional sub-dimension contributing to convenience is **store hours**. Convenient store hours have to compliment consumers' free time and shopping patterns (Miranda & Kónya, 2009:817 & Richbell & Kite, 2007:56). For example, most apparel retailers remain open on weekends and public holidays and find themselves having prolonged evening hours to accommodate time pressured consumers (Berman & Evans, 2007:66).

Convenience has an influence on the formation of apparel store image. In order to determine the influence of convenience and its related attributes on consumers' selection of stores selling casual wear, statements related to stores selling casual wears' location (close to home, work or school and public transportation) and store hours will be included in the questionnaire.

2.3.2.7 Post-transaction satisfaction

Consumers' evaluation of store image is influenced by sub-dimensions of post-transactional satisfaction, which includes return policy and refunds and adjustments or clothing alterations offered by apparel retailers (Lindquist, 1974:32). Post-transaction satisfaction is influenced greatly by after-sale services provided to reduce post-purchase cognitive dissonance (Kotler & Armstrong, 2008:149 & Etzel, Walker & Stanton, 2007:510). After consumers have purchased merchandise, it is evaluated while in use. Features such as quality and value are examined. Research undertaken by Chen-Yu and Kincade (2001:29) found that the image of apparel products together with its performance have a significant influence on satisfaction. When performance was good, the apparel product image positively influenced consumer satisfaction.

An apparel retailer's merchandise **return** (taking clothes back) and **refund** (getting money back) policies are associated with after-sale service (Burt & Carralero-Encinas, 2000:433). The ease

with which merchandise can be returned leads to greater convenience and satisfaction and increases the likelihood of favourable consumer recommendations to others (Schoefter & Ennew, 2005:262; Stauss, 2002:173; Kim *et al.,* 2003:352; Maxham & Netemeyer, 2003:46). Consumers also seek reassurance that the purchase or store selection they have made was a wise one (Kotler & Armstrong, 2008:149). It is therefore imperative that apparel retailers offer reassurance that the store selection and purchase decision made was a wise one. This can be achieved through offering sound return policies and money-back guarantees or refunds (Blackwell *et al.,* 2006:84*).*

In order to determine the influence of post-transactional satisfaction on black Generation Y consumers' selection of stores selling casual wear, returns and refunds offered by stores selling casual wear will be included in the questionnaire.

2.4 CONCLUSION

This chapter examined the importance and function of retailers as well as retail store classification, factors that influence retail consumers, the importance of the retail concept, and the total retail experience. Store attributes were discussed and from available store image literature, it was determined that store image is constituted from numerous store attributes. As store image affects consumers' apparel store selection, it can be argued that the store attributes that constitute store image influence consumers' apparel store selection. The following store attribute dimensions, selected after examining literature, were discussed, namely merchandise, service, store atmosphere, physical facilities promotion, convenience and post-transactional satisfaction.

As can be seen from the discussion in this chapter, consumer expectations are important in terms of how consumers will perceive and evaluate store attributes as well as their satisfaction with store attributes considered when selecting an apparel store. For this reason, consumer expectations need to be discussed in more detail as well as consumer satisfaction and the role of store attributes in the determination of consumer satisfaction. Consumer expectation and satisfaction form part of the consumer decision-making process, which will be discussed in Chapter 3.

CHAPTER 3

CONSUMER DECISION-MAKING, CONSUMER EXPECTATIONS AND SATISFACTION

3.1 INTRODUCTION

In order to attain success in the retail industry, apparel retailers need to be familiar with consumer behaviour, specifically the consumer decision-making process (Berman & Evans, 2007:211). The consumer decision-making process is used by consumers to determine if, what, when, where, how, from who and how often to purchase, providing apparel retailers with a comprehensive and systematic roadmap as to how consumers make product and store selection decisions. Berman and Evans (2007:211) further state that the consumer decision-making process must be understood from two perspectives, namely what goods consumers are planning to buy (in other words, which type of clothing), and more importantly, where purchases are going to occur (in other words, which apparel retailer the consumer will select). Consumers consider store attributes when selecting apparel retailers. Store attributes influence consumers' overall satisfaction, which in turn affects their store selection choices (Moye & Giddings, 2002:259). For this reason, consumers' expectations towards and satisfaction with store attributes should be examined.

This chapter begins with a discussion on consumer decision-making, with specific focus on the levels of consumer decision-making, the decision-making process and the external and internal factors that influence the process. The chapter concludes with a discussion on consumer expectations and satisfaction in general and then within a store attribute context.

3.2 CONSUMER DECISION-MAKING

Consumers make decisions everyday concerning all facets of life. Schiffman and Kanuk (2007:527) define a decision as the selection of an option from two or more alternative choices. Some decisions are made without much thought and occur almost automatically, while others require higher consumer involvement and deliberate cognitive effort (Schiffman et al., 2008:71; Solomon, Zaichkowsky & Polegato, 2008:246; Blackwell et al., 2006:89 & Simonson, 2005:211). The consumer decision-making process provides marketers with a systematic, comprehensive way to understand how and why consumers make decisions and provides apparel retailers with a roadmap of consumers' minds. Blackwell et al. (2006:67) state that this assists in guiding the retailer's product mix, communication and sales strategies.

The consumer decision-making process remains complicated. The length and extent with which consumers search for information and make decisions differ on an individual basis as well as on the level of consumer decision-making (discussed in section 3.2.1). Apart from this, internal and external factors (discussed in section 3.4) influence the manner in which consumers process information, evaluate alternatives and ultimately make purchase and store selection decisions (Schiffman & Kanuk, 2007:531). In an attempt to provide structure to this process, the consumer decision-making model is presented as a road map to help guide marketers in understanding consumer behaviour and forming marketing strategies (Lynch & Zauberman, 2007:107 & Blackwell *et al.*, 2006:70).

3.2.1 Levels of consumer decision-making

Every time consumers purchase goods or visit an apparel retailer, some form of the consumer decision-making process is used (Berman & Evans, 2007:215). Consumer decision-making situations require different degrees of information searches (Schiffman *et al.*, 2008:71 & Simonson, 2005:211). On a continuum of effort ranging from very high to very low, Schiffman *et al.* (2008:71) and Berman and Evans (2007:216) distinguish between three levels of consumer decision-making, namely extensive decision-making, limited decision-making and routinised decision-making.

3.2.1.1 Extensive decision-making

Extensive decision-making implies that consumers engage in decision-making that is highly involved, complex, detailed and thorough (Blackwell *et al.*, 2006:89). Berman and Evans (2007:216) propose that consumers make full use of the decision-making process when engaged in extensive decision-making and spend a great deal of time gathering information and evaluating alternatives, both in terms of what and where to purchase. Hawkins *et al.* (2007:513) add that extensive decision-making involves an extensive internal and external search for information (discussed in section 3.3.2), followed by a multifaceted evaluation of alternatives and considerable post-purchase evaluation. When a consumer employs extensive decision-making, a high degree of cognitive effort is displayed (Peter & Olson, 2008:176 & Blackwell *et al.*, 2006:89). According to Schiffman *et al.* (2008:71), extensive decision-making occurs when consumers have no established criteria for evaluating a product or specific brands within a product category. This necessitates consumers to collect large amounts of information from either internal or external sources in order to ensure that an evaluation criterion is established (Schiffman *et al.*, 2008:71 & Solomon, 2004:295). Consumers make use of extensive decision-making when product purchases occur infrequently, are expensive or carry a high degree of

social risk (Blackwell *et al.,* 2006:89 & Solomon, 2004:295). Consumers are highly involved at this level of decision-making as there are perceived differences among the retailers or brands and it is important to the consumer to make the right decision (Blackwell *et al.,* 2006:89). Retailers who recognise that their consumers use extensive decision-making usually respond in kind by emphasising personal selling and providing as much store and product information as possible (Berman & Evans, 2007:216).

3.2.1.2 Limited decision-making

According to Schiffman *et al.* (2008:71), limited decision-making implies that consumers have established the basic criteria for evaluating a retailer, product or brand. Limited decision-making involves internal and limited external search, simple decision-rules on a few attributes and little post-purchase evaluation (Hawkins *et al.,* 2007:513). Blackwell *et al.* (2006:89) add that consumers search less extensively for information than with extensive decision-making. Furthermore, additional information is only required for fine tuning in order to assist consumers in differentiating or choosing between brands (Schiffman *et al.,* 2008:71). Solomon (2004:295) continues by noting that consumers use simple decision rules to accelerate the decision-making process, which enables them to fall back on general guidelines instead of starting from scratch each time a decision is made. According to Blackwell *et al.* (2006:89), consumers may use limited decision-making when they do not have the time, resources or motivation to employ extensive decision-making. Hawkins *et al.* (2007:513) add that limited decision-making might occur as consumers respond to emotional or situational needs. In conclusion, Berman and Evans (2007:216) add that limited decision-making is most relevant to retailers, such as department and specialty stores, who wish to sway consumer behaviour and carry goods that consumers have bought before. It is, therefore, imperative that these retailers consider the shopping environment (in other words store attributes), such as assortment offered and the availability of sales personnel to assist consumers with information (Berman & Evans, 2007:216).

3.2.1.3 Routinised decision-making

In contrast with the aforementioned levels of decision-making, routinised decision-making implies that consumers have experience with the product category and have a well-established set of criteria to evaluate prospective brands. At this level, decision-making occurs automatically with little or no cognitive processing (Berman & Evans, 2007:216; Blackwell *et al.,* 2006:89 & Solomon, 2007:307). Solomon (2007:307) further states that consumers may not even realise that a choice has been executed. Blackwell *et al.* (2006:89) and Solomon

(2007:207) explain that consumers often rely on memory to make a decision, which is then executed automatically. Routinised decision-making is often employed when consumers have low involvement with the product category and want to minimise the time and energy spent on purchase decisions (Solomon, 2004:295). Kotler and Armstrong (2008:145) continue by stating that products purchased at this decision-making level are low in cost and are frequently purchased. For this reason, consumers are not actively involved in searching for information; instead they receive it passively (Kotler & Armstrong, 2008:145). Berman and Evans (2007:216) state that this type of consumer decision-making is most relevant to retailers such as supermarkets and fast food items and since decision-making occurs automatically at this level, consumers' need recognition is of most importance to these retailers. Therefore, these retailers need to ensure good location, convenient store hours, clear product displays and product availability.

Blackwell *et al.* (2006:88) explain that the extent to which each stage in the consumer decision-making process is undertaken, as well as the precise sequence, can differ from one situation to the next. The levels of consumer decision-making influence the length of the consumer decision-making process, since with extensive decision-making more information is required and all the stages in the consumer decision-making process will be followed, while with routinised decision-making consumers have already followed the stages in the consumer decision-making process and know what they want to purchase. Considering this, retailers need to be aware of all the stages in the consumer decision-making process to determine how consumers will select a preferred retailer.

3.3 THE CONSUMER DECISION-MAKING PROCESS

Berman and Evans (2007:211) state that the consumer decision-making process must be considered from two perspectives, namely what goods consumers are planning to purchase and more importantly, where consumers are going to make purchases (in other words which apparel store). The consumer decision-making process consists of five stages, namely need recognition, pre-purchase search, evaluation of alternatives, purchase and-post purchase use and evaluation (Hansen, 2005:420 & Schiffman & Kanuk, 2007:531). Figure 3.1 presents the consumer decision-making process, its different stages, together with the internal and external factors that influence the process (discussed in section 3.4). Each stage will subsequently be discussed.

FIGURE 3.1 THE CONSUMER DECISION-MAKING PROCESS
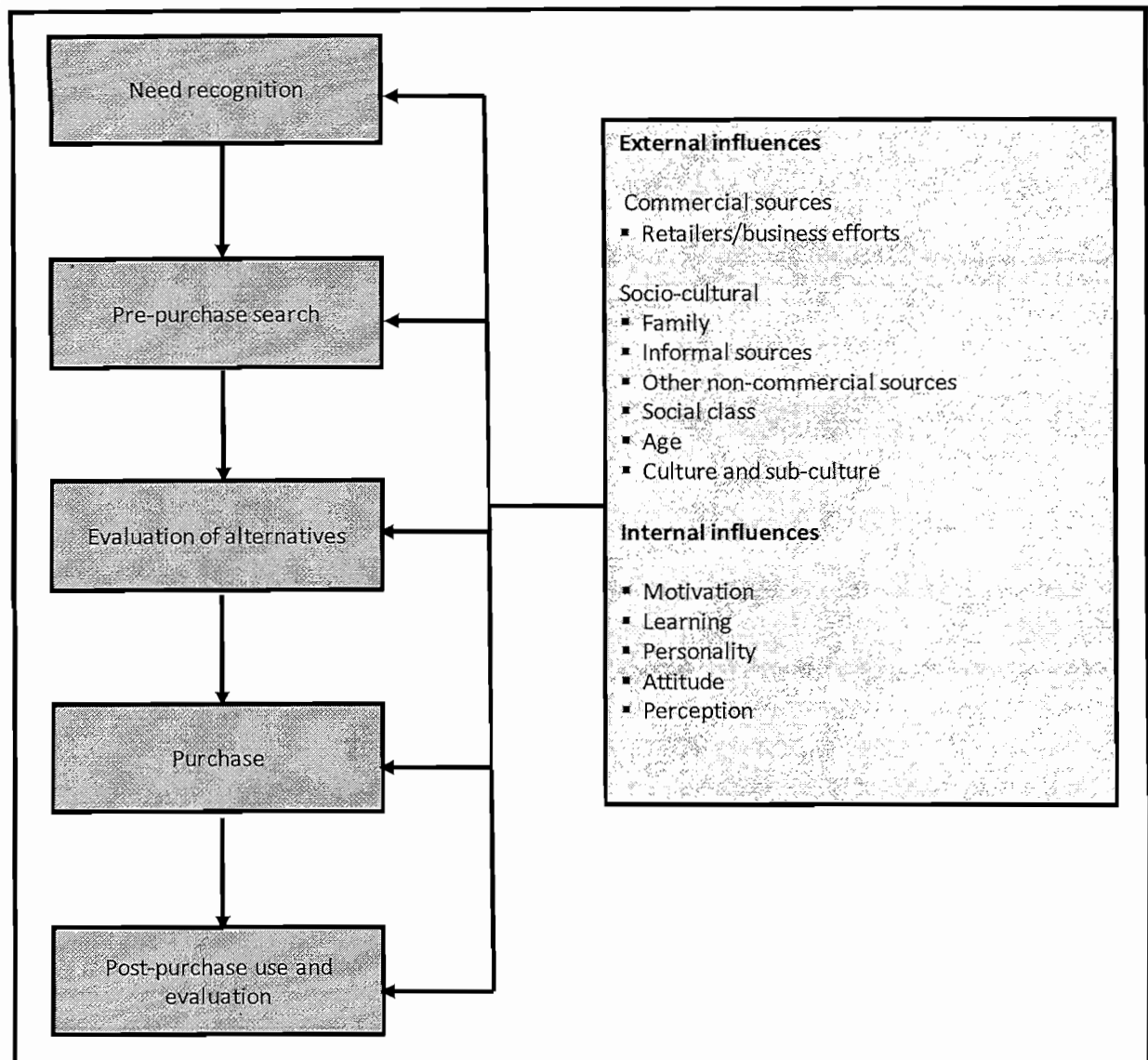
Source: adapted from Schiffman and Kanuk (2007:531) and Blackwell *et al.* (2006:83).

3.3.1 Need recognition

The consumer decision-making process starts with need recognition (referred to by some authors as problem recognition) (Solomon, 2007:308; Blackwell *et al.*, 2006:89 & Solomon, 2004:296). Solomon (2007:308) states that the consumer perceives a need and becomes motivated to find a means to resolve it. Blackwell *et al.* (2006:89) define need recognition as the perception of a "disparity between the desired state of affairs and the actual situation that is adequate to arouse and activate the decision process". Thus, need recognition occurs when changes in either the desired (the state consumers want to be in) and actual (current situation) state causes a noticeable difference as indicated in Figure 3.2 (Solomon, 2007:308).

FIGURE 3.2 THE NEED RECOGNITION PROCESS CENTRES ON THE DEGREE OF DISCREPANCY
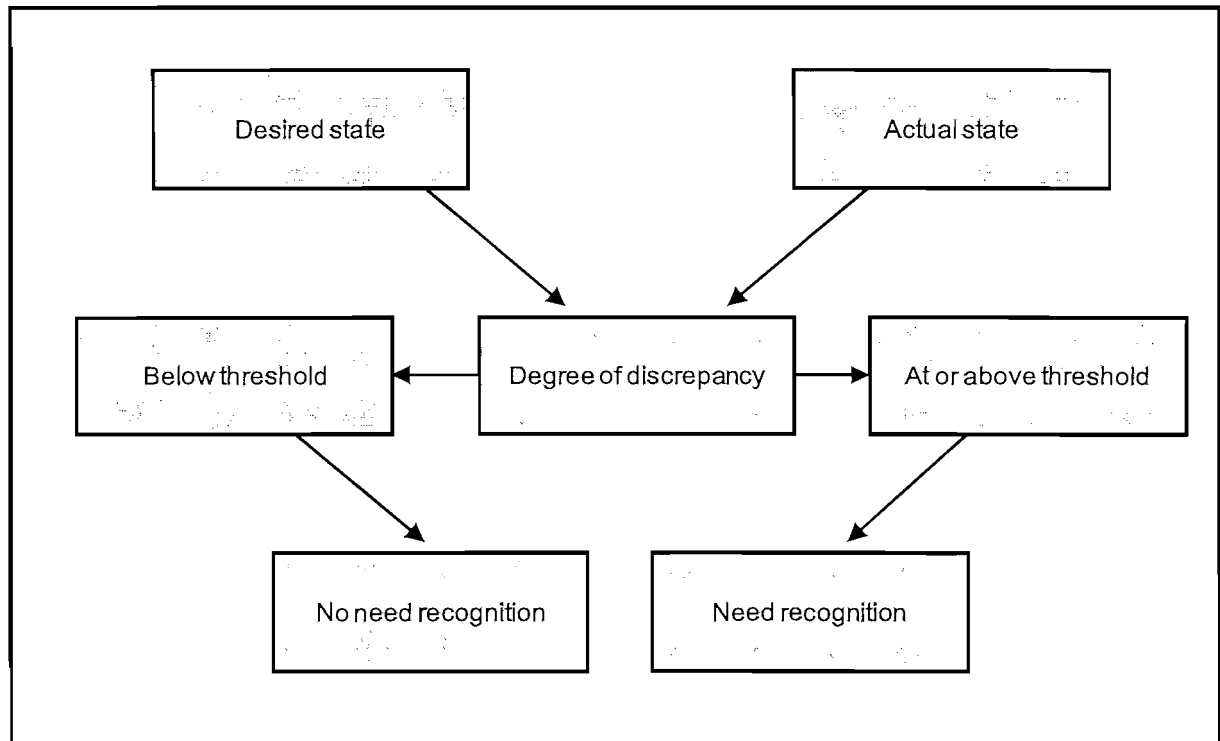
Source: adapted from Blackwell *et al.* (2006:102).

From Figure 3.2, it can be determined that there are two different need recognition types, namely desired state types and actual state types (Schiffman *et al.*, 2008:77). Desired state type implies that the decision-making process is triggered through consumers' exposure to new products as well as the aspiration to have them (Solomon *et al.*, 2008:251). In comparison, actual state type implies that consumers perceive a need when a product is consumed (or fails to perform satisfactory). For example, consumers might recognise a need for apparel when discovering new, fashionable merchandise on shelves (desired state) or when consumers' current apparel is seen as unfashionable or in disrepair (actual state). Hawkins *et al.* (2007:516) add that the level of consumers' desire to resolve a particular need depends on the magnitude of discrepancy between desired and actual states, as well as the relative importance of the need. When this discrepancy meets or exceeds a certain threshold, a need is recognised.

Consumers' desired and actual states can change for multiple reasons. According to Solomon (2007:308), a persons' actual state can diminish when a product is depleted, when a product is bought that does not perform sufficiently, or when new needs are created. Blackwell *et al.* (2006:102) add another reason by pointing out that consumers' needs change as their circumstances alter with time (for example age). In contrast, changes in consumers' desired

state occur when consumers are exposed to better quality products as well as changes in consumers' circumstances, for example an increase in income (Blackwell *et al.,* 2006:102 & Solomon, 2004:296). Needs may also arise that are instinctive for human survival, such as the need for food, water and clothing. Other needs that are more psychological are acquired from consumers' culture and environment, including the need for power, prestige and self-esteem (Schiffman & Kanuk, 2007:83). Schiffman and Kanuk, (2007:83) further suggest that unfulfilled needs lead to consumer tension that acts as a motivation to solve those needs.

Finally, it is important to note that marketers cannot create needs; they can only make consumers aware of unperceived needs (Blackwell *et al.,* 2006:71 & Schiffman & Kanuk, 2004:85). Hawkins *et al.* (2007:514) support this by adding that the presence of a need does not automatically trigger action. Instead, action will only occur when consumers believe that the product will satisfy their needs and are motivated to pursue this need (Berman & Evans, 2007:212). Within an apparel retailer context, this implies that consumers can only be made aware of the desire to wear fashionable clothing to enhance their self-worth through appropriate in-store displays and advertising. Apparel retailers cannot create the actual need to wear clothing *per se.*

3.3.2 Pre-purchase search

After a need has been recognised, consumers begin searching for information to solve their unmet needs (Blackwell *et al.,* 2006:74). Solomon (2007:310) defines pre-purchase search as a process by which consumers survey their environment for appropriate data to make a decision. Blackwell *et al.* (2006:74) define search for information as the motivated acquisition of knowledge stored in memory or acquirement of information from the environment about potential need satisfiers. As suggested by the Blackwell *et al.* (2006:74) definition, search can either be internal in nature (when information is retrieved from memory) or external in nature (when information is collected from the marketplace, friends and family).

3.3.2.1 Internal search

Consumers experiencing need recognition begin their search internally through scanning and retrieving existing decision-relevant knowledge stored in memory (Blackwell *et al.,* 2006:110). Consumers engage in internal search by scanning memory banks to assemble information about alternatives (Solomon, 2004:296). Schiffman and Kanuk (2007:532) state that consumers' recollection from past experience, which is drawn from storage in long-term memory, may provide adequate information for the consumer to execute the present choice.

Furthermore, all consumers have some degree of knowledge stored in memory resulting from past experience (Solomon, 2007:310). The internal search process is depicted in Figure 3.3.

FIGURE 3.3 THE INTERNAL SEARCH PROCESS
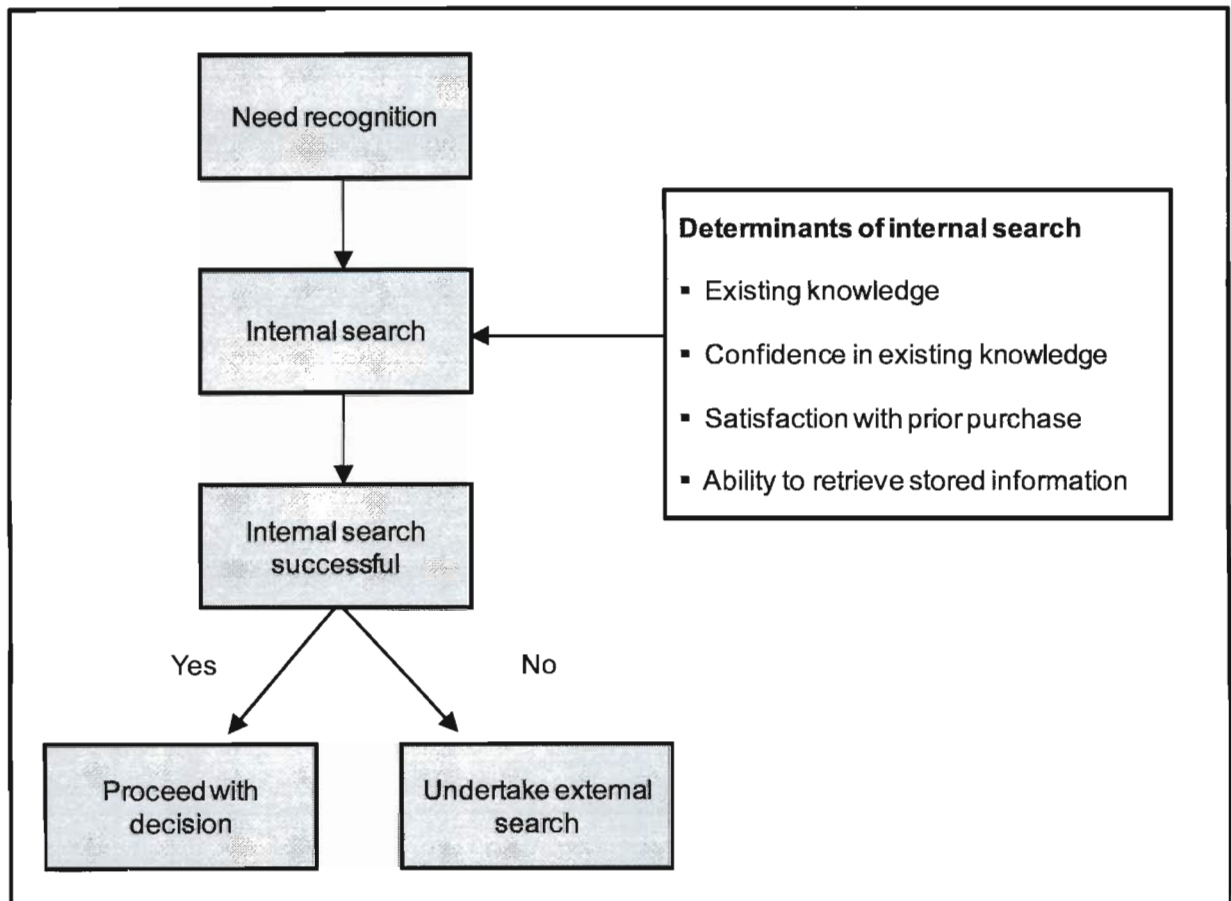
Source: adapted from Blackwell *et al.* (2006:110).

As can be seen from Figure 3.3, the degrees of internal search consumers undertake depend on their existing knowledge as well as the confidence placed in that knowledge (Blackwell *et al.*, 2006:110). Schiffman and Kanuk (2007:533) support this view by adding that consumers will search less for external information as their past experience with product consumption increases. However, if the product category is characterised by large inter-purchase times, with several changes in the product, price and store, consumers may not feel convinced in their decision and will therefore require additional information to supplement existing knowledge. The degree of internal search is also dependent on consumers' satisfaction with previous purchases as satisfactory purchases provide consumers with existing knowledge that already satisfy their needs (Blackwell *et al.*, 2006:110). Internal search is also dependent on consumers' ability to retrieve stored information when needed, as knowledge fades away with time (Blackwell *et al.*, 2006:110).

If scanning memory provides consumers with a past solution that can be implemented, an external search may not be necessary. However, most consumers base their decisions on a combination of internal and external searches (Schiffman & Kanuk, 2007:533).

3.3.2.2 External search

As indicated in Figure 3.3, consumers engage in external search when internal search proves to be unsuccessful (Blackwell *et al.*, 2006:111). Solomon (2004:297) suggests that consumers search for information from external sources in order to supplement internal knowledge. Schiffman and Kanuk (2004:556) add that consumers may engage in an extensive search for useful information from the outside environment if lacking prior experience.

Solomon (2007:309) distinguishes two types of external information searches, namely pre-purchase search and ongoing search. Pre-purchase search refers to consumers searching for specific information motivated by an upcoming purchase (Blackwell *et al.*, 2006:111). In contrast, ongoing search refers to information acquisition that occurs on a regular basis, regardless of sporadic needs and is usually motivated from consumers browsing for fun or to remain informed about market developments (Solomon, 2007:309). Hawkins *et al.* (2007:533) add that information acquired from ongoing search may be used later or is collected because the process is pleasurable. For example, consumers wishing to remain informed regarding fashion trends will browse the Internet for information or new merchandise on various apparel retailers' websites without the intention of actual purchases.

Consumers furthermore have to decide what information needs to be searched for. Blackwell *et al.* (2006:111) refer to consumers' external search set, which presents the choice alternatives that consumers gather information about during pre-purchase search. Consumers can invest a considerable amount of effort into identifying search set members, depending on their degree of experience as well as the relative importance of the decision. Hawkins *et al.* (2007:533) augment this discussion by stating that consumers require information about the appropriate evaluation criteria, the existence of various alternative solutions and the performance level of each alternative in order to make a decision.

With regard to the selection of apparel retailers, consumers may decide to collect additional information when new retailers open, or search more than one store if clothing is required for an important event in which appearances matter. What consumers wish to learn from different apparel retailers will depend on their personal preferences. Consumers seeking variety will

want to learn more about store merchandise, whereas consumers concerned with service will wish to learn more regarding in-store assistance (Blackwell *et al.,* 2006:111).

A) Sources of information and search time

In addition to deciding what information will be collected, consumers also need to decide where this information will be collected (Blackwell *et al.,* 2006:113). Depending on the importance of the decision, consumers may decide to either search for information inside or outside the store. This information can either be acquired from a personal source or impersonal sources as shown in Table 3.1.

TABLE 3.1 SOURCES OF INFORMATION

	In-store	Out-of-store
Personal information sources	• Sales personnel • Other shoppers	• Family and friends • Co-workers • Experts and opinion leaders • Internet forums and bulletin boards
Impersonal information sources	• Product labels • Store signage • Point-of-purchase materials	• Advertising • General media

Source: adapted from Blackwell *et al.* (2006:113).

Table 3.1 shows the sources of information that are used by consumers to collect information from the external environment. Consumers are more likely to rely on information from personal out-of-store sources, such as family and friends, co-workers and experts who have nothing to gain from passing on information (Blackwell *et al.,* 2006:113). However, this should not imply that information received from other sources, such as advertising, store signage, point-of-purchase materials and the Internet do not influence consumers during their decision-making (Insch & Florek, 2009:457; White, Lucretia & Wilbur, 2009:323 & Blackwell *et al.,* 2006:113).

The amount of time consumers devote to searching for information depends on the type of purchase, the level of consumer involvement, the price of the product, the level of perceived differences between alternatives, the level of perceived risk, as well as consumer experience with the product category (Clow & Baack, 2007:414; Hawkins *et al.,* 2007:546 & Blackwell *et al.,* 2006:125). For example, consumers who are purchasing a new house will spend considerably more time acquiring information than just purchasing groceries, as purchasing a house is expensive and making the wrong investment can be catastrophic.

Hawkins *et al.* (2007:547) and Blackwell *et al.* (2006:122) also introduce the cost versus benefit perspective, which dictates that consumers search for decision-relevant information when the perceived benefits of the new information are greater than the perceived cost of obtaining that information. The benefits include making better purchasing decisions by identifying better-quality products or obtaining a lower price (Peter & Olson, 2008:488 & Blackwell *et al.,* 2006:123). Search costs refer to time and effort consumers have to exert to obtain information, which varies with the amount of information that can be acquired (Hawkins *et al.,* 2007:547 & Blackwell *et al.,* 2006:123).

In conclusion, Berman and Evans (2007:212) state that pre-purchase search aids consumers in determining the alternatives that will satisfy consumers' needs and where purchases will occur and establishing the characteristics for each alternative to be evaluated.

3.3.3 Evaluation of alternatives

The third stage in the consumer decision-making process is to evaluate alternative options identified in the pre-purchase search (Yoon & Simonson, 2008:324; Hawkins *et al.,* 2007:566; Blackwell *et al.,* 2006:79 & Wright, 2006:28). At this point, it is important to draw a distinction between what consumers decide to purchase versus where they decide to make that purchase. When choosing what to purchase, consumers consider product features such as durability, distinctiveness, value and ease of use. However, when consumers decide at which retailer to shop, store attributes are considered (which include location, assortment, credit availability, sales personnel assistance, store hours and customer service) (Berman & Evans, 2007:211). This closely resembles the store attribute dimensions and sub-dimensions identified in Chapter 2, namely merchandise, service, store atmosphere, physical facilities, promotion, convenience and post-transactional satisfaction.

Solomon (2007:317) remarks that much of the effort that goes into purchases and store selection decisions occurs in this stage. During this stage, consumers compare what is known about different products, brands and stores with what is considered most important. This narrows the field of alternatives before consumers decide what will be purchased (Hawkins *et al.,* 2007:566 & Blackwell *et al.,* 2006:79). Blackwell *et al.* (2006:127) furthermore explain that the likelihood of a product being purchased or store selected depends on whether or not it is evaluated favourably by consumers. The evaluation of alternatives stage includes three important aspects, namely the identification of an evoked set, selecting the criteria used to evaluate attributes and identifying consumer decision rules (Schiffman & Kanuk, 2007:534).

3.3.3.1 Evoked set

Given consumers' limit to time, energy and cognitive capacity, not every possible choice alternative can be considered; instead only a small subset of all possible alternatives is considered, which constitutes the evoked set (Peter & Olson, 2008:168). The evoked set (illustrated in Figure 3.4) refers to the specific brands (or stores) consumers consider when making a purchase within a particular product category (Schiffman *et al.,* 2008:80 & Blackwell *et al.,* 2006:128). Furthermore, the evoked set consists of those products or stores already in consumer memory (the retrieval set) and those prominent in the retail environment (Peter & Olson, 2008:168 & Solomon, 2007:318).

FIGURE 3.4 THE EVOKED SET AS A SUBSET OF ALL BRANDS IN A PRODUCT CLASS
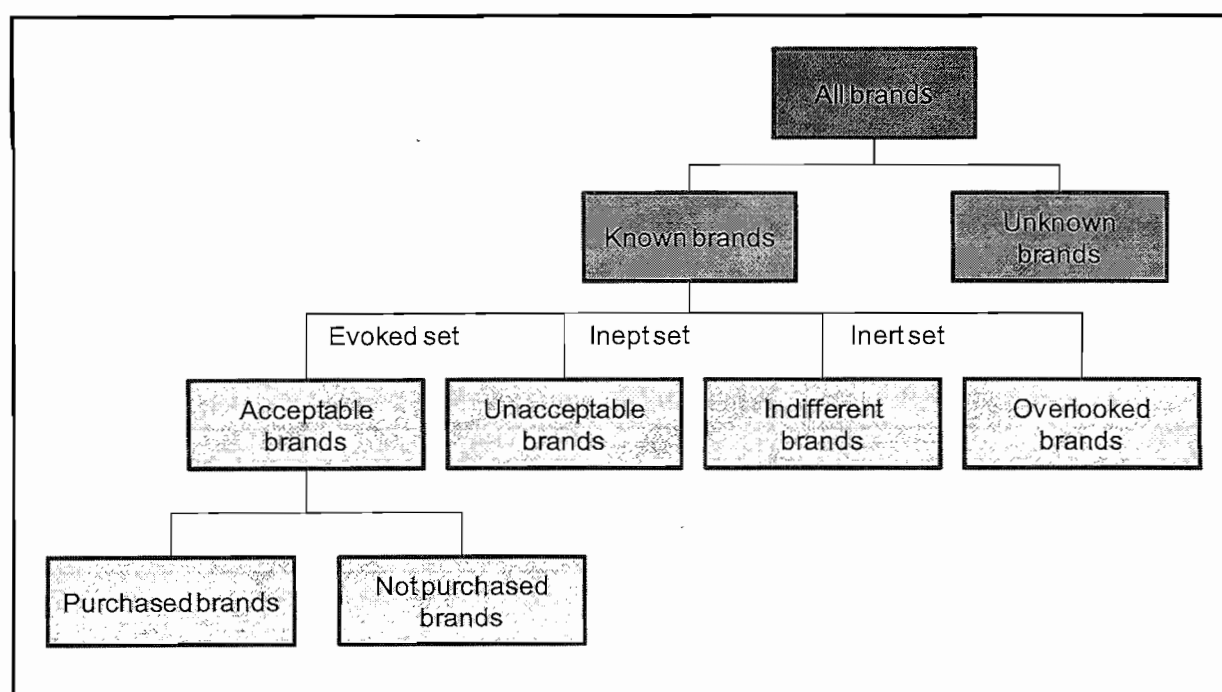
Source: adapted from Schiffman *et al.* (2008:80).

Figure 3.4 illustrates the evoked set as a subset of all available known brands in a product category. The evoked set consists of a small number of brands that consumers are familiar with, remember and find acceptable (Schiffman *et al.,* 2008:80). In order to ensure that a store or product is considered, it is crucial that it forms part of the consumer's evoked set (Schiffman *et al.,* 2008:80). The evoked set usually consists of a small number of alternatives, however, it increases in size as consumers' experience with the product category grows (Schiffman *et al.,* 2008:80 & Solomon, 2007:318).

As depicted in Figure 3.4, other sets can also be identified according to which consumers categorise products and brands, namely the inept set and inert set. The inept sets refer to brands or stores excluded from purchase consideration as they are seen as unacceptable or inferior (Schiffman *et al.*, 2008:80). In contrast, the inert set consists of brands or stores that consumers are indifferent towards or overlook as they are perceived as not having any particular advantage. It is unlikely that consumers will place a product or store in their evoked set that has previously been rejected (Solomon, 2007:318).

3.3.3.2 Criteria used to evaluate alternatives

Consumers use new or pre-existing evaluations stored in memory to make product or store selection, which is most likely to result in their satisfaction with purchases or consumption (Blackwell *et al.*, 2006:79). Evaluation criteria refer to the dimensions consumers use to judge the merits of competing products (Solomon, 2007:321). Peter and Olson (2008:169) provide another view by adding that consumers' evaluations of alternatives are based on their beliefs about the consequences of buying those products, be it functional (product performance), psychological (admiration from friends) or value consequences (a sense of achievement). Schiffman *et al.* (2008:81) add that the criteria consumers use to evaluate alternative products or stores comprising their evoked sets are usually expressed in terms of important product or store attributes. Additionally, Solomon (2007:321) states that the criteria on which products or store selection differ carry more weight in the decision-making process versus those attributes on which they are similar.

Attributes upon which alternatives are evaluated can either be salient or determinant. According to Blackwell *et al.* (2006:742), salient attributes refer to those features that are important to consumers during the evaluation of alternatives. For example, in the selection of apparel retailers, salient attributes may include quality, price, service and merchandise assortment. Determinant attributes on the other hand, determine which brand or store consumers choose, especially if the salient attributes are considered to be equivalent (Blackwell *et al.*, 2006:79). For example, if two apparel stores are considered to be equal regarding quality, price and merchandise assortment, a determinant attribute may include convenient payment options. Marketers can educate consumers about which criteria consumers should use as determinant attributes (Solomon, 2004:309). Schiffman *et al.* (2008:81) state that this can be accomplished by recommending the criteria that consumers should use when assessing the product or store. Blackwell *et al.* (2006:80) add that it is important to remember that different consumers employ different evaluation criteria and how these choices are evaluated is influenced by both external influences (such as commercial sources, family, informal sources,

other non-commercial sources, social class, age, culture and sub-culture) and internal influences (such as motivation, learning, personality, attitude and perception). These influences are discussed in more detail in section 3.4.

3.3.3.3 Consumer decision rules

Decision rules are employed by consumers in order to simplify the decision-making process. Schiffman *et al.* (2008:83) define consumer decision rules (also known as heuristics, decision strategies and information processing strategies) as procedures used by consumers to facilitate brand- or other consumption-related choices. Consumers do not perform complex mental decisions each time they make a purchase decision; instead, they employ decision rules that allow them to use some dimensions as substitutions for others (Solomon, 2007:323). These decision rules are used to reduce the burden of making complex decisions and provide consumers with guidelines that make the decision-making process less strenuous (Schiffman *et al.*, 2008:83). Broadly seen, consumer decision rules can be classified into two groups, namely compensatory and non-compensatory decision rules.

A) Compensatory decision rules

Schiffman *et al.* (2008:83) state that when consumers follow a compensatory rule, the brand or store is evaluated in terms of each relevant attribute and a summated score is computed for each brand, which reflects the brand's relative merit as a potential purchase choice. Consumers will choose the brand or store that scores the highest among evaluated alternatives (Schiffman *et al.*, 2008:83). Compensatory decision-making allows for perceived weakness or negative evaluation on one criterion to be compensated for by a positive or strong evaluation on another criterion (Peter & Olson, 2008:173).

Blackwell *et al.* (2006:138) suggest two types of compensatory rules, namely simple additive and weighted additive rules. In terms of the simple additive rule, consumers simply add the number of times each alternative is judged favourably regarding the set of salient evaluative criteria. Consumers then choose the alternative with the largest amount of positive attributes. With regard to the weighted additive rule, consumers employ more refined judgments about the alternatives performance than simply favourably or unfavourably. Instead, judgments are weighted according to the importance attached to each attribute.

B) Non-compensatory decision rules

In contrast with compensatory decision rules, non-compensatory decision rules do not allow consumers to counteract positive evaluations on one attribute with a negative evaluation on another (Schiffman *et al.*, 2008:83). Solomon (2007:331) adds that consumers simply eliminate all options that do not meet some basic standards. For example, if consumers decide to apply the decision rule "buy the cheapest piece of clothing", apparel stores selling expensive merchandise will not be chosen, regardless of the fact that it performs well on other criteria, such as quality and comfort. Non-compensatory decision rules can be divided into conjunctive, disjunctive, lexicographic, elimination-by-aspects rules and affect-referral decision rules.

- **Conjunctive rule**

When consumers use the conjunctive rule, cut-off points are established for each salient feature (Blackwell *et al.*, 2006:137). Peter and Olson (2008:175) state that consumers establish a minimum acceptable level for each choice criterion and that an alternative is accepted only if every criterion meets or exceeds the minimum cut-off point. To be found acceptable, a particular brand cannot be judged to perform below the cut-off point of any one attribute (Schiffman *et al.*, 2008:83). A product or store will be eliminated from consumers' consideration if it falls below the cut-off point on only one attribute (Schiffman *et al.*, 2008:83).

When consumers employ a conjunctive rule, it can result in more than one acceptable alternative. Therefore, consumers often need to apply another refined decision rule to arrive at the final choice (Schiffman *et al.*, 2008:83). Solomon (2007:332) adds that if none of the considered brands meet all of the cut-off points, the choice may be postponed, the decision rule may be altered or the cut-off points modified.

- **Disjunctive rule**

In employing a disjunctive decision rule, consumers establish a minimum level of performance for each important attribute, usually of a somewhat high level (Hawkins *et al.*, 2007:583). For example, consumers choose a clothing store that excelled in at least one attribute, such as merchandise quality. Schiffman *et al.* (2008:84) add that the cut-off point might be higher than the ones established using conjunctive decision rules. Once again, using this decision rule might result in more than one suitable alternative. Consumers may either accept the first satisfactory alternative as final choice or apply another decision rule (Schiffman *et al.*, 2008:84).

- **Lexicographic decision rule**

Schiffman *et al.* (2008:84) and Solomon (2004:320) explain that in following a lexicographic decision rule, consumers first rank the attributes in terms of perceived importance, compare various alternatives in terms of that single attribute considered most important and then select the brand that performs the best on that attribute, regardless of the score on other attributes. Additionally, Schiffman *et al.* (2008:84) and Hawkins *et al.* (2007:684) explain that if there is more than one alternative, the process is repeated with the second most important attribute, until the process ends. For example, consumers selecting an apparel store by using this decision rule may look at the attribute most important to them (such as merchandise quality) and choose a retailer that ranks the highest on that attribute.

- **Elimination-by-aspects decision rule**

The elimination-by-aspects decision rule is similar to the lexicographic decision rule, as brands are still evaluated on the most important attribute, but cut-offs are imposed (Hawkins *et al.,* 2007:583 & Solomon, 2007:331). One criterion is selected and all alternatives that do not exceed the cut-off point are eliminated (Peter & Olson, 2008:173). If several brands meet the cut-off, the next important attribute is chosen and the elimination process continues until one alternative is left (Blackwell *et al.,* 2006:136). In conclusion, Blackwell *et al.* (2006:136) also point out that if none of the alternatives are acceptable, the consumer can revise the cut-offs, use a different evaluation strategy or postpone the choice.

- **Affect-referral decision rule**

Schiffman *et al.* (2008:84) and Schiffman and Kanuk (2007:540) explain that the affect-referral decision rule assumes that consumers maintain overall evaluations of brands in their long-term memory. By using this decision rule, consumers simply select the brand with the highest perceived overall rating, making assessment by individual attributes unnecessary. When using this decision rule in apparel store selection, consumers will select the apparel store with the highest overall rating on store attributes.

3.3.4 Purchase

The fourth stage in the consumer decision-making process as illustrated in Figure 3.1 is purchase, in which consumers purchase the most preferred brand (Kotler & Armstrong, 2008:148). During this stage, consumers have to make a number of decisions such as deciding

when, what, where and how to purchase (Blackwell et al., 2006:150). Etzel et al. (2007:94) express the opinion that the decision to purchase is in fact the beginning of an entirely new series of decisions. Many factors influence these decisions, such as in-store promotions, store ambience and cleanliness, level of service and overall retail experience (Blackwell et al., 2006:150).

Blackwell et al. (2006:150) add that consumers move through two phases when they have decided to purchase. During the first phase, consumers have to decide at which retailer to shop. Rousseau (2007:268) is of the opinion that store selection is the most important response required for purchases. Blackwell et al. (2006:157) add that the consumer evaluates each retailer by considering attributes such as location, assortment, price, advertising and promotions, point-of-purchase displays, store personnel, service and store atmosphere (which closely resembles the store attribute dimensions and sub-dimensions that was identified and discussed in Chapter 2 section 2.3.2). During the second phase, consumers have to make in-store choices, such as which brand or product category to purchase (Blackwell et al., 2006:81). The importance of these and other store attributes when selecting a store was discussed in detail in Chapter 2 section 2.3.2.

Blackwell et al. (2006:157) mention that the decision to buy can lead to a fully-planned purchase, partially-planned purchase or an unplanned purchase. When purchases are fully planned, both the product and the brand are chosen in advance. Certain marketing efforts can influence consumers' fully-planned purchases, but this will depend on their level of loyalty. In contrast, consumers engaging in partially-planned purchases imply that the intent to buy the product exists, but the brand choice is delayed until consumers are at the retailer. For example, consumers may decide to shop at Truworths when purchasing clothing, but delay the decision of which brands to purchase (OBR or GingerMary) until they are inside the store. With regard to unplanned purchases, both the product and the brand are selected at the point of sale (Blackwell et al., 2006:150). These impulse purchases can be triggered by store signals such as displays. Consumers often buy something quite different from what they intended to because of changes during the purchase phase (Blackwell et al., 2006:150). For example, consumers may have their preferred apparel retailer to shop at, but choose another retailer due to clearance sales. Consumers may, once inside the store, be persuaded to buy another piece of clothing that is on sale.

Schiffman et al. (2008:89) argue that purchases can also be classified as trial, repeat and long-term commitment purchases. Trial purchases refer to purchases made for the first time and are exploratory in nature as consumers evaluate the product through direct use. Repeat purchases

are likely to occur if the consumer has found trial purchases satisfactory. As the product has met consumers' approval, they are willing to use it repeatedly and in larger quantities (Schiffman *et al.,* 2008:89). At this stage, it is important to point out that trial is not always possible, for example when purchasing a house or an overseas holiday. In these instances, consumers usually move directly from evaluation to a long-term commitment purchase (Schiffman *et al.,* 2008:89).

As the purchase phase requires consumers to make additional decisions, apparel retailers need to recognise this and help consumers make them as easy and efficiently as possible (Etzel *et al.,* 2007:94). For example, apparel retailers can simplify the process needed for consumers to obtain accounts. Furthermore, apparel retailers need to manage the overall attributes and image of the store to achieve support among the target market as well as all aspects of the retail experience in order to ensure that store patronage is achieved (Blackwell *et al.,* 2006:81).

3.3.5 Post-purchase use and evaluation

The last stage in the consumer decision-making process is post-purchase use and evaluation. During this phase, consumers either experience a sense of satisfaction or dissatisfaction with the purchase or decision made (Blackwell *et al.,* 2006:84). Based on this satisfaction or dissatisfaction, the buyer takes further action after purchase, such as complaining (Kotler & Armstrong, 2008:149). Etzel *et al.* (2007:95) add that what consumers learn from going through the decision-making process has an influence on how they will behave the next time the same need arises, as new beliefs are formulated and old ones are revised. Schiffman *et al.* (2008:91) add that post-purchase evaluation feeds back as experience into consumers' psychological field, which serves as a reference point for future decisions.

3.3.5.1 Consumer satisfaction/dissatisfaction

Consumers' satisfaction is largely determined by their expectations of product or store performance (Blythe, 2008:320). Expectations and satisfaction are closely linked as consumers tend to judge their experience against their expectation of product performance (Schiffman *et al.,* 2008:90). Blythe (2008:320) and Hawkins *et al.* (2007:648) state that during post-purchase use and evaluation, consumers compare the actual benefits received from using the product with the set of expectations they had prior to purchase and use. Figure 3.5 depicts the role of expectations in consumer satisfaction.

FIGURE 3.5 THE ROLE OF EXPECTATIONS IN CONSUMER SATISFACTION
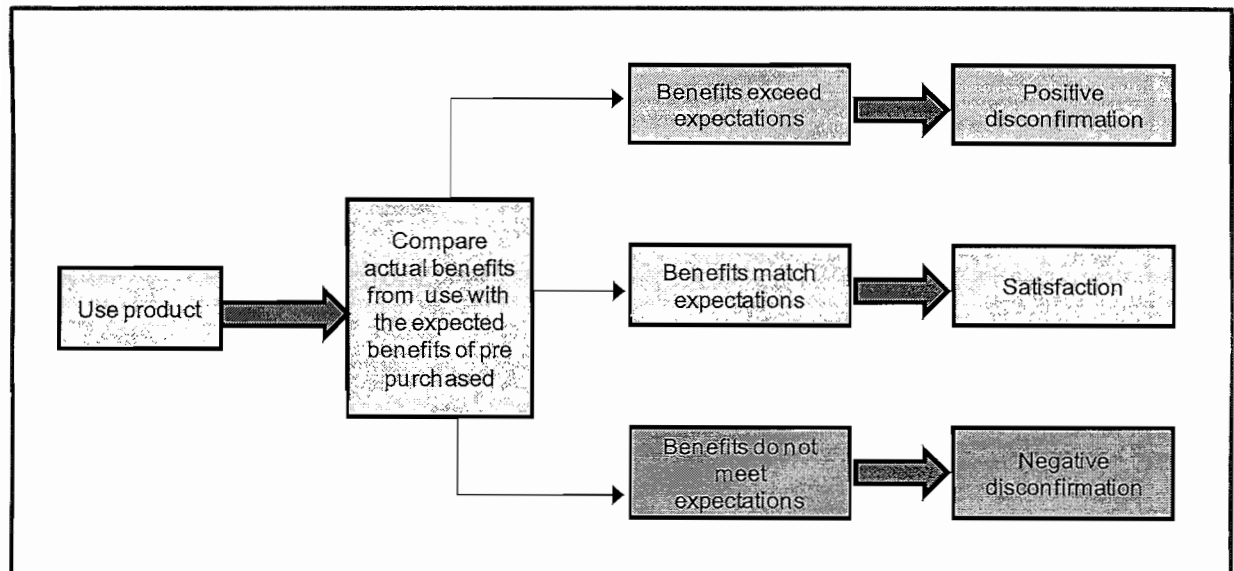
Source: adapted from Blythe (2008:321).

As illustrated in Figure 3.5, consumers experience positive disconfirmation when the product benefits exceed consumer expectations, thereby resulting in consumer delight (Kotler & Armstrong, 2008:149). When product benefits match consumers' expectations, their expectations are confirmed and the consumer is satisfied (Kotler & Armstrong, 2008:149; Blackwell *et al.,* 2006:83 & Hoffman & Bateson, 2006:304). However, consumers experience negative disconfirmation when product performance and experiences fall short of expectations, leading to consumer dissatisfaction (Blackwell *et al.,* 2006:83 & Hoffman & Bateson, 2006:304). These outcomes are significant as consumers store their evaluations in memory and refer back to them during future evaluations (Schiffman *et al.,* 2008:91). Consumers who are dissatisfied with their purchases or shopping experience are more vulnerable to competitors' perceived superior marketing strategies (Blackwell *et al.,* 2006:84).

Kotler and Armstrong (2008:149) add that the degree of satisfaction or dissatisfaction is determined by the relationship between consumers' expectations and the product's perceived performance. The greater the gap between expectations and performance, the greater the level of satisfaction or dissatisfaction will be (Kotler & Armstrong, 2008:149). Blackwell *et al.* (2006:84) state that the determinants of satisfaction include consumers' perception of product performance during consumption, consumers' feelings during product evaluation (as it is believed that positive feelings enhance satisfaction) as well as consumers' expectations regarding product performance.

The purpose of this study is to determine the importance of, and satisfaction with, store attributes when buying casual wear for black Generation Y consumers. It is therefore important to examine consumers' satisfaction with store attributes and its influence on store selection. In addition, consumers also have expectations regarding store attributes that influence satisfaction. This makes in necessary to examine consumer expectations and satisfaction in more detail (discussed in section 3.5 and 3.6 respectfully).

3.3.5.2 Post-purchase cognitive dissonance

As part of post-purchase use and evaluation, the phenomenon known as cognitive dissonance occurs when consumers second guess their purchase decision. This leads to discomfort in the consumer experience due to post-purchase conflict (Kotler & Armstrong, 2008:149). Etzel *et al.* (2007:94) refer to post-purchase cognitive dissonance as a state of anxiety brought on from the difficulty of choosing between desirable alternatives. Cognitive dissonance occurs when each of the alternatives seriously considered by consumers has both attractive and unattractive features (Etzel *et al.*, 2007:94). Every purchase involves compromise and consumers start to feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brand not purchased (Kotler & Armstrong, 2008:149). After purchases are made, the unattractive features grow in the mind of the consumer as well as the attractive features offered by the rejected alternative.

Schiffman *et al.* (2008:90) also point out that an important component of post-purchase evaluation is the reduction of uncertainty or doubt consumers might have with regard to their purchase. Rousseau (2007:269) adds that consumers attempt to find a balance in their psychological field by seeking supportive information or distorting contradictory information regarding the product. Consumers try to reassure themselves that the purchase or store selection decision made was a wise one through adopting certain strategies, including seeking advertisements that support their choice, persuading friends or family to buy the same brand or turning to other satisfied owners for reassurance (Schiffman *et al.*, 2008:90). Apparel retailers need to recognise this and reduce consumers' doubts and questions by providing additional information as reassurance of their wise selection.

3.4 INFLUENCES ON THE CONSUMER DECISION-MAKING PROCESS

As depicted in Figure 3.1, external and internal factors interact and influence the manner in which consumers make decisions (Rugimbana, 2007:301 & Schiffman & Kanuk, 2007:531). These external and internal influences will subsequently be discussed.

3.4.1 External influences

External influences originate from two sources, namely commercial and socio-cultural sources (Schiffman & Kanuk, 2007:531). Commercial sources refer to retailers' and businesses' direct marketing activities to reach, inform and persuade consumers. In contrast, socio-cultural sources refer to sources that are non-commercial in nature, yet still have a major influence on consumer decisions (Schiffman & Kanuk, 2007:531). These socio-cultural sources include family, informal sources, other non-commercial sources, social class, age, culture and sub-culture. For the purpose of this study, only age and culture will be discussed in more detail.

3.4.1.1 Age

Consumers' age influences the manner in which they receive and search for information, where to shop and ultimately what to purchase (Hawkins *et al.*, 2007:120). Schiffman and Kanuk (2007:48) support this by stating that product needs and interests often vary with consumer age and that demand for specific types of stores or products changes with age progression. Hawkins *et al.* (2007:120) and Kotler and Armstrong (2008:139) add that consumers' taste in products, such as clothing, tends to differ with age. Solomon (2004:499) states that although consumers' preferences are subjected to individual differences, it seems that the era in which consumers grow up creates a bond with others who were born during the same period. Consumer's needs and preferences change in unison to those that are of the same age, exerting a significant influence on their identity.

Various age cohorts can be identified from literature, which consist of people of similar ages who have undergone similar experiences (Solomon, 2004:499). At this stage, it is important to distinguish between age and cohort effects. Age effects refer to occurrences due to chronological age (Schiffman *et al.*, 2008:48 & Solomon *et al.*, 2008:435). For example, consumers who are middle aged might have a higher interest in health-related products and activities whereas a younger consumer might be more concerned with expressing themselves through conspicuous products such as clothes. Cohort effects, however, refer to occurrences due to growing up in a specific period, implying that consumers tend to hold on to the interests they grew up to appreciate (Schiffman *et al.*, 2008:48). For example, older consumers who did not grow up in the computer age might be more sceptical towards making online apparel purchases and prefer traditional methods of shopping.

Age cohorts present marketers with a means to segment markets due to important shifts in an individual's demand for specific types of products and services (Schiffman *et al.*, 2008:454).

Various age sub-cultures can be identified, including (from oldest to youngest): seniors, empty nesters, older baby boomers, young baby boomers, Generation X and Generation Y (Kotler & Armstrong, 2008:69; Schiffman *et al.,* 2008:454; Clow & Baack, 2007:115 & Blackwell *et al.,* 2006:246).

Clow and Baack (2007:116) describe seniors as individuals over the age of 65. These consumers have fixed income and tighter budgets and spend more on medicine, health insurance and health-care products. Empty nesters are described as individuals between the ages 55 and 64 whose children have left the house. These consumers tend to spend on luxury items such as furniture and automobiles, which could not have been afforded earlier due to mortgage and children's education obligations (Clow & Baack, 2007:116 & Schiffman *et al.,* 2008:382). Clow and Baack (2007:116) describe older boomers as consumers aged 45 to 54, whose spending priorities include upgrading homes, ensuring education for their children and sporadic spending on luxury items such as vacations. Young boomers are described as consumers between aged 35 to 44 whose spending tends to be focused on homes (home furnishings and mortgages) and family (Clow & Baack, 2007:116 & Blackwell *et al.,* 2006:246). With regard to Generation X, Clow and Baack (2007:115) describe them as individuals who are between the ages of 25 and 34. Generation X is described as sophisticated and cynical consumers who prefer not to be singled out by marketing efforts (Schiffman *et al.,* 2008:382). Generation X experiences time pressures in balancing family and career and tend to spend on family, housing, transportation and personal services (Clow & Baack, 2007:115). As the focus of this study pertains to Generation Y consumers, this age group will be discussed in more detail in the following section.

A) Generation Y

Based on their size, disposable income, and purchasing power, Generation Y consumers are viewed by many as an extremely important age group for marketers to focus on (Dunne & Lusch, 2008:73 & Durvasula & Lysonski, 2008:230 & Cant & Machado, 2005:22). As mentioned previously, many discrepancies exist between authors with regard to the exact age of Generation Y. Kotler and Armstrong (2008:71) and Schiffman *et al.* (2008:471) argue that Generation Y includes all individuals born between 1977 and 1994 (age 16 to 33), while Clow and Baack (2007:115) define Generation Y as those individuals who are between the ages of 18 and 24. In support of Clow and Baack (2007:115), Cant *et al.* (2006:106) divide Generation Y into three categories, namely adults (age 19 to 24), teenagers (age 13 to 18) and children (age 8 to 12). It was based on Cant *et al.'s* (2006:106) age categories that Koutras (2006) conducted a South African study regarding the use of mobile phones by Generation Y students.

In this study, Generation Y consumers were regarded as between the ages of 18 and 23, including the majority of age categories identified by Cant *et al.* (2006:106). Based on the above discussion, it was decided that, for the purpose of this study, Generation Y will be regarded as between the ages of 16 and 24, which includes the majority of age categories identified by Clow and Baack (2007:115), Cant *et al.* (2006:106) and Koutras (2006).

Generation Y consumers live in a time of technological change and consider mass media and consumerism a part of life (Sutherland & Thompson, 2003:8). Schiffman and Kanuk (2007:439) support this view by adding that Generation Y has grown up in a media saturated environment and tend to be market knowledgeable. Generation Y is computer literate and is comfortable using it in everyday life (Kotler & Armstrong, 2008:71 & Misonzhnik, 2007:60). In addition, Schifffman and Kanuk (2007:439) describe Generation Y as pragmatic, informed, socially and environmentally aware, as well as being open to new experiences.

Generation Y consumers are provided with more reasons to shop than ever before, which includes spending on music, entertainment, fast foods, computers, cell phones, clothes and products that enhance the self (Hyllegard, Ogle & Yan, 2009:112; Clow & Baack, 2007:115; Blackwell *et al.*, 2006:246 & Bakewell & Mitchell, 2003:97). However, marketers wishing to reach Generation Y need to remember that they hold different attitudes, behaviour and values towards shopping due to technological, economical and retail changes (Bakewell & Mitchell, 2003:97 & Solomon *et al.*, 2008:438). In addition, Generation Y regards shopping as more than just an act of purchase, instead they seek leisure, fun and ultimately a total retail experience (Bakewell & Mitchell, 2003:103 & Sutherland & Thompson, 2003:37). For example, apparel retailers can enhance Generation Y consumers' retail experience by making use of interactive websites where consumers can scan images of themselves and pick, mix and match clothes to see how well it will suit them (Wong, Zeng, Au, Mok & Leung, 2009:1750).

Finally, Generation Y values creative, honest marketing messages and quality merchandise, yet remain fickle and are likely to switch brands that are favoured by their peers (Kotler & Armstrong, 2008:71 & Blackwell *et al.*, 2006:246). Generation Y consumers are therefore an important market segment for apparel retailers due to their size, disposable income and purchasing power (Srinivas & Steven, 2008:230).

3.4.1.2 Culture

The second external influence specific to this study that affects the consumer decision-making process is culture. Schiffman *et al.* (2008:368) define culture as the sum of total learned beliefs,

values and customs that serve to direct the behaviour of consumers of a particular society. Culture provides the framework within which consumers evolve and operate by setting boundaries for consumer behaviour (Hawkins *et al.,* 2007:43). In its essence, culture offers consumers guidance, order and direction to assist them in all phases of decision-making (Blodgett, Bakir & Rose, 2008:339 & Schiffman *et al.,* 2008:368).

For clarification, it is necessary to differentiate between the components that constitute culture, namely beliefs, values and customs. Schiffman *et al.* (2008:368) state that beliefs and values refer to the accumulated feelings and priorities that consumers have about things and possessions, whereas customs are unconcealed modes of behaviour that represent culturally approved or accepted ways of behaving in specific situations. Therefore, where beliefs and values serve as guides for acceptable behaviour, customs are the acceptable manner to behave. Blackwell *et al.* (2006:426) add that these values and ideas help individuals communicate, interpret and evaluate products and retailers.

It is important for marketers to understand that culture affects consumers' acceptance of a product and store (Schiffman *et al.,* 2008:368). Etzel *et al.* (2007:97) add that culture determines the manner in which consumers will satisfy needs as well as what is considered the appropriate manner to do so. For example, all consumers need clothing to wear, but culture will influence what type of clothing is bought and where. Consumption and store choices cannot be understood without considering the cultural context in which they are made (Solomon, 2007:542).

With regard to the consumer decision-making process, culture exerts an influence on all stages of the consumer decision-making process. Different cultures have different views regarding what is needed to enjoy a good standard of living as well as affecting the manner in which consumers search for information (Blackwell *et al.,* 2006:432). During alternative evaluation, consumers of a certain culture will place more emphasis on product attributes compared to consumers from other cultures. During the purchase stage, the amount of negotiation required from the buyer and seller is also influenced by culture. In western societies, time is regarded as money and the transaction needs to be completed as soon as possible, whereas in eastern and African cultures, the experience and personal contact are more important than the actual length of the transaction (Darley & Blankson, 2008:381; Blackwell *et al.,* 2006:432 & Klemz, Boshoff & Mazibuko, 2006:603).

According to Schiffman *et al.* (2008:370), culture is learned from the social environment from which consumers acquire a set of beliefs, values and customs that make up culture. Kotler and

Armstrong (2008:131) add that consumers learn the basic values, perceptions, wants and behaviour from family and important institutions while growing up. As culture is thus learned, it implies that marketers can enhance informal cultural learning by providing consumers with a model of behaviour to imitate, especially with regard to conspicuous products such as clothing (Schiffman *et al.,* 2008:370).

Apart from understanding the dynamics of culture and its influence on consumer behaviour, marketers also have to consider sub-cultures. A sub-culture refers to a distinct cultural group that exists as an identifiable segment within a larger, more complex society (Schiffman *et al.,* 2008:378). Similarly, Kotler and Armstrong (2008:131) explain that these groups of people have a shared value system, which is based on common life experiences and situations. Sub-cultures present marketers with specific market segments to present tailor-made products and marketing programmes (Kotler & Armstrong, 2008:131 & Vanderstraeten & Matthyssens, 2008:230). Sub-cultures include those based on age (discussed in Section 3.4.1.1), religion, sex, geographic and regional, occupation, social class and ethnic identity (Schiffman *et al.,* 2008:379 & Solomon, 2004:472). The focus of this study pertains to black consumers who are subsequently discussed in more detail.

A) Black consumers and their sub-cultures

Black consumers can be viewed as a sub-culture that forms part of the total South African population, namely Asian, coloured, white and black (Statistics South Africa, 2009a). Alternatively, black consumers can be seen as a culture on its own consisting of black ethnic groups such as the isiXhosa, isiZulu, isiNdebele, Sepedi, Sesotho, Siswati, Xitsonga, Tshivenda and Setswana (Statistics South Africa, 2002). For the purpose of this study, black consumers are studied as a sub-culture that forms part of the total South African population.

Solomon (2004:474) defines an ethnic sub-culture as "a self-perpetuating group of consumers who are held together by common cultural or genetic ties." Ethnic sub-cultures can be segmented based on language spoken, religion and ethnicity (Rousseau, 2007:32). In South Africa, black consumers are estimated at 39 million, constituting 79,6% of the total population (Statistics South Africa, 2009a). More black consumers are moving into higher employment positions, bringing an increase to their disposable income as well as making them a lucrative segment for apparel retailers (TNS Research Surveys, 2007). Studies conducted by Van Eck, Grobler and Herbst (2004:1) showed that black consumers have a positive perception towards branded clothing and although unbranded clothing were perceived as less favourable, their worth was not denied. Black consumers can therefore no longer be ignored by apparel retailers

as an important market segment to pursue, yet little research has been carried out regarding the store attributes considered most important when selecting apparel retailers. The purpose of this study is therefore to determine which store attributes are important to black Generation Y (as a sub-culture in South Africa) consumers when buying casual wear and whether they are satisfied with the store attributes currently offered.

In addition to considering external influences, apparel retailers also need to consider the effect of internal influences on the consumer decision-making process.

3.4.2 Internal influences

As indicated in Figure 3.1, internal influences also influence the consumer decision-making process. Internal influences (also referred to as consumers' psychological field), refer to influences that originate from within the consumer (Schiffman & Kanuk, 2007:531). These influences vary on an individual basis, yet exert a great impact on consumers' decision-making processes. Internal influences include motivation, learning, personality, attitude and perception (Schiffman & Kanuk, 2007:531). Each of these internal influences will be discussed briefly.

Motivation can be defined as the "driving force within individuals that impels them to action" (Schiffman & Kanuk, 2004:87). This driving force is usually identified as a tension consumers experience as a result of unfulfilled needs (Schiffman *et al.,* 2008:105). Once a need has been activated, the tension experienced compels consumers to action in an attempt to satisfy the need (Solomon, 2007:118). These needs can be activated by receiving internal and external stimuli from the surrounding environment, which are then processed into information and learned by consumers (Rousseau, 2007:186).

Learning is defined by Schiffman and Kanuk (2007:199) as the process by which consumers obtain purchase and consumption knowledge and experience, which can be applied for future related behaviour. Schiffman and Kanuk (2007:199) further note that some of the basic elements that contribute to an understanding of learning include motivation, cues, response and reinforcement. There are also two schools of thought on how individuals learn, namely behavioural theories (observable responses to stimuli) and cognitive theories (leaning is a function of mental processing), and both contribute to an understanding of consumer behaviour (Schiffman & Kanuk, 2004:245). Hawkins *et al.* (2007:323) and Solomon (2007:82) add that learning is a relatively permanent change in behaviour due to experience that is then stored in consumers' memory and used by consumers during an information search. For marketers, an understanding of consumer learning assists them in teaching consumers about their brand or

store and developing brand loyalty (Schiffman & Kanuk, 2004:245). The manner in which information is learned depends on a number of individual factors, including personality.

Personality is defined as "an individual's characteristic response tendencies across similar situations" (Hawkins *et al.,* 2007:378). These characteristics, which are psychological in nature and distinguish one individual from another, determine and reflect how consumers respond to and process information from their environment (Schiffman *et al.,* 2008:134 & Solomon *et al.,* 2008:157). Hawkins *et al.* (2007:378) further note that consumers may experience similar tension to reduce needs, yet engage in different behaviours due to personality differences. Schiffman and Kanuk (2007:116) add that each consumer has a perceived self-image (or multiple self-images) by which they regard themselves as a certain kind of individual with a certain character, behaviour, possessions and relationships (Schiffman & Kanuk, 2007:116). In an attempt to preserve, enhance or alter their self-image, consumers purchase certain products or shop at certain stores they perceive as consistent with their relevant self-image (Schiffman & Kanuk, 2007:116).

Solomon (2007:238) defines **attitude** as a lasting, general evaluation of people, advertisements, objects or issues. Hawkins *et al.* (2007:396) add that attitudes are a learned tendency to respond consistently in a favourable or unfavourable manner to a given object or situation. How attitudes form and how they change are closely related (Schiffman & Kanuk, 2004:285). Schiffman and Kanuk (2004:285) add that attitude formation is facilitated by direct personal experience, while it is also influenced by the ideas and experiences of friends and family (Schiffman & Kanuk, 2004:285). Consumer personality also affects the speed and acceptance with which attitude changes (Schiffman & Kanuk, 2004:285). The manner in which an object or situation is viewed depends on consumers' perceptions.

Perception is the process by which consumers select, organise and interpret stimuli to form a meaningful and coherent picture of the surrounding world (Schiffman *et al.,* 2008:168). It is a highly individual and subjective process based on consumers' own needs, values and expectations (Solomon, 2004:69). Schiffman *et al.* (2008:168) further note that two individuals may be exposed to similar stimuli under similar conditions, but differ in the manner in which they recognise, select, organise and interpret stimuli (Schiffman *et al.,* 2008:168). Selected stimuli are not experienced separately, instead they are organised into groups and perceived as wholes, known as the Gestalt principal (Schiffman & Kanuk, 2007:163; Solomon *et al.,* 2008:55 & Solomon, 2007:71). For apparel retailers, this implies that store attributes are not evaluated by consumers separately, instead store attributes are perceived as a whole that affects consumers' total retail experience (Terblanché & Boshoff, 2006:36).

Schiffman *et al.* (2008:168) point out that consumers interpret stimuli from the surrounding environment by using all sensory organs. Solomon (2004:49) augments this by stating that consumers interpret sensory stimuli (such as sights, sounds, smells, tastes and textures) through the use of their sensory organs including their eyes, ears, nose, mouth and skin. For apparel retailers, this implies that consumers interpret and evaluate store attributes (stimuli from the surrounding environment) through making use of all sensory organs and not just one or two (such as sight and sound). Furthermore, consumers' actual buying behaviour is heavily influenced by their perceptions (Boshoff, 2003:39). Consumer perception has important strategic marketing implications for apparel retailers, as consumers make store selection decisions on what they perceive, rather than on the basis of objective reality (Schiffman & Kanuk, 2007:158).

The above discussion reflected on the consumer decision-making process and the external and internal influences exerting an influence on this process, providing clarity as to how and why consumers make purchase and store selection choices. Attention will now be given to consumer expectations and satisfaction, which form a crucial part of the study. Consumer expectations have a significant effect on consumers' perception and awareness of store attributes, as consumers usually see what is expected to be seen (Schiffman & Kanuk, 2007:160). Although consumer expectation and satisfaction are closely related, the process is complicated and can easily cause perplexity. For simplicity, consumer expectations and consumer satisfaction are first discussed separately and within a general context. After this, consumer expectations and satisfaction regarding store attributes will be discussed.

3.5 CONSUMER EXPECTATIONS

Consumers enter into a consumption experience with a set of expectations of what they would like to happen (Wirtz *et al.*, 2007:6; Matilla & Wirtz, 2006:229; Coye, 2004:54; Horovitz, 2004:9 & Johnson & Mathews, 1997:290). Consumer expectations are dynamic, differing from one individual to another as well as the situation (Parasuraman, Zeithaml & Berry, 1988:12). It is imperative for apparel retailers to understand consumers' expectations as they determine what consumers observe in the retail environment. More importantly, the role of consumer expectation in consumer satisfaction, which in turn affects store selection, needs to be considered. In order to gain a better understanding of consumer expectations, this section begins by defining and conceptualising consumer expectations. Concomitantly, the factors that determine consumer expectations are examined and discussed.

3.5.1 Defining and conceptualising consumer expectations

Expectations can be defined as the standards used by consumers with which subsequent experiences are compared, resulting in evaluations of satisfaction or quality (Hoffman & Bateson, 2006:320 & Zeithaml, Berry & Parasuraman, 1993:2). In other words, expectations represent an anticipated level of performance and provide the yardstick consumers use to evaluate the attractiveness and desirability of outcomes, events, people, products, services and retailers (Lee, Johnson & Gahring, 2008:143 & Gilbert, Lumpkin & Dant, 1992:47). Leventhal (2008:51) states that consumer expectations can be defined in terms of consumer needs, which are divided into three main categories. These include must-be needs (those needs consumers expect to be satisfied automatically without needing to express it in words to the retailer and would be missed if not provided), expected needs (needs consumers are able to express when asked about what they want) and exciting requirements (those unexpected needs consumers have that provide great satisfaction when satisfied). Leventhal (2008:51) also adds that over time, consumers' expected needs turn into must-be needs, making it necessary for apparel retailers to continually improve consumers' total retail experience.

A closer examination of literature reveals that there are considerable variations regarding the precise conceptualisation of consumer expectations (Boulding, Kalna, Staelin & Zeithaml, 1993:7; Zeithaml et al., 1993:2; & Parasuraman, Zeithaml & Berry, 1985:41). Boulding et al. (1993:7) and Zeithaml et al. (1993:2) maintain that two principal conceptualisations of expectations exist, namely predictive expectations and normative expectations. Predictive expectations are defined as consumer predictions about what is likely to happen during an impending transaction or exchange. Similar to this, Hoffman and Bateson (2006:320) define predictive expectations as consumers' opinions of what will most likely occur. Normative expectations, on the other hand, represent what consumers ideally want, desire and hope for (Zeithaml et al., 1993:2). Thus, normative expectations represent consumers' ideal expectations of what the perfect outcome or interaction would be (Hoffman & Bateson, 2006:320).

For apparel retailers, it is important to recognise the gap that might exist between consumers' predictive (will be) and normative (should be) expectations. This will provide insight into consumers' expectations towards store attributes and more importantly, their satisfaction with current offered apparel store attributes (Coye, 2004:54). It is also important for apparel retailers to understand the factors that determine and influence consumer expectations.

3.5.2 Determining factors of consumer expectations

Consumers' expectations are determined by a number of factors, which include enduring service intensifiers, consumers' personal needs, explicit and implicit service promises, word-of-mouth communications and past experiences (Lovelock, Wirtz & Chew, 2009:40; Zeithaml, Bitner & Gremler, 2009:87; Leventhal, 2008:51; Hoffman & Bateson, 2006:324; Zeithaml *et al.*, 1993:2 & Parasuraman *et al.*, 1988:13). These factors are briefly discussed below.

Enduring service intensifiers refer to consumers' personal factors that remain stable over time and increase consumers' sensitivity to how the service should best be provided (Hoffman & Bateson, 2006:324). Hoffman and Bateson (2006:324) further state that there are two types of service intensifiers, namely derived expectations and personal service philosophies. Derived expectations are created from the expectations of others. For example, a black Generation Y consumer might be expected by his or her peers to dress in a certain manner and, being sensitive to the opinion of others, ensure that the apparel chosen matches his or her peers' expectations. Personal service philosophies refer to the personal views that the consumer has regarding the manner in which retailers or service providers should conduct themselves. For example, a consumer working in an apparel retail store himself, will be more sensitive to the calibre of service provided and the type of retail environment and might expect to be treated in the same manner they treat their consumers.

Another factor contributing to consumers' expectations are **personal needs**, including physical, psychological and social needs (Lovelock *et al.*, 2009:40 & Hoffman & Bateson, 2006:325). Consumers' needs differ on an individual basis implying that their expectations regarding the manner in which those needs must be satisfied also differ. Yoon and Kim (2000:120) add that consumers who have particular needs have higher expectations regarding the manner in which those needs must be satisfied. For example, consumers looking for a particular piece of clothing will expect their preferred apparel retailer to have the item in stock or at least offer order and delivery facilities to ensure that the item is obtained.

Apparel retailers also create expectations by offering **explicit and implicit service promises**. Explicit service promises include apparel retailers' advertising, personal selling and other forms of communication (Lovelock *et al.*, 2009:40 & Hoffman & Bateson, 2006:325). For example, if an apparel retailer's advertisement states that the latest fashion styles are available in all sizes, consumers will enter the store expecting that the merchandise advertised will be available in their size. What is explicitly stated in advertisements affects expectations regarding retail setting and type of service offered by an apparel retailer (Zeithhaml *et al.*, 2009:89 & Hoffman &

Bateson, 2006:325). Implicit promises refer to the tangibles and price surrounding the apparel retailer. For example, consumers have higher expectations regarding merchandise quality and service that should be offered by apparel retailers as price increases.

Word-of-mouth communications are important in shaping consumers' expectations (Lovelock *et al.,* 2009:40 & Zeithhaml *et al.,* 2009:89;). As stated in section 3.3.2.2 A, consumers tend to rely more on personal sources of information as these are viewed to gain nothing from conveying product information (Blackwell *et al.,* 2006:113). Word-of-mouth communication includes personal sources (such as friends and family) and expert sources (such as consumer reports and forums). Black Generation Y consumers, who are greatly influenced by the opinion of others, rely on information supplied by peers in the selection of an apparel store (Kolter & Armstrong, 2008:246 & Blackwell *et al.,* 2006:246).

The last factor that affects consumers' expectations is consumers' own **past experiences** (Jobber, 2004:15; Moye & Kincade, 2002:59 & Davis & Heineke, 1998:65). Consumers can evaluate apparel retailers by comparing their retail experience with past retail experiences from the same apparel retailer or that which was offered by other apparel retailers. Consumers' personal experience is perhaps the most significant factor affecting consumers' expectations. Previous experience serves as valuable input in consumers' frame of reference from which apparel store selection can be made and is more concrete than relying on the opinion of others and advertisements (Johnson & Matthews, 1997:290). For example, a consumer who had a poor retail experience from an apparel retailer might decide not to select the store for purchases again, despite the retailer's advertisements or peers' opinions.

It is important for apparel retailers to understand and manage consumer expectations as they not only determine the manner in which consumers interpret stimuli in the retail environment, but also consumers' satisfaction (Hawkins *et al.,* 2007:298). Ojasalo (2001:200) supports this by stating that the management of consumer expectations is important as service quality in the retail environment and satisfaction result from how well service performance matches consumers' expectations. A research study by Coye (2004:54) suggests that retailers can manage consumer expectations by controlling the factors that influence their expectations. Horovitz (2004:11) and Ojasalo (2001:200) stress the importance of communication with consumers, specifically the content and the manner in which information is conveyed to make consumers' expectations precise, explicit and realistic. Cues received from the retail environment, such as store attributes, also affect consumers' expectations of service quality (Leventhal, 2008:51).

Discussions pertaining to consumer expectations are usually interrelated to consumer satisfaction (Hoffman & Bateson, 2006:320 & Zeithaml *et al.,* 1993:2). This is because consumer satisfaction is determined through the relationship between consumers' expectations and perceived retailer or product performance (Kotler & Armstrong, 2008:149 & Blythe, 2008:320). For this reason, consumer satisfaction needs to be closely examined.

3.6 CONSUMER SATISFACTION

Satisfaction is central to consumerism and consumer orientated philosophies (Huddleston, Whipple, Mattick & Lee, 2009:63; Evanschitzky, Gopalkrishnan & Caemmerer, 2008:275; Solomon, 2004 & Cronin, Brady & Hult, 2000:193). Consumer satisfaction is regarded as a primary determining factor of repeat shopping and purchase behaviour and an important predictor of consumer loyalty and the profitability of apparel retailers' marketing activities (Burns & Neiser, 2006:49; Evanschitzky & Wunderlich, 2006:330; Smith, Bolton & Wagner, 1999:356 & Parasuraman *et al.,* 1985:42). Thus, consumer satisfaction is an important tool for differentiation and a powerful competitive defence. This section begins with defining consumer satisfaction and conceptualising satisfaction. Next, the importance of satisfaction to apparel retailers' success is discussed.

3.6.1 Defining and conceptualising satisfaction

Early writers, such as Keith (1960:35), define satisfaction as fulfilling the needs and desires of consumers. Bloemer and De Ruyter (1998:501) expand this definition by stating that satisfaction refers to "the outcome of subjective evaluation that the chosen alternative meets or exceeds expectations". Bendall-Lyon and Powers (2004:115) add that satisfaction is based on consumers' reaction to perceived differences between their expectations and retailers' performance.

Satisfaction can be explained as either a function of consumer perception or a function of disconfirmation (Hom, 2000:105). Satisfaction as a function of consumer perception implies that consumer satisfaction results from consumers' perception of actual performance (Davis & Heineke, 1998:65). It should, however, be pointed out that consumers' perceptions of actual performance might be the consumers' personal views and are therefore subjective (Schiffman & Kanuk, 2007:163). Satisfaction as a function of disconfirmation refers to the difference between consumers' perceptions and expectations by making use of the expectancy disconfirmation model.

The expectancy disconfirmation model, first developed by Oliver (1980:460), proposes that satisfaction depends on a comparison between consumers' pre-purchase expectations to their perception of performance outcomes. Hoffman and Bateson (2006:304) add that by comparing consumers' expectations to their perception, leads to consumers' expectations being confirmed or disconfirmed. Figure 3.5 illustrated this comparison process and the possible outcomes and, as discussed in section 3.3.5.1, three outcomes are possible, namely positive disconfirmation, confirmation and negative disconfirmation (Blackwell *et al.,* 2006:222; Hoffman & Bateson, 2006:304; Spreng & Chiou, 2002:829 & Davis & Heineke, 1998:66). Specifically, apparel retailers need to consider the manner in which these outcomes affect consumer behaviour. Positive disconfirmation results in positive word-of-mouth and customer retention, whereas negative disconfirmation may lead to negative word-of-mouth and customer defection (Hoffman & Bateson, 2006:304 & Spreng & Chiou, 2002:829).

In conclusion, it is important to note that consumers' evaluation of satisfaction has a cognitive and an affective component (Ross, Broyles & Leingpibul, 2008:82; Martin, O'Neil, Hubbard & Palmar, 2008:224 & Barsky & Nash, 2002:39). Consumers evaluate their perception of performance against their expectations cognitively as described above in the expectancy disconfirmation model. However, consumers experience satisfaction or dissatisfaction as a feeling or emotion towards the product and retailer, bringing about an affective component (Burns & Neiser, 2006:49 & Oliver, 1993:418). Apparel retailers need to understand that although consumer satisfaction is explained cognitively in literature, consumers tend to experience it as a feeling or emotion that plays a key role in affecting consumer behaviour, such as consumer store selection choices (Bagozzi, Gopinath & Nyer, 1999:184).

3.6.2 The importance of consumer satisfaction

The importance of consumer satisfaction has long been documented within literature (Blackwell *et al.,* 2006:213; Hoffman & Bateson, 2006:303; Parker & Mathews, 2001:38 & Bearden, 1977:15). Consumer satisfaction is regarded as a determining factor for repeated shopping and purchase behaviour. The greater the degree of satisfaction experienced by the consumer, the greater the chance for repeated purchases (Wong & Sohal, 2003:248). Blackwell *et al.* (2006:214) add that consumer satisfaction helps shape their word-of-mouth communications. These word-of-mouth communications further assist in shaping other consumers' expectations, lower consumers' price sensitivity, assist in recruiting customers from competitors and ultimately affect shareholder value.

Consumers form behavioural intentions based on their satisfaction (Anderson & Mittal, 2000:107). Consumers' behavioural intentions can be grouped into two categories, namely economic and social behaviours (Smith *et al.*, 1999:356). According to Anderson and Mittal (2000:207), economic behavioural intentions refer to consumer behaviour that has an impact on the financial aspects of the apparel retailer, such as repeated purchase behaviour, willingness to pay premium prices and decreased likelihood of switching retailers. Social behavioural intentions, on the other hand, refer to consumer behaviour that affects the responses of other existing or potential consumers, such as complaints and word-of-mouth communications (Szymanski & Henard, 2001:16). Social behavioural intentions are important as they exert an influence on the individual consumer as well as on the opinion of other consumers. More importantly, information received from existing consumers serves as input for shaping future consumer expectations (Davis & Heineke, 1998:65 & Anderson, Fornell & Lehmann, 1994:53).

From the above discussion, one can determine that consumers' expectations play an important role in consumer satisfaction and that affecting consumer satisfaction is essential for apparel retailers' success. Consumer satisfaction and dissatisfaction become a driving force in ultimately shaping consumers' future attitudes and behaviours (Blackwell *et al.*, 2006:213). It is also important for apparel retailers to understand that consumers hold a holistic perspective towards satisfaction (Parker & Matthews, 2001:42). This implies that consumers' satisfaction occurs from evaluating numerous store attributes simultaneously. The importance of and consumers' satisfaction with store attributes are discussed next.

3.7 IMPORTANCE OF AND SATISFACTION WITH STORE ATTRIBUTES

The preceding discussions reflected on consumer expectations and satisfaction in general. As the purpose of this study is to determine which store attributes are important to black Generation Y consumers when buying casual wear as well as their satisfaction with offered store attributes, it is necessary to examine expectations and satisfaction with store attributes. Store attributes that are important to consumers affect both store selection choices and their shopping orientation (Moye & Giddings, 2002:259 & Newman & Cullen, 2001:443). However, in order to determine which store attributes are important to consumers, consumers' expectation regarding current store attributes should be examined. Furthermore, consumers' satisfaction with store attributes is influenced significantly by their expectations (Wirtz *et al.*, 2007:6).

Consumers enter into a retail experience with a set of expectations of what they would like to happen and what store attributes should be present (Wirtz *et al.*, 2007:6). For example, consumers shopping for clothing may have specific expectations towards merchandise (such as

expectations about fit) as a result of previous experiences with a clothing piece or available information about the garment quality (de Klerk & Tselepis, 2007:414). Consumer expectations influence the manner in which store attributes and other stimuli from the retail environment are interpreted (Hawkins *et al.*, 2007:298). Research findings by Wirtz *et al.* (2007:6) suggest that an intrinsically attractive store environment can be perceived as unpleasant if it fails to meet consumers' desired levels of expectations. Thus, expectations influence consumers' satisfaction with the retail experience and store attributes, which in turn affect consumers' overall satisfaction and store selection choices (Evanschitzky *et al.*, 2008:276 & Terblanche & Boshoff, 2006:33).

Numerous studies have been conducted regarding specific store attributes, the role of consumer expectations and their influence on consumers' overall satisfaction (Martenson, 2007:544; Koo, 2003:42 & Van Herpen & Pieters, 2002:331). With regard to the service dimension, Gagliano and Hathcote (1994:60) examined consumer expectations and perceptions of service quality in retail apparel speciality stores and found that consumers value sales personnel interaction and attention received. In support of this, a study by Sum and Hui (2009:100) showed that as consumers' demands increase, so too do their service expectations from apparel retailers. The study also identified sales personnel interaction as key to meet consumers' needs, ensuring satisfaction and aids the retailer to formulate sound competitive retail strategies.

Martenson (2007:544) examined the physical facilities dimension of store attributes and found that consumers are satisfied with a store that is neat and pleasant. Satisfaction in a pleasant retail environment is driven by consumer arousal expectations being met (Wirtz *et al.*, 2007:6). Arousal levels are affected by store atmosphere, such as music and scents and integrated marketing communication (IMC) strategy. Other research studies, such as Evanschitzky *et al.* (2008:275), attempted to establish dimensions of satisfaction in the retail setting specifically related to store attributes. Their results indicated that consumer satisfaction with retail stores are related to dimensions such as merchandise and pricing policies, store environment, employees, store access and transactions and that the suggested dimensions of retail satisfaction predicts overall consumer satisfaction. All of these dimensions identified in these studies coincide with the store attribute dimensions discussed in Chapter 2 section 2.3.2.

Store attributes influence consumers' overall satisfaction, which is based on consumers' attitude and beliefs of perceived store attributes (Koo, 2003:42 & Van Herpen & Pieters, 2002:331). Results from Koo's research (2003:42) indicated that the formation of consumers' overall attitudes are closely related to store attributes, such as after sale service, sales personnel

service, merchandise and store atmosphere. Huddleston *et al.* (2009:63) compared consumers' satisfaction with conventional grocery stores with specialty stores and found that store attributes such as product assortment, price, quality and service have the greatest impact on store satisfaction. With regard to apparel retailers, Ma and Niehm (2006:620) examined the service expectations of Generation Y consumers in an apparel setting. Results indicated that older Generation Y consumers' expectations for service differ by store type and that store expectations, store perception and store quality were related to overall retailer satisfaction.

However, apparel store attributes are not regarded as equally important by all consumers in store selection (Paulins & Geistfeld, 2003:371). From the literature review, it can be determined that few studies have been done regarding black Generation Y consumers' expectation towards and satisfaction with store attributes of apparel retailers. It is critical for apparel retailers to determine consumers' expectations towards and satisfaction with store attributes in order to gain a competitive advantage. This study aims to determine which store attributes are important to black Generation Y consumers when buying casual wear and what the satisfaction levels of these consumers are pertaining to the store attributes.

3.8 CONCLUSION

This chapter examined the consumer decision-making process, the levels of consumer decision-making and the external and internal factors that exert an influence on the length and extent to which decisions are made. Consumer expectations and satisfaction were examined in general and then discussed within the context of store attributes. It was determined that consumers' satisfaction with store attributes influences overall store satisfaction, which in turn influences store selection. From the literature review, it was determined that not all store attributes are considered equally important by all consumers when making apparel store selections. Chapter 4 is devoted to the research methodology followed in this study.

CHAPTER 4
RESEARCH METHODOLOGY

4.1 INTRODUCTION

This chapter examines the research methodology used to achieve the objectives set for this study. It is important that the proper research methodology is followed as this forms the basis from which valid and reliable results and conclusions can be made. This chapter starts by explaining the steps involved in the marketing research process. Each of the steps is discussed and more importantly, how it was applied for the purpose of the study.

4.2 THE MARKETING RESEARCH PROCESS

Marketing research can be defined as the systematic and objective identification, collection, analysis, dissemination and the use of data to aid marketing decision-makers (Malhotra, 2007:7; Parasuraman et al., 2007:9 & McDaniel & Gates, 2005:6). Figure 4.1 depicts the seven steps in the marketing research process used in this study, namely defining the research question, formulating objectives, determining the research design, developing a sample plan, data collection and fieldwork, data preparation and analysis, and reporting the results and formulating conclusions. Each of these steps will subsequently be discussed.

FIGURE 4.1 THE MARKETING RESEARCH PROCESS
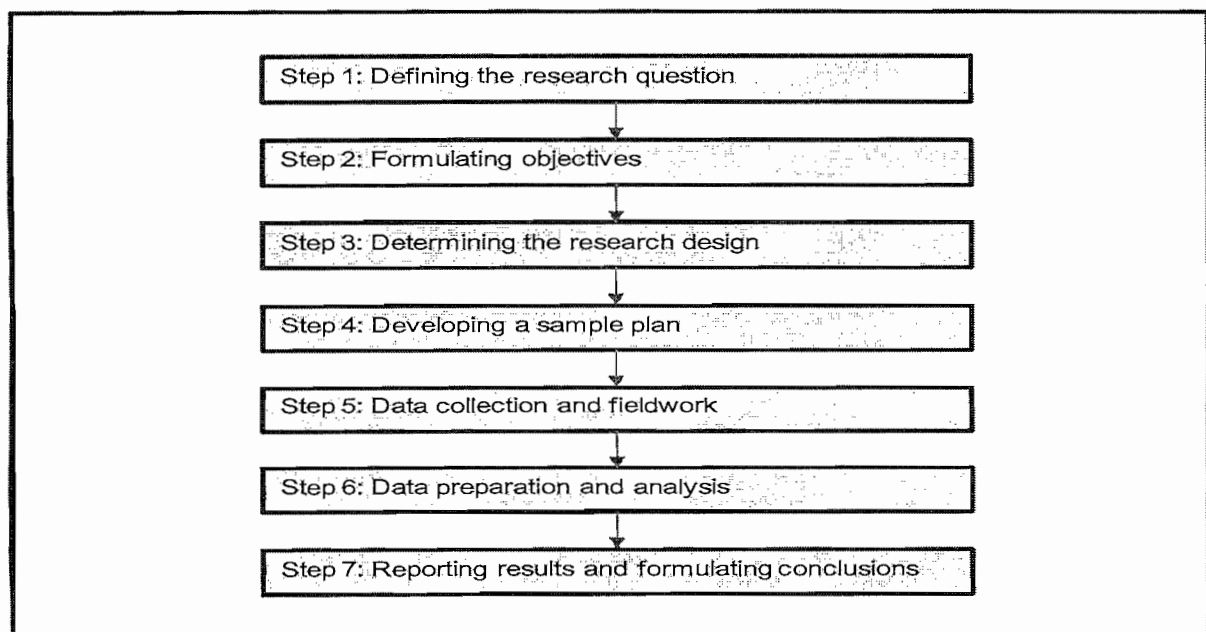
Source: adapted from Malhotra (2007:11) and Tustin et al. (2004:76).

4.2.1 Step 1: Defining the research question

Defining the research question is the most crucial step in the marketing research process, since an accurate definition of the research question is fundamental to the success of the research study (Shao, 1999:61 & Aaker *et al.*, 1995:44). Shao (1999:61) states that the question must be precisely defined and thought through to ensure that resources are not wasted trying to solve the wrong problem. Not only does the research question determine what the research objectives are, it also determines which information must be sought to solve the research question at hand (Malhotra, 2007:37). It can thus be concluded that the research question sets the stage and direction of the entire research process (Shao, 1999:61).

Although retailing is an important field of study (as trends in the retail industry mirror trends within the overall economy), it is marked by intense competition (Berman & Evans, 2007:5). This makes it important for retailers to examine factors influencing the buying behaviour of their targeted consumers and ensure the formulation of a retail strategy based on the retail concept that contributes to a pleasant consumer retail experience (Berman & Evans, 2007:159; Sullivan & Adcock, 2002:31 & Terblanché, 1998:26). Terblanché and Boshoff (2006:36) add that consumers' total retail experience is determined by numerous store attributes that interact. This implies that apparel retailers (and stores selling casual wear in particular) need to be concerned with store attributes that are important to their targeted consumers as it affects consumers' total retail experience, which in turn affects store selection choices. Consumers evaluate store attributes when making store selections (Berman & Evans, 2007:210; Moye & Giddings, 2002:259 & Newman & Cullen, 2001:443). This implies that stores selling casual wear need to be familiar with consumer behaviour, specifically the consumer decision-making process as it is used by consumers to determine if, what, when, where, how, from who and how often to purchase, providing apparel retailers with a comprehensive and systematic roadmap as to how consumers make product and store selection decisions (Berman & Evans, 2007:211).

Consumers enter into a retail experience with a set of expectations of what they would like to happen and what store attributes should be present (Wirtz *et al.,* 2007:6). In addition, consumer expectations influence the manner in which store attributes and other stimuli from the retail environment are interpreted (Hawkins *et al.,* 2007:298). Research findings by Wirtz *et al.* (2007:6) suggest that an intrinsically attractive store environment can be perceived as unpleasant if it fails to meet consumers' desired level of expectations. Thus, expectations influence consumers' satisfaction with the retail experience and store attributes, which in turn affects consumers' overall satisfaction and store selection choices (Evanschitzky *et al.,* 2008:276 & Terblanché & Boshoff, 2006:33).

The focus of this study pertains specifically to black Generation Y consumers (aged 16 to 24) as this market segment is thought to move into higher employment positions leading to an increase in disposable income (TNS Research Surveys, 2007). Furthermore, Generation Y consumers enjoy spending on products that are conspicuous and enhance the self, such as apparel and casual wear (Hyllegard *et al.,* 2009:112; Clow & Baack, 2007:115; Blackwell *et al.,* 2006:246 & Bakewell & Mitchell, 2003:97). From a literature review, no studies could be found that identified the store attributes that are important to black Generation Y consumers in the selection of a store selling casual wear and whether they are satisfied with current store attributes offered. By obtaining this information, stores selling casual wear can pay more attention to these store attributes in order to appeal to this market segment. Thus the research question formulated for this study is: **which store attributes are important to black Generation Y consumers when selecting a store selling casual wear and whether they are satisfied with the store attributes offered by retailers where they buy casual wear?**

4.2.2 Step 2: Formulating objectives

The second step in the research process is the formulation of objectives. The research question that has been formulated needs to be translated into objectives that are specific, unambiguous and reflective of the specific information needed to answer the research question (Zikmund & Babin, 2010:58 & Tustin *et al.,* 2005:81). Parasuraman *et al.* (2007:31) add that research objectives assist in answering "who" and "what" questions identified in the research question. In order to address the research question formulated for the study, specific objectives were formulated. This included setting a primary objective and secondary objectives to support the primary objective.

4.2.2.1 Primary objective

The primary objective of this study was to determine the importance of, and satisfaction with, store attributes to black Generation Y consumers when selecting a store selling casual wear.

4.2.2.2 Secondary objectives

To support the primary objective, the following secondary objectives were set, namely:

1. To determine whether the casual wear store attribute factors identified by Cooper (*in press*) among black consumers are valid for black Generation Y consumers.

2. To determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear.

3. To determine whether differences exist between the store attributes considered important by black Generation Y consumers and their satisfaction with those attributes offered by the store they most often buy their casual wear from.

4. To determine the influence of various demographic variables on the importance of store attributes considered by black Generation Y consumers when selecting a store selling casual wear.

5. To determine the influence of various demographic variables on black Generation Y consumers' satisfaction with those attributes offered by the store they most often buy their casual wear from.

4.2.3 Step 3: Determining the research design

A research design can be considered as the framework or blueprint that details the procedures necessary to obtain information needed to solve the research question (Zikmund & Babin, 2010:64 & Malhotra, 2007:78). Tustin *et al.* (2005:82) add that a research design specifies the methods for collecting and analysing the required data. Research designs differ in terms of the research objective, research questions as well as the data collection methods used (Zikmund & Babin, 2010:64 & Aaker *et al.,* 1995:72). Selecting a research design depends on the type of information needed as well as the type of research.

4.2.3.1 Type of information needed

When deciding on which research design to follow, it is necessary to consider the information types and data sources needed to answer the research question. Tustin *et al.* (2005:119) support this by adding that without information and data, it will not be possible to conduct research and draw conclusions from the research findings. Information can be obtained from either secondary data or primary data.

A) Secondary data

Secondary data refers to data that was collected for a purpose other than the question at hand (Malhotra, 2007:42 & Aaker *et al.,* 1995:77). Parasuraman *et al.* (2007:34) add that secondary data is collected by and made available from other sources. In most instances, secondary data is collected to assist in formulating the research question and suggesting types and methods of collecting data to answer the research question (Tustin *et al.,* 2005:120*).* **For the purpose of**

this study, secondary data was used to conduct the literature review. This assisted in identifying and gaining a theoretical background on the research question. The theoretical areas for this study included retailing and store attributes (Chapter 2), which aided in identifying store attributes and consumer behaviour – specifically consumer decision-making, expectations and satisfaction (Chapter 3).

B) Primary data

Primary data is collected specifically to address the research question at hand (Malhotra, 2007:42 & Tustin *et al.,* 2005:89). Primary data is usually collected because secondary data proved to be inadequate in solving the research question at hand or the primary data needed is not readily available (Malhotra, 2007:42 & Parasuraman *et al.,* 2007:34). Although secondary data collected from the literature review helped clarify terms, it proved inadequate in answering specifically which store attributes are considered by black Generation Y consumers when selecting a store selling casual wear and whether they are satisfied with those store attributes. In order to provide an answer to the research question, primary data had to be collected.

4.2.3.2 Type of research design

The type of research closely resembles the research design that is followed. Primary data may either be qualitative or quantitative in nature (Malhotra, 2007:144 & Tustin *et al.,* 2005:89).

Qualitative research refers to research that is unstructured and exploratory in nature (Malhotra, 2007:42). Furthermore, qualitative research is usually conducted among a small sample with the intention to provide insight and understanding into the problem setting (Malhotra, 2007:42 & Tustin *et al.,* 2005:90). Methods for conducting qualitative research, include focus groups and in-depth interviews (Tustin *et al.,* 2005:172). Quantitative research on the other hand, involves the collection of primary data from a large number of respondents (Malhotra, 2007:144 & Tustin *et al.,* 2005:89). Quantitative research usually collects data from a large sample and makes use of statistical data analysis to quantify the data (Zikmund & Babin, 2010:135 & Malhotra, 2007:144*).* **For the purpose of this study,** quantitative research will be used as it is structured and involves a larger, more representative sample (Parasuraman *et al.,* 2007:178).

After determining which type of research to use, the appropriate research design can be identified. There are three types of research designs, namely exploratory research, descriptive research and causal research (Malhotra, 2007:78; Burns & Bush, 2006:116; Tustin *et al.,* 2005:82 & Aaker *et al.,* 1995:72). Each of these research designs will be discussed briefly.

A) Exploratory research

Exploratory research is followed when the research objective is to search through the research question and provide general insights and understanding into the research question (Malhotra, 2007:80). There is little prior knowledge on which to build and the research methods followed are highly flexible, unstructured and qualitative (Zikmund & Babin, 2010:60 & Aaker *et al.*, 1995:73). According to Burns and Bush (2006:116), exploratory research is usually unstructured, informal research undertaken to gain background information regarding the general nature of the research question. There is no predetermined set of procedures and the nature of the study changes as information is gathered. Malhotra (2007:80) adds that in using exploratory research, researchers are alert to new ideas and insights as they proceed and the exploration of ideas might be redirected until all possibilities are exhausted or other directions are followed. Thus, the focus shifts constantly as new insights are discovered. Exploratory research is used to formulate or define a question more precisely, assist in the development of objectives and hypotheses, isolate key variables and relationships for further examination, gain insights for developing an approach to the problem and establish priorities for future research (Malhotra, 2007:80; Burns & Bush, 2006:117 & Aaker *et al.*, 1995:73). The methods that can be used to conduct exploratory research include expert surveys, pilot studies and qualitative research such as focus groups (Malhotra, 2007:80 & Burns & Bush, 2006:117). According to Malhotra (2007:80), exploratory research is often used at the front end of the total research design and followed by conclusive research, such as descriptive or causal research.

B) Descriptive research

Descriptive research is followed to obtain answers from who, what, when, where, why and how questions (Burns & Bush, 2006:121). Descriptive research attempts to provide an accurate snapshot of some aspect of the marketing environment by describing the characteristics of relevant groups (such as consumers), to estimate the percentage of units in the specified population exhibiting certain behaviour, to determine associations between marketing variables, and to make specific predictions (Malhotra, 2007:82 & Aaker *et al.*, 1995:74). According to Malhotra (2007:82), descriptive research is characterised by the prior formulation of specific objectives, implying that the information needed must be clearly defined. Descriptive research follows a pre-planned and structured design and the data analysis is quantitative in nature. Methods used for collecting quantitative data include personal interviewing, mall intercepts, telephone interviews and mail surveys (Tustin *et al.*, 2005:83). The results obtained from descriptive research tend to be conclusive (Malhotra, 2007:80). **Descriptive research was used in this study by means of a mall intercept survey.** In contrast with exploratory

research, descriptive research allows for the description of attitudes, characteristics, activities and situations and in this study it is already known which research problems will be addressed.

C) Causal research

Causal research is followed to obtain evidence of cause-and-effect (causal) relationships (Malhotra, 2007:89). Burns and Bush (2006:126) state that causality may be thought of as an understanding of conditional statements in the form if x then y (for example, if price decreases then sales will increase). These "if-then" statements become the way of manipulating the variable of interest to determine relationships (Burns & Bush, 2006:126). In conducting causal research, it can be determined which variables are independent (cause) and which are dependent (effect). Malhotra (2007:89) states that the independent variable is manipulated while exercising control over other mediating variables in order to determine cause-effect relationships, which in turn can be used to make future predictions. As with descriptive research, causal research follows a planned and structured design and the data analysis is quantitative in nature. Causal research is usually conducted by means of experimentation (Burns & Bush, 2006:127 & Tustin *et al.,* 2005:83).

4.2.4 Step 4: Developing a sample plan

The sample plan describes the process according to which the sample is selected (Proctor, 2005:106 & Aaker *et al.,* 1995:80). The sample plan consists of several steps as illustrated in Figure 4.2. Each step will be discussed in more detail.

FIGURE 4.2 STEPS IN DEVELOPING A SAMPLE PLAN
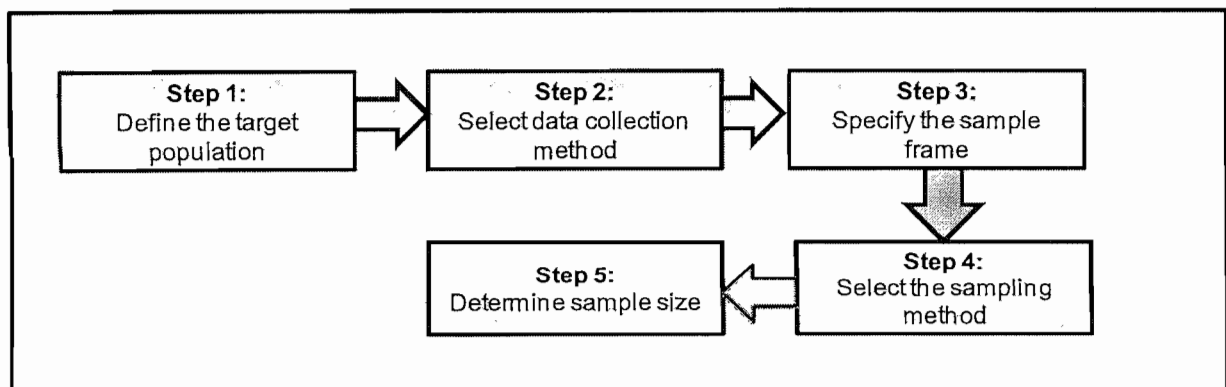
Source: adapted from McDaniel and Gates (2005:358).

4.2.4.1 Step 1: Define the target population

The sampling process starts by defining the target population. The target population can be defined as the entire collection of elements that possess the information sought by the researcher and from which inferences are to be made (Malhotra, 2007:336; Parasuraman *et al.,* 2007:333 & Proctor, 2005:106). Malhotra (2007:335) adds that the target population shares a common set of characteristics for the purpose of the research question. It is important that the target population is defined correctly and precisely, to ensure that data is obtained from correct sources (Aaker *et al.,* 1995:82). The target population can be specified in terms of geographic area, demographic characteristics and product or service usage characteristics (McDaniel & Gates, 2005:358). Since this study aims to determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear, **the target population for this study** includes all black Generation Y consumers between the ages 16 and 24 living in Soweto who buy from a store selling casual wear.

4.2.4.2 Step 2: Select data collection method

The next step in developing a sample plan is to select the primary data collection method. According to Tustin *et al.* (2005:342), the selection of a primary data collection method has a substantial impact on the subsequent steps in the sampling process. This section discusses the survey methods used for collecting data as well as the measuring instrument used in this study.

A) Survey methods for collecting data

Quantitative survey methods include in-house surveys, telephone surveys, mail surveys and mall intercept surveys (Zikmund & Babin, 2010:191). **For the purpose of this study,** a mall intercept survey method was used. In mall intercept surveys, respondents are intercepted and interviewed while shopping (Malhotra, 2007:187 & Parasuraman *et al.,* 2007:153). The mall intercept survey was chosen specifically for this study for the following reasons (Zikmund & Babin, 2010:217; Malhotra, 2007:188 & Tustin *et al.,* 2005:152):

- The face-to-face contact between the respondent and interviewer reduces anxiety and allows for the interviewer to explain questions to the respondent, thereby contributing to the quality of data obtained.
- Mall intercept surveys allow for closer sample control. Interviewers selected black Generation Y consumers based on their age (16 to 24), as well as whether they shop for casual wear. If the respondents did not match this profile, they were not interviewed.

- Mall intercept surveys are a more efficient method for collecting data as it occurs at a central point. The mall is also ideal as most of the sample respondents were to be found at malls, making it more convenient and faster to obtain data.

As the population for this study is black Generation Y consumers living in Soweto, a mall in Soweto was identified as the suitable central point to collect data from respondents. Conducting a mall intercept survey requires a measuring instrument to collect information, which is examined next.

B) Measuring instrument

The survey method makes use of a structured questionnaire that is given to respondents and is designed to obtain specific information regarding consumer behaviour, intentions, attitudes, motivations and demographic and lifestyle characteristics (Malhotra, 2007:183). A questionnaire refers to a set of questions designed to generate the data needed to achieve objectives for the research study (Malhotra, 2007:299 & McDaniel & Gates, 2005:318). McDaniel and Gates (2005:318) add that a questionnaire standardises the wording and sequence of questions and imposes uniformity in the data collection process. According to Malhotra (2007:299), any questionnaire has three objectives, namely to translate the information needed into specific questions that respondents are able and willing to answer, designing the questionnaire in such a manner that it motivates, uplifts and encourages the respondent to cooperate in the interview and to minimise response errors by ensuring that questions are phrased clearly and unambiguously to ascertain that respondents give accurate answers.

According to Tustin *et al.* (2005:185), the questionnaire can either be interviewer-administrated (whereby the interviewer or fieldworker asks the questions and fills in the questionnaire) or self-administrated (where the respondent is allowed to complete the questionnaire themselves). **This study** makes use of an interviewer-administered questionnaire to reduce response error (Tustin *et al.,* 2005:425). The interviewer or fieldworker has more control over the completion of the questionnaire and can explain to the respondent if questions are not understood, thus resulting in the collection of more reliable data. This section examines the type of response format, scales and questionnaire design and layout used in the questionnaire as well as the use of a pilot study to pre-test the questionnaire.

i) Type of response format used in the questionnaire

Questionnaire design entails determining the question response format to be used, including open-end questions and closed-ended questions (McDaniel & Gates, 2005:324). According to Tustin *et al.* (2005:396), open-ended questions entail that the respondent has a free response and can answer the question in his own words, resulting in a high degree of variation in responses. Closed-ended questions imply that the respondent is required to make a selection from a list of responses (McDaniel & Gates, 2005:329). Closed-ended questions can furthermore be divided into multiple-choice and scaled-response questions. As the name implies, multiple-choice questions presents the respondent with a list of alternatives to select from which correctly express their opinion (Tustin *et al.*, 2005:398). Scaled-response questions resemble a closed-ended question but in addition, capture the intensity of the respondents' feelings (McDaniel & Gates, 2005:329).

The questionnaire used in this study made use of only closed-ended questions, including multiple-choice and scaled-response questions. These types of response formats were chosen specifically to reduce interviewer bias (as only the appropriate box had to be selected), to simplify coding and data entry and to allow the use of more statistical techniques. More importantly, it is less time consuming for the respondent as he or she only has to indicate the appropriate box, which is then ticked by the interviewer (Zikmund & Babin, 2010:372).

ii) Scales used

According to Zikmund (2003:326), a scale is a continuous spectrum or series of categories that is used to represent an item or person's place in the spectrum quantitatively. Furthermore, four types of scales can be identified, namely nominal, ordinal, interval and ratio scales (Zikmund & Babin, 2010:326; Malhotra, 2007:252; Burns & Bush, 2006:278 & Zikmund, 2003:326).

- **Nominal scales** are the simplest type of scale and involve numbers being assigned to alternatives for identification or classification purposes (Zikmund, 2003:326). For example, numerical values are assigned to respondents' gender (1 = female and 2 = male), which helps with identification.

- **Ordinal scales** allow the researcher to not only assign a number to alternatives, but also rank-order respondents on their responses (Burns & Bush, 2006:276 & Welman, Kruger & Mitchell, 2005:139). For example, if a respondent was asked to indicate his first, second and third brand choice, the response would be ordinally scaled. Malhotra

(2007:253) adds that although ordinal scales indicate the relative position of alternatives, it does not indicate the magnitude of difference between them.

- **Interval scales** have all the characteristics of both nominal and ordinal scales, but in addition arrange alternatives according to their magnitude and distinguish this arrangement in equal intervals (Zikmund, 2003:328). For example, numerically, the difference between 1 and 2 is the same as between 3 and 4. Burns and Bush (2006:281) add that the most common type of interval scale used is a Likert-scale, which measures the intensity of respondents' agreement or disagreement.

- **Ratio scales** are the highest form of measurement, because they have all the attributes of interval scales and in addition, represent absolute quantities characterised by an absolute zero point (Zikmund & Babin, 2010:329 & Welman *et al.,* 2005:140).

iii) Questionnaire design and layout

The layout of the questionnaire was determined with great care to ensure that no order bias occurred. Order bias occurs when the answer to previous questions influence the manner in which subsequent questions are answered (Zikmund & Babin, 2010:380). The questionnaire began with a screening question to qualify respondents who were between ages 16 and 24. The questionnaire was divided into two sections namely Section 1 (importance of and satisfaction with store attributes) and Section 2 (demographic information). Each of the sections used in the questionnaire will be discussed in more detail.

In Section 1, respondents had to indicate how important certain store attributes were to them and whether they were satisfied with the store they most often buy casual wear from for delivering on those store attributes. In Chapter 3 (section 2.3.2), a literature review identified seven store attribute dimensions and their sub-dimensions thought to influence consumers' store selection. This included merchandise, service, store atmosphere, post-transactional satisfaction, physical facilities, convenience and promotion. The sub-dimensions identified were transformed into 47 items included in the questionnaire to determine which store attributes black Generation Y consumers consider when selecting a store selling casual wear and whether they are satisfied with those store attributes offered by the store they most often buy casual wear from. Importance was measured by using a five-point Likert scale (where 1 = not important and 5 = very important), whereas respondents' satisfaction with the store they most often buy casual wear from for delivering on those store attributes was also measured on a five-point Likert scale

(where 1 = not satisfied and 5 = very satisfied). In the questionnaire, respondents were asked to indicate the importance of, and satisfaction with, the same items (see Appendix A for the questionnaire used in the study). Table 4.1 presents a summary of the store attributes identified in the literature review and the items in the questionnaire.

TABLE 4.1 SUMMARY OF STORE ATTRIBUTES AND ITEMS INCLUDED IN THE QUESTIONNAIRE

No	Item included in the questionnaire	Response format	Scale type
Merchandise			
1	Variety of styles of casual wear sold		
2	Variety of sizes of casual wear sold		
3	Variety of brand names sold		Likert-scale
4	Fashionable styles	Scaled	
5	Price of casual wear		
6	Quality of casual wear		
24	Availability of casual wear advertised		
Service			
20	Availability of discounts offered by store		
27	Enough salespeople to provide assistance		
28	Helpful salespeople		
29	Friendly salespeople		
30	Salespeople have knowledge about the casual wear sold in store		Likert-scale
31	Free clothing alterations provided by the store	Scaled	
32	Lay-buy services		
33	Sells cell phones and accessories		
34	Sells airtime		
37	Availability of credit card facilities		
38	Availability of store card		
Store atmosphere			
39	Type of music playing in store		Likert-scale
40	Loudness of music playing in store	Scaled	
41	Store smell		
Post-transactional satisfaction			
35	Easy return policy of store (taking clothes back)	Scaled	Likert-scale
36	Refunds provided by store (getting your money back)		
Physical facilities			
7	Easy access to store entrance		
8	Ease of movement between products in the store		
9	Air conditioning		
10	Availability of seats if you want to rest		
11	Availability of trolleys or baskets to carry clothing		
12	Enough dressing rooms		
13	Full-length mirrors in dressing rooms		
14	Privacy in dressing rooms	Scaled	Likert-scale
15	Enough light in dressing rooms		
16	Easy access to store exit		
25	Enough check out points		
26	Fast check out points		
42	Enough light in store		
43	Neat store appearance		
44	Clean store		

No	Item included in the questionnaire	Response format	Scale type
Convenience			
17	Availability of parking near entrance of store	Scaled	Likert-scale
18	Access to public transportation near store		
19	Convenient store hours		
21	Clothing store close to home		
22	Clothing store close to work or school		
23	Availability of other stores near this store		
Promotion			
45	Window display of casual wear in store	Scaled	Likert-scale
46	Clearly visible in-store advertisements		
47	In-store display of casual wear		

From Table 4.1 it can be concluded that the store attributes and items included in the questionnaire made use of a scaled response format as well as a Likert-scale to measure respondents' intensity towards statements pertaining to importance of, and satisfaction with, those store attributes.

Section 2 of the questionnaire focused on demographic information pertaining to respondents. Specifically, this section included respondents' gender, marital status, mode of transportation most often used to reach the store selling casual wear, spending on casual wear, highest level of education, method of payment most often used when buying casual wear and how often casual wear is purchased. Furthermore, respondents had to indicate the most important criteria in terms of variety offered or price when buying casual wear as well as the most important criteria in terms of the store name or brand name when buying casual wear. Table 4.2 provides a summary of the demographic variables used in the questionnaire as well as each question's response format and scales used.

TABLE 4.2 SUMMARY OF THE DEMOGRAPHIC INFORMATION USED IN THE QUESTIONNAIRE

No	Demographic variable	Response format	Scale type
	Age*		
	16-18	Multiple choice	Ordinal
	19-21		
	22-24		
1	**Gender**		
	Female	Multiple choice	Nominal
	Male		
2	**Marital status**		
	Single	Multiple choice	Nominal
	Living with someone		
	Married		

No	Demographic variable		Response format	Scale type
3	Mode of transportation most often used to reach stores selling casual wear			
	Walk			
	Bus			
	Taxi		Multiple choice	Nominal
	Lift with others			
	Own car			
4	Spending on casual wear			
	Less than R100			
	R100-R250		Multiple choice	Ordinal
	R251-R500			
	More than R500			
5	Highest level of education			
	Primary school			
	High school			
	Diploma		Multiple choice	Ordinal
	Degree			
	Post-graduate degree			
6	Method of payment used most often when purchasing casual wear			
	Cash			
	Cheque			
	Credit card		Multiple choice	Nominal
	Debit card			
	Store card			
7	How often casual wear is purchased			
	Only when needed			
	Weekly			
	Monthly		Multiple choice	Ordinal
	Three times a year			
	Twice a year			
	Once a year			
8	Most important criteria in terms of variety offered or price when buying casual wear			
	Variety offered		Multiple choice	Nominal
	Price			
9	Most important criteria in terms of the store name or brand name when buying casual wear			
	The name of the store where casual wear is bought		Multiple choice	Nominal
	Brand names of casual wear			

* age was included as a screening question in the questionnaire

From Table 4.2 it can be concluded that the demographic variables included in Section 2 in the questionnaire made use of a multiple-choice response format and nominal and ordinal scale types.

The above discussion reflected on the sections included in the questionnaire, the information collected by each section, as well as the questions' response format and scale type. It is important that the questionnaire collects information that will reach the research objectives for this study (Malhotra, 2007:300). Table 4.3 presents a summary of the links that exist between secondary objectives and the questions asked in the questionnaire.

TABLE 4.3 LINKS BETWEEN OBJECTIVES AND THE QUESTIONS IN THE QUESTIONNAIRE

Objective no.	Secondary objective	Question
1	To determine whether the casual wear store attribute factors identified by Cooper (*in press*) among black consumers are valid for black Generation Y consumers.	-
2	To determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear.	Section 1:1-47 Section 2:8-9
3	To determine whether differences exist between the store attributes considered important by black Generation Y consumers and their satisfaction with those attributes offered by the store they most often buy their casual wear from.	Section 2:1-47
4	To determine the influence of various demographic variables on the importance of store attributes considered by black Generation Y consumers when selecting a store selling casual wear.	Section 1:1-47 Section 2:1-9
5	To determine the influence of various demographic variables on black Generation Y consumers' satisfaction with those attributes offered by the store they most often buy their casual wear from.	Section 1:1-47 Section 2:1-9

iv) Pilot study

In order to ensure that the questionnaire will obtain accurate data, the questionnaire used in this study was pre-tested by means of a pilot study. A pilot study refers to a small-scale exploratory research project that collects data from respondents similar to those that will be used in the full study (Zikmund & Babin, 2010:61). By using a pilot study, questions used in the questionnaire were tested to ensure that accurate data was collected from respondents, as well as removing questions or statements that were ambiguous to ensure that respondents understood and interpreted the questions in the same manner. The pilot study was conducted by distributing twenty questionnaires among the study population in Soweto. After the pilot study was conducted, ambiguous questions and statements were either changed or removed to ensure consistency in respondents' understanding and interpretation of the questionnaire. The language used in the questionnaire was changed to make use of simpler terms (for example retailer to store and apparel to casual wear) to ensure that respondents who may not be proficient in English would be able to understand the question or statement.

4.2.4.3 Step 3: Specify the sample frame

A sample frame refers to a master list of all the sample units in the population from which the sample is chosen (Parasuraman *et al.,* 2007:333; McDaniel & Gates, 2005:359 & Tustin *et al.,*

2005:342). Tustin *et al.* (2005:343) add that a reliable sample frame is complete, free from duplicate units and does not capture foreign elements, such as other populations of interest. In the case of this study, no formal list existed to show which black Generation Y consumers shop for casual wear. **For the purpose of this study**, the sample frame consisted of black Generation Y consumers between the ages of 16 and 24 who purchased from a mall in Soweto.

4.2.4.4 Step 4: Select the sampling method

The sample can be drawn by making use of either probability or non-probability sampling methods (Proctor, 2005:110; Tustin *et al.*, 2005:344; Aaker *et al.*, 2003:372; Shao, 2002:50 & Blankenship *et al.*, 1998:161).

A) Probability sampling

Probability sampling refers to a sampling procedure in which each element of the population has an equal chance of being included into the sample (Malhotra, 2007:341; Proctor, 2005:111 & Aaker *et al.*, 2003:372). Malhotra (2007:341) states that probability sampling methods require a precise definition of the target population and the existence of a sample frame. Probability sampling methods include simple random sampling, systematic sampling, stratified sampling and cluster sampling (Malhotra, 2007:347; Burns & Bush, 2006:334 & Tustin *et al.*, 2005:345).

When using **simple random sampling**, random numbers are assigned to each member in the sample frame to ensure that every member is selected independently and by random procedure (Malhotra, 2007:347 & Burns & Bush, 2006:334). With **systematic sampling**, a random starting point is selected on the sample frame and then a constant skip interval is applied to select every i^{th} member in succession of the sampling frame (Malhotra, 2007:347 & Burns & Bush, 2006:334). When using **stratified sampling**, the target population is divided into different strata and the chosen sample is forced to contain members from each stratum (Parasuraman *et al.*, 2007:340). In **cluster sampling**, the population is divided into homogenous sub-groups called clusters, each of which represents the entire population and a sample of clusters are drawn (Burns & Bush, 2006:334 & Tustin *et al.*, 2005:356).

B) Non-probability sampling

Malhotra (2007:340) and Proctor (2005:111) state that non-probability sampling does not make use of chance in selection procedures; instead selection relies on the personal judgement of the

researcher. Non-probability sampling methods include convenience sampling, judgemental sampling, quota sampling, snowball sampling and purposive sampling.

With **convenience sampling**, sample members are chosen by the interviewer on the basis of being readily available and accessible (Malhotra, 2007:340 & Tustin *et al.,* 2005:346). A high traffic store location (such as a mall) serves as a sample frame from which potential respondents are intercepted (Burns & Bush, 2006:345). Likewise, **judgemental sampling** is a sampling method by which members are chosen purposely based on the interviewer's judgement of the sample member being representative of the population (Malhotra, 2007:343 & Tustin *et al.,* 2005:346). The researcher thus exerts some effort in selecting a sample believed to be most appropriate for the study (Parasuraman *et al.,* 2007:345). Bush and Burns (2006:345) state that when using **quota sampling**, the researcher identifies a set of quota characteristics that is thought to apply to the population. Tustin *et al.* (2005:347) add that the researcher is free to choose which members to include in the sample, as long as they qualify on the set of quota characteristics. When using **snowball sampling**, respondents refer the interviewer to other respondents who like themselves, qualify and will be willing to participate in the survey (Burns & Bush, 2006:345). Bush and Burns (2006:345) further add that this sampling method is especially feasible when it is difficult to identify and qualify sample members. Lastly, Tustin *et al.* (2005:346) state that when using **purposive sampling**, the sample members are chosen with a specific objective in mind, thus the researcher intentionally selects the sample to be non-representative.

This study made use of non-probability convenience sampling because of the absence of a formal sample frame containing black Generation Y consumers who shop from stores selling casual wear, thus making it impossible to assign numbers to members and making probability sampling methods difficult to execute. Furthermore, the mall is a high traffic location making it easy and convenient to intercept possible respondents.

4.2.4.5 Step 5: Determine the sample size

Sample size refers to the number of respondents that are included in the sample (Tustin *et al.,* 2005:97). As the basic purpose of sampling is to estimate population parameters as accurately as possible, considerable attention should be given to determining the sample size (Parasuraman *et al.,* 2007:353). The larger the sample size, the greater the degree of confidence associated with population estimates and the less likely sample error is to occur. This, however, has to be balanced with practical considerations such as cost, time and fieldworker and respondent availability (McDaniel & Gates, 2005:359 & Shao, 1999:367).

The determination of sample size is complex and involves both statistical and practical considerations (Tustin *et al.,* 2005:359 & Shao, 1999:367). Statistical considerations include the degree of variability in the population (the more different or heterogeneous the population the larger the sample needed to capture the diversity), the degree of association associated with the population estimates based on the sample, the degree of confidence associated with the population estimates, and the extent to which the research study requires the use of sub-samples, cross-classification, and the use of a minimum sample size to produce meaningful statistical results (McDaniel & Gates, 2005:359; Tustin *et al.,* 2005:360 & Shao, 1999:367). The sample size is calculated statistically through the use of population parameters, such as the mean, standard deviation, variance and normal distribution (Malhotra, 2007:367).

If these population parameters are unknown, the sample size can be estimated by an experienced researcher or on the basis of managerial judgement (Shao, 1999:367). This study makes use of non-probability sampling, making it difficult to accurately estimate the parameters needed to calculate the sample size statistically. Furthermore, practical factors such as cost, time, respondent and fieldworker availability needed to be considered. For this reason, the sample size was determined by judgment. **For this study,** a sample of 261 respondents was obtained.

4.2.5 Step 5: Data collection and fieldwork

The fifth step of the marketing research process involves collecting the data through fieldwork. Respondents were intercepted at a mall in Soweto and data was collected through the use of an interviewer administered questionnaire (discussed in section 4.2.4.2).

Four black fieldworkers, who were proficient in English and other African languages, were appointed and trained as interviewers to gather data from respondents (Zikmund & Babin, 2010:471). Black fieldworkers were chosen specifically as their ethnicity corresponds with the study population, thus putting respondents more at ease and increasing the response rate for the questionnaire. Fieldworkers were trained before data was collected. In the training sessions, the objectives of the study were discussed as well as who the target population is. Fieldworkers were informed to ask a screening question (namely the respondent's age) before completing the questionnaire and only black respondents between the ages of 16 and 24 were included. Data was collected over a period of two weeks and different time intervals were selected (weekends, weekdays, mornings and afternoon) to ensure that respondents between the ages of 16 and 24 were captured.

4.2.6 Step 6: Data preparation and analyses

The next step in the marketing research process is data preparation and analyses. Data preparation includes the editing, coding and verification of data (Malhotra, 2007:11). The questionnaires were pre-coded by the researcher. Each questionnaire was checked for omissions and consistency and those that were incomplete were disregarded. Data was analysed using the statistical software programmes SPSS and SAS (SPSS Inc, 2009 & SAS, 2005). An important part of ensuring accurate results is to determine the measuring instrument's reliability and validity.

4.2.6.1 Reliability and validity

Reliability refers to the degree to which measures are free from random error and thus provide consistent data (Zikmund & Babin, 2010:334 & McDaniel & Gates, 2005:265). Welman *et al.* (2005:145) add that reliability is concerned with the credibility of the findings; in other words, whether similar results would have been obtained if the study was repeated. **In this study,** the reliability of the questionnaire was tested through internal consistency. Internal consistency refers to the degree of generalisation across the items within the questionnaire (Welman *et al.,* 2005:147). Zikmund and Babin (2010:334) add that internal consistency represents the questionnaire's homogeneity or the extent to which each indicator or concept converges on some common meaning. Internal consistency is measured through the calculation of Cronbach's Alpha coefficient, which shows the degree to which all the items in a questionnaire measure the same attribute (Welman *et al.,* 2005:149). A Cronbach's Alpha value above 0.70 is considered to have good reliability (Zikmund & Babin, 2010:334).

Validity refers to the accuracy of the questionnaire or the extent to which the score truthfully represents a concept (Zikmund & Babin, 2010:335). Simply put, validity refers to the degree to which what was intended to be measured was actually measured. Three main types of validity can be identified, namely construct, criterion and content validity (Zikmund & Babin, 2010:335; Welman *et al.,* 2005:142 & Diamantopoulos & Schlegelmilch, 2000:35). **Construct validity** refers to the extent to which the questionnaire measures behave in a theoretically sound manner and whether the questionnaire reliably measures and truthfully represents a unique concept (Zikmund & Babin, 2010:337 & Diamantopoulos & Schlegelmilch, 2000:35). **Criterion validity** refers to the ability of the questionnaire scale to correlate with other standard scales of similar constructs or established criteria (Zikmund & Babin, 2010:336). **Content validity** implies that the questionnaire logically appears to reflect what was intended to be measured (Zikmund

& Babin, 2010:336 & Diamantopoulos & Schlegelmilch, 2000:35). **In this study,** content validity was tested by means of a pilot study.

In this study, a confirmatory factor analysis was conducted (see section 4.2.6.3). Furthermore, two components pertaining to store attributes were examined, namely importance and satisfaction. Reliability was measured on the first component, namely the Importance factors and if found to be valid, the same items will be used for satisfaction and be named Satisfaction factors.

The reliability and validity of the measuring instrument used in this study will be discussed in Chapter 5 section 5.3.2. The statistical analysis of data is discussed next.

4.2.6.2 Statistical analyses

For the purpose of this study, two types of statistical analyses were employed, namely descriptive and inferential statistics. Descriptive statistics entails ordering and summarising data obtained by employing methods such as tabulation, graphical representation and the calculation of descriptive measures to observe the inherent trends and emerging properties (Steyn, Smit, Du Toit & Strasheim, 2003:2). Thus, the purpose of descriptive analyses is to employ statistical methods to raw data to convert it into a more understandable form. Inferential statistics builds on descriptive statistics (Steyn *et al.,* 2003:2). According to Cooper and Schindler (2008:705), inferential statistics refers to the estimation of population values. **In this study**, the following statistical analyses will be performed:

- **Frequency distribution,** which, according to Proctor (2005:432), refers to a tabulation of the number of times each different value occurs for a particular set of values. Welman *et al.* (2005:230) add that frequencies are used to determine whether the distribution is even across intervals or whether they cluster around only certain intervals.

- **Percentage** refers to a conversion of frequencies observed by dividing the frequency of each value through the total number of observations for all the values multiplied by a hundred (Zikmund, 2010:442 & Burns & Bush, 2006:432). Burns and Bush (2006:432) state that percentages allow for easier comparison than frequencies.

- **Mean** refers to the average and is obtained by summing all elements in a set divided by the number of elements (Malhotra, 2007:460 & McDaniel & Gates, 2005:436).

Parasuraman *et al.* (2007:384) add that the mean is a simple average of the various responses relevant to a variable.

- **Standard deviation** is a measure of dispersion of responses around the mean (Parasuraman *et al.,* 2007:385 & Welman *et al.,* 2005:230). In other words, the standard deviation indicates the extent to which the data lies away from the average data value (McDaniel & Gates, 2005:437).

- **Cross-tabulation** is a combined frequency table used for the inspection and comparison of differences among groups (Burns & Bush, 2006:432). Malhotra (2007:468) adds that cross-tabulations are used to describe two or more variables simultaneously and how one variable links with other variables.

- **Independent sample t-tests** are carried out to determine the statistical significance of the difference between two independent sample means (Hair, Anderson, Tatham & Black, 1998:331). Churchill and Brown (2007:487) add that an independent sample t-test is used to determine whether two groups differ on some characteristic assessed on a continuous measure. For example, whether female and male respondents (which are two independent groups) differ with regard to the store attributes they consider important.

- **A paired t-test** is used by the researcher to compare two means when both measures are provided by the sample (Churchill & Brown, 2007:488). Churchill and Brown (2007:489) further add that a paired t-test is usually carried out across different time lines.

- **Analysis of variance (ANOVA)** is used to determine differences among the means of more than two groups of responses measured on interval or ratio scales (Malhotra, 2007:502).

In this study, further statistical analysis will be done to determine whether results obtained are statistically or practically significant.

where:

- d = effect size;
- $\overline{X}_1 - \overline{X}_2$ is the difference between means of two compared groups; and
- S_{max} is the maximum standard deviation of the two compared groups.

The effect sizes for the difference between means were interpreted as follows (Cohen, 1988:20-27):

- $d \approx 0.2$ small effect with no significance
- $d \approx 0.5$ medium effect, and
- $d \approx 0.8$ large effect indicating that a practical significant difference exists between variables

ii) Effect sizes for associations

The effect sizes for association can be used to determine whether a practically significant effect exists in cross-tabulations. Steyn (1999:8) represents the w-value as the effect size for associations and suggests the following guidelines for interpretation:

- $w = 0.1$: small effect
- $w = 0.3$: medium effect, and
- $w = 0.5$ large effect, which is practically significant, indicating an association between variables can be observed

4.2.6.3 Factor analysis

A factor analysis refers to a range of techniques that aims to describe a larger number of (metric) variables by means of a smaller set of composite variables (factors) to aid with the substantive interpretation of data (Diamantopoulos & Schlegelmilch, 2000:216). Malhotra (2007:609) adds that factor analysis can also be used for data reduction and summarisation and to explore the relationship between interrelated variables.

There are different approaches that can be followed when conducting a factor analysis, namely principal component analysis and common factor analysis. The principal component analysis approach considers the total variance of the data, whereas the common factor analysis

estimates factors only based on common variance (in other words, the variance shared among original variables) and seeks to identify underlying dimensions or common factors (Diamantopoulos & Schlegelmilch, 2000:216). Malhotra (2007:613) states that when conducting a factor analysis, it usually starts with the calculation of the correlation matrix (which is usually determined by the principal component analysis method). Factors are then created, which correlate closely to one another. The factor loadings that are created indicate how well a variable correlates with the factor (Kress, 1988:290). In general, factor loadings > 0.6 describe the factor well and provide a good fit with the data (Kress, 1988:291). Eigen values (which indicate the amount of variance throughout all the statements explained by the factor) are used to determine which factors should be retained (Malhotra, 2007:617 & Kress, 1988:291). Factor loadings that are not rotated may be difficult to interpret as the factors are correlated with a number of variables (Malhotra, 2007:618). To overcome this difficulty, factors are rotated to transform the correlation matrix into a simpler one making interpretation easier (Zikmund, 2010:624). Rotation methods include varimax for orthogonal rotation (where the axes for rotation are maintained at right angles) and oblimin for oblique rotations (rotation of factors where the axes are not maintained at right angles) (Malhotra, 2007:619).

For the purpose of this study, a confirmatory factor analysis was performed to determine whether the factors identified in Cooper's study (*in press*) on a larger dataset comparing 513 respondents (consisting of 261 black Generation Y and 252 Generation X respondents) are valid to black Generation Y respondents. By calculating the Cronbach's Alpha values for each factor, the reliability for each factor was assured for Generation Y respondents (reported in Chapter 5 section 5.3.2). As mentioned previously, two components pertaining to store attributes were examined, namely importance and satisfaction. Reliability was tested on the first component, namely the Importance factors, and if found to be valid, the same items will be used for respondents' satisfaction and be named Satisfaction factors.

In addition to the Eigen values, the Measure of Sample Adequacy (MSA) and communality estimates will also be presented. The MSA indicates the appropriateness of the factor matrix (Hair *et al.,* 1998:99), in other words, if one can believe that the amount of variance provided is true. Hair *et al.* (1998:99) further state that an MSA value ≥ 0.8 is meritorious, ≥ 0.7 middling, ≥ 0.6 mediocre and ≥ 0.5 miserable. Communality estimates refer to the total amount of variance original items shares with all other items included in the factor analysis (Hair *et al.,* 1998:99). Chapter 5 (section 5.3.1) provides a detailed exposition of the factor analysis conducted in the study.

4.2.7 Step 7: Reporting results and formulating conclusions

The final step in the marketing research process is to report results and formulate conclusions. McDaniel and Gates (2005:565) add that during this step, the researcher interprets the findings of the study to formulate conclusions which in turn are used to make recommendations. In this study, statistical results are discussed in Chapter 5, whereas conclusions and recommendations for the study are presented in Chapter 6.

4.3 CONCLUSION

This chapter describes the steps in the marketing research process and how each step was applied in conducting this study. Each step was discussed and the decided course of action for this study was motivated. Furthermore, the statistical analysis techniques that were used in the study were discussed. In essence, this chapter focused on what type of research was executed, how and why. The next chapter presents the results obtained from this study.

CHAPTER 5
RESULTS

5.1 INTRODUCTION

In Chapter 4, it was explained how data was collected and prepared and motivations were given for choosing the research methods used in this study. The chapter also indicated which statistical techniques were to be used in this study. In Chapter 5, the results obtained from the statistical analysis are reported and discussed.

This chapter begins by presenting a sample profile of respondents, followed by a statistical analysis carried out regarding the importance of store attributes to black Generation Y respondents purchasing casual wear from a mall in Soweto. Next, the results regarding the importance of store attributes versus respondents' satisfaction with those store attributes are reported. The chapter concludes by listing all the main findings reported throughout the chapter.

5.2 SAMPLE PROFILE

In total, 261 black Generation Y respondents participated in the study. In order to understand the type of respondent participating in the study, it is important to profile the respondents. The sample profile of respondents was determined in terms of age, gender, marital status, mode of transportation, spending on casual wear, level of education, method of payment, how often casual wear is purchased, the most important criteria in terms of variety offered or price when buying casual wear, and the most important criteria in terms of the store name or brand name when buying casual wear. Table 5.1 presents the demographic profile of respondents with the frequency (F) and percentage (%) relating to each of these demographic variables.

TABLE 5.1 SAMPLE PROFILE OF RESPONDENTS

Demographic variable	F	%
Age		
16-18	86	33.0
19-21	98	37.5
22-24	77	29.5
Gender		
Female	157	60.2
Male	104	39.8

Demographic variable	F	%
Marital status		
Single	228	87.4
Living with someone	25	9.6
Married	8	3.0
Mode of transportation most often used to reach stores selling casual wear		
Walk	16	6.2
Bus	24	9.3
Taxi	180	69.5
Lift with others	20	7.7
Own car	19	7.3
Spending on casual wear		
Less than R100	13	5.0
R100-R250	102	39.1
R251-R500	93	35.6
More than R500	53	20.3
Highest level of education		
Primary school	12	4.6
High school	215	82.7
Diploma	27	10.4
Degree	6	2.3
Post graduate degree	0	0.0
Method of payment used most often when purchasing casual wear		
Cash	189	72.7
Cheque	1	0.4
Credit card	22	8.5
Debit card	24	9.2
Store card	24	9.2
How often casual wear is purchased		
Only when needed	139	53.3
Weekly	7	2.7
Monthly	79	30.3
Three times a year	24	9.2
Twice a year	8	3.0
Once a year	4	1.5
Most important criteria in terms of variety offered or price when buying casual wear		
Variety offered	155	59.6
Price	105	40.4
Most important criteria in terms of the store name or brand name when buying casual wear		
The name of the store where casual wear is bought	133	51.2
Brand names of casual wear	127	48.8

From Table 5.1 it can be noted that respondents' age groups were relatively evenly distributed with 33.0% of respondents being between the ages of 16 and 18; 37.5% between the ages of 19 and 21 and 29.5% between the ages of 22 and 24. More females (60.2%) than males (39.8%) participated in the study. Furthermore, the majority of respondents who participated in this study were single (87.4%). Most respondents used taxis (69.5%) as a mode of transportation to reach stores selling casual wear. Considering respondents' spending, it can be seen that most (39.1% and 35.6%) spend between R100-250 and R251-R500 respectively when buying casual wear. The majority of respondents are currently busy with or have a high school education (82.7%), whereas 12.7% (10.4% + 2.3%) are busy with or have obtained

tertiary education such as a diploma or a degree. The majority of respondents indicated that they most often use cash (72.7%) as a method of payment when purchasing casual wear, while 26.9% (8.5% + 9.2% + 9.2%) made use of other methods of payment such as credit, debit or store cards. Respondents were asked to indicate how often they purchase casual wear and the majority of respondents indicated that they purchase casual wear when needed (53.3%) or on a monthly basis (30.3%). When having to decide between variety offered or price as the most important criteria when buying casual wear, 59.6% indicated that the variety of casual wear offered by the store was more important than the price thereof. Similarly, slightly more respondents indicated that the name of the store where casual wear is bought is more important to them (51.2%) than the brand names of casual wear sold in the store (48.8%).

From Table 5.1, the following main findings can be reported pertaining to the sample profile:

- **Main finding SP1:** Most respondents who participated in the study were female, single, mainly made use of taxis to reach stores selling casual wear, spend between R100-R250 and R251-R500 on casual wear, are busy with or have a high school education, use cash as a method of payment when purchasing casual wear, and purchase casual wear only when needed.

- **Main finding SP2:** The majority of respondents (59.6%) indicated that variety offered was more important than price when buying casual wear.

- **Main finding SP3:** Slightly more respondents (51.2%) indicated that the name of the store where casual wear is bought is deemed as more important when buying casual wear than the brand names of casual wear.

Although Table 5.1 presents all the demographic categories tested in the questionnaire, for further statistical analysis it was decided to combine certain categories due to small numbers of respondents selecting the category. For the question aiming to determine which method of payment respondents use most often when purchasing casual wear, the "cheque" and "debit card" categories were combined and renamed as "cheque or debit card". For the question aiming to determine how often casual wear is purchased, the "weekly" and "monthly" categories were combined and renamed as "weekly or monthly" and the categories "twice a year" and "once a year" were combined to "twice or once a year". The rest of the results reported in this chapter refer to the combined categories.

5.2.1 Associations between respondents' demographic variables

Statistical analyses were conducted on the data in terms of respondents' demographic variables. These analyses were conducted by means of cross-tabulations, Chi-square tests (testing statistical associations) and effect sizes (testing practical associations).

Table 5.2 shows the results of a cross-tabulation between respondents' gender and whether they deem the store or brand names as more important when buying casual wear (see Table 1a and 1b in Appendix C for a detailed exposition of statistical values).

TABLE 5.2 CROSS-TABULATION BETWEEN RESPONDENTS' GENDER AND WHETHER THEY DEEM THE STORE OR BRAND NAMES AS MORE IMPORTANT WHEN BUYING CASUAL WEAR

Most important criteria in terms of the store name or brand names when buying casual wear	Gender		Total
	Female	Male	
The store at which you buy your casual wear	93 69.9%	40 30.1%	133 100.0%
Brand names of casual wear	64 50.4%	63 49.6%	127 100.0%
Total	**157** **60.4%**	**103** **39.6%**	**260** **100.0%**

From Table 5.2, it can be determined that 69.9% of female respondents regard the store at which casual wear is bought as more important compared to 30.1% of male respondents. Furthermore, female (50.4%) and male (49.6%) respondents regard the brand names of casual wear sold as almost equally in importance. Further statistical analysis was conducted by means of a Chi-square test to determine whether an association exists between these variables. An exceedance probability of $p = 0.001$ was realised indicating a statistically significant association between respondents' gender and whether they deem the store or brand names as more important when buying casual wear. However, the realised effect size ($w = 0.2$) indicates that no practically significant association exists between respondents' gender and whether they deem the store or brand names as more important when buying casual wear.

Further statistical analyses were conducted on the data obtained from the demographic variables tested in the questionnaire. Only results that were statistically significant are reported below:

- Respondents' spending and whether they deem variety offered or price as more important when buying casual wear: The largest percentage of respondents who deem price as most important spend between R100-R250 (45.7%) and R251-R500 (40.0%), whereas the majority of respondents who deem variety offered as more important spend >R500 (31.0%). The Chi-square statistic realised an exceedance probability of $p <$

0.001 indicating a statistically significant association between variables. The realised effect size (w = 0.35) indicates that a medium association exists between respondents' spending and whether they deem variety offered or price as more important when buying casual wear.

- Respondents' spending and how often casual wear is purchased: It was observed that the largest percentage of respondents who purchase casual wear weekly or monthly (40.7%) and twice or once a year (58.3%) spend between R100-R250. Furthermore, the majority of respondents who purchase casual wear three times a year (66.7%) spend between R251-R500. A Chi-square statistic realised an exceedance probability of $p < 0.05$, indicating a statistically significant association between respondents' spending and how often casual wear is purchased. The effect size (w = 0.35) observed indicates that a medium association exists between respondents' spending and how often casual wear is purchased.

- Respondents' spending and mode of transportation most often used to reach a store selling casual wear: It was observed that the majority of respondents who walk to reach stores selling casual wear spend >R500 (43.8%), most who use the bus spend between R100-R250 (62.5%), respondents who use a taxi either spend between R100-R250 (37.8%) or between R251-R500 (39.4%) and the majority of respondents who use their own car spend between R251-R500 (36.8%) or >R500 (36.8%). A Chi-square statistic realised an exceedance probability of $p < 0.05$, indicating a statistically significant association between variables. The realised effect size (w = 0.36) indicates that a medium association exists between respondents' spending and mode of transportation most often used to reach a clothing store.

- Respondents' method of payment and mode of transportation most often used to reach a store selling casual wear: It was observed that the majority of respondents paying with cash (73.4%), cheque or debit card (68.0%) and store card (70.8%) travel by taxi. The largest percentage of respondents using a credit card as method of payment travel with their own car (40.9%). A Chi-square statistic realised an exceedance probability of $p < 0.001$, indicating a statistically significant association between variables. The realised effect size (w = 0.26) indicates that a medium association can be observed between respondents' method of payment and mode of transportation most often used to reach the store selling casual wear.

From the above, the following main finding can be reported pertaining to associations between respondents' demographic variables:

- **Main finding SP4:** No practically significant association exists between respondents' demographic variables.

5.3 IMPORTANCE OF STORE ATTRIBUTES

Section 1 of the questionnaire aimed to determine which store attributes were important to respondents when selecting a store selling casual wear. This section describes how important various store attributes identified in the theoretical review (see Chapter 2 section 2.3.2) are to respondents when selecting a store selling casual wear.

5.3.1 Factor analysis

For the purpose of this study, two components pertaining to store attributes were examined, namely importance and satisfaction. Reliability was measured on the first component, namely the Importance factors and if found to be valid, the same items will be used for satisfaction and be named Satisfaction factors.

Confirmatory factor analyses were performed to determine whether the 10 Importance factors when selecting a store selling casual wear (namely Factor 1: Service provided by salespeople; Factor 2: Check-out points, dressing rooms, store hours and proximity to store; Factor 3: Display of casual wear and in-store advertising; Factor 4: Store appearance, styles, sizes and quality of casual wear; Factor 5: Physical facilities to enhance shopping convenience; Factor 6: Offering of cell phones and accessories; Factor 7: Music played; Factor 8: Price of casual wear; Factor 9: Variety of brand names and credit card facilities and Factor 10: Alteration of clothing and lay-buy services as identified by Cooper (*in press*) on a larger dataset comprising 513 respondents (consisting of 261 black Generation Y and 252 black Generation X respondents), were valid to black Generation Y respondents when taking only these respondents' responses into account.

Table 5.3 presents the factor matrix for Importance factors on Generation Y when selecting a store selling casual wear. The table displays the question number in the questionnaire, the items tested in the questionnaire and factor loadings for each item. Table 5.3 also shows the Eigen values, the Measure of Sample Adequacy (MSA) and communality estimates for each factor. The Eigen values (representing the amount of variance accounted for by each separate factor) range from 6.02 (for Factor 2) to 1.20 (for Factor 9). The MSA indicates the appropriateness of the factor matrix, in other words, that one can believe that the amount of variance explained is valid (Hair *et al.,* 1998:99). Hair *et al.* (1998:99) further state that an MSA value ≥ 0.8 is meritorious, ≥ 0.7 middling and ≥ 0.5 mediocre, while values < 0.5 are considered

miserable. From the MSA values reported in Table 5.3, it can be noted that the variance explained by each of the factors is acceptable for this study. Communality estimates refer to the total amount of variance original items share with all other items included in a factor analysis (Hair *et al.,* 1998:99). The communality estimates for all of these factor analyses range between 0.92 and 0.43, which is an indication of the relative importance of an item among other items in a factor.

TABLE 5.3 ROTATED FACTOR MATRIX FOR STORE ATTRIBUTES IMPORTANT IN STORE SELECTION

No	Items		Factor loadings								
			Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9	Factor 10
27	Enough salespeople to provide assistance		0.87									
28	Helpful salespeople		0.87									
29	Friendly salespeople		0.86									
30	Knowledge about casual wear sold		0.81									
25	Enough check-out points			0.85								
26	Fast check-out points			0.83								
23	Availability of other clothing store nearby			0.82								
16	Easy access to store exit			0.81								
19	Convenient store hours			0.80								
21	Clothing store close to home			0.77								
12	Enough dressing rooms			0.76								
15	Enough light in dressing rooms			0.73								
17	Availability of parking near store entrance			0.69								
22	Clothing store close to work or school			0.65								
47	In-store display of casual wear				0.96							
45	Window display of casual wear in store				0.95							
46	Clearly visible in-store advertisements				0.95							
1	Variety of styles of casual wear sold					0.81						
44	Clean store					0.80						
43	Neat store appearance					0.77						
42	Enough light in store					0.75						
6	Quality of casual wear					0.74						
14	Privacy in dressing rooms					0.70						
2	Variety of sizes of casual wear sold					0.69						
10	Availability of seats if you want to rest						0.95					
11	Availability of trolleys or baskets to carry clothing						0.95					
33	Sells cell phones and accessories							0.86				
34	Sells airtime							0.86				
40	Loudness of music playing in store								0.86			
39	Type of music playing in store								0.86			
5	Price of casual wear									*		
37	Availability of credit card facilities										0.77	
3	Variety of brand names sold										0.77	
32	Lay-buy services											0.85
31	Free clothing alterations provided by store											0.85
	Eigen values		2.91	6.02	2.72	3.96	1.82	1.46	1.47	*	1.20	1.45
	MSA		0.82	0.86	0.77	0.83	0.50	0.50	0.50	*	0.50	0.50
	Communality estimates	High	0.77	0.73	0.92	0.66	0.91	0.73	0.74	*	0.60	0.72
	Communality estimates	Low	0.65	0.43	0.90	0.48	0.91	0.73	0.74	*	0.60	0.72

*no values reported as factor comprises only one item

5.3.2 Reliability and validity

As discussed in section 4.2.6.1 in Chapter 4, reliability refers to the reliability of the findings – in other words if similar results would have been obtained if the study was repeated (Zikmund & Babin, 2010:335 & Welman *et al.,* 2005:145). In order to validate the reliability of the Importance factors identified in section 5.3.1, the Cronbach's Alpha values were calculated for each of the factors, specifically for Generation Y respondents. Table 5.4 lists the 10 factors together with the items comprising each factor and the realised Cronbach's Alpha values for each factor.

TABLE 5.4 RELIABILITY TESTS FOR FACTORS

Factor	Item	Cronbach's Alpha values
Factor 1: Service provided by salespeople	27, 28, 29, 30	0.86
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	12, 15, 16, 17, 19, 21, 22, 23, 25, 26	0.92
Factor 3: Display of casual wear and in-store advertising	46, 47, 48	0.95
Factor 4: Store appearance, styles, sizes and quality of casual wear	1, 2, 6, 14, 43, 44, 45	0.87
Factor 5: Physical facilities to enhance shopping convenience	10,11	0.90
Factor 6: Offering of cell phones and accessories	34, 35	0.63
Factor 7: Music played	40, 41	0.65
Factor 8: Price of casual wear	5	*
Factor 9: Variety of brand names and credit card facilities	3, 38	0.33
Factor 10: Alteration of clothing and lay-buy services	31, 32	0.62

*the Cronbach's Alpha value could not be calculated for Factor 8 as only one item loaded onto this factor.

From Table 5.4 it can be noted that Factors 1, 2, 3, 4 and 5 had Cronbach's Alpha values above the acceptable cut-off point of 0.7 (Bland & Altman, 1997:152). However, Factor 6 (Cronbach Alpha = 0.63), Factor 7 (Cronbach Alpha = 0.65), Factor 9 (Cronbach Alpha = 0.33) and Factor 10 (Cronbach Alpha = 0.62) had Cronbach's Alpha values lower than the accepted norm. A possible reason for the low Cronbach Alpha value for Factor 9 (0.33) is that this factor is not applicable to Generation Y respondents, as the majority of these respondents would probably not own credit cards. **Factor 9 can therefore be regarded as unreliable to Generation Y respondents and will therefore be excluded from any further analyses in the reporting and discussion of results.** Concerning Factors 6, 7 and 10, Field (2005:668) explains that Cronbach's Alpha values below 0.7 can be regarded as acceptable in social science studies because of the variety of constructs being measured if the study deals with psychological constructs like consumers' attitudes and opinions (as is the case with this study). Field (2005:668) further notes that Cronbach's Alpha values also depend on the number of items that a factor comprises of. The Cronbach's Alpha lower than 0.7 for Factors 6, 7 and 10 can

therefore possibly be attributed to each factor comprising only two items that loaded on the scale and not because the scale is unreliable. It can thus be concluded that, with the exception of Factor 9, all the factors identified by Cooper (*in press*) for the larger sample are reliable and valid for black Generation Y respondents.

From these results, the following main finding in terms of the factor analysis can be reported:

- **Main finding FA1:** Nine of the 10 Importance factors identified by Cooper (*in press*) on a larger dataset comprising black Generation X and Generation Y respondents were found valid for Generation Y respondents.

5.3.3 Statistical analysis on Importance factors (t-tests)

As stated in Chapter 4 (Section 4.2.6.2), t-tests for independent groups were carried out to determine the statistical significance of the difference between two independent sample means (Hair *et al.*, 1998:331). In this section, only the results from those t-tests that showed statistically significant differences will be reported, namely between gender and Importance factors, variety offered or price and Importance factors and the name of the store or brand names and Importance factors.

5.3.3.1 Differences between gender and Importance factors

T-tests for independent groups were performed to determine if statistically significant differences exist between the means of male and female respondents for each of the nine Importance factors identified from the factor analysis. Initial analysis found statistically significant differences between male and female respondents for Factor 1 (Service provided by salespeople), Factor 3 (Display of casual wear and in-store advertising), Factor 6 (Offering of cell phones and accessories) and Factor 8 (Price of casual wear). It was therefore decided to calculate effect sizes for these factors, which represents a measure to determine the importance of a difference in practice (Cohen, 1988:20-27). Table 5.5 shows the means, standard deviations, p-values and effect sizes for the mentioned factors in terms of respondents' gender.

TABLE 5.5 IMPORTANCE FACTORS AND GENDER

Factors	Gender	n	Mean	Std. Dev.	p-value	Effect size
Factor 1: Service provided by salespeople	Female	156	4.79	0.58	0.02	0.27
	Male	104	4.58	0.75		
Factor 3: Display of casual wear and in-store advertising	Female	156	4.84	0.56	0.00	0.33
	Male	103	4.59	0.75		
Factor 6: Offering of cell phones and accessories	Female	156	4.63	0.82	0.00	0.42
	Male	103	4.08	1.29		
Factor 8: Price of casual wear	Female	156	4.86	0.45	0.00	0.37
	Male	104	4.48	1.03		

From Table 5.5 it can be seen that only small effect sizes were found, indicating that no practically significant differences exist between female and male respondents for these factors.

From these results, the following main finding in terms respondents' gender and the Importance factors can be reported:

- **Main finding IM1:** Female and male respondents do not differ in their views of the Importance factors.

5.3.3.2 Variety offered or price and Importance factors

T-tests for independent groups were performed to determine if statistically significant differences exist between the means of the most important criteria in terms of variety offered or price when buying casual wear and the Importance factors. Initial analysis found statistically significant differences between the most important criteria in terms of variety offered or price when buying casual wear for Factor 1 (Service provided by salespeople), Factor 2 (Check-out points, dressing rooms, store hours and proximity to store), Factor 3 (Display of casual wear and in-store advertising), Factor 4 (Store appearance, styles, sizes and quality of casual wear), Factor 6 (Offering of cell phones and accessories), Factor 7 (Music played), Factor 8 (Price of casual wear) and Factor 10 (Alterations of clothing and lay-buy services). It was therefore decided to calculate effect sizes for these factors. Table 5.6 shows the mean, standard deviation, p-value and effect size for each factor in terms of the most important criteria in terms of variety offered or price when buying casual wear.

TABLE 5.6 MOST IMPORTANT CRITERIA IN TERMS OF VARIETY OFFERED OR PRICE WHEN BUYING CASUAL WEAR AND THE IMPORTANCE FACTORS

Factors	Most important criteria	n	Mean	Std. Dev.	p-value	Effect size
Factor 1: Service provided by salespeople	Variety offered	132	4.81	0.47	0.00	0.28
	Price	126	4.59	0.80		
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	Variety offered	132	4.65	0.51	0.00	0.42
	Price	126	4.21	1.05		
Factor 3: Display of casual wear and in-store advertising	Variety offered	132	4.82	0.55	0.03	0.24
	Price	125	4.64	0.74		
Factor 4: Store appearance, styles, sizes and quality of casual wear	Variety offered	132	4.87	0.36	0.04	0.23
	Price	126	4.76	0.49		
Factor 6: Offering of cell phones and accessories	Variety offered	132	4.79	0.63	0.00	0.61
	Price	125	4.04	1.24		
Factor 7: Music played	Variety offered	132	4.74	0.60	0.00	0.56
	Price	125	4.02	1.30		
Factor 8: Price of casual wear	Variety offered	132	4.83	0.54	0.00	0.28
	Price	126	4.57	0.92		
Factor 10: Alterations of clothing and lay-buy services	Variety offered	132	4.26	1.14	0.00	0.63
	Price	126	3.36	1.42		

From Table 5.6 no large effect sizes indicating practically significant differences were observed between variety offered or price and the Importance factors. Medium effect sizes were found for Factor 10 (d = 0.63), Factor 6 (d = 0.61) and Factor 7 (d = 0.56) when comparing variety offered or price. Small effect sizes were found for Factors 1, 3, 4 and 10, indicating that no practically significant differences exist between variety offered or price for these Importance factors.

From Table 5.6, the following main finding main finding can be reported:

- **Main finding IM2:** Respondents who had to choose between variety offered or price as most important criteria when buying casual wear do not differ in their view of the Importance factors.

5.3.3.3 Name of the store or brand names and Importance factors

T-tests for independent groups were performed to determine whether statistically significant differences exist between the means of the most important criteria in terms of the name of the store or brand names when buying casual wear and the Importance factors. Initial analysis found statistically significant differences between the most important criteria in terms of the store name or brand names when buying casual wear for Factor 2 (Check-out points, dressing rooms, store hours and proximity to store), Factor 5 (Physical facilities to enhance shopping convenience), Factor 7 (Music played) and Factor 10 (Alterations of clothing and lay-buy

services). It was therefore decided to determine the practical significance for these factors. Table 5.7 shows the mean, standard deviation, p-value and effect size for each factor in terms of respondents' most important criteria in terms of the store name or brand names when buying casual wear.

TABLE 5.7 MOST IMPORTANT CRITERIA IN TERMS OF THE NAME OF THE STORE OR BRAND NAMES AND IMPORTANCE FACTORS

Factors	Most important criteria	n	Mean	Std. Dev.	p-value	Effect size
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	Name of the store	154	4.57	0.59	0.00	0.32
	Brand names	104	4.22	1.10		
Factor 5: Physical facilities to enhance shopping convenience	Name of the store	154	4.41	1.00	0.00	0.30
	Brand names	104	3.93	1.58		
Factor 7: Music played	Name of the store	154	4.62	0.74	0.00	0.42
	Brand names	103	4.05	1.35		
Factor 10: Alterations of clothing and lay-buy services	Name of the store	154	4.19	0.23	0.00	0.64
	Brand names	104	3.31	1.35		

From Table 5.7, no large effect sizes indicating practically significant differences were observed between the name of the store or brand names and the Importance factors. A medium effect size was found for Factor 10 (d = 0.64) when comparing respondents who prefer the name of the store to those preferring brand names. Small effect sizes were found for Factors 2, 5 and 7, indicating that no practically significant differences exist between variety offered or price and the importance of these factors.

- **Main finding IM3:** Respondents who had to choose between the name of the store or brand names as most important criteria when buying casual wear do not differ in their view of the Importance factors.

5.3.4 Statistical analysis on Importance factors (ANOVAS)

In Chapter 4 (Section 4.2.6.2), analysis of variance (ANOVA) was defined as statistical analysis used to determine differences among the means of two or more groups of responses measured on interval or ratio scales (Malhotra, 2007:502). In this section, only the results from those ANOVAs that showed statistically significant differences will be reported, namely between the Importance factors and respondents' spending, method of payment and mode of transportation. These are subsequently discussed.

5.3.4.1 Differences between respondents' spending and Importance factors

One-way ANOVAs were performed to determine whether statistically significant differences exist between respondents' spending and the Importance factors. Initial analysis found that statistically significant differences exist for respondents' spending for four of the factors identified namely Factor 1 (Service provided by salespeople); Factor 2 (Check-out points, dressing rooms, store hours and proximity to store); Factor 5 (Physical facilities to enhance shopping convenience); and Factor 10 (Alterations of clothing and lay-buy services). It was therefore decided to determine the practical significance for these four factors. Table 5.8 indicates the effect sizes obtained when comparing respondents' spending on casual wear in relation to the store attribute factors considered important in terms of Factors 1, 2, 5 and 10. Table 5.8 furthermore lists the mean and standard deviation obtained for each factor.

TABLE 5.8 RESPONDENTS' SPENDING AND IMPORTANCE FACTORS

Factors	Mean	Std. Dev.	n	Comparisons significant at the 0.05 level*	Spending	d-value			
						(1) <R100	(2) R100-R250	(3) R251-R500	(4) >R500
Factor 1: Service provided by salespeople	4.56	0.68	13	4-2 3-2	(1) <R100	-	0.04	0.30	0.60
	4.52	0.83	102		(2) R100-R250	0.04	-	0.30	0.50
	4.78	0.53	92		(3) R251-R500	0.30	0.30	-	0.30
	4.96	0.22	53		(4) >R500	0.60	0.50	0.30	-
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	4.60	0.62	13	4-3 4-2	(1) <R100	-	0.40	0.30	0.50
	4.20	0.97	102		(2) R100-R250	0.40	-	0.20	0.70
	4.40	0.81	92		(3) R251-R500	0.30	0.20	-	0.60
	4.89	0.40	53		(4) >R500	0.50	0.70	0.60	-
Factor 5: Physical facilities to enhance shopping convenience	2.85	1.91	13	4-2 4-1 3-1 2-1	(1) <R100	-	0.60	**0.80**	**0.90**
	3.99	1.36	102		(2) R100-R250	0.60	-	0.30	0.50
	4.38	1.09	92		(3) R251-R500	**0.80**	0.30	-	0.20
	4.64	1.03	53		(4) >R500	**0.90**	0.50	0.20	-
Factor 10: Alterations of clothing and lay-buy services	3.12	1.26	13	4-3 4-2 4-1	(1) <R100	-	0.30	0.50	**1.20**
	3.55	1.35	102		(2) R100-R250	0.30	-	0.20	**0.80**
	3.76	1.39	92		(3) R251-R500	0.50	0.20	-	0.60
	4.60	0.99	53		(4) >R500	**1.20**	**0.80**	0.60	-

*Tukey's comparison significant at the 0.05 level

Table 5.8 indicates that medium effect sizes were found for Factor 1 (Service provided by salespeople) when comparing respondents who spend <R100 with those spending >R500 (d = 0.60) as well as those spending between R100-R250 and those spending >R500 (d = 0.50).

Factor 2 (Check-out points, dressing rooms, store hours and proximity to store) displayed a medium effect size between respondents spending R100-R250 and those spending >R500 (d = 0.70). A medium effect size was also observed for respondents spending >R500 and those spending <R100 (d = 0.50), R100-R250 (d = 0.70) and R251-R500 (d = 0.60).

A large effect size, and thus a practically significant difference, was found for Factor 5 (Physical facilities to enhance shopping convenience) when comparing respondents spending <R100 with those spending between R251-R500 (d = 0.80) as well as respondents spending <R100 and those spending >R500 (d = 0.90). This implies that a practically significant difference exists and that the items comprising Factor 5 were considered to be of more importance to respondents who spend >R500 (mean = 4.64) than those spending <R100 (mean = 2.85). Items comprising this factor were also more important to respondents spending between R251-R500 (mean = 4.38) and those spending <R100 (mean = 2.85). Medium effect sizes were also found between respondents spending <R100 and those spending R100-R250 (d = 0.60) and between respondents spending R100-R250 and those spending >R500 (d = 0.50).

Factor 10 (Alterations of clothing and lay-buy services) displayed large effect sizes and thus practically significant differences when comparing respondents who spend >R500 with those spending <R100 (d = 1.20) and those spending between R100-R250 (d = 0.80). Specifically, respondents spending >R500 (mean = 4.60) regard the items comprising Factor 10 as more important than those spending <R100 (mean = 3.12) as well as those spending between R100-R250 (mean = 3.55). Furthermore, medium effect sizes were observed between respondents spending >R500 and those spending R251-R500 (d = 0.60), as well as between respondents spending <R100 and those spending R251-R500 (d = 0.50).

The remaining effect sizes listed in Table 5.8 were small when comparing respondents' spending with the importance of items comprising these factors. From the above results, the following main findings can be reported:

- **Main finding IM4:** Respondents who spend <R100 differ practically significantly from respondents spending R251-R500 as well as from those spending >R500 with regard to Physical facilities to enhance shopping convenience (Factor 5). Respondents who spend more on casual wear view Physical facilities to enhance shopping convenience as more important than those spending less on casual wear.

- **Main finding IM5:** Respondents who spend >R500 differ practically significantly from those spending <R100 as well as those spending R100-R250 with regards to Alterations of clothing and lay-buy services (Factor 10). Respondents who spend more on casual wear view Alterations of clothing and lay-buy services as more important than those spending less on casual wear.

5.3.4.2 Differences between respondents' method of payment and Importance factors

One-way ANOVAs were performed to determine whether statistically significant differences exist between respondents' method of payment most often used when purchasing casual wear and the Importance factors. Initial analysis found that statistically significant differences exist for respondents' method of payment for three factors, namely Factor 4 (Store appearance, styles, sizes and quality of casual wear), Factor 5 (Physical facilities to enhance shopping convenience) and Factor 7 (Music played). Table 5.9 indicates the effect sizes obtained when comparing respondents' method of payment in relation to the store attribute factors considered important in terms for Factors 4, 5 and 7. Table 5.9 furthermore lists the mean and standard deviation obtained for each factor.

TABLE 5.9 RESPONDENTS' METHOD OF PAYMENT AND IMPORTANCE FACTORS

Factors	Mean	Std. Dev.	n	Comparisons significant at the 0.05 level*	Method of payment	d-value			
						(1) Cash	(2) Cheque or debit card	(3) Credit card	(4) Store card
Factor 4: Store appearance, styles, sizes and quality of casual wear	4.82	0.40	187	4-3 2-3 1-3	(1) Cash	-	0.20	0.40	0.30
	4.92	0.34	25		(2) Cheque or debit card	0.20	-	0.50	0.03
	4.52	0.78	22		(3) Credit card	0.40	0.50	-	0.50
	4.93	0.14	24		(4) Store card	0.30	0.03	0.50	-
Factor 5: Physical facilities to enhance shopping convenience	4.13	1.35	187	4-1 4-3	(1) Cash	-	0.20	0.30	0.60
	4.46	0.99	25		(2) Cheque or debit card	0.20	-	0.50	0.40
	3.68	1.54	22		(3) Credit card	0.30	0.50	-	**0.80**
	4.90	0.36	24		(4) Store card	0.60	0.40	**0.80**	-

Factors	Mean	Std. Dev.	n	Comparisons significant at the 0.05 level*	Method of payment	d-value			
						(1) Cash	(2) Cheque or debit card	(3) Credit card	(4) Store card
Factor 7: Music played	4.44	0.95	186	2-4 3-4 1-4	(1) Cash	-	0.40	0.07	0.50
	4.82	0.48	25		(2) Cheque or debit card	0.40	-	0.40	0.70
	4.50	0.74	22		(3) Credit card	0.07	0.40	-	0.50
	3.48	1.87	24		(4) Store card	0.50	0.70	0.50	-

* Tukey's comparison significant at the 0.05 level

Table 5.9 indicates that medium effect sizes were found for Factor 4 (Store appearance, styles, sizes and quality of casual wear) when comparing respondents who most often pay with a credit card to those most often paying with a store card (d = 0.50) and those who most often pay with a credit card to those who most often pay using a cheque or debit card (d = 0.50).

Factor 5 (Physical facilities to enhance shopping convenience) displayed one large effect size that is practically significant for respondents who most often pay using a credit card to those who most often pay using a store card (d = 0.80). This indicates that respondents who most often pay with a store card regard the items comprising Factor 5 as more important (mean = 4.90) than those who most often pay with a credit card (mean = 3.68). Medium effect sizes were observed for respondents who most often pay with a store card and those paying with cash (d = 0.60), as well as for those paying with a credit card to those paying with cheque or debit card (d = 0.50).

From Table 5.9, it can furthermore be determined that medium effect sizes exist for Factor 7 (Music played) when comparing respondents who most often pay with a cheque or debit card with those paying with a store card (d = 0.70). Medium effect sizes were also found between respondents paying with cash and those paying with a store card (d = 0.50), as well as between those paying with a credit card and those paying with a store card (d = 0.50).

The remaining effect sizes listed in Table 5.9 were small when comparing respondents' method of payment most often used when purchasing casual wear with the importance of the items comprising these factors. From the above results, the following main finding can be reported:

- **Main finding IM6:** Respondents who most often pay using a credit card differ practically significantly from respondents most often paying with a store card with regard to Physical facilities to enhance shopping convenience (Factor 5). Respondents paying by credit

card view Physical facilities to enhance shopping convenience as more important than those paying with a store card.

5.3.4.3 Differences between respondents' mode of transportation and Importance factors

One-way ANOVAs were performed to determine whether statistically significant differences exist between respondents' mode of transportation most often used to reach a store casual wear and the Importance factors. Initial analysis found that statistically significant differences exist for respondents' mode of transportation for two of the nine factors, namely Factor 5 (Physical facilities to enhance shopping convenience) and Factor 10 (Alterations of clothing and lay-buy services). It was therefore decided to determine the practical significance for these two factors. Table 5.10 indicates the effect sizes obtained when comparing respondents' mode of transportation most often used to reach a store selling casual wear in relation to the store attribute factors considered important in terms for Factors 5 and 10. Table 5.10 furthermore lists the mean and standard deviation obtained for each factor.

TABLE 5.10 RESPONDENTS' MODE OF TRANSPORTATION AND IMPORTANCE FACTORS

Factors	Mean	Std. Dev	n	Comparisons significant at the 0.05 level*	Mode of transpor tation	d-value				
						(1) Walk	(2) Bus	(3) Taxi	(4) Lift with others	(5) Own car
Factor 5: Physical facilities to enhance shopping convenience	4.69	1.01	16	1-4 2-4 3-4	(1) Walk	-	0.10	0.40	**0.80**	0.60
	4.58	0.88	24		(2) Bus	0.10	-	0.30	**0.80**	0.50
	4.24	1.26	179		(3) Taxi	0.40	0.30	-	0.60	0.30
	3.40	1.53	20		(4) Lift with others	**0.80**	**0.80**	0.60	-	0.20
	3.74	1.64	19		(5) Own car	0.60	0.50	0.30	0.20	-
Factor 10: Alterations of clothing and lay-buy services	4.38	0.89	16	2-4	(1) Walk	-	0.00	0.40	**0.80**	0.40
	4.38	0.97	24		(2) Bus	0.00	-	0.40	**0.80**	0.40
	3.80	1.34	179		(3) Taxi	0.42	0.40	-	0.40	0.09
	3.18	1.46	20		(4) Lift with others	**0.80**	**0.80**	0.40	-	0.30
	3.66	1.69	19		(5) Own car	0.40	0.40	0.09	0.30	-

* Tukey's comparison significant at the 0.05 level

Table 5.10 indicates that large effect sizes and thus practically significant differences exist for Factor 5 (Physical facilities to enhance shopping convenience) when comparing respondents who walk with those get a lift with others (d = 0.80), as well as those who use the bus to reach a

store selling casual wear with those who get a lift with others (d = 0.80). This implies that a practically significant difference exists and that the items comprising Factor 5 were considered to be more important to respondents who walk (mean = 4.69) than those who get a lift with others to reach a store selling casual wear (mean = 3.40). Items comprising Factor 5 (Physical facilities to enhance shopping convenience) were also more important to respondents who use the bus to reach a store selling casual wear (mean = 4.58) than those use who get a lift with others (mean = 3.40). Medium effect sizes were found for Factor 5 (Physical facilities to enhance shopping convenience) when comparing respondents who walk to those who use their own car to reach a store selling casual wear (d = 0.60) and between those who use a taxi to reach a store selling casual wear to those who get a lift with others (d = 0.60). Medium effect sizes were also found between respondents who use the bus to reach a store selling casual wear and those who use their own car (d = 0.50).

A large effect size, and thus practically significant difference, was also found for Factor 10 (Alterations of clothing and lay-buy services) between respondents who walk and those who get a lift from others to reach a store selling casual wear (d = 0.80) as well as between those who use the bus to reach a store selling casual wear and those who get a lift with others (d = 0.80). This implies that a practically significant difference exists and that the items comprising Factor 10 were considered to be more important to respondents who walk to reach a store selling casual wear (mean = 4.38) than those who get a lift with others (mean = 3.18). Items comprising Factor 10 (Alterations of clothing and lay-buy services) were also more important to respondents who use the bus to reach a store selling casual wear (mean = 4.38) than those who get a lift with others (mean = 3.18).

The remaining effect sizes listed in Table 5.10 were small when comparing respondents' mode of transportation most often used to reach a store selling casual wear with the importance of the items comprising these factors. From the above results, the following main findings can be reported:

- **Main finding IM7:** Respondents who get a lift with others differ practically significantly from those using a bus as well as those walking to a store selling casual wear with regard to the Physical facilities to enhance shopping convenience (Factor 5). Respondents who get a lift from others to reach a store selling casual wear view Physical facilities to enhance shopping convenience as less important than those who walk or use the bus.

- **Main finding IM8:** Respondents who get a lift with others differ practically significantly from those who walk, as well as those who take a bus to reach a store selling casual

wear with regard to Alterations of clothing and lay-buy services (Factor 10). Respondents who get a lift from others to reach a store selling casual wear view Alterations of clothing and lay-buy services as less important than those who walk or use the bus.

5.4 SATISFACTION WITH STORE ATTRIBUTES

The second part of Section 1 in the questionnaire asked respondents to indicate how satisfied they were with the store they most often buying their casual wear from with delivering on each of the store attributes listed in the questionnaire.

As stated in section 5.3.1, a confirmatory factor analysis was performed to determine whether the 10 Importance factors when selecting a store selling casual wear, as identified by Cooper (*in press*) on a larger dataset comprising 513 respondents (consisting of 261 black Generation Y and 252 black Generation X respondents), were still valid to black Generation Y respondents when taking only these respondents' responses into account. From these results, it was determined that nine of the 10 Importance factors (excluding Factor 9: Variety of brand names and credit card facilities) identified by Cooper (*in press*) on a larger dataset comprising black Generation X and Generation Y respondents, were found reliable for Generation Y respondents. It was also mentioned that two components pertaining to store attributes were examined, namely importance and satisfaction. Reliability was measured on the Importance factors and it was stated that if the identified factors were found to be valid for the study, the same items will be used for the Satisfaction factors.

Since it was determined that nine of the 10 Importance factors were found valid for black Generation Y respondents, the same factors identified by Cooper (*in press*) and listed in section 5.3.1 will be used for respondents' satisfaction analysis and hence be named Satisfaction factors. It is important to note that a factor analysis was **not done** to identify Satisfaction factors. Instead, the satisfaction factors were compiled with the same items analogue to the reliable importance factors.

5.4.1 Statistical analysis of respondents' satisfaction with the identified factors (t-tests)

In this section, only the results from those t-tests for independent groups that showed statistically significant differences with regard to the Satisfaction factors will be reported, namely the name of the store or brand names and variety offered or price.

5.4.1.1 Name of the store or brand names and the Satisfaction factors

T-tests for independent groups were performed to determine whether statistically significant differences exist between the means of the name of the store and brand names and the Satisfaction factors. Initial analysis found statistically significant differences between the name of the store and brand names for Factor 6 (Offering of cell phones and accessories), Factor 8 (Price of casual wear) and Factor 10 (Alterations of clothing and lay-buy services). It was therefore decided to determine the practical significance for these factors. Table 5.11 shows the mean, standard deviation, p-value and effect size for each factor in terms of respondents' most important criteria when buying casual wear (name of the store or brand names).

TABLE 5.11 MOST IMPORTANT CRITERIA IN TERMS OF THE STORE NAME OR BRAND NAMES WHEN BUYING CASUAL WEAR AND SATISFACTION FACTORS

Factors	Most important criteria	n	Mean	Std. Dev.	p value	Effect size
Factor 6: Offering of cell phones and accessories	Name of the store	131	3.00	1.55	0.00	0.60
	Brand names	123	3.91	1.29		
Factor 8: Price of casual wear	Name of the store	132	4.30	0.82	0.02	0.20
	Brand names	125	3.96	1.45		
Factor 10: Alterations of clothing and lay-buy services	Name of the store	130	3.35	1.18	0.01	0.30
	Brand names	123	2,93	1.43		

From Table 5.11, it can be seen that no large effect sizes indicating practically significant differences were observed between the name of the store or brand names and the Satisfaction factors. A medium effect size was found for Factor 6 (d = 0.60). Factor 10 and Factor 8 displayed small effect sizes when comparing whether respondents prefer the name of the store or brand names when buying casual wear. Since no large effect sizes were obtained, it can be concluded that no practically significant differences exist for these factors with reference to respondents' satisfaction thereof.

From the above results, the following main findings can be reported:

- **Main finding S1:** Respondents who had to choose between the name of the store or brand names as most important criteria when buying casual wear do not differ in their view of the Satisfaction factors.

5.4.1.2 Variety offered or price and the Satisfaction factors

T-tests for independent groups were performed to determine whether statistically significant differences exist between the means of variety offered or price and the Satisfaction factors. Initial analysis found only one statistically significant difference between variety offered or price,

namely for Factor 6 (Offering of cell phones and accessories). Table 5.12 shows the mean, standard deviation, p-value and effect size for this factor in terms of respondents' most important criteria in terms of variety offered or price when buying casual wear.

TABLE 5.12 MOST IMPORTANT CRITERIA IN TERMS OF THE VARIETY OFFERED OR PRICE AND SATISFACTION FACTORS

Factors	Most important criteria	n	Mean	Std. Dev.	p-value	Effect size
Factor 6: Offering of cell phones and accessories	Variety offered	153	3.16	1.55	0.00	0.50
	Price	101	3.88	1.31		

From Table 5.12, it can be seen that no large effect size indicating practically significant differences was observed between variety offered or price and the Satisfaction factors. However, a medium effect size was found for Factor 6 (d = 0.50).

- **Main finding S2:** Respondents who had to choose between variety offered or price as most important criterion when buying casual wear do not differ in their view of the Satisfaction factors.

5.4.2 Statistical analysis on the satisfaction factors (ANOVAS)

In this section only the results from those ANOVAs that showed statistically significant differences will be reported, namely between the Satisfaction factors and respondents' spending, method of payment, mode of transportation most often used to reach the store selling casual wear and how often respondents purchase casual wear.

5.4.2.1 Differences between respondents' spending and the Satisfaction factors

One-way ANOVAs were performed to determine whether statistically significant differences exist between respondents' spending and their satisfaction with the nine factors. Initial analysis found that statistically significant differences exist for respondents' spending for five of the nine factors, namely Factor 2 (Check-out points, dressing rooms, store hours and proximity to store), Factor 3 (Display of casual wear and in-store advertising), Factor 4 (Store appearance, styles, sizes and quality of casual wear), Factor 5 (Physical facilities to enhance shopping convenience) and Factor 7 (Music played). It was therefore decided to determine the practical significance for these five factors. Table 5.13 indicates the effect sizes obtained when comparing respondents' monthly spending on casual wear in relation to their satisfaction with Factors 2, 3, 4, 5 and 7. Table 5.13 furthermore lists the mean and standard deviation obtained for each factor.

TABLE 5.13 SPENDING AND SATISFACTION FACTORS IDENTIFIED

Factors	Mean	Std. Dev.	n	Comparisons significant at the 0.05 level*	Spending	d- values			
						(1) <R100	(2) R100-R250	(3) R251-R500	(4) >R500
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	3.83	0.61	13	4-1 4-2 4-3	(1) <R100	-	0.06	0.07	**1.00**
	3.78	0.78	100		(2) R100-R250	0.06	-	0.01	**0.90**
	3.78	0.73	92		(3) R4251-R500	0.07	0.01	-	**0.90**
	4.47	0.62	53		(4) >R500	**1.00**	**0.90**	**0.90**	-
Factor 3: Display of casual wear and in-store advertising	4.36	0.67	13	4-2	(1) <R100	-	0.24	0.02	0.50
	4.12	1.01	100		(2) R100-R250	0.24	-	0.22	0.50
	4.34	0.91	91		(3) R251-R500	0.02	0.22	-	0.36
	4.67	0.56	49		(4) >R500	0.50	0.50	0.36	-
Factor 4: Store appearance, styles, sizes and quality of casual wear	4.08	0.61	13	4-3 4-2	(1) <R100	-	0.04	0.09	**0.90**
	4.11	0.78	100		(2) R100-R250	0.04	-	0.04	0.60
	4.14	0.75	92		(3) R251-R500	0.09	0.04	-	0.60
	4.59	0.48	53		(4) >R500	**0.90**	0.60	0.60	-
Factor 5: Physical facilities to enhance shopping convenience	3.23	1.27	13	4-2 4-3	(1) <R100	-	0.11	0.01	0.70
	3.40	1.46	100		(2) R100-R250	0.11	-	0.10	0.52
	3.24	1.52	92		(3) R251-R500	0.01	0.10	-	0.60
	4.16	1.23	53		(4) >R500	0.70	0.52	0.60	-
Factor 7: Music played	4.04	0.78	13	4-3 4-2	(1) <R100	-	0.14	0.03	**0.80**
	3.90	1.01	100		(2) R100-R250	0.14	-	0.16	**0.80**
	4.08	1.13	91		(3) R251-R500	0.03	0.16	-	0.50
	4.67	0.59	49		(4) >R500	**0.80**	**0.80**	0.50	-

* Tukey's comparison significant at the 0.05 level

Table 5.13 indicates that large effect sizes exist for Factor 2 (Check-out points, dressing rooms, store hours and proximity to store) when comparing respondents who spend >R500 with those who spend <R100 (d = 1.00), when comparing respondents who spend >R500 and R100-R250 (d = 0.90), as well as when comparing respondents who spend >R500 with those spending R251-R500 (d = 0.90). This implies that a practically significant difference exists and respondents spending >R500 were more satisfied with the items comprising Factor 2 (mean = 4.47) than those spending <R100 (mean = 3.83), those spending R100-R250 (mean = 3.78) as well as respondents spending R251-R500 (mean = 3.78).

Factor 3 (Display of casual wear and in-store advertising) displayed a medium effect size between respondents spending <R100 with those spending >R500 (d = 0.50), as well as when comparing respondents spending R100-R250 with those spending >R500 (d = 0.50).

From Table 5.13 it can be seen that Factor 4 (Store appearance, styles, sizes and quality of casual wear), displayed a large, and thus practically significant, difference, when comparing respondents spending <R100 with those spending >R500 (d = 0.90). This implies that a practically significant difference exists and that respondents who spend >R500 were more satisfied with the items comprising Factor 4 (mean = 4.59) than respondents spending <R100 (mean = 4.08). Medium effect sizes were found when comparing respondents spending R100-R250 and those spending >R500 (d = 0.60) and between respondents spending R251-R500 and those spending >R500 (d = 0.60).

Factor 5 (Physical facilities to enhance shopping convenience) displayed medium effect sizes when comparing respondents spending <R100 with those spending >R500 (d = 0.70), between respondents spending >R500 and those spending R251-R500 (d = 0.60), as well as between respondents spending >R500 and those spending R100-R250 (d = 0.50).

Large effect sizes, and thus practically significant differences, were found for Factor 7 (Music played). Specifically, large effect sizes were found when comparing respondents spending <R100 with those spending >R500 (d = 0.80), as well as between those spending R100-R250 and those spending >R500 (d = 0.80). This implies that a practically significant difference exists and that respondents who spend >R500 were more satisfied with the items comprising Factor 7 (mean = 4.67) than those spending <R100 (mean = 4.04). Respondents who spend >R500 were also more satisfied with the items comprising Factor 7 (mean = 4.67) than those spending R100-R250 (mean = 3.90). Factor 7 (Music played) also displayed a medium effect size between respondents spending >R500 and those spending between R251-R500 (d = 0.50).

The remaining effect sizes listed in Table 5.13 were small when comparing respondents' spending with their satisfaction with the items comprising these factors. From the results above, the following main findings can be reported:

- **Main finding S3:** Respondents spending >R500 differ practically significantly with regard to their satisfaction from those spending <R100, those spending R100-R250 and those spending R251-R500 in terms of to Check-out points, dressing rooms, store hours and proximity to store (Factor 2). Respondents who spend more on casual wear were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store than those spending less on casual wear.

- **Main finding S4:** Respondents spending >R500 differ practically significantly with regard to their satisfaction from those spending <R100 in terms of Store appearance, styles, sizes and quality of casual wear (Factor 4). Respondents who spend more on casual wear were more satisfied with the items comprising Store appearance, styles, sizes and quality of casual wear than those spending less on casual wear.

- **Main finding S5:** Respondents spending >R500 differ practically significantly with regard to their satisfaction from those spending <R100 and those spending R100-R250 in terms of Music played (Factor 7). Respondents who spend more on casual wear were more satisfied with the items comprising Music played than those spending less on casual wear.

5.4.2.2 Differences between respondents' method of payment and the Satisfaction factors

One-way ANOVAs were performed to determine whether statistically significant differences exist between respondents' method of payment most often used when purchasing casual wear and the nine Satisfaction factors. Initial analysis found that statistically significant differences exist for respondents' spending for two of the nine factors, namely Factor 8 (Price of casual wear) and Factor 10 (Alterations of clothing and lay-buy services). It was therefore decided to determine the practical significance for these two factors. Table 5.14 indicates the effect sizes obtained when comparing respondents' monthly spending on casual wear in relation to the satisfaction factors in terms of Factors 8 and 10. Table 5.14 furthermore lists the mean and standard deviation obtained for each factor.

TABLE 5.14 METHOD OF PAYMENT AND SATISFACTION FACTORS IDENTIFIED

Factors	Mean	Std. dev.	n	Comparisons significant at the 0.05 level*	Method of payment	d - values			
						(1) Cash	(2) Cheque or debit card	(3) Credit card	(4) Store card
Factor 8: Price of casual wear	4.11	1.28	187	4-1 4-3	(1) Cash	–	0.01	0.40	0.60
	4.13	0.85	24		(2) Cheque or debit card	0.01	–	0.60	**0.80**
	3.59	0.73	22		(3) Credit card	0.40	0.60	–	**1.70**
	4.83	0.38	24		(4) Store card	0.60	**0.80**	**1.70**	–

Factors	Mean	Std. dev.	n	Comparisons significant at the 0.05 level*	Method of payment	d - values			
						(1) Cash	(2) Cheque or debit card	(3) Credit card	(4) Store card
Factor 10: Alterations of clothing and lay-buy services	3.24	1.24	184	2-4 1-4	(1) Cash	–	0.04	0.07	0.70
	3.29	1.21	24		(2) Cheque or debit card	0.04	--	0.10	0.70
	3.14	1.50	22		(3) Credit card	0.07	0.10	–	0.60
	2.20	1.60	23		(4) Store card	0.70	0.70	0.60	–

* Tukey's comparison significant at the 0.05 level

Table 5.14 indicates that large effect sizes, and thus practically significant differences, were found for Factor 8 (Price of casual wear) when comparing respondents who pay using a store card with those who pay using a credit card (d = 1.70) and between respondents who pay using a store card with those who pay using a cheque or debit card (d = 0.80). The mean scores for these results indicate that respondents who pay using a store card (mean = 4.83) were more satisfied with the items comprising Factor 8 than respondents who pay with a credit card (mean = 3.59) and respondents paying with a cheque or debit card (mean = 4.13). Medium effect sizes were observed between respondents who pay using cash and those paying with a store card (d = 0.60) as well as between respondents who pay using a credit card and those who pay using a cheque or debit card (d = 0.60).

From Table 5.14, it can be observed that medium effect sizes exist for Factor 10 (Alterations of clothing and lay-buy services), specifically between respondents who pay using cash and those who pay using a store card (d = 0.70) and between respondents who pay using a store card and those who pay using a cheque or debit card (d = 0.70). Medium effect sizes were also observed between respondents who pay using a store card and between respondents who pay using a credit card (d = 0.60).

The remaining effects sizes listed in Table 5.14 were small when comparing respondents' method of payment with their satisfaction with the items comprising these factors. From the above results, the following main finding can be made:

- **Main finding S6:** Respondents who pay using a store card differ practically significantly with regard to their satisfaction from those paying with a cheque or debit card as well as from those paying with a credit card with regard to Price of casual wear (Factor 8). Respondents paying with a store card were more satisfied with the items comprising

Price of casual wear than those paying with a cheque or debit card or those paying with a credit card.

5.4.2.3 Differences between mode of transportation and the Satisfaction factors

One-way ANOVAs were performed to determine whether statistically significant differences exist between respondents' mode of transportation most often used to reach a store selling casual wear and their satisfaction levels with the nine factors. Initial analysis found that statistically significant differences exist for respondents' spending for three of the nine identified factors, namely Factor 2 (Check-out points, dressing rooms, store hours and proximity to store), Factor 7 (Music played) and Factor 10 (Alterations of clothing and lay-buy services). It was therefore decided to determine the practical significance for these three factors. Table 5.15 indicates the effect sizes obtained when comparing respondents' mode of transportation most often used to reach a store selling casual wear in relation to their satisfaction levels for the identified factors in terms of Factors 2, 7 and 10. Table 5.15 furthermore lists the mean and standard deviation obtained for each factor.

TABLE 5.15 MODE OF TRANSPORTATION AND SATISFACTION FACTORS IDENTIFIED

Factors	Mean	Std. dev.	n	Comparisons significant at the 0.05 level*	Mode of transportation	d-values				
						(1) Walk	(2) Bus	(3) Taxi	(4) Lift with others	(5) Own car
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	4.59	0.51	16	1-2 1-3	(1) Walk	-	0.70	**1.10**	0.70	0.50
	3.89	1.05	23		(2) Bus	0.70	-	0.06	0.24	0.30
	3.82	0.73	180		(3) Taxi	**1.10**	0.06	-	0.40	0.50
	4.14	0.67	19		(4) Lift with others	0.70	0.20	0.40	-	0.06
	4.18	0.79	19		(5) Own car	0.50	0.30	0.50	0.06	-
Factor 7: Music played	4.83	0.36	15	1-3	(1) Walk	-	0.70	**0.80**	**0.80**	0.40
	3.93	1.26	21		(2) Bus	0.70	-	0.08	0.20	0.40
	4.03	1.02	179		(3) Taxi	**0.80**	0.08	-	0.20	0.40
	4.18	0.82	19		(4) Lift with others	**0.80**	0.20	0.15	-	0.30
	4.47	0.96	18		(5) Own car	0.40	0.40	0.40	0.30	-

Factors	Mean	Std. dev.	n	Comparisons significant at the 0.05 level*	Mode of transpor-tation	d- values				
						(1) Walk	(2) Bus	(3) Taxi	(4) Lift with others	(5) Own car
Factor 10: Alterations of clothing and lay-buy services	4.16	1.15	16	1-3 1-5	(1) Walk	-	0.50	**0.90**	0.60	**1.10**
	3.48	1.49	21		(2) Bus	0.50	-	0.30	0.10	0.70
	3.09	1.23	178		(3) Taxi	**0.90**	0.30	-	0.20	0.40
	3.29	1.39	19		(4) Lift with others	0.60	0.10	0.20	-	0.60
	2.39	1.63	19		(5) Own car	**1.10**	0.70	0.40	0.60	-

* Tukey's comparison significant at the 0.05 level

From Table 5.15 it can be determined that a large effect size, and thus practically significant difference, exists for Factor 2 (Check-out points, dressing rooms, store hours and proximity to store) when comparing respondents who most often walk to reach a store selling casual wear with those who most often use a taxi (d = 1.10). This implies that a practically significant difference exists and that respondents who most often use a taxi to reach a store selling casual wear were less satisfied with the items comprising Factor 2 (mean = 3.83) than respondents who most often walk (mean = 4.59). Medium effect sizes were found between respondents who most often walk to reach a store selling casual wear and those who most often get a lift from others (d = 0.70), as well as between respondents who most often walk to reach a store selling casual wear and those who most often use the bus (d = 0.70). Medium effect sizes were also observed between respondents who most often walk to reach a store selling casual wear and those who most often use their own car (d = 0.50), as well as between respondents who most often use a taxi to reach a store selling casual wear and those who most often use their own car (d = 0.50).

Large effect sizes, and thus practically significant differences, were found for Factor 7 (Music played) when comparing respondents who most often walk to reach a store selling casual wear to those who most often use a taxi (d = 0.80), as well as between respondents who most often walk to reach a store selling casual wear compared to those who most often get a lift from others (d = 0.80). This implies that a large, and thus practically significant difference exists and that respondents who most often walk to reach a store selling casual wear were more satisfied with the items comprising Factor 7 (mean = 4.83) than respondents who most often use a taxi (mean = 4.03). Respondents who most often walk were also more satisfied with the items comprising Factor 7 (mean = 4.83) than respondents who most often get a lift from others to reach a store selling casual wear (mean = 4.18). A medium effect size was also found for Factor 7 (Music played) between respondents who most often walk and those who most often take the bus to reach the store selling casual wear (d = 0.70).

Large effect sizes, and thus practically significant differences, were found for Factor 10 (Alterations of clothing and lay-buy services) between respondents who most often walk and between those who most often use their own car to reach a store selling casual wear (d = 1.10) and between respondents who most often walk and those who most often use a taxi to reach a store selling casual wear (d = 0.90). This implies that a practically significant difference exists and that respondents who most often walk were more satisfied with the items comprising Factor 10 (mean = 4.16) than respondents who most often use their own car to reach a store selling casual wear (mean = 2.39). Respondents who most often walk were also more satisfied with a items comprising Factor 10 (mean = 4.16) than respondents who most often use a taxi to reach a store selling casual wear (mean = 3.09). Medium effect sizes were found between respondents who most often use the bus to reach a store selling casual wear and those who most often use their own car (d = 0.70), between respondents who most often walk to reach a store selling casual wear and those who most often get a lift from others (d = 0.60), as well as between respondents who most often walk to reach a store selling casual wear and those who most often use the bus (d = 0.50).

The remaining effect sizes listed in Table 5.15 were small when comparing respondents' mode of transportation most often used to reach a store selling casual wear with their satisfaction with the items comprising these factors. From the above results, the following main findings can be reported:

- **Main finding S7:** Respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often use a taxi in terms of Check-out points, dressing rooms, store hours and proximity to store (Factor 2). Respondents who most often walk to reach a store selling casual were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store than respondents who most often use a taxi.

- **Main finding S8:** Respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often use a taxi, as well as those who most often get a lift from others to reach a store selling casual wear in terms of Music played (Factor 7). Respondents who most often walk to reach a store selling casual were more satisfied with the items comprising Music played than those who most often use a taxi, as well as those who most often get a lift from others.

- **Main finding S9:** Respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often

use a taxi, as well as those who most often use their own car to reach a store selling casual wear in terms of Alterations of clothing and lay-buy services (Factor 10). Respondents who most often walk to reach a store selling casual wear were more satisfied with the items comprising Alterations of clothing and lay-buy services than those who most often use a taxi, as well as those who most often use their own car.

5.4.2.4 Differences between how often respondents purchase casual wear and the Satisfaction factors

One-way ANOVAs were performed to determine whether statistically significant differences exist between how often respondents purchase casual wear and their satisfaction with the nine factors. Initial analysis found that statistically significant differences exist for how often respondents purchase casual wear for three of the nine identified factors, namely Factor 2 (Check-out points, dressing rooms, store hours and proximity to store), Factor 4 (Store appearance, styles, sizes and quality of casual wear) and Factor 7 (Music played). It was therefore decided to determine the practical significance for these three factors. Table 5.16 indicates the effect sizes obtained when comparing how often respondents purchase casual wear in relation to their satisfaction with factors 2, 4 and 7. Table 5.16 furthermore lists the mean and standard deviation obtained for each factor.

TABLE 5.16 HOW OFTEN RESPONDENTS PURCHASE CASUAL WEAR AND SATISFACTION FACTORS

Factors	Mean	Std. Dev.	n	Comparisons significant at the 0.05 level*	How often casual wear is purchased	d-value			
						(1) Only when needed	(2) Weekly or monthly	(3) Three times a year	(4) Once or twice a year
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	3.95	0.77	138	3-2	(1) Only when needed	-	0.30	0.50	0.08
	3.76	0.74	85		(2) Weekly or monthly	0.30	-	0.80	0.30
	4.33	0.77	24		(3) Three times a year	0.50	0.80	-	0.40
	4.01	0.75	12		(4) Once or twice a year	0.08	0.30	0.40	-
Factor 4: Store appearance, styles, sizes and quality of casual wear	4.27	0.72	138	3-1 3-2	(1) Only when needed	-	0.40	0.60	0.00
	3.99	0.76	85		(2) Weekly or monthly	0.40	-	0.90	0.40
	4.70	0.37	24		(3) Three times a year	0.60	0.90	-	0.60
	4.27	0.70	12		(4) Once or twice a year	0.00	0.40	0.60	-

Factors	Mean	Std. Dev.	n	Comparisons significant at the 0.05 level*	How often casual wear is purchased	d-value			
						(1) Only when needed	(2) Weekly or monthly	(3) Three times a year	(4) Once or twice a year
Factor 7: Music played	4.15	1.05	136	3-2	(1) Only when needed	-	0.20	0.40	0.30
	3.92	1.00	83		(2) Weekly or monthly	0.20	-	0.60	0.50
	4.54	0.88	24		(3) Three times a year	0.40	0.60	-	0.10
	4.45	0.65	11		(4) Once or twice a year	0.30	0.50	0.10	-

* Tukey's comparison significant at the 0.05 level

Table 5.16 indicates that a large effect, and thus practically significant difference, was found for Factor 2 (Check-out points, dressing rooms, store hours and proximity to store) when comparing respondents who purchase casual wear weekly or monthly to those who purchase casual wear three times a year (d = 0.80). This indicates that respondents who purchase casual wear three times a year were more satisfied with the items comprising Factor 2 (mean = 4.33) than respondents who purchase casual wear weekly or monthly (mean = 3.76). A medium effect size was found between respondents who purchase casual wear only when needed and those who purchase casual wear three times a year (d = 0.50).

A large effect size, and thus practically significant difference, was found for Factor 4 (Store appearance, styles, sizes and quality of casual wear) when comparing respondents who purchase casual wear weekly or monthly to those who purchase casual wear three times a year (d = 0.90). This indicates that respondents who purchase casual wear three times a year were more satisfied with the items comprising Factor 4 (mean = 4.70) than respondents who purchase casual wear weekly or monthly (mean = 3.99). Medium effect sizes were found between respondents who purchase casual wear only when needed and those who purchase casual wear three times a year (d = 0.60) and between those purchasing casual wear three times a year and those who purchase casual wear once or twice a year (d = 0.60).

Factor 7 (Music played) displayed medium effect sizes when comparing respondents who purchase casual wear weekly or monthly and those who purchase casual wear three times a year (d = 0.60) and between respondents who purchase casual wear weekly or monthly and those who purchase casual wear only once or twice a year (d = 0.50).

The remaining effect sizes listed in Table 5.16 were small when comparing how often respondents purchase casual wear with their satisfaction with the items comprising these factors. From the above results, the following main findings can be reported:

- **Main finding S10:** Respondents who purchase casual wear weekly or monthly differ practically significantly with regard to their satisfaction from those who purchase casual wear three times a year in terms of Check-out points, dressing rooms, store hours and proximity to store (Factor 2). Respondents who purchase casual wear three times a year were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store than respondents who purchase casual wear weekly or monthly.

- **Main finding S11:** Respondents who purchase casual wear weekly or monthly differ practically significantly with regard to their satisfaction from those who purchase casual wear three times a year in terms of Store appearance, styles, sizes and quality of casual wear (Factor 4). Respondents who purchase casual wear three times a year were more satisfied with the items comprising Store appearance, styles, sizes and quality of casual wear than respondents who purchase casual wear weekly or monthly.

The following section examines the importance of store attributes and respondents' satisfaction with the store selling casual wear delivering on those store attributes.

5.5 IMPORTANCE VERSUS SATISFACTION

One of the secondary objectives set for the study included to determine whether differences exist between store attributes considered important by black Generation Y consumers when selecting a store selling casual wear and their satisfaction with those store attributes offered by the store they most often buy casual wear from. In this section, statistical analysis, namely a paired t-test, is performed to achieve the above stated objective.

5.5.1 Paired t-test for difference between Importance factors and Satisfaction factors

In order to determine whether differences exist between the means for the Importance and Satisfaction factors, paired t-tests for dependent groups were performed (Hair *et al.,* 1998:330). Table 5.17 presents the results from the paired t-tests and displays the means and standard deviations for the nine factors in terms of their importance and respondents' satisfaction with these factors, as well as the mean of difference, standard deviation of difference and effect sizes between means obtained.

TABLE 5.17 PAIRED T-TESTS FOR COMPARING IMPORTANCE FACTORS AND SATISFACTION FACTORS

Factors	Importance		Satisfaction		Mean of difference	Std. Dev. of difference	d-value
	Mean	Std. dev.	Mean	Std. dev.			
Factor 1: Service provided by salespeople	4.71	0.66	4.07	0.97	0.63	1.06	0.60
Factor 2: Check-out points, dressing rooms, store hours and proximity to store	4.43	0.85	3.93	0.77	0.51	0.91	0.60
Factor 3: Display of casual wear and in-store advertising	4.74	0.65	4.32	0.90	0.41	0.97	0.40
Factor 4: Store appearance, styles, sizes and quality of casual wear	4.82	0.43	4.22	0.73	0.59	0.69	**0.90**
Factor 5: Physical facilities to enhance shopping convenience	4.20	1.29	3.48	1.47	0.71	1.99	0.40
Factor 6: Offering of cell phones and accessories	4.40	1.06	3.43	1.50	0.98	1.77	0.60
Factor 7: Music played	4.39	1.06	4.12	1.02	0.27	1.15	0.20
Factor 8: Price of casual wear	4.71	0.76	4.14	1.18	0.60	1.23	0.50
Factor 10: Alterations of clothing and lay-buy services	3.82	1.36	3.15	1.32	0.66	1.70	0.40

From Table 5.17 it can be determined that a large d-value (d = 0.90) was obtained from Factor 4 (Store appearance, styles, sizes and quality of casual wear), which indicates a practically significant difference between the mean of importance and the mean of satisfaction in terms of this factor. This finding implies that although Factor 4 was important to respondents (mean = 4.82), they were practically significantly less satisfied (mean = 4.22) with this factor.

Medium effect sizes were obtained for Factor 1 (Service provided by salespeople)(d = 0.60), Factor 2 (Check-out points, dressing rooms, store hours and proximity to store)(d = 0.60), Factor 6 (Offering of cell phones and accessories)(d = 0.60) and Factor 8 (Price of casual wear)(d = 0.50). In each case, respondents were not satisfied to the extent to which these factors were important to them.

- **Main finding IS1:** A practically significant difference exists between importance and satisfaction with regard to Factor 4 (Store appearance, styles, sizes and quality of casual wear), which indicates that although Store appearance, styles, sizes and quality of casual wear was important to respondents, they were practically significantly less satisfied with this factor.

- **Main finding IS2:** No practically significant difference could be observed between importance and satisfaction with regard to Factor 1 (Service provided by salespeople); Factor 2 (Check-out points, dressing rooms, store hours and proximity to store); Factor 3 (Display of casual wear and in-store advertising); Factor 5 (Physical facilities to enhance shopping convenience); Factor 6 (Offering of cell phones and accessories); Factor 7

(Music played); Factor 8 (Price of casual wear) and Factor 10 (Alterations of clothing and lay-buy services).

5.6 SUMMARY OF MAIN FINDINGS

The main findings observed and discussed throughout Chapter 5 are summarised in this section.

Section 2 of the questionnaire contained questions pertaining to the demographic information of respondents, which was presented by means of a sample profile (Section 5.1). These were specifically, information regarding respondents' age, gender, marital status, mode of transportation, monthly spending on casual wear, level of education, method of payment, how often casual wear is purchased and most important criteria when buying casual wear. The following main findings from the sample profile were observed:

- **Main finding SP1:** Most respondents who participated in the study were female, single, mainly made use of taxis to reach stores selling casual wear, spend between R100-R250 and R251-R500 on casual wear, are busy with or have a high school education, use cash as a method of payment when purchasing casual wear and purchase casual wear only when needed.

- **Main finding SP2:** The majority of respondents (59.6%) indicated that variety offered was more important than price when buying casual wear.

- **Main finding SP3:** Slightly more respondents (51.2%) indicated that the name of the store where casual wear is bought is deemed as more important when buying casual wear than the brand names of casual wear.

- **Main finding SP4:** No practically significant association exists between respondents' demographic variables.

In Section 5.3.2, confirmatory factor analyses were performed to determine whether the 10 Importance factors when selecting a store selling casual wear, as identified by Cooper (*in press*) on a larger dataset, were reliable for this study. The following main findings were observed from the factor analysis:

- **Main finding FA1:** Nine of the 10 Importance factors identified by Cooper (*in press*) on a larger dataset comprising black Generation X and Generation Y respondents were found valid for Generation Y respondents.

Section 1 of the questionnaire aimed to determine which store attributes were important to respondents when selecting a store selling casual wear. The following main findings were reported from this section:

- **Main finding IM1:** Female and male respondents do not differ in their views of the Importance factors.

- **Main finding IM2:** Respondents who had to choose between variety offered or price as most important criteria when buying casual wear do not differ in their view of the Importance factors.

- **Main finding IM3:** Respondents who had to choose between the name of the store or brand names as most important criteria when buying casual wear do not differ in their view of the Importance factors.

- **Main finding IM4:** Respondents who spend <R100 differ practically significantly from respondents spending R251-R500, as well as from those spending >R500 with regard to Physical facilities to enhance shopping convenience (Factor 5). Respondents who spend more on casual wear view Physical facilities to enhance shopping convenience as more important than those spending less on casual wear.

- **Main finding IM5:** Respondents who spend >R500 differ practically significantly from those spending <R100 as well as those spending R100-R250 with regard to Alterations of clothing and lay-buy services (Factor 10). Respondents who spend more on casual wear view Alterations of clothing and lay-buy services as more important than those spending less on casual wear.

- **Main finding IM6:** Respondents who most often pay using a credit card differ practically significantly from respondents most often paying with a store card with regard to Physical facilities to enhance shopping convenience (Factor 5). Respondents paying by credit card view Physical facilities to enhance shopping convenience as more important than those paying with a store card.

- **Main finding IM7:** Respondents who get a lift with others differ practically significantly from those using a bus, as well as those walking to a store selling casual wear with regard to the Physical facilities to enhance shopping convenience (Factor 5). Respondents who get a lift with others to reach a store selling casual wear view Physical facilities to enhance shopping convenience as less important than those who walk or use the bus.

- **Main finding IM8:** Respondents who get a lift with others differ practically significantly from those who walk, as well as those who take a bus to reach a store selling casual wear with regard to Alterations of clothing and lay-buy services (Factor 10). Respondents who get a lift with others to reach a store selling casual wear view Alterations of clothing and lay-buy services as less important than those who walk or use the bus.

The second part of section 1 in the questionnaire asked respondents to indicate how satisfied they were with the store they most often buy their casual wear from for delivering on each of the 47 identified store attributes. The following main findings pertaining to respondents' satisfaction were observed:

- **Main finding S1:** Respondents who had to choose between the name of the store or brand names as most important criteria when buying casual wear do not differ in their view of the Satisfaction factors.

- **Main finding S2:** Respondents who had to choose between variety offered or price as most important criteria when buying casual wear do not differ in their view of the Satisfaction factors.

- **Main finding S3:** Respondents spending >R500 differ practically significantly with regard to their satisfaction from those spending <R100, those spending R100-R250 and those spending R251-R500 in terms of Check-out points, dressing rooms, store hours and proximity to store (Factor 2). Respondents who spend more on casual wear were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store than those spending less on casual wear.

- **Main finding S4:** Respondents spending >R500 differ practically significantly with regard to their satisfaction from those spending <R100 in terms of Store appearance, styles, sizes and quality of casual wear (Factor 4). Respondents who spend more on casual

wear were more satisfied with the items comprising Store appearance, styles, sizes and quality of casual wear than those spending less on casual wear.

- **Main finding S5:** Respondents spending >R500 differ practically significantly with regard to their satisfaction from those spending <R100 and those spending R100-R250 in terms of Music played (Factor 7). Respondents who spend more on casual wear were more satisfied with the items comprising Music played than those spending less on casual wear.

- **Main finding S6:** Respondents who pay using a store card differ practically significantly with regard to their satisfaction from those paying with a cheque or debit card, as well as from those paying with a credit card with regard to Price of casual wear (Factor 8). Respondents paying with a store card were more satisfied with the items comprising Price of casual wear than those paying with a cheque or debit card or those paying with a credit card.

- **Main finding S7:** Respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often use a taxi in terms of Check-out points, dressing rooms, store hours and proximity to store (Factor 2). Respondents who most often walk to reach a store selling casual wear were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store than respondents who most often use a taxi.

- **Main finding S8:** Respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often use a taxi, as well as those who most often get a lift from others to reach the store selling casual wear in terms of Music played (Factor 7). Respondents who most often walk to reach a store selling casual were more satisfied with the items comprising Music played than those who most often use a taxi as well as those who most often get a lift from others.

- **Main finding S9:** Respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often use a taxi, as well as those who most often use their own car to reach the store selling casual wear in terms of Alterations of clothing and lay-buy services (Factor 10). Respondents who most often walk to reach a store selling casual were more satisfied with the items comprising Alterations of clothing and lay-buy services than those who most often use a taxi as well as those who most often use their own car.

- **Main finding S10:** Respondents who purchase casual wear weekly or monthly differ practically significantly with regard to their satisfaction from those who purchase casual wear three times a year in terms of Check-out points, dressing rooms, store hours and proximity to store (Factor 2). Respondents who purchase casual wear three times a year were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store than respondents who purchase casual wear weekly or monthly.

- **Main finding S11:** Respondents who purchase casual wear weekly or monthly differ practically significantly with regard to their satisfaction from those who purchase casual wear three times a year in terms of Store appearance, styles, sizes and quality of casual wear (Factor 4). Respondents who purchase casual wear three times a year were more satisfied with the items comprising Store appearance, styles, sizes and quality of casual wear than respondents who purchase casual wear weekly or monthly.

In Section 5.5, statistical analysis was carried out to determine whether a difference exists between the means for the Importance and Satisfaction factors. From this section, the following main finding was observed:

- **Main finding IS1:** A practically significant difference exists between importance and satisfaction with regard to Factor 4 (Store appearance, styles, sizes and quality of casual wear), which indicates that although Store appearance, styles, sizes and quality of casual wear was important to respondents, they were practically significantly less satisfied with this factor.

- **Main finding IS2:** No practically significant difference could be observed between importance and satisfaction with regard to Factor 1 (Service provided by salespeople); Factor 2 (Check-out points, dressing rooms, store hours and proximity to store); Factor 3 (Display of casual wear and in-store advertising); Factor 5 (Physical facilities to enhance shopping convenience); Factor 6 (Offering of cell phones and accessories); Factor 7 (Music played); Factor 8 (Price of casual wear); and Factor 10 (Alterations of clothing and lay-buy services).

5.7 CONCLUSION

This chapter provided the main research findings pertaining to the study. The chapter began by presenting the sample profile, followed by the importance of store attributes, satisfaction with store attributes and importance versus satisfaction with store attributes. The data in the

questionnaire were analysed by means of frequency analyses, cross-tabulations and effect sizes for differences between means and effect sizes for associations (which were used to determine statistical and practical significance). Confirmatory factor analyses were conducted on the 10 Importance factors identified in Cooper (*In press*) and it was determined that, with the exception of Factor 9 (Variety of brand names and credit card facilities), the Importance factors were reliable for black Generation Y respondents. Lastly, a summary of the main findings was presented. The next chapter concludes the study by presenting the conclusions, implications and recommendations that can be made for this study.

CHAPTER 6
CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS

6.1 INTRODUCTION

Chapter 6 presents the conclusions, recommendations and limitations for this study. This chapter begins by providing an overview of the research question, followed by a discussions pertaining to the conclusions that can be drawn for the objectives that are presented and based on these conclusions, recommendations are made to stores selling casual wear who target black Generation Y consumers. Next, the secondary objectives and questions in the questionnaire are linked to the main findings obtained in Chapter 5, followed by the limitations of the study. Lastly, recommendations for future research are presented.

6.2 OVERVIEW

The research question formulated for this study was to determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear and whether they are satisfied with the store attributes offered by the stores where they usually buy casual wear from. For this reason, this study focused on the topics of retailing, the consumer decision-making process, store attributes and customer satisfaction.

Retailing is an important field of study as trends in the retail industry mirror trends within the overall economy (Berman & Evans, 2007:5). The South African retail industry contributes 12.0% to the total Gross Domestic Product (GDP) of South Africa and generated a total of R524 billion in 2009 with textiles, clothing, footwear and leather goods contributing a total of 19.0% to this figure (DTI, 2009a, DTI, 2009b & Statistics South Africa, 2009b). Not only are 19.8% of workers in the South African retail industry employed in the apparel retail industry, it contributed the largest share of total profit for the retail industry, namely 40% (Statistics South Africa, 2009b & Statistics South Africa, 2005).

However, the retail industry is also marked by intense competition, making it important for retailers to examine factors influencing the buying behaviour of their targeted consumers. More importantly, retailers need to ensure that a retail strategy based on the retail concept that contributes to a pleasant consumer retail experience is formed (Berman & Evans, 2007:159; Sullivan & Adcock, 2002:31 & Terblanché, 1998:26). Terblanché and Boshoff (2006:36) add that consumers' total retail experience is determined by numerous store

attributes that interact. This implies that apparel retailers (and stores selling casual wear) need to be concerned with store attributes that are important to their targeted consumers as they affect consumers' total retail experience, which in turn affects store selection choices. Since consumers evaluate store attributes when making store selections (Berman & Evans, 2007:210; Moye & Giddings, 2002:259 & Newman & Cullen, 2001:443), stores selling casual wear need to be familiar with consumer behaviour, and specifically the consumer decision-making process as consumers use this process to determine if, what, when, where, how, from who and how often to purchase. Berman and Evans (2007:211) explain the importance of such an understanding by stating that it provides stores selling casual wear with a comprehensive and systematic roadmap as to how consumers make product and store selection decisions.

According to Wirtz *et al.* (2007:6), consumers enter into a retail experience with a set of expectations of what they would like to happen and what store attributes should be present. Furthermore, consumer expectations influence the manner in which store attributes and other stimuli from the retail environment are interpreted (Hawkins *et al.*, 2007:298). Thus, expectations influence consumers' satisfaction with the retail experience and store attributes, which in turn affects consumers' overall satisfaction and store selection choices (Evanschitzky *et al.*, 2008:276 & Terblanché & Boshoff, 2006:33).

The focus of this study pertained specifically to black Generation Y consumers (ages 16 to 24) as this market segment is thought to move into higher employment positions, leading to an increase in disposable income (TNS Research Surveys, 2007). Furthermore, Generation Y consumers enjoy spending on products that are conspicuous and enhance the self, such as apparel (Hyllegard *et al.,* 2009:112; Clow & Baack, 2007:115; Blackwell *et al.,* 2006:246 & Bakewell & Mitchell, 2003:97). From a literature review, no studies could be found that identified the store attributes that are important to black Generation Y consumers in the selection of a store selling casual wear and whether they are satisfied with the current store attributes offered by stores selling casual wear. By obtaining this information, stores selling casual wear can pay more attention to those store attributes considered to be important in order to appeal to this lucrative market segment.

6.3 CONCLUSIONS FOR OBJECTIVES

The purpose of this study was to determine the importance of, and satisfaction with, store attributes to black Generation Y consumers when selecting a store selling casual wear. By considering the objectives set for the study, the following conclusions based on the main

findings reported in Chapter 5 can be drawn. Recommendations related to each objective are also made to stores selling casual ware.

6.3.1 Conclusions for objective 1

The first objective for the study was to determine whether casual wear store attribute factors identified by Cooper (*in press*) among black consumers are valid for black Generation Y consumers. **Main finding FA1 (page 110)** indicated that a confirmatory factor analysis found the 10 Importance factors identified by Cooper (*in press*) on a larger dataset to be reliable with the exception of Factor 9 (Variety of brand names and credit card facilities) for black Generation Y consumers. The other nine factors identified by Cooper (*in press*) were therefore valid for black Generation Y respondents, namely: Factor 1: Service provided by salespeople; Factor 2: Check-out points, dressing rooms, store hours and proximity to store; Factor 3: Display of casual wear and in-store advertising; Factor 4: Store appearance, styles, sizes and quality of casual wear; Factor 5: Physical facilities to enhance shopping convenience; Factor 6: Offering of cell phones and accessories; Factor 7: Music played; Factor 8: Price of casual wear; and Factor 10: Alteration of clothing and lay-buy services.

It can therefore be **concluded** that the Importance factors identified by Cooper (*in press*) are, with the exception of one factor (Variety of brand names and credit card facilities), valid for black Generation Y respondents.

It is therefore **recommended** that stores selling casual wear conduct marketing research to determine which store attributes are important to their target market and ensure that these store attributes are not only available, but prominent within the store to enhance consumers' retail experience. Once it has been determined which store attributes are important to their target market, stores selling casual wear need to focus on these store attributes when planning their retail strategy and integrated marketing communication strategy. It can furthermore be recommended that stores selling casual wear to black Generation Y consumers focus on the nine Importance factors identified in this study in their marketing strategies.

6.3.2 Conclusions for objective 2

The second objective was to determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear. From **main finding FA1 (page 110)** it was observed that the store attribute factors most important to

respondents when selecting a store selling casual wear, included: Service provided by salespeople (Factor 1); Check-out points, dressing rooms, store hours and proximity to store (Factor 2); Display of casual wear and in-store advertising (Factor 3); Store appearance, styles, sizes and quality of casual wear (Factor 4); Physical facilities to enhance shopping convenience (Factor 5); Offering of cell phones and accessories (Factor 6); Music played (Factor 7); Price of casual wear (Factor 8); and Alteration of clothing and lay-buy services (Factor 10).

It can therefore be **concluded** that black Generation Y respondents found the following attributes as most important when selecting a store selling casual wear, namely: Service provided by salespeople; Check-out points, dressing rooms, store hours and proximity to store; Display of casual wear and in-store advertising; Store appearance, styles, sizes and quality of casual wear; Physical facilities to enhance shopping convenience; Offering of cell phones and accessories; Music played; Price of casual wear; and Alteration of clothing and lay-buy services.

It is **recommended** that stores selling casual wear who target black Generation Y consumers examine the Importance factors and see how their stores compare to delivering on those factors. It is also suggested that stores selling casual wear focus on the following factors to enhance their customers' satisfaction: Service provided by salespeople; Check-out points, dressing rooms, store hours and proximity to store; Display of casual wear and in-store advertising; Store appearance, styles, sizes and quality of casual wear; Physical facilities to enhance shopping convenience; Offering of cell phones and accessories; Music played; Price of casual wear; and Alteration of clothing and lay-buy services. These store attributes can be used in advertisements of stores selling casual wear to increase awareness of the store by focusing on these attributes, thereby possibly influencing store selection.

6.3.3 Conclusions for objective 3

The third objective for the study was to determine whether differences exist between the store attributes considered important by black Generation Y consumers and their satisfaction with those attributes offered by the store they most often buy their casual wear from. From **main finding IS1 (page 133)**, a practically significant difference could be observed for Factor 4 (Store appearance, styles, sizes and quality of casual wear), which indicated that respondents were less satisfied with the items comprising Factor 4 than the importance of this factor. With regard to the other Importance factors, no practically significant differences

could be observed **(main finding IS2: page 133)**. Respondents were therefore as satisfied with the remaining Importance factors offered by the stores they usually buy their casual wear from, when compared to how important these factors were to them when selecting a store.

It can therefore be **concluded** that respondents were less satisfied with store appearance, styles, sizes and quality of casual wear offered by the store they most often buy casual wear from, than the importance of this factor to them when selecting a store selling casual wear. Respondents were, however, not less satisfied with the remaining Importance factors offered by the stores they usually buy their casual wear from when compared to how important these factors were to them when selecting a store selling casual wear.

It is therefore **recommended** that stores selling casual wear conduct research to determine how satisfied their customers are with the store attributes they currently offer as this will indicate whether current store attributes have to be changed or not. In addition, stores selling casual wear also need to consider their customers' satisfaction with store attributes in relation to its importance and should focus on improving customers' satisfaction by focusing their efforts on those store attributes viewed as most important.

Based on the results obtained from this study, it is **recommended** that stores selling casual wear who target black Generation Y consumers focus on improving consumers' satisfaction with store appearance, styles, sizes and quality of casual wear (as respondents were less satisfied with these attributes than their importance to them). Stores selling casual wear therefore need to ensure that the store's appearance appeals to black Generation Y customers' conspicuous nature and invites browsing. Stricter merchandise control strategies can be formulated to ensure that quality merchandise in a variety of styles and sizes are available.

It is also **recommended** that stores selling casual wear conduct research regarding the perception of their target consumers on their store appearance, styles, sizes and quality of casual wear to find areas for improvement and ensure that they formulate strategies to meet expectations. This will improve black Generation Y consumers' satisfaction with the store delivering on those store attributes and enhance consumers' retail experience.

6.3.4 Conclusions for objective 4

The fourth objective for the study was to determine the influence of various demographic variables on the importance of store attributes considered by black Generation Y consumers when selecting a store selling casual wear. From respondents' sample profile (which included age, gender, marital status, mode of transportation, spending on casual wear, level of education, method of payment, how often casual wear is purchased, the most important criteria in terms of variety offered or price when buying casual wear and the most important criteria in terms the store name or brand name when buying casual wear), significant differences in terms of the Importance factors were observed.

With regard to gender, it was found that female and male respondents do not differ in their views of the Importance factors (**main finding IM1: page 111**). **Main finding IM2 (page 112)** determined that respondents, who had to choose between variety offered or price as most important criteria when buying casual wear, do not differ in their view of the Importance factors. From **main finding IM3 (page 113)** it was observed that respondents, who had to choose between the name of the store or brand names as most important criteria when buying casual wear, do not differ in their view of the Importance factors.

With regard to spending, it was observed that respondents who spend <R100 differ practically significantly from respondents spending R251-R500 as well as from those spending >R500 with regard to Physical facilities to enhance shopping convenience (Factor 5) (**main finding IM4: page 115**). From **main finding IM5 (page 116)**, it was observed that respondents who spend >R500 differ practically significantly from those spending <R100 as well as those spending R100-R250 with regard to Alterations of clothing and lay-buy services (Factor 10). In each case, it was found that respondents who spend more when buying casual wear found the items comprising these factors (Physical facilities to enhance shopping convenience and Alterations of clothing and lay-buy services) to be more important than respondents spending less.

In terms of method of payment and the Importance factors, it was found that respondents who pay using a credit card differ practically significantly from respondents paying with a store card with regard to Physical facilities to enhance shopping convenience (Factor 5) (**main finding IM6: page 117**). The results indicated that respondents who most often pay with a credit card regard the items comprising Factor 5 as more important than those who most often pay with a store card.

Main finding IM7 (page 119) determined that in terms of respondents' mode of transportation most often used to reach a store selling casual wear, respondents who get a lift from others differ practically significantly from those using a bus as well as those walking to the store selling casual wear with regard to Physical facilities to enhance shopping convenience (Factor 5), where the items comprising Factor 5 were considered to be more important to respondents who walk or use the bus to reach the store selling casual wear than those who get a lift from others. From **main finding IM8 (page 119)**, it was found that respondents who get a lift from others differ practically significantly from those who walk as well as those who take a bus to reach a store selling casual wear with regard to Alterations of clothing and lay-buy services (Factor 10), where the items comprising Factor 10 were considered to be more important to respondents who walk to reach a store selling casual wear than those who get a lift from others.

It can therefore be **concluded** that female and male respondents do not differ in their view of the Importance factors. Respondents, who had to choose between variety offered or price as most important criteria when buying casual wear, do not differ in their view of the Importance factors. Respondents, who had to choose between the name of the store or brand names as most important criteria when buying casual wear, do not differ in their view of the Importance factors. Respondents who spend more on casual wear found the items comprising Physical facilities to enhance shopping convenience and Alterations of clothing and lay-buy services to be more important than respondents spending less. Respondents who most often pay with a credit card regard the items comprising Physical facilities to enhance shopping convenience as more important than those who most often pay with a store card. Respondents who walk or use the bus to reach a store selling casual wear found Physical facilities to enhance shopping convenience and alterations of clothing and lay-buy services, as more important than respondents who get a lift from others.

It is therefore **recommended** that stores selling casual wear determine of their customers' demographic profile. In developing and implementing a retail strategy, stores selling casual wear need to consider which demographic characteristics they will focus on. It is also **recommended** that stores selling casual wear should conduct research to specifically determine if differences with regard to their customers' demographics and the importance of store attributes exist. Once groups have been identified, stores selling casual wear need to target them with their retail and integrated marketing communication strategies.

Since the majority of respondents in this study made use of taxis as a mode of transportation to reach a store selling casual wear, it is **recommended** that stores selling casual wear who

target black Generation Y consumers are located near taxi ranks to make it easier for consumers to reach the store or consider offering dedicated taxi drop-off points.

Since the results of this study indicates that respondents who spend more on casual wear regard Physical facilities to enhance shopping convenience and Alterations of clothing and lay-buy services to be more important than respondents spending less, it is **recommended** that stores selling casual wear examine its physical facilities to evaluate if they enhance black Generation Y consumers' shopping experience and whether they meet the expectations of consumers. This may include adding seats if consumers want to rest as well as trolleys and baskets to carry clothing to increase consumers' shopping convenience. Added services such as alterations of clothing can be provided for consumers spending in excess of a certain amount on casual wear. A lay-buy service can also be offered as a service to increase consumers' spending at a store.

6.3.5 Conclusions for objective 5

Objective 5 set out to determine the influence of various demographic variables on black Generation Y consumers' satisfaction with those attributes offered by the store they most often buy their casual wear from. From respondents' sample profile (which included age, gender, marital status, mode of transportation, spending on casual wear, level of education, method of payment, how often casual wear is purchased, the most important criteria in terms of variety offered or price when buying casual wear and the most important criteria in terms the store name or brand name when buying casual wear), significant differences in terms of the Satisfaction factors were observed.

With regard to the name of the store or brand names as most important criteria when buying casual wear, it was observed that respondents do not differ in their view of the Satisfaction factors **(Main finding S1: page 121)**. Similarly, **main finding S2 (page 122)** indicated that respondents who had to choose between variety offered or price as most important criteria when buying casual wear do not differ in their view of the Satisfaction factors.

With regard to respondents' spending, it was determined that respondents spending >R500 differ practically significantly in their satisfaction from those spending <R100, those spending R100-R250 and those spending R251-R500, with regard to Check-out points, dressing rooms, store hours and proximity to store (Factor 2) **(Main finding S3: page 124)**. From **main finding S4 (page 125)**, it was observed that respondents spending >R500 differ practically significantly in their satisfaction from those spending <R100 with regard to Store

appearance, styles, sizes and quality of casual wear (Factor 4). Respondents spending >R500 differ practically significantly in their satisfaction from those spending <R100 and those spending R100-R250 with regard to Music played (Factor 7) (**main finding S5: page 125**). In general, it was observed that respondents who spend more on casual wear were more satisfied with Check-out points, dressing rooms, store hours and proximity to store, Store appearance, styles, sizes and quality of casual wear and Music played compared to respondents who spend less.

Main finding S6 (**page 126**) indicated that respondents who pay using a store card differ practically significantly with regard to their satisfaction from those paying with a cheque or debit card as well as from those paying with a credit card with regard to Price of casual wear (Factor 8). Regarding respondents' mode of transportation most often used to reach a store selling casual wear, **main finding S7 (page 129)** indicated that respondents who most often walk differ practically significantly with regard to their satisfaction from those who most often use a taxi in terms of Check-out points, dressing rooms, store hours and proximity to store (Factor 2). **Main finding S8** (**page 129**) indicated that respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often use a taxi as well as those who most often get a lift from others in terms of Music played (Factor 7). Respondents who most often walk to reach a store selling casual wear differ practically significantly with regard to their satisfaction from those who most often use a taxi as well as those who most often use their own car in terms of Alterations of clothing and lay-buy services (Factor 10) (**main finding S9: page 129**). In general, it was observed that respondents who walk were more satisfied with Check-out points, dressing rooms, Store hours and proximity to store, Music played and Alterations of clothing and lay-buy services.

Main finding S10 (page 132) and **main finding S11 (page 132)** indicated that respondents who purchase casual wear weekly or monthly differ practically significantly from those who purchase casual wear three times a year with regard to Check-out points, dressing rooms, store hours and proximity to store (Factor 2), as well as with regard to Store appearance, styles, sizes and quality of casual wear (Factor 4). In each case, it was observed that respondents who purchase casual wear three times a year were more satisfied with Check-out points, dressing rooms, store hours and proximity to store and Store appearance, styles, sizes and quality of casual wear than those who purchase casual wear weekly or monthly.

It can therefore be **concluded** that respondents who had to choose between the name of the store or brand names as most important criteria when buying casual wear do not differ in

their view of the Satisfaction factors. Likewise, respondents who had to choose between variety offered or price as most important criteria when buying casual wear do not differ in their view of the Satisfaction factors. Respondents who spend more on casual wear were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store, Store appearance, styles, sizes and quality of casual wear and Music played. In general, it was observed that respondents who most often walk to reach the store selling casual wear were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store, Music played and Alterations of clothing and lay-buy services than respondents who most often made use of other modes of transportation to reach the store selling casual wear. Respondents who purchase casual wear three times a year were more satisfied with the items comprising Check-out points, dressing rooms, store hours and proximity to store and Store appearance, styles, sizes and quality of casual wear than those who purchase casual wear weekly or monthly.

It is therefore **recommended** that stores selling casual wear conduct research to determine whether differences exist between customers based on their demographics and their satisfaction levels with store attributes. Based on these results, consumers can be grouped accordingly to identify strategies for improving consumer satisfaction with store attributes.

From this study, it could be seen that respondents who spend more on casual wear were more satisfied with check-out points, dressing rooms, store hours and proximity to store, store appearance, styles, sizes and quality of casual wear and music played. Based on these results, it is **recommended** that stores selling casual wear should continue to focus on these store attributes to ensure that black Generation Y consumers remain satisfied. From this study, it is also **recommended** that stores selling casual wear consider their customers' mode of transportation used to reach the store selling casual wear as well as how often customers visit the store, since these aspects influence consumers' satisfaction with store attributes.

Results from the study indicated that respondents who visit a store selling casual wear more frequently were less satisfied with check-out points, dressing rooms, store hours and proximity to store and store appearance, styles, sizes and quality of casual wear compared to respondents who visit the store sporadically. It is **recommended** that stores selling casual wear should focus on these store attributes in more detail, such as whether the check-out points are fast enough (alternatively, offer an express check-out point for consumers having fewer items). The store can also review its store hours, dressing rooms and proximity to ensure more convenience to their target market.

6.4 LINKING OF SECONDARY OBJECTIVES AND MAIN FINDINGS TO QUESTIONS IN THE QUESTIONNAIRE

Table 6.1 presented below builds on Table 4.3 (discussed in Chapter 4 section 4.2.4.2) and presents the link between the secondary objectives set for the study, the questions in the questionnaire, as well as the main findings pertaining to the specific secondary objective presented in Chapter 5.

TABLE 6.1 LINKING OF SECONDARY OBJECTIVES AND MAIN FINDINGS TO QUESTIONS IN THE QUESTIONNAIRE

Secondary objectives	Questions in questionnaire	Main findings in Chapter 5
1) To determine whether the casual wear store attribute factors identified by Cooper (*in press*) among black consumers are valid for black Generation Y consumers.	-	FA1
2) To determine which store attributes are important to black Generation Y consumers when selecting a store selling casual wear.	Section 1:1-47 Section 2:8-9	FA1
3) To determine whether differences exist between the store attributes considered important by black Generation Y consumers and their satisfaction with those attributes offered by the store they most often buy their casual wear from.	Section 1:1-47	IS1, IS2
4) To determine the influence of various demographic variables on the importance of store attributes considered by black Generation Y consumers when selecting a store selling casual wear.	Section 1:1-47 Section 2:1-9	IM1, IM2, IM3, IM4, IM5, IM6, IM7 and IM8
5) To determine the influence of various demographic variables on black Generation Y consumers' satisfaction with those attributes offered by the store they most often buy their casual wear from.	Section 1:1-47 Section 2:1-9	S1, S2, S3, S4, S5, S6, S7, S8, S9, S10 and S11

Table 6.1 shows the link between the secondary research objectives, questions in the questionnaire and main findings for the study. From this representation it becomes evident that the secondary objectives set for the study have been met. The primary objective, namely to determine the importance of, and satisfaction with, store attributes to black Generation Y consumers when selecting a store selling casual wear has therefore been achieved through the realised secondary objectives.

6.5 LIMITATIONS OF THE STUDY

All research studies are presented with inherent limitations. In this study, limitations pertaining to the literature review, as well as the empirical research process, included the following:

- A lack of available literature regarding black consumers from a South African context. Most literature found regarding black consumers was from an African American perspective. Few sources pertained specifically to the consumer and shopping behaviour of black South African consumers and those sources that could be found focused on the upcoming middle class, the so-called Black diamonds.

- An insufficient amount of literature focussing on Generation Y consumers from a South African perspective. Literature proved to be rich regarding the consumer and shopping behaviour of Generation Y, but this was mainly from a United States or European perspective. The amount of literature regarding Generation Y from a South African perspective proved lacking regarding their buying behaviour and store selection choices.

- A vast amount of literature regarding store image attributes was found. However, few studies pertaining to store attributes and the manner in which they influence consumers' store selection choices were found. For this reason, store image literature was used as a basis for the discussion on store attributes.

- Time limitations and a lack of financial resources presented difficulties with regard to the execution of the study. The collection of data was limited to a period of two weeks due to a lack of financial resources. Furthermore, time restraints influenced the amount of questionnaires that could be completed.

- As the questionnaire was in English, fieldworkers needed to explain many of the questions to respondents in their home language. Since this took more time, some consumers/shoppers that were approached were unwilling to complete the questionnaire.

- Since respondents were selected on the basis of convenience, the results of the study were not representative of the whole population, but were only representative of the respondents who participated in the study. This particular sampling method

had to be used because no sampling frame pertaining to black Generation Y consumers buying casual wear in Soweto was available.

6.6 RECOMMENDATIONS FOR FUTURE RESEARCH

After the completion of the study and taking its limitations into consideration, the following recommendations for future research can be made:

- Comparative studies should be carried out among different black cultures in South Africa to determine if they differ regarding store attributes that are important to them in store selection as well as their satisfaction with stores delivering on those store attributes. This will assist in identifying whether disparities regarding store selection exist among the various black cultures in South Africa.

- Similar studies could be conducted among different population groups, age groups, income levels and geographic regions to determine whether these aspects play a role in store selection and which store attributes consumers find important and whether they are satisfied with store attributes.

- A study can be done to compare consumers in developed and developing countries to determine whether disparities regarding the importance of store attributes and satisfaction with those store attributes exist.

- A similar study could be conducted considering different product categories to determine which attributes black Generation Y consumers consider important when buying other products.

6.7 CONCLUSION

This chapter provided conclusions to the study. The links that exist between the secondary research objectives, the questions in the questionnaire and the main findings relating to the secondary objectives were presented. From these links it could be concluded that the primary objective formulated for the study, namely to determine the importance of, and satisfaction with, store attributes to black Generation Y consumers when selecting a store selling casual wear has been achieved. Based on the conclusions presented,

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APPENDIX A:
QUESTIONNAIRE

Please tell me your age

Younger than 16	Thank the respondent and terminate interview	
16 – 18	1	
19 – 21	2	
22 – 24	3	
Older than 24	Thank the respondent and terminate interview	

SECTION 1: IMPORTANCE AND SATISFACTION WITH STORE ATTRIBUTES

Thinking of stores selling casual wear, please indicate how important each of the following attributes are to you when selecting a store selling casual wear. Secondly, indicate how satisfied you are with the store you most often buy casual wear from for delivering on each of the attributes

	IMPORTANCE 1 = not important 5= very important						SATISFACTION: 1 = not satisfied 5 = very satisfied				
1.	1	2	3	4	5	Variety of styles of casual wear sold	1	2	3	4	5
2.	1	2	3	4	5	Variety of sizes of casual wear sold	1	2	3	4	5
3.	1	2	3	4	5	Variety of brand names sold	1	2	3	4	5
4.	1	2	3	4	5	Fashionable styles	1	2	3	4	5
5.	1	2	3	4	5	Price of casual wear	1	2	3	4	5
6.	1	2	3	4	5	Quality of casual wear	1	2	3	4	5
7.	1	2	3	4	5	Easy access to store entrance	1	2	3	4	5
8.	1	2	3	4	5	Ease of movement between products in the store	1	2	3	4	5
9.	1	2	3	4	5	Air-conditioning	1	2	3	4	5
10.	1	2	3	4	5	Availability of seats if you want to rest	1	2	3	4	5
11.	1	2	3	4	5	Availability of trolley or baskets to carry clothing	1	2	3	4	5
12.	1	2	3	4	5	Enough dressing rooms	1	2	3	4	5
13.	1	2	3	4	5	Full-length mirrors in dressing rooms	1	2	3	4	5
14.	1	2	3	4	5	Privacy in dressing rooms	1	2	3	4	5
15.	1	2	3	4	5	Enough light in dressing rooms	1	2	3	4	5
16.	1	2	3	4	5	Easy access to store exit	1	2	3	4	5
17.	1	2	3	4	5	Availability of parking near entrance of store	1	2	3	4	5
18.	1	2	3	4	5	Access to public transportation near to store	1	2	3	4	5
19.	1	2	3	4	5	Convenient store hours	1	2	3	4	5
20.	1	2	3	4	5	Availability of discounts offered by store	1	2	3	4	5
21.	1	2	3	4	5	Clothing store close to home	1	2	3	4	5
22.	1	2	3	4	5	Clothing store close to work or school	1	2	3	4	5
23.	1	2	3	4	5	Availability of other clothing stores near this store	1	2	3	4	5
24.	1	2	3	4	5	Availability of casual wear advertised by store	1	2	3	4	5
25.	1	2	3	4	5	Enough check-out points	1	2	3	4	5
26.	1	2	3	4	5	Fast check-out points	1	2	3	4	5
27.	1	2	3	4	5	Enough salespeople to provide assistance	1	2	3	4	5
28.	1	2	3	4	5	Helpful salespeople	1	2	3	4	5
29.	1	2	3	4	5	Friendly sales people	1	2	3	4	5
30.	1	2	3	4	5	Salespeople have knowledge about the casual wear in store	1	2	3	4	5
31.	1	2	3	4	5	Free clothing alterations provided by store	1	2	3	4	5
32.	1	2	3	4	5	Lay-buy services	1	2	3	4	5
33.	1	2	3	4	5	Sells cell phones and accessories	1	2	3	4	5
34.	1	2	3	4	5	Sells airtime	1	2	3	4	5
35.	1	2	3	4	5	Easy return policy of store (taking clothes back)	1	2	3	4	5
36.	1	2	3	4	5	Refunds (getting your money back) provided by store	1	2	3	4	5
37.	1	2	3	4	5	Availability of credit card facilities	1	2	3	4	5
38.	1	2	3	4	5	Availability of a store card	1	2	3	4	5
39.	1	2	3	4	5	Type of music playing in store	1	2	3	4	5
40.	1	2	3	4	5	Loudness of music playing in store	1	2	3	4	5
41.	1	2	3	4	5	Store smell	1	2	3	4	5
42.	1	2	3	4	5	Enough light in store	1	2	3	4	5
43.	1	2	3	4	5	Neat store appearance	1	2	3	4	5
44.	1	2	3	4	5	Clean store	1	2	3	4	5
45.	1	2	3	4	5	Window display of casual wear in store	1	2	3	4	5
46.	1	2	3	4	5	Clearly visible in-store advertisements	1	2	3	4	5
47.	1	2	3	4	5	In-store display of casual wear	1	2	3	4	5

SECTION 2: DEMOGRAPHIC INFORMATION
NB: ONLY ONE ANSWER FOR EACH QUESTION

1. Gender

Female	1
Male	2

2. Marital status

Single	1
Living with someone	2
Married	3

3. Which mode of transportation do you most often use to reach stores selling casual wear?

Walk	1
Bus	2
Taxi	3
Lift with others	4
Own car	5

4. How much, on average, do you spend on casual wear per month?

Less than R 100	1
R 100 – R 250	2
R 251 – R 500	3
More than R 500	4

5. Highest level of education

Primary school	1
High school	2
Diploma	3
Degree	4
Post-graduate degree	5

6. Which payment method do you use most often when purchasing casual wear?

Cash	1
Cheque	2
Credit card	3
Debit card	4
Store card	5

7. How often do you purchase casual wear?

Only when needed	1
Weekly	2
Monthly	3
Three times a year	4
Twice a year	5
Once a year	6

8. Which of the following is most important to you when buying casual wear?

Variety offered	1
Price	2

9. Which of the following is most important to you when buying casual wear?

The store at which you buy your casual wear	1
Brand names of casual wear	2

APPENDIX B:
ASSISTANCE IN STATISTICAL ANALYSIS

NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
POTCHEFSTROOMKAMPUS

Privatebag X6001   Potchefstroom 2520
Tel (018) 299 1111   Fax (018) 299 2799
http://www.puk.ac.za

Statistical Consultation Service
Tel: (018) 299 2018

To whom it may concern

Faxs: (018) 299 2557

14 April 2010

Re: Dissertation SW Kuhn, student number: 20083947

We hereby confirm that the Statistical Consultation Service of the North-West University has analysed the data and assisted with the interpretation of the results.

Kind regards

Mrs J W Breytenbach (MSc)

APPENDIX C:
STATISTICAL ANALYSIS

Appendix Table 1a: Respondents' gender and whether they deem the store or brand names as more important when buying casual wear

Chi-square tests

Statistic	Value	df	Assymp. Sig. (2-sided)
Pearson chi-square	10.360	1	.001
Continuity correction	9.559	1	.002
Likelihood ratio	10.429	1	.001
Linear-by-linear association	10.320	1	.001
N of valid cases	71		

Appendix Table 1b: Respondents' gender and whether they deem the store or brand names as more important when buying casual wear

Symmetric measures

	Statistic	Value	Approx. sig.
Nominal by nominal	Phi	.200	.001
	Cramer's V	.200	.001
	N of valid cases	260	