



**STORE SELECTION CRITERIA AMONGST BLACK CONSUMERS
IN THE PURCHASE OF SPORTSWEAR APPAREL IN SOWETO
AND THE RELATIONSHIP WITH
STORE SATISFACTION AND LOYALTY**

by

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DECLARATION

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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EXECUTIVE SUMMARY

Research on apparel store choice and patronage has been widely studied locally and internationally. However, it is still important to understand consumers' purchase behaviour and to develop appropriate retailing strategy. South Africa is currently experiencing a substantial growth in retail infrastructure especially in townships. Formal retailers are now expanding into township markets. Most of those retailers differentiated themselves from their competitors by developing a corporate identity, *inter-alia* through their store image.

The purpose of the research was to examine apparel store selection criteria amongst black consumers in Soweto. In addition, this research examined the relationship between store satisfaction and loyalty. The literature review focuses on consumer behaviour variables and store image variables influential in store selection. The review was necessary to provide an overview of how consumers decide where, how and when to shop.

A structured questionnaire was used to collect data from 489 respondents who were selected using non-probability convenience sampling. The sample size comprised sportswear apparel shoppers (blacks), both male and female, 18 years and older who patronised three shopping malls, namely Protea Gardens, Southgate, and Jabulani Mall. Data were analysed using Exploratory Factor Analysis (EFA), mean rankings, the Mann Whitney U test, correlation analysis and regression. Six factors were found to be appropriate to capture the dimensions of store selection. These factors were labelled sales assistant, store atmospherics, store appeal (interior/exterior), in-store induced appeals, promotion/brand availability and store accessibility.

Furthermore, the data obtained revealed a strong linear relationship between satisfaction and loyalty as well as significant relationship amongst the dimensions of store selection. Regression analysis revealed that promotion/brand availability and store satisfaction are strong predictors of loyalty. The Mann Whitney U test revealed no significant difference in the store choice dimensions between female and male respondents.

The recommendations arising from the current study could help retailers understand what motivates shoppers to select one store amongst other stores. The identification of

in-store and out-of-store activities that encourage consumers to stay store loyal, are critical to the success of retail businesses. Future studies may be extended on the purchase of other products apart from sportswear items.

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CHAPTER 1

INTRODUCTION AND PROBLEM ORIENTATION

1.1 INTRODUCTION

Store choice and patronage have been widely studied in many countries (Sinha, Banerjee & Uniyal, 2002:13; Mittal & Mittal, 2008:22). However, there remains vast scope for research, given that the retailing environment changes rapidly, which leads to changed shopper expectations and a realignment of the choice set of stores (Sinha & Banerjee, 2004:482). Kim (2002:595) is of the view that the prevailing socio-demographic changes in the current consumer market, the expanding number of dual-income and single parent households and the increasing number of computer-literate consumers have significantly altered consumer expectations and demands during their shopping experiences.

Mason, Mayer and Ezell (1991:152) affirm that consumers make decisions regarding the stores they choose to patronise. Various individual and social factors influence this decision (Lamb, Hair, McDaniel, Boshoff & Terblanche, 2004:75). The image of a retail outlet is important in such a decision because the consumer may be seeking a particular brand or quality of merchandise, specific services such as credit or delivery, an attractive outlet, courteous employees, and an outlet where consumers with similar lifestyles are likely to shop. In addition, the store appearance, its employees and promotional materials offer visible cues to consumers that contribute to their perception of a store's image (Gagliano & Hathcote, 1994:67).

1.2 OVERVIEW OF RETAILING IN TOWNSHIPS

South Africa has one of the most rapidly developing and exciting retail landscapes in the world. A wide range of retail institutions is prevalent in South Africa's urban and semi-urban areas, ranging from the most sophisticated hypermarkets which compare with the best in the world, to the uniquely South African spaza shops (Terblanche, 2002:26). Within the South African retail context consumers are becoming more demanding (Terblanche, 2002:27). With rising income levels consumers insist on good services and high quality products (Media Release, 2007:2).

The majority of township residents' shopping activities take place in the main city centres or shopping malls around the area in which they are employed (Ligthelm, 2008:37). In the late 80s there was an under-provision of formal retailers offering clothing, footwear, furniture and appliances in most South African townships. Some adjustment therefore had to be made to grow township retailing (Ligthelm, 2005:213). The retail landscape in townships was previously dominated by mainly small informal businesses offering basic products and services to a relatively low- income consumer market (Ligthelm, 2008:37). Different retail store formats were established only in urban areas. However, informal retailers are now pressurised by formal retailers that are seeking to increase their market shares (Dhurup & Oosthuyzen, 2010:380).

There is substantial growth in retail infrastructure and facilities in South Africa, especially in township areas with a concomitant expansion of formal retail choices (Ligthelm, 2008:51). Tustin and Strydom (2006:52) are of the view that with recent development of more formal large retail chains in township areas, the majority of township residents enjoy convenience retail shopping. It is clear that the urban markets are saturated, which creates new opportunities for some of the major retail chain stores to operate in townships (Tustin, 2008:18).

South African townships have emerged as the new market for national retailers, especially department and supermarket chains (Tustin, 2008:17). Township residents previously had access mainly to informal retail shops with fairly limited products available. There are an increasingly larger number of formal retail chains in the previously untapped middle and low-income market, and this has resulted in a significant increase in shopping centre development in townships (Dlamini, 2006:1). For example, the following retailers are now easily accessible in townships: Pick n Pay, Shoprite, Edgars and Game. These emerging retailing developments in the central districts of townships are becoming successful and are setting the benchmarks in South Africa (Warrington, 2005:394).

A township such as Soweto is currently growing into a mature urban environment with its own vibrancy and associated retailing opportunities (City of Johannesburg, 2005:6). A number of new upmarket shopping complexes are sprouting in the sprawling townships and existing ones are being revamped (Dlamini, 2006:1). Since the development of new shopping malls and the revamping of existing centres, 62.5%

of households are reported to have purchased more goods and services from businesses located inside Soweto (Tustin, 2008:38). Shoppertainment and competitive prices were the primary reasons that consumers shopped at new or established retail malls and centres (Tustin & Strydom 2006:55).

With regard to the apparel market Harrison and Dunne (1998:13) are of the view that South Africa is shifting rapidly, particularly in the context of political and economic changes which have given a rise to a massive black aspirant market that is increasingly demanding and sophisticated. Du Preez, Visser and Zietsman (2007:2) concur that the South African apparel market is highly competitive and that this necessitates a differentiated market offering because of changing consumer tastes and preferences. According to McKinney, Legette-Traylor, Kincade and Holloman (2004:390) the black consumer population is a growing segment in the market. This segment has money and also fashion interest, which are two major components of a viable segment. For their part, Kim and Han (2000:60) have found that consumers have a strong interest in and unique perceptions of branded goods. As a result retailers and managers of shopping malls/centres in which they operate are now required to make decisions directed at meeting the varying demands of their prospective consumers in order to attract the black segment of the market (Du Preez *et al.*, 2007:7).

1.3 APPAREL SPENDING IN SOUTH AFRICA

The apparel consumer market seems to be in a state of flux. Tustin (2009:60-62) reported that since 2000 sales of apparel (ladies', girls' and infants') have recorded positive growth of 6.2% in 2007 with no significant growth in 2008, whereas sales of men's and boys' clothing remained around 0.6% in 2007, but dropped to 0.4% in 2008. Across South Africa as a whole in 2009, retail sales of men's and boys' clothing were expected to amount to R32 394 million, reflecting a drop of 0.5%, while sales of women's, girls' and infants' clothes were expected to amount to R54 835 million, also reflecting a drop of 0.5%. Tustin (2007:41) has reported that residents in Soweto spend more on food, followed by clothes with an average monthly expenditure of R747, where 27.8% is spent in businesses outside Soweto and 60.6% is spent in businesses within malls in Soweto.

The South African footwear market consists of the total revenue generated through sales of all types of men's, women's and children's shoes (Datamonitor, 2010:7). It has been reported that this market had a total revenue of \$1.90 billion in 2009. This market is expected to reach \$2.43 billion in 2014 (Datamonitor, 2010:9). However, the analysis of the global apparel and textile industry indicated a decline in sales of \$1.972.2 billion in 2008, but there is expected to be an increase of \$2.751.2 billion in 2013 (Datamonitor, 2009:8).

In the previous section South African retailing, and particularly in townships, was examined in order to offer a brief understanding of how formal retail chains are tapping into the previously untapped market which was dominated by informal retailers. It is evident that the black market is now lucrative, feasible enough for township mall development. Just like any other market, township markets are complex and consumers are more sophisticated and more informed than before (Van der Vyver, 2008:2).

1.4 STORE CHOICE BEHAVIOUR

Store choice refers to the process in which a consumer makes a retail outlet choice to shop at between two or more alternatives (Mowen, 1993:414). Selection of a specific store involves a comparison of the available stores on evaluative criteria of consumers (Ghosh, Tripathi & Kumar, 2010:78). According to Jones and Reynolds (2006:123) retail factors, both in-store and out-of-store may influence the interest level of a store. In-store factors that interact with shoppers during shopping include sales or promotions, knowledgeable and helpful salespeople, variety of exciting products, excellent merchandising, appealing atmosphere such as air-conditioning, more mirrors and space, cleanliness and tidiness (Leung & Taylor, 2002:70; Mittal, Prashar & Mittal, 2011:87). Out of store factors reflect aspects of the store that are somewhat unrelated to an in-store experience and include factors such as word-of-mouth, advertising, and store image (Jones & Reynolds, 2006:122).

Clarke, Hallsworth, Jackson, De Kervenoael, Del-Aguila and Kirkup (2004:91) argue that even if consumers are aware of available alternatives, they need to be able to access them (physically and economically) in order to exercise their choice. Levy and Weitz (2007:102) suggest that when consumers select a retailer, they do not actually

go through the process of listing store characteristics, evaluating retailers' performance on these characteristics, determining each characteristic's performance, calculating each store's overall score and patronising the retailer with the highest score. Instead, they develop mental images of a store in their minds. While location, convenience and price were reasons given for initial store choice, other reasons for store selection included store layout, breadth of product lines, store atmosphere, shopping ease, service, quality and freshness (Von Freymann, 2001:113). Hence, numerous in-store and out-of-store factors play an integral role in store selection behaviour; the dimension found to influence the store choice decision is the type of shopping task to be undertaken (Sinha & Banarjee, 2004:483).

Research conducted by Amine and Cadenat (2003:486) indicates that retailers have to understand how consumers perceive their outlet, based on the various factors of positioning. In their analysis of retail strategies, the authors assembled variables that arranged positioning into four categories: the store (set-up, location, architecture, flow system, lighting), the assortment (size, product range, style, brand policy, presentation), the pricing policy (overall price levels, price range) and the service (personnel, business hours, parking lot and after-sales service). Harries and Walters (1992:106) suggest that research into consumer perceptions and expectations could offer an initial direction for the development of store design and layout decisions.

1.5 PROBLEM STATEMENT

There is considerable evidence that store selection criteria tend to be situation-specific and that they tend to shift over time (McGoldrick, 1990:71). There is a need to explore and understand consumer shopping behaviour and purchase drivers in apparel stores in a South African context. Owing to the growth in disposable income and an improving infrastructure, consumers' choice of stores has increased. An understanding of the how, when, where and what consumers' shopping requirements are may assist retailers in becoming more responsive to consumers' need for information during their search and evaluation efforts (Mason *et al.*, 1991:150). Such knowledge should help to distinguish the elements that contribute to customer satisfaction from those that sustain store loyalty and, thereby, suggest an appropriate allocation of resources (Miranda, Konya & Havrila, 2005:230).

There are many choices and a lack of clarity around and among competing stores. Therefore, there is a need to quantify how shoppers select apparel store categories. As part of a category approach to the retail industry, consumer insight can improve store positioning and promotion. Different store types or categories present consumers with an array of choices when selecting a store in which to shop. According to Karpova, Hodges and Tullar (2007:117), a lack of knowledge about the needs and wants of consumers can create difficulties for retailers. Understanding how consumers assess quality and which factors influence their purchase decisions will aid retailers and marketers in selecting what merchandise to stock as well as in promoting their business (De Klerk & Lubbe, 2008:37).

To date, store environment research has not examined the key issues regarding how different store environmental cues collectively shape consumers' merchandise value perceptions and how those perceptions, in turn, influence store patronage (Baker, Parasuraman, Grewal & Voss 2002:120). According to Broekemier, Marquardt and Gentry (2008:60) retail patronage intentions have been found to be more highly correlated with consumers' beliefs about the physical attractiveness of a retail service environment than with the merchandise quality, general price level and product selection.

Despite the obvious importance of detecting the general product and store attributes that influence consumer decisions, research suggests that the importance of specific criteria may be partially determined by the demographic characteristics of the consumers (Baltas & Papastathopoulou, 2003:498). Variations in educational levels, attitudes and lifestyles may lead to variations in consumer decision-making in terms of store selection. As consumers vary in lifestyles, cultural ties and physical characteristics, so their demand for greater product differentiation becomes more apparent.

1.6 OBJECTIVES OF THE STUDY

1.6.1 Primary objectives

The primary objective of this study is to examine sportswear apparel store selection criteria amongst black consumers in Soweto.

1.6.2 Theoretical objectives

In order to achieve the primary objective, the following theoretical objectives are formulated for the study:

- Conduct a literature review on the consumer decision-making process.
- Conduct a literature review on internal and external influences that affect consumer decision-making.
- Conduct a literature review on the factors that are influential in store selection.
- Conduct a literature review on store satisfaction and store loyalty and how these affect store choice selection.

1.6.3 Empirical objectives

In support of the primary objective, the following empirical objectives are formulated for the study:

- Establish the dimensions of store selection criteria amongst apparel shoppers in malls.
- Examine the relationship between store selection criteria and store satisfaction.
- Examine the relationship between store selection and store loyalty.

1.7 SCOPE OF THE STUDY

Hornby (2005:1425) has defined sportswear as clothes worn for sport or for casual outdoor use. Only sportswear formed part of this study. For the purpose of this study, research was conducted amongst black consumers who shop for sportswear at any type of apparel retail outlet in shopping malls situated in Soweto. Major shopping malls that were part of the study are Protea Gardens, Southgate, and Jabulani Mall.

1.8 LITERATURE REVIEW ON STORE CHOICE

A literature study on store selection behaviour was undertaken. Textbooks, journals, magazines, newspapers and the Internet were used to establish a theoretical background. The literature study was mainly focused on store attributes, store choice behaviour, store satisfaction and store loyalty.

1.9 EMPIRICAL RESEARCH DESIGN

The research design entailed the following stages:

1.9.1 Sampling design procedure

The following steps, as described by Martins, Loubser and Van Wyk (1996:252) were used in developing the sampling procedure:

1.9.2 Target population

The target population was restricted to black consumers residing in Soweto. For the purpose of the study, the population encompassed individual consumers, both male and female, 18 years and older who patronised the three shopping malls outlined under Section 1.7.

1.9.3 Identification of the sample frame

Since it was difficult to obtain a list of shoppers, the survey locations (shopping malls) were used to generate a sample of prospective respondents.

1.9.4 Sampling method

For the purpose of this study, the non-probability sampling method was used. Non-probability sampling is a sampling method in which units of the sample are selected based on personal judgment or convenience (Zikmund & Babin, 2010:311). According to Malhotra, Birks and Wills (2007:501) non-probability samples may yield good estimates of the population's characteristics. Convenience and judgmental sampling are the two applicable methods chosen for this study.

1.9.5 Sample size

Since there are no statistical formulae for the prior calculation of sample sizes for non-probability sampling methods, researchers rely on experience to determine the size of a sample that will be representative of the universe (Martins *et al.*, 1996:256). The decision on how large a non-probability sample should be usually made in a subjective manner (Kress, 1988:176). Using the historical approach, the sample size has been set at 500 intercept interviews. This sample size is consistent with studies on

shopping behaviour. The determination of the sample size is discussed in Chapter 3 (section 3.3.4).

1.9.6 Method of data collection

The survey method was used to obtain the relevant data through personal interviews (mall intercept). The survey method was chosen because of its low cost and ease of administration (Malhotra, 2009:214).

1.10 MEASURING INSTRUMENT

Primary data are originated by a researcher for the specific purpose of addressing the problem at hand (Chisnall, 2005:47). Primary data were generated by means of a questionnaire designed to measure consumers' store preferences and store selection attributes. Respondents were requested to complete a structured questionnaire. The questionnaire comprised four sections. Section A comprised questions on store preferences and selection criteria. Section B comprised questions on respondents' biographical data. Section C comprised questions on store satisfaction and Section D comprised questions on store loyalty.

1.11 STATISTICAL ANALYSIS

Descriptive statistics were primarily used to examine the composition of the sample. The data on biographical information were analysed using frequencies. Correlation and regression analysis were employed to evaluate the relationship between sportswear store dimensions, satisfaction and loyalty. Furthermore, store dimensions were analysed using factor analysis. The Mann-Whitney U test was also used to identify difference in store choice dimension between males and females. The Statistical Package for Social Sciences (SPSS), Version 20.0 for Windows, was used to analyse the gathered data.

1.12 VALIDITY AND RELIABILITY

Schmidt and Hollensen (2006:128) describe validity as the degree to which a measurement scale measures what it is supposed to measure. The questionnaire used in the study was tested for construct, content and discriminant validity. Reliability refers to the extent to which a scale produces consistent results if repeated

measurements are made (Malhotra, 2009:315). The reliability of the instrument was established using Cronbach's alpha coefficient. Details of the reliability and validity procedures are discussed in detail in Chapter 3 (sections 3.10 and 3.11).

1.13 ETHICAL ISSUES

Ethics involves the study of moral issues and choices. Research is a professional practice and the survey should be conducted in an ethical manner to reflect professionalism. Cant, Nel, Nel and Kotze (2003:11) define ethics as the body of moral principles or values governing or distinctive of a particular organisation. Martins *et al.* (1996:44) indicate that ethics are of particular concern to research practitioners because their very profession is based on consumer/public cooperation. The following ethical guidelines, as elucidated by Lutabingwa and Nethonzhe (2006:697) were adhered to throughout this study:

- Privacy: the identity of individual respondents was kept strictly confidential and anonymous.
- Deception: misleading information, such as understating the amount of time required to participate in the interview process, was avoided.
- Informed consent and voluntary participation: verbal permission was obtained from respondents and participation was voluntary.
- Permission: the managers of those shopping malls included in the study were approached for written permission to conduct the study at their premises.
- Professionalism: fieldworkers were trained on how to conduct interviews in order to ensure a high standard of professionalism.
- Data analysis: the analysis of the data was computed as an aggregate and no responses to questions were ascribed to individual respondents.

1.14 DEFINITION OF TERMINOLOGIES

1.14.1 Consumer behaviour

Solomon and Rabolt (2004:23) defined consumer behaviour as the study of the course involved when individuals or groups select, purchase, use, dispose of products, services, ideas, or experiences to satisfy their needs and desires.

1.14.2 Consumer involvement

Consumer involvement has been defined as an unobservable state of arousal and interest evoked by stimulus or situations having strong drive properties (Sridhar, 2007:133).

1.14.3 Consumer satisfaction

Consumer satisfaction refers to consumers' response to the evaluation of perceived discrepancy between prior expectation and actual performance of the product (Otieno, Harrow & Greenwood, 2005:300).

1.14.4 Nonparametric tests

Nonparametric tests are defined as a class of statistical test, known as the distribution-free test, that are applicable when the data reflect nominal or ordinal measurement or when the data reflect interval measurement but the assumptions required for the appropriate parametric test are not satisfied (Churchill & Iacobucci, 2005:463).

1.14.5 Patronage

Retail patronage has been described as whether consumers visit, spend money, are willing to recommend and continue shopping in a particular store (Chetthamrongchai & Davies, 2000:96).

1.14.6 Probing

Futrell (2008:160) views probing as the process of gathering information and uncovering customer needs using one or more questions.

1.14.7 Price

Price has been defined by Dwyer and Tanner (2009:401) as the amount of money paid by a consumer for the sake of obtaining a product or service.

1.14.8 Switching cost

Oz (2009:46) defines switching costs as expenses incurred when a customer stops buying a product or service from one business and start buying it to another.

1.14.9 Variety

Variety refers to a number of different merchandise categories or products lines that the retailer carries (Madaan, 2009:44).

1.14.10 Variance

Variance refers to a measure of dispersion based on the degree to which elements of sample or population differ from the average element (Aaker, Kumar & Day, 2007:36).

1.14.11 Word-of-Mouth (WOM)

Soderlund (1998:172) defined WOM as the extent to which a customer informs friends, relatives and colleagues about an event that has created a certain level of satisfaction or dissatisfaction.

1.15 CHAPTER CLASSIFICATION

Chapter 2 Consumer buying behaviour and store selection: This chapter provides a review of the literature on store choice behaviour, and store image attributes that are essential in store selection decisions. A discussion of store satisfaction and store loyalty are also provided in this chapter.

Chapter 3 Research methodology: The prominence of this chapter is on the design and the research method utilised in the study. The following research design, namely the sampling design procedure, questionnaire design and data collection method are discussed. The method of data analysis and statistical techniques employed are also outlined. In addition, reliability and validity issues are also addressed in this chapter.

Chapter 4 Data analysis and interpretation: This chapter encompasses the analysis, interpretation and evaluation of the research findings. Statistical analysis and reliability and validity are also presented.

Chapter 5 Conclusion and recommendations: Overviews regarding the attainment of the objectives of the study are provided. Recommendations emanating from the study are made. Furthermore, the limitations, implications for further research and the value of the study are outlined.

1.16 SYNOPSIS

This chapter provided the foundation of the study focusing on the constantly changing retailing environment across the world, which leads to changes and realignment of

shopper behaviour. An overview of retailing in townships, apparel spending in South Africa and store choice behaviour was also discussed. The research problem of the study, motivation for the study, primary and theoretical objectives formulated was drawn. In addition, the measuring instruments and statistical methods to analyse data were highlighted. In reflecting the professional practice, important ethical guidelines considered throughout the survey were described. The key terminologies emanating from the study were defined, and the classification of chapter for the entire study was provided.

The next chapter provide will provide a review of relevant literature on the consumer-decision making process, consumer involvement and types of consumer decisions, and related consumer behaviour variables in store choice decisions. In addition, store choice variables, store image dimensions, store satisfaction and loyalty are also reviewed.

CHAPTER 2

CONSUMER BUYING BEHAVIOUR AND STORE SELECTION

2.1 INTRODUCTION

The previous chapter provided a brief background to the study. The problem statement, objectives and the research design of the study were outlined. In this chapter the literature review undertaken serves to provide a theoretical base in order to develop and justify the research study. This chapter is organised as follows: the first section commences with a brief overview of the consumer decision-making process, followed by related consumer behaviour variables in store choice decisions. Finally a discussion of consumer store choice, store image, store satisfaction and store loyalty is provided.

In the section which follows an overview is provided of the consumer decision-making process.

2.2 THE CONSUMER DECISION-MAKING PROCESS

Various models of consumer behaviour have been developed over time to assist marketers and retailers to understand the complexity of consumer behaviour. Certain consumer decision-making models are complex but are essentially descriptions to illustrate the behavioural process. Despite their limitations, they enable retailers and marketers to view the behaviour of customers in a holistic manner. A more appropriate model of consumer decision-making is proposed by Blackwell, Miniard and Engel (2006:85). This model depicted in Figure 2.1 is discussed in the section that follows.

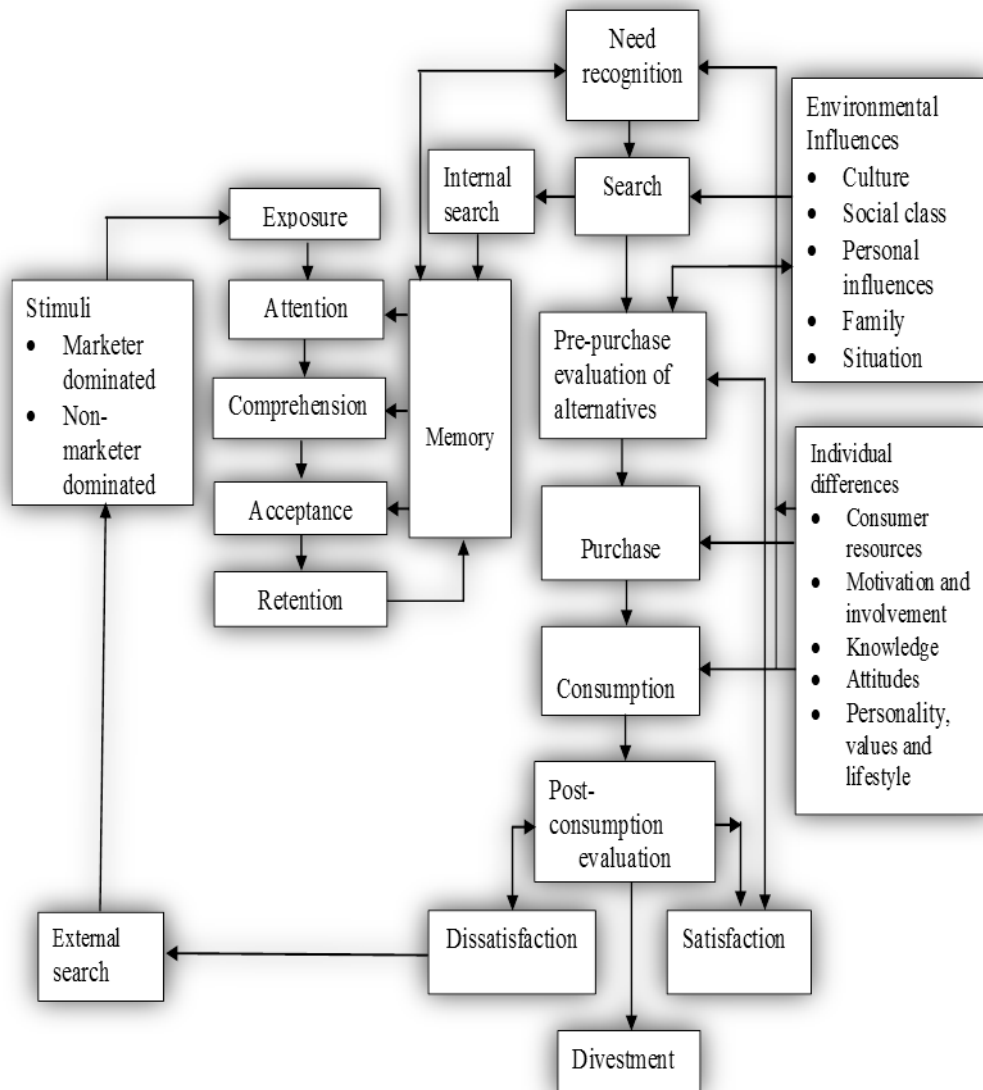


Figure 2.1 The Engel-Blackwell-Miniard model of consumer behaviour

Source: Blackwell, Miniard and Engel (2006:85)

The Engel-Blackwell-Miniard model shows that consumers typically go through the following seven steps when making decisions: the need recognition, search for information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation, and divestment. This model also indicates that various environmental variables and individual differences have an influence on each step of consumer decisions. By understanding steps in the consumer decision-making map, marketers and retailers can discover why consumers buy products. A review of other literature

shows that consumers generally go through five common steps in decision-making. The five steps of consumer decision-making process adopted from Kotler (2000:179) are expanded in the section that follows.

Step 1: Problem recognition

Problem recognition is the first stage in the consumer decision-making process. It occurs when a consumer acknowledges a significant difference between what is perceived as the desired state and what is perceived as the actual state (Kardes, Cline & Cronely, 2011:71; Lusch, Dunne & Carver, 2011:101). An actual state is the way an individual perceives his or her feelings and the situation to be at the present time whereas a desired state is the way an individual wants to feel or be at the present time (Hawkins & Mothersbaugh, 2010:500). In relation to this study, the dynamic store choice decision can be conceptualised as a problem of deciding where and when to shop (Leszczyc, Sinha & Timmermans, 2000:324).

In the market, retailers and marketers use cues to attract and direct consumers' attention toward recognition of a need that is unsatisfied. Exposure to retailers' stores, products, advertisements, merchandising, incentives, personal selling efforts, and price structures are all potential reminders to consumers of unfulfilled needs (Lewison, 1997:161). For example, when a consumer is exposed to print advertisement of formal clothes, this may trigger the need for a new suit especially when faced with an interview for a job opportunity.

Levy and Weitz (2007:96) have identified two types of needs that motivate consumers to go shopping and purchase merchandise, namely utilitarian and hedonic needs. When consumers go shopping to accomplish a specific task, they are seeking to satisfy utilitarian needs and when they go shopping for pleasure, they are seeking to satisfy their hedonic needs-i.e. their need for an entertaining, emotional, and recreational experience. Michon, Yu, Smith and Chebat (2007:497) state that the hedonic shopping experience may be mood-driven, but for fashion leaders it may easily be triggered by higher involvement cognitive processing. Some consumers may visit shopping centres just to have fun as part of their shopping experience.

However, the utilitarian shopping experience is more strongly related to patronage intentions and the problem on hand that needs to be resolved. Prasad and Aryasri

(2011:80) posit that these types of shoppers are high on need-based buying, low on idea shopping and seldom resort to unplanned purchases. Van Waterschoot, Sinha, Van Kenhove and De Wulf (2008:196) claim that deciding where and what to buy is a problem that requires searching and processing information related to a store or product(s). Shopping is an information search process which signifies that the behaviour of a consumer may differ with type of store, association with store and type of product bought (Sihna & Uniyal, 2005:36).

Step 2: Information search

Once a problem is recognised, relevant information from long-term memory is used to determine if a satisfactory solution is known, what the characteristics of potential solutions are and what are the appropriate ways to compare possible solutions. This process is called the internal search (Hawkins & Mothersbaugh, 2010:518). Because consumers have limited capacity or ability to process information and because memory traces can decay over time, consumers are likely to recall only a small subset of stored information when they engage in internal search (Hoyer & MacInnis, 2010:198). In most instances, a past solution is remembered and implemented. Blackwell *et al.* (2006:109-110) indicate that consumers may rely on existing knowledge about one product category when making a decision about another product category. Mason, De Klerk, Ashdown and Sommerville (2008:283) emphasised that knowledge (sizing and fit issues of apparel) plays an important role when apparel consumers have to evaluate an apparel item at the point-of-purchase. Shiv and Huber (2000:202) are of the view that the degree of satisfaction with prior purchases will also determine the consumer's reliance on internal search. If the consumer has been satisfied with the results of previous buying transactions, an internal search may suffice.

External search may be necessary when past experience or knowledge is insufficient and the risks of making wrong purchase decisions are high (Kerin, Hartley & Rudelius, 2009:116). According to Hoyer and MacInnis (2010:205) there are two types of external searches which are pre-purchase search and on-going search. Pre-purchase search occurs in response to the activation of problem recognition. For example, a consumer seeking to buy a new expensive business suit for a business

meeting can solicit information by talking to friends, visiting speciality clothing stores, boutiques or fashion designers.

An on-going search occurs on a regular basis, even when problem recognition has not been activated (du Plessis & Rousseau, 1999:87). For example, a consumer might constantly read fashion magazines, visit apparel websites and attend fashion shows because of the high degree of enduring involvement in clothes. Most importantly, sales staff should also be trained to be informative and supportive when approached by customers in the store (Rousseau, 1986:28). Research conducted by Sinha and Uniyal (2005:35) has shown that shoppers, who were new to the store or where they considered buying a new brand for the first time, showed a higher level of information search.

The extent to which an individual conducts an external search depends on the perceived risk, knowledge, prior experience, and level of interest in the product or service (Lamb *et al.*, 2004:70). Experience increases expertise and knowledge about a specific brand (Moorthy, Ratchford & Talukdar, 1997:275). Provision of sufficient product related information including detailed verbal descriptions of a product and a variety of visual presentations could positively influence a positive shopping experience by reducing the perceived risks (Kim & Lennon, 2010:258). Notably, a variety of consumer (or individually different) psychological, and situational factors have been shown to affect the type and extent of information search conducted by consumers (Visser & Du Preez, 2001:75; Laroche, Cleveland & Browne, 2004:62). Visser, Du Preez and Du Toit (1996:5) pointed out the gathering of clothing information is done through various sources such as fashion magazines, radio, and promotional materials which are channelled through these mediums. Baker, Grewal & Parasuraman (1994:329) indicated that even the retail store environment can serve as source of information to consumers when seeking information processing shortcuts.

Information search is a multidimensional process. Laroche *et al.* (2004:63) suggested that these processes include several items to measure consumer usage of in-store source of information, which can be categorised into two groups: (1) personal, and (2) non-personal. Personal sources are usually store sales personnel, but can also include advice obtained from a shopping champion (such as an accompanying family member or close friend). Non-personal information sources include store merchandise, point-

of-purchase displays, and the product themselves (i.e. selection, presentation, prices, and packaging). Hence, consumers acquire and utilise decision-relevant information as an integral part of decision-making (Sen, Block & Chandran, 2002:278).

Muzinich, Pecotich and Putrevu (2003:309) revealed that the fashion innovators seem to undertake extensive search but the focus of the search is on retail factors such as salespeople, garment colours, brand image, style, fit, utility, comfort, appropriateness and care of the garment. With regard to research in the fields of marketing and consumer behaviour, Baumgartner and Steenkamp (1996:133) suggest that seemingly disparate behaviours such as risk-taking, innovativeness, and variety seeking in product purchase and curiosity-motivated search for information share a common characteristic in that they offer the potential for stimulating experiences and are motivated, at least in part, by a desire to adjust actual stimulation to the most preferred level. On the other hand, involved consumers may at the same time perceive quality information in more critical ways to reduce the risk of making a bad decision/choice (Hansen, 2005:433).

The consumer's information search should yield a group of brands, sometimes called buyers' evoked set (or consideration set), which are the consumer's most preferred alternatives and that will be seriously considered before a purchase is made (Lamb *et al.*, 2004:71). Jamal, Davies, Chudry and Al-Marri (2006:77) noted that high-quality conscious consumers tend to search carefully and systematically for the best quality in brands and store. Babin and Harris (2012:518) mentioned that it is important to note that even in extended decision-making with extensive external search, the initial internal search generally produces a set of guide or decision constraints that limit and guide the external search. Customers have become well-informed and seek alternatives through this information if they feel their needs can be better fulfilled (Swart, 2001:11).

Step 3: Evaluation of alternative

The information search stage clarifies the problem for the consumer by suggesting the criteria to use for the purchase, yielding brand/store names that might meet the criteria, and developing consumer value perception (Kerin *et al.*, 2009:117). Alternative evaluation is the third step in the consumer decision-making process

(Lamb *et al.*, 2004:68; Blackwell *et al.*, 2006:70). The consumer's evaluation of a retail store, over and above the evaluation of the actual merchandise purchased, is a complex process (Grace & O'Cass, 2005:227). Consumers will have obtained information on various attributes, features and benefits at this stage and must evaluate these in order to make a decision.

The evaluation stage begins when sufficient alternatives are perceived to be available, and this stage is also influenced by both internal and external factors that form the criteria and rules in forming preferences, choices and decisions (Tan, 2010:2911). By the time all possible competing alternatives have been reduced to a smaller shortlist (or choice set), many possibilities will have been discarded on the way (Palmer, 2011:210). According to Schiffman and Kanuk (2009:534) when evaluating potential alternatives, consumers tend to use two types of information: (1) a list of brand (or models) from which they plan to make their selection (the evoked set) and (2) the criteria they will use to evaluate each brand or apparel store (or model). Within the context of consumer decision-making, the evoked set refers to the specific brands (or models) a consumer considers in making a purchase within a particular product category. A consumer's evoked set is distinguished from the inept set, which consist of brands (or models) the consumers exclude from purchase consideration because they are felt to be unacceptable (or they are seen as inferior), and from the inert set, which consist of brands (or models) towards which the consumer is indifferent because they are perceived as not having any particular advantage.

Hawkins and Mothersbaugh (2010:551) have identified three types of consumer choice processes: affective choice, attitude-based choice and attributed-based choice. Affective choice tends to be more holistic in nature. The evaluation itself is often based exclusively or primarily on the immediate emotional response to the product or service (for example, the consumer is always concerned about the results of the product choice made after utilising the product or service). Research undertaken by Swinyard (1993:278) highlighted that mood or attitude in evaluating the shopping situation seem not to change when consumers experience a low involvement shopping experience.

Attribute choice on the other hand requires the knowledge of specific attributes at the time the choice is made, and it involves attribute by attribute comparison across

brands. For example, a consumer may compare the price of denim brands (e.g. Guess, Soviet, Lee or Diesel) for sale at the apparel store before making a purchase. Nonetheless, if the same consumer were to make a comparison using their own opinion, then it would be regarded as an attitude-based choice because attitude choice involves the use of overall attitudes, summary impressions, intuitions, or heuristics (Hawkins & Mothersbaugh, 2010:554). According to Koo (2003:62) more knowledgeable customers make their choice of store on various characteristics of stores, but customers lacking knowledge about the stores in the consideration set may use the overall attitude to choose a store to patronise. According to Gilmore, Margulis and Rauch (2001:210) the physical environment, merchandise presentation, general store appearance and orderliness are all important criteria that shoppers consider when evaluating the environment in which they make their purchases.

Step 4: Purchase

Realistically, many decisions involving choice among several desirable alternatives can be difficult and give way to a more fundamental kind of preference, the decision whether or not to choose (Dhar, 1997:229). Based on the information gathered and evaluated in the problem-solving stage, the consumer decides whether to purchase and which product and retailer to choose (Lusch *et al.*, 2011:104). Deciding when to buy and where to buy are determined by a number of factors. Consumers as shoppers typically choose between alternative products and apply alternative choice criteria (Brinkmann, 2004:135).

To some consumers, criteria for selecting a store-based retailer include such factors as store location, store layout, customer service, sales help, store image, level of prices including purchase terms and method of payment and goods availability (Berman & Evans, 2001:208). In their study Jones and Giddings (2010:68) found that product style or the aesthetic quality of garments has a strong influence on the purchase decision of consumers. Research has shown that consumers will exhibit a higher probability of buying a product should they be satisfied and tend to say good things about the product to others (Ross & Baldasare, 1998:35; Lovelock & Wright, 1999:97; Kotler, 2000:182).

Step 5: Post-purchase behaviour

The buying process does not end when a consumer purchases a product; once the consumer has purchased the product and started utilising it, the performance evaluation begins (Anderson, 1993:243). The last stage in the consumer decision-making process is that of purchase evaluation (Sheth & Mittal, 2004:301). At this stage consumers compare their expectations to perceived reality (Parumasur & Roberts-Lombard, 2012:260). The implication of this stage is satisfaction or dissatisfaction, which influences whether the consumer complains or not (Pride & Ferrell, 2010:198). Satisfaction can be viewed as a post-consumption evaluation that a chosen alternative is at least met or exceeded the consumers' expectations. Dissatisfaction is the opposite response (Kardes *et al.*, 2011:91). It is the degree of discrepancy between the expectations and the actual results. Consumers are not always confident with their acquisition, consumption or disposition decisions. They may feel uncertain about whether they have made the correct choice or may even regret the decision made. For example, the consumer may doubt whether the right dress or shirt has been bought, and that feeling of anxiety over the decision made is called post-decision dissonance (Hoyer & MacInnis, 2010:272).

This anxiety tends to result from an imbalance among the consumer's knowledge belief and attitudes (Kurtz, 2010:156). Generally speaking, consumers will work towards reducing psychological discomfort by trying to filter out the messages that undermine the choice made and seek out information that supports their decisions (Etzel, Walker & Stanton, 2001:100). In these instances, retailers would have to direct their communication to recent buyers, because when consumers are in that state of mind they need assurance that they have made the right decision (Hunt, 1970:47).

Having discussed the decision-making process that consumers go through, attention is now directed towards consumer involvement and various types of consumer decisions.

2.3 CONSUMER INVOLVEMENT AND TYPES OF CONSUMER DECISIONS

Sometimes consumers do not engage in the five stage purchase decision process. Instead, they skip (when perceived risks level are low) or minimize one or more

stages depending on the level of involvement, the personal, social, and economic significance of the purchase to the consumer (Kerin *et al.*, 2009:119). Consumer involvement is a significant moderator of the amount and type of information processing that is elicited by a persuasive argument (Petty, Cacioppo & Schumann, 1983:136). According to Berman and Evans (2001:211) other purchase situations (such as the purchase of a new home) may require a thorough use of each step in the process where perceived risks are probably high regardless of the consumer's background.

Consumer researchers have distinguished between two types of involvement: low-involvement decision-making which implies that consumers act without thinking and with little concern about brand or product differences (Cant, Brink & Brijball, 2006:199) while high-involvement takes place when consumers actively search for more information and then have to evaluate alternative products with greater caution (Terblanche, 2002:75). Perreault, Cannon and McCarthy (2009:165) recommend that it will be helpful to recognise three levels of problem-solving that consumers may use for any kind of product involvement. Those three levels are: extended problem-solving behaviour, limited problem-solving behaviour and routinized response behaviour. However, these levels confirm that not all consumer decision-making processes receive (or require) the same degree of information search. These levels of problem-solving are elaborated.

- **Routinized problem-solving:** Routine problem-solving takes place when the consumer buys out of habit and skips steps in the purchase process. The consumer spends little or no time shopping, and the same brands are usually repurchased. In this category, are items that are purchased regularly, and these are usually goods and services that have little risk for the consumer because of experience. The key step in the process for this type of decision-making is problem awareness. Information search, evaluation of alternatives, and post-purchase behaviour are less likely than in limited or extended decision-making (Berman & Evans 2001:212; Patwardhan, Flora & Gupta, 2010:57). Consumers simply repeat a previous purchase decision with little thought or deliberation because they feel there is no reason to change (Lewison, 1997:162). According to Babin and Harris (2012:253) nominal decision-making which is similar to routinized problem-solving can be broken into two distinct categories: brand loyal decisions, which

refer to deeply held commitment to rebuy a product or service regardless of situational influences that could lead to switching behaviour, and brand inertia, which occurs when a consumer simply buys a product repeatedly without any real attachment.

- Limited problem-solving: Limited problem-solving involves internal and external search, few alternatives, simple decision rules on a few attributes and little post purchase evaluation. It covers the middle ground between routinised decision making and extended decision-making. In general, limited decision-making involves recognising a problem for which there are several possible solutions. There is an internal and a limited amount of external search conducted with few alternatives and is evaluated on a few dimensions using simple selection rules (Hawkins & Mothersbaugh, 2010:498). In these situations consumers tend to rely more on personal knowledge than external information, they usually choose a retailer they have shopped at before and select merchandise they have bought in the past (Levy & Weitz, 2007:107).
- Extended problem-solving: In extended problem-solving, each stage of the five stages of the consumer purchase decision process is used in the purchase, including considerable time and effort spent on external information search and in identifying and evaluating alternatives. Several brands are in the consideration set, and these are evaluated on many attributes. Extended problem-solving exists in high involvement purchase situations for items such as automobiles and elaborate audio systems (Kerin *et al.*, 2009:120). The consumers want to make the right decision, so they want to know as much as they can about the product category and available brands. Consumers with different lifestyles typically experience cognitive dissonance only when buying high involvement products owing to the higher costs associated with the purchase and the resultant higher risk (Lamb *et al.*, 2004:74). Therefore, consumer lifestyle is an important component to reflect upon when trying to develop a comprehensive understanding of consumer behaviour.

The next section is directed towards consumer behaviour variables which have an impact on consumers when making store choice decision.

2.4 CONSUMER BEHAVIOUR VARIABLES RELATED TO STORE CHOICE DECISIONS

Consumers' decision regarding store choice is influenced by several consumer behaviour variables, such as lifestyle, perceptions, demographics, motivation, attitude, culture and social status, reference group, perceived risks and shopping orientations. These variables are discussed in detail in the following section.

2.4.1 Lifestyle

Lifestyle is described as the person's pattern of living as expressed in the roles of activities, interests and opinions frequently made by a consumer, which later become predominant patterns of life (Rochat, 1993:45; Kotler, 2000:168; Arnould, Price & Zinkhan, 2002:50). Assael (2004:348) views it as the manifestation of one's self concept covering issues such as how one lives, including the products one buys, how one spends their time (what activities one pursues), what one considers important in their environment (interest) and one's attitudes and opinions about the world in which one lives. Each lifestyle is unique. Individuals' desired lifestyle directly influences their needs and desires (Hawkins & Mothersbaugh, 2010:435) and their consumption decision is often determined by their past experiences, innate characteristics and current situation (Burgess, 1998:37).

Lifestyle is sometimes viewed as a concept that identifies a consumer (Wilska, 2002:197). Different consumer's lifestyles are regarded as strong predictors of their specific buying habits and preferences (Babin & Harris, 2012:117). For instance, sportsmen/women are likely to show an interest in fashion sportswear which are linked with a modern lifestyle. Zhu, Wang, Yan and Wu (2009:297) are of the view that lifestyle characteristics provide a clear observation of the market and a more life-like portrait of the consumer. Therefore, it would be beneficial for retailers and marketers to effectively communicate with their current and potential consumers in an attempt to understand their lifestyle, and that can also be useful in positioning products which can meet their demands (Lee, Lim, Jolly & Lee, 2009:155).

2.4.2 Perceptions

Lamb, Hair, McDaniel, Boshoff, Terblanche, Elliot and Kloppe (2010:87) have defined perception as the process by which individuals observe, organise, and

interpret stimuli into a meaningful and comprehensible picture. According to Jansson-Boyd (2010:43) perception occurs when stimuli are registered by one of five senses: vision, hearing, taste, smell, and touch. In order to understand consumer buying behaviour, retailers must consider the influence of perception (Schiffman & Kanuk, 2009:532). On a daily basis, consumers are exposed to various stimuli but they tend to be selective towards information they choose to process or pay attention to or even interpret (Hawkins & Mothersbaugh, 2010:279). The perceptual process consists of the following four stages: namely, exposure, attention, interpretation and memory recall (Parumasur & Roberts-Lombard, 2012:149).

Exposure occurs when stimuli come within the range of someone's sensory receptors (Solomon, 2011:94). According to Babin and Harris (2012:47) attention is the purposeful allocation of information processing capacity toward developing an understanding of some stimulus. Interpretation is related to how individuals comprehend and make sense of incoming information based on characteristics of the stimulus, and the situation (Hawkins & Mothersbaugh, 2010:293). However, through memory recall consumers reconstruct memory traces into a formed recollection of the information they are trying to remember (Babin & Harris 2012:78).

Perceptual processes are moderated by the situation in which they occur. According to Assael (2004:122) situational factors will include stimuli in the environment other than the focal stimulus and temporary characteristics of the individual that are induced by the environment, such as the fact that a very crowded store might build different perceptions amongst consumers. Conversely, changes in certain situational factors might change consumers' perceptions. Van der Vyver (2008:44) is of the view that situational aspects play a vital role in shaping consumers' shopping goals. According to Puccinelli, Goodstein, Grewal, Price, Raghubir and Stewart (2009:16) shopping goals also influence how consumers perceive shopping situations and its elements, their shopping behaviour, and the level of satisfaction with the shopping experience.

2.4.3 Demographics

Demographics are the study of the population (Madaan, 2009:84). The following demographic characteristics: age, gender, marital status, income distribution, occupation and education, are useful for market segmentation (Solomon, 2011:37). Retailers often measure market potential by examining the population and its

demographic structure (Lewison, 1997:307). Most of these variables also govern consumers' buying behaviour (Mueller, 1957:947). For instance, O'Cass (2000:569) discovered that age and gender differences are important variables to consider when investigating the purchase of apparel. These characteristics are strongly related to consumer buying behaviour and are good predictors of how the target market will respond to a specific marketing mix (Lamb *et al.*, 2010:51), and they also influence the abilities and resources that the consumer brings when making purchasing decisions (Yoon, Cole & Lee, 2009:13).

Bellenger, Robertson and Greenberg (1977:33) are of the view that demographic variables such as level of education have a great impact on consumers' shopping patterns. However, Hoyer and MacInnis (2010:331) posit that educational attainment is the most reliable determinant of consumers' income potential and spending patterns. Paulins and Geistfeld (2003:377) have also identified educational level as an important determinant used by other consumers when selecting a store. The level of one's formal education is another commonly accepted approximation of social-class standing (Du Plessis, Rousseau & Blem, 1994:156). According to Van der Vyver (2008:22) South Africa has a large proportion of the population with low levels of education and a high rate of unemployment, which directly affect consumers' buying behaviour.

2.4.4 Motivation

Motivation refers to the vitalizing force that stimulates behaviour to satisfy a need and provides purpose and direction to that behaviour (Kerin *et al.*, 2009:122). Needs and motives influence what consumers regard as important and necessary (Poulos, 2001:76). This driving force is produced by a state of tension, which occurs as the results of an unsatisfied need (Schiffman & Kanuk, 2009:83). Kotler and Keller (2006:184) are of the view that a need becomes a motive when it is aroused to a sufficient level of intensity, whereas a motive is a need that is pressing to drive the consumer to act. Consumers are motivated to act when their systems are aroused and driven towards a particular behaviour aimed at satisfying their desired goal (Rutenberg, 2003:37). For example, consumers who are concerned about their egos are most likely to view trendy sportswear apparel advertisements, which are personally relevant to their desired status.

2.4.5 Attitudes

Schiffman and Kanuk (2007:238) have defined attitudes as a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object. An attitude is an enduring organisation of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of an environment (Hawkins & Mothersbaugh, 2010:392). Attitude may serve as a standard that helps people understand their environment and gives meaning to it (Parumasur & Roberts-Lombard, 2012:191). It is important to note that attitudes develop over time through a learning process affected by information and experience (Assael, 2004:219). Researchers such as Kempf (1999:35) concur that consumers' previous direct experience with a store's overall offerings has an impact on their attitudes and perceived importance of the store's attributes.

According to Babin and Harris (2012:126) there are three attitudinal components, namely affect, behaviour and cognition. The first component is affect that describes how a consumer feels about an attitude object (Solomon, 2011:283). For example, university students may purchase designer clothes to look different. The second component is behaviour that involves the person's intentions to do something with regard to an attitude object (Wright, 2006:256). The last component is cognition, which consists of a customer's belief and their knowledge about an object (Parumasur & Roberts-Lombard, 2012:187). This may be acquired by direct experience with the object or various other sources (Du Plessis & Rousseau, 1999:220). For example, a consumer may believe that all internationally branded clothes are of superior quality. Mueller (1957:964-965) is of the view that information on consumer attitudes is the most valuable at times when there is a marked deviation between changes in demographic variables.

2.4.6 Culture and social status

Culture, a concept crucial to the understanding of consumer behaviour, may be thought of as a society's personality, and it has a profound effect on why and how individuals buy and consume products and services (Blackwell *et al.*, 2006:432). In traditional marketing, culture is regarded as a set of socially acquired values that society accepts as a whole and transmits to its members through language and symbols. Erdem, Oumlil and Tuncalp (1999:137) emphasise that cultural values

influence consumers' behaviour in their choices regarding product classes, brands and store outlets. Culture influences attitudes, values, personality types, religion and material possessions (Tian, 2000:273; Assael, 2004:312). Probst and Buchel (1997:129) state that culture is accepted and shared by members of a particular group, and is expressed through the shared values, norms and attitudes of the group members. It sets boundaries, offers direction, and guidance in all phases of human problem-solving, for instance, in methods of satisfying physiological, personal, and social needs (Sheth & Mittal, 2004:60). In particular, it is important in defining the ritualistic role of consumption processes for many product categories (Assael, 2004:328). A lack of understanding of the different cultural backgrounds of a store's patrons hampers a retailer's ability to sell the store's merchandise (Lamb *et al.*, 2004:91).

It is important for marketers to be aware of the differences and similarities in consumer cultural and shopping style (Zhou, Arnold, Pereira & Yu, 2010:50) because cultural differences affect the manner in which consumers evaluate products (Griffin, Babin & Modianos, 2000:47). According to Douglas and Craig (1997:393) the influence of culture is pervasive and powerful, affecting not only how consumers respond to stimuli, but their values, aspirations, role models and acquisitions. In a study conducted by Hahn and Kean (2009:15) it was found that younger generation of Korea are influenced by western culture. Culture is dynamic, it adapts to changing needs in an evolving environment (Lamb *et al.*, 2004:85). Culture, together with social status has a significant impact on a person's shopping behaviour (Bajaj, Tuli & Srivastava, 2010:181).

Social status is defined as the division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more or less status (Schiffman & Kanuk, 2009:358; Blackwell *et al.*, 2006:471). In other words, an individual's class is projected based on one or more variables that are valued by society such as relative wealth, i.e. the amount of economic assets, power, the degree of personal choice or influence over others and prestige, the degree of recognition received from others (Rutenberg, 2003:54; Sheth & Mittal 2004:68). Choices that individuals make are

determined to a large degree along social class lines and reference group (Rich & Jain, 1968:41).

2.4.7 Reference group

Reference groups involve one or more individuals someone uses as a basis for comparison or point of reference in forming affective and cognitive responses and performing behaviours (Du Plessis *et al.*, 1994:175). These are groups of people who an individual can use as guide for behaviour in a specific situation. It helps provide a valuable perspective for understanding the impact of other people on an individual's consumption belief, attitudes and behaviour (Peter & Olson, 2010:337). Reference groups influence decisions on store choice because members of the group are expected to adhere to group norms and act in particular ways acceptable to other members (Cox & Brittain, 1996:66). According to Rutenberg (2003:222) this group also plays a role in the lives of young consumers, as they are sometimes easily cast into consumers depending on their reference groups.

These groups can be categorised as: membership, attraction and degree of contact (Arnould *et al.*, 2002:552). Membership and degree of contact categories can be regarded as primary groups because both groups involve strong ties and frequent interactions (Joubert, 2010:24). According to Serralvo, De Nadai Sastre and Joao (2010:158) a primary group is the most influential, because those in such a group share the same values, beliefs and behaviours and their cohesiveness enables them to value norms and opinions of others within the group, such as in a family. However, the degree of family-based influence is likely to differ across cultures that reflect different family types (Childers & Rao, 1992:198). Attraction is linked to secondary groups since there is no direct contact or interaction, although it influences purchase behaviour (Churchill & Peter, 1998:156). A reference group is viewed as a credible source of information and a practical point of reference which is appropriate to reduce the perception risks (Assael, 2004:400).

2.4.8 Perceived risks

Perceived risk is a function of an individual, the product, and the situation. Parumasur and Roberts-Lombard (2012:256) describe perceived risks as the amount of risk the consumer perceives in the buying decision and or the potential consequences of a poor

decision. The perception of risks differs among consumers, depending in part on their past experience and lifestyle (Hawkins & Mothersbaugh, 2010:600). In reality the purchase of products involves risk in that they may not produce the expected outcome (Peter & Olson, 2010:73-74). These risks involve the following:

- Social risk: how others think and react (e.g. a hairstyle that is not appreciated by one's peers).
- Financial risk: monetary loss and unexpected costs (e.g. an expensive pair of shoes that becomes too uncomfortable to wear).
- Effort risks: unsatisfactory performance outcomes (e.g. a memory stick that is loaded several hours of work and then fails to open).
- Physical risk: personal injury or damage to possessions (e.g. a new medicine that produces a harmful side-effect).
- Psychological risk: (not feeling confident wearing an unknown brand of sneakers).

Perceptions of risks, along with image and beliefs are seen to be the most instantaneous drivers of store choice, and the decision to patronise one or more stores (McGoldrick & Andre, 1997:76). It has been suggested that the integration of a perceived risk framework into the store choice process can also be used to encourage a more customer-focused approach in frontline personnel. Understanding the theory of perceived risk can increase staff-customer empathy and stimulate productive ideas they can use to reduce customers' fear (Mitchell & Harris, 2005:830). Previous research by Yuksel and Yuksel (2007:710) state that higher perceptions of the external and internal risk are associated with less shopping satisfaction and loyalty intentions. According to the results of their study, low risk perceptions improve effect, which in turn helps create greater satisfaction and more repurchase behaviour.

2.4.9 Shopping orientation

Shim and Kotsiopoulos (1992:50) defined shopping orientation as a shopping specific lifestyle, which encompasses shopping activities, interest, and opinion regarding which apparel store to shop at and reflects a view of a complex social, recreational and economic phenomenon. In simple terms, shopping orientations are closely related to general lifestyle and are subject to change (Hawkins & Mothersbaugh, 2010:602).

However, Moye and Kincade (2003:58) view shopping orientation as a reflection of categories of shopper style which represents consumers' needs for products and services. Assael (2004:621) views shopping orientation as a distinctive form of consumer behaviour, while Moschis (1992:231) points out that consumer shopping orientation can be used to predict why consumers shop at certain stores. Individuals go shopping for more complex reasons than simply acquiring a product or set of products over time as the situation changes (Hawkins & Mothersbaugh, (2010:601).

According to Brown, Pope and Voges (2003:1669) shopping orientation is linked to the consumer's general reactions towards shopping. Babin, Darden and Griffin (1994:645) have identified two categories of shopping orientations: hedonic and utilitarian. Hedonic orientation is concerned with emotional needs of the individual such as those related to shopping entertainment value and the enjoyment or fun associated to that experience (Hirschman & Holbrook, 1982:100). Utilitarian orientation reflects most functional aspects of shopping, and it is also concerned with efficient and timely purchasing to achieve goals with minimum irritation (Park & Sullivan, 2009:184).

The following section focuses on the importance of store attributes.

2.5 THE IMPORTANCE OF STORE ATTRIBUTES

Previous studies indicated that when consumers choose a store they consider various store attributes such as functional attributes (merchandise type, store location, distance) and emotional attributes such as pleasantness, sympathy and safety (Hackett, Foxall & Van Raaij, 1993:378; Kumar & Karande, 2000:168-169; Gunay & Kucuk, 2009:110; Hamrouni & Touzi, 2011:319). The importance of a particular store attribute may vary by store type as well as by consumer characteristics (Paulins & Geistfeld, 2003:371). Baltas and Papastathopoulou's (2003:499) study of shopper characteristics, product and store choice criteria within a Greek grocery sector context revealed that product-related criteria are important in store choice processes. In contrast, private brands were found to be store selection criteria of low importance for shoppers since store brands were developed as a means of store differentiation.

However, consumers' patronage behaviour towards a particular store is reliant on the attributes establishing store image. The more favourable the store image, the higher

the attraction of the store to the customer (Osman, 1993:141). Store image is a vital part of the marketing communication of corporate identity, since it affects consumers' perception of a store (Du Preez & Van der Vyver, 2010:23) and it also influences the way in which consumers evaluate stores (Moye, 2000:25). A particular attribute that is important to one customer in selecting one type of store to shop at may be less essential for the other consumers choosing another type of store (Chen-Yu & Seock, 2002:55).

Developing and sustaining a store image creates opportunities to achieve differentiation, satisfaction and loyalty (Semeijn, Van Riel & Ambrosini, 2004:256). Therefore, consumers' selection behaviour of a particular store may be influenced by that store's image. According to Varley (2005:19) and Hanna and Wozniak (2001:121) store image is sometimes utilised by consumers as an evaluative criterion in their decision-making process concerning one store or brand over another. Sen *et al.* (2002:285) posit that apparel retailers may be more successful in drawing customers into their store if they focus on communicating attributes which provides appealing store image information.

2.6 STORE IMAGE

Martineau (1958:54) was the first scholar to define store image as "a store's personality and the way in which the store is defined in the consumer's mind". It clearly clarifies how the consumer views the store as well as what the consumer feels about the store (Li, 2008:4). Researchers such as James, Durand and Dreves (1976:25) later viewed store image as a set of attributes deemed important by consumers. Saraswat, Mammen, Aagja and Tewari (2010:168) recently redefined store image as the symbolic, experiential expression of the manner in which consumers see or visualize a store.

In a study conducted by Kunkel and Berry (1968:22) retail store image was defined as the total conceptualised or expected reinforcement that a person associates with shopping at a particular store. However, Doyle and Fenwick (1974:40) describe store image as the consumer's evaluation of all salient aspects of the store as individually perceived and weighted. Store image represents to the consumer a composite picture of the retailer and it is one of the most powerful tools in attracting and satisfying

consumers. In addition, store image perceptions influence consumers' judgement of a store (Semeijn *et al.*, 2004:254; Baltas & Papastathopoulou, 2003:499).

Lindquist (1974-1975:30) outlines store image as a structure of some sort that ties together the dimensions that are at work and conceptualises store image as nine key attributes: merchandise, service, clientele, physical facilities, convenience, promotion, store ambience, institutional factors and post-transaction satisfaction. In the study undertaken by Du Preez, Visser and Van Noordwyk (2008a:55) store image was similarly defined as a complex, multidimensional construct based on the perception of tangible and intangible store attributes associated with eight dimensions, namely atmosphere, convenience, facilities, institutional, merchandise, promotion, sales personnel and service.

Oppewal and Timmermans (1997:41) emphasise that store image is an important factor in two types of decisions relevant to developments in retail markets: consumer decisions about where and when to shop and retailer decisions when, where and how to operate their stores. Retail stores have images of their own that serve to influence the perceived quality of the products they carry and the decisions of consumers as to where to shop (Schiffman & Kanuk, 2009:185). It is important for retailers to establish, communicate and maintain the firm's image in order to position it in the customers' minds (Berman & Evans, 2001:668). Du Preez, Visser and Van Noordwyk (2008b:76) have discovered that the formation of the store image relies on the perception of a store, which differs according to retailers, products and target markets.

Several researchers have analysed the extent to which image attributes affect store choice behaviour. Visser, Du Preez and Van Noordwyk (2006:60), for example found that merchandise and clientele are the most important image dimensions that affect respondents. Koksai (2007:79) discovered that the product, pricing, methods of payment, personnel and store convenience are deemed to be the most important attributes when choosing a grocery store. Hassan, Muhammad and Abu Bakar (2010:180) found that consumers tend to choose a store that offers reasonable prices, a variety of merchandise and personalised services. Venter and Dhurup (2005:432) found that customers attach great importance to the atmospheric variable (physical aspects), the reliability and the policies of the retailer.

Visser, Du Preez and Van Noordwyk (2006:61) emphasised that differences exist in the perceived prominence of retail store image amongst customers when making a buying decision. Pan and Zinkhan (2006:239) have highlighted the following retail environment factors such as, physical location, parking facilities, check-out speed, and store atmosphere as crucial for consumers searching for a traditional retail store. Hsu, Huang and Swanson (2010:126) as well as Chang and Luan (2010:523) recognised that convenience factors, merchandise, store ambience, services personnel and marketing attractiveness are key dimensions used by a consumer when evaluating store image.

However, Thompson and Chang (1998:170) found price, reputation and quality to be key dimensions associated with the consumer's perception of fashion store image. Chen-Yu and Seock (2002:71) studied "adolescents store selection criteria", and their findings showed that sexual attraction and recognition were motives behind selecting a certain clothing store. The results of Moore and Carpenter's (2006:270) study have shown that price, quality and selection of merchandise were ranked the most important store attributes for male consumers when deciding upon a clothing store. Kwon and Lennon (2011:254) on the other hand, found that service, merchandise and store environment are the prominent attributes for female shoppers when buying apparel brands.

From the discussion, it seems that various store image variables play an essential role in store selection. Furthermore, it also seems that they are variations on the number and types of variables that come into play in store selection. A discussion of the key variables, namely, store atmosphere (environment), music, merchandise selection and quality, pricing, location, customer service and sales personnel, reputation, promotions and advertising credibility are discussed in the next section.

2.6.1 Store atmosphere

Kotler (1974:50) was the first researcher to acknowledge the importance of atmospherics. The author defined it as the design of environments to produce emotional effects in the customer resulting in enhancing the purchasing probability. Greenland and McGoldrick (1994:2) later viewed atmospherics as the tailoring of the designed environment to improve the chance of desired effects or outcomes. According to Hoffman and Turley (2002:35) atmospherics consist of both tangible

elements (furniture) and intangible elements (lights, scent, colour, temperature) that comprise the service experience. Atmospherics form the first impression of the store and influence consumers' perceptions towards a store, and that also impacts on a stores' image and consumers' expectations of the retailer's offerings (Oh, Fiorito, Cho & Hofacker, 2008:247; Gagliano & Hathcote, 1994:67). An atmosphere that is comfortable and unique in character is inviting and attractive to customers (Hu & Jasper, 2006:27).

Store atmosphere affects in-store shopper behaviour (Babin & Attaway, 2000:97) and sometimes it is more influential than the total products offered (Bellizi & Hite, 1992:348; Kotler, 1974:48). Herrington and Capella (1996:26) are of the view that shoppers seek stores with a pleasant atmosphere. Spies, Hesse and Loesch (1997:14) emphasised that a pleasant store atmosphere helps consumers to have an exhilarating shopping experience. However, Fiore, Yah and Yoh (2000:47) found that atmospherics affect sensory pleasure as well as components of affective pleasure (emotional pleasure) and cognitive pleasure (seeing oneself in the fantasy). Foxall and Yani-de-Soriano (2005:524) are of the view that pleasure is a relatively strong response to the retailers' offerings within their luxurious surroundings.

According to Berman and Evans (2010:509) store atmosphere can be divided into four key elements as identified in Figure 2.2. A brief discussion of these elements will be provided in the following section.

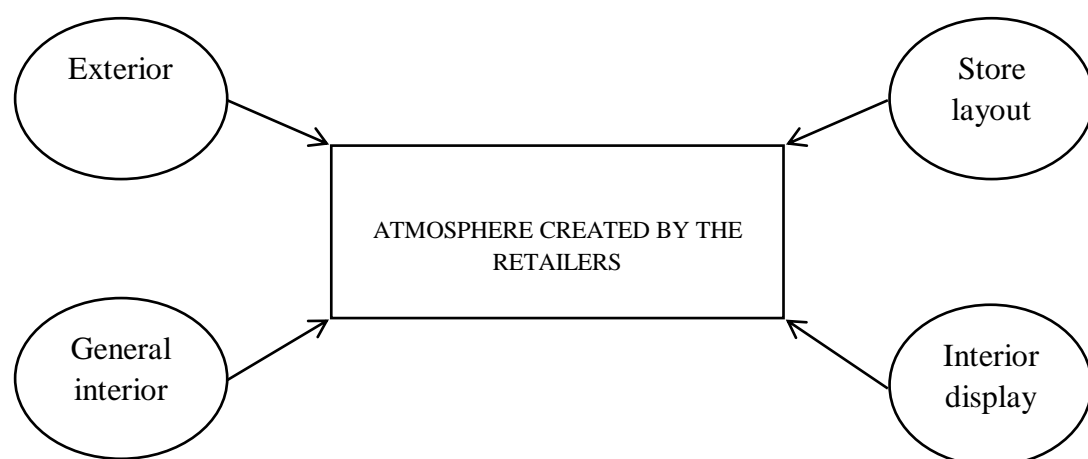


Figure 2.2 The elements of atmosphere that influence store choice

Source: Berman and Evans (2010:509)

2.6.2 Exterior variables

External variables deserve special attention, because they represent the first set of cues normally seen by the consumers outside (Turley & Milliman, 2000:195). According to Berman and Evans (2010:509) store exterior has to be properly planned since it has a powerful impact on store image. For most retailers, the primary objective of exterior design is to create a unique store front that is highly visible (Terblanche, 2002:215). The store front should clearly communicate to the consumers what they can expect to find in the store's interior (Lewison, 1997:266). Kaul, Sahay and Koshy (2010:291); Cornelius, Natter and Faure (2010:149) suggest that external variables such as store frontage and window displays represent an effective tool for transferring image components to a retail store and that provide an attractive, and cost-effective means of improving store image (Van der Vyver, 2008:41).

Store windows displays are being viewed as key instrument of a retailer's communication and visual merchandising strategy (Yildirim, Baskaya & Hidayetoglu, 2007:33). The main purpose of window displays is to identify the store and its offerings, and to induce people to enter (Berman & Evans, 2010:510). Retailers make use of window displays to set the shopping mood for a season such as back to school or Easter and to inform consumers about their merchandise as they pass by (Li, 2008:16). McKeever (2011:12) suggest that this type of display should be bold as well as inspirational in order to be noticed. Geary (2011:1) is of view that retailers wishing to lure customers to their store should create an unobstructed view of their store with a glass frontage. Levy and Weitz (2007:502) emphasise that window displays can be helpful to draw customers to the store, providing a visual message about the type of merchandise offered and the type of image the store wishes to portray.

Tlapana (2009:37) indicated that store entrances and exits can contribute positively to the success of a business, as they can tempt consumers to make an unplanned purchase. It is very important for retailers to develop store entrances that permit customers easy access to enter and exit (Hartley, 1984:188). In all types of store entrances, customers need to get the impression that they feel welcome and comfortable (Geary, 2011:3). They should also encourage walk-in traffic and aisles should be wide enough for customers to avoid bumping into each other (Golden &

Zimmerman, 1986:145). In addition, store entrances and exits must meet all access regulations for the handicapped (Lewison, 1997:267).

2.6.3 Interior variables

According to Terblanche and Boshoff (2006:37) stores' internal variables, such as store cleanliness, attractive decorations (interior designs), and aisles facilitate movement that influence the shopper mood and willingness to visit and browse. Most general internal atmospherics such as scent, colour, temperature and lighting can be useful in creating a desirable image, conveying clear messages and resulting in feelings which may increase the probability of purchasing (North & Croeser, 2006:2; Custers, De Kort, Ijsselsteijn & De Kruiff, 2011:332). According to Ryu, Han and Kim (2008:467) store cleanliness and decorations are considered to be the main elements which customers may use when judging a restaurant's overall service quality. However, apparel stores specialising in stylish, modern sportswear may use a combination of fixtures, furnishing and colour to reflect the overall mood of flair and newness (Babin & Harris, 2012:276). Baker *et al.* (2002:136) are of the view that design cues have a stronger and more pervasive influence on customer perception of the various store choice criteria.

2.6.4 Store layout

According to Moschis, Curasi and Bellenger (2004:131) store layout and environment in general should be designed to offer comfort, convenience and opportunities for socialization among shoppers. Terblanche (2002:68) affirms that a store environment and layout influences the efficiency with which the traffic flows through the store. However, store layout does not only affect customer movement inside the store but that it also influences the way merchandise is being displayed (Mason *et al.*, 1991:468). An effective store layout should clearly identify the nature of the store and give some hints of the merchandise inside the store (Lusch *et al.*, 2011:505).

A study by Hsu *et al.* (2010:126) has shown that store layout may contribute to positive experiences when the store provides an environment where the consumers can easily move around the store and conveniently find the product that they are looking for. According to Peter and Olson (2010:469) store layout also has an influence of on how long the consumer stays in the store, how many various products

that the consumer comes in contact with and what routes the consumer follows within the store. A well-designed layout should be prioritised because it influences the in-store traffic pattern and operational efficiency (Vrechopoulos, O'Keefe, Doudis & Siomkos, 2004:13).

2.6.5 Interior display

Interior display is viewed as a direct, non-personal in-store presentation, or an exhibition of merchandise together with related information (Lewison & Delozier (1986:612). Ballantine, Jack and Parsons (2010:647) emphasise that the interior display directly interacts with consumers and may also encourage them to acquire more information about the product, depending on the level of interest. Sands, Oppewal and Beverland (2009:394) are of the view that displayed items have a direct, positive effect on the emotional response of a consumer towards the store. It is important for retailers to spend more on the display of products in order to increase consumers' pleasure and to stimulate their intention to buy (Chan & Chan, 2008:412).

2.6.6 Music

Music was previously identified as the most effective atmospheric tool used to increase pleasure and retail store traffic which is likely to result in increased sales (Yalch & Spangenberg, 1990:36; Garlin & Owen, 2006:762; Oakes & North, 2008:67). Music is a powerful invisible force that surrounds shoppers even if they do not pay deliberate attention to it (Jain & Bagdare, 2011:297) and even though sometimes consumers evaluate stores based on the type of background music they play (Dube & Morin, 2001:112). Background music does not only induce positive feelings in shoppers' minds, but also plays a vital role as an intrinsic element of the store atmospherics (Vida, Obadia & Kunz, 2007:479). However, care should be taken as playing music with relatively faster tempos may shorten the already brief time that the targeted group spend in a store (Martin & Turley, 2004:471).

Retailers have to ensure that the selected background music fits the image of the store, and they must also determine the most appropriate type of music to play based on customer and store characteristics (Herrington & Capella, 1994:57). For an example, the study by Soars (2003:631) revealed that an upbeat music tempo would have a positive impact in certain stores (apparel stores, music stores) but would probably

have a negative impact on sales in a bookstore. The study by Yalch and Spangenberg (2000:146) highlighted that individuals shop longer when listening to unfamiliar music. As an atmospheric tool (for gaining a valuable competitive advantage), playing the right type of music can help retailers develop an appropriate atmosphere, which may contribute positively to the image of the retailer and result in store choice (North *et al.*, 2006:3).

Walsh, Shiu, Hassan, Michaelidou and Beatty (2011:742) have also found that customers do not return to stores because they play pleasant music, but to stores that make them feel good. Mattila and Wirtz (2001:285) suggest that background music which matches with store ambience (aroma, colour, store temperature) can enhance customer evaluation of the shopping experience.

2.6.7 Merchandise selection and quality

The primary reason for shopping in a particular store relies on the availability of the merchandise. However, merchandise selection and quality are some of the most important attributes for store image (Majumdar, 2005:52). Carpenter, Moore and Fairhurst (2005:48) stated that retailers should be mindful that regardless of the excitement and fun delivered in the shopping experience, consumers expect to find a variety of merchandise, in the right place, at the right time and at the right price. To most consumers merchandise variety plays an influential role in store choice decisions (Sinha & Banerjee, 2004:486).

According to Dhurup and Oosthuyzen (2010:396) grocery shoppers prefer a hypermarket that offers appealing merchandise selection, assortment and variety compared with those that do not. A more appealing store with better-illuminated merchandise may also entice shoppers to visit the store, linger, and hopefully make a purchase (Summers & Hebert, 2001:145). According to Briesch, Chintagunta and Fox (2009:188) depth, breadth, and quality of assortment significantly affect store choice. Greater variety of merchandise not only aids retailers to attract more consumers but can also stimulate them to increase their purchase volume and frequency (Martinez-Ruiz, Jimenez-Zarco & Cascio, 2011:506).

According to Yavas and Babakus (2009:485) merchandise quality is an effective contributor to preferred store image. Hyllegard, Eckman, Descals and Borja

(2005:353) indicated that aesthetic quality is of great importance to apparel shoppers when making a purchase decision. In their study, Chi and Kilduff (2011:428) found that quality was more prominent when the consumer was purchasing casual sportswear. Garvin (1987:106) is of the view that consumers' perception of product quality can vary based on the following proposed attributes; performance, durability, aesthetics, reputation, reliability and conformance.

San Martin Gutierrez, (2006:463) is of the view that not only well-known brands in the store assortment can transmit a certain quality image of the store, but store brands can also contribute towards product preferences. In an increasingly competitive apparel market fashion retailers are developing their own brands to differentiate them from their competitors (McColl & Moore, 2011:100). However, unfavourable in-house brands can also project a negative image not only of the merchandise offered, but also of the store as a whole (Porter & Claycomb, 1997:376). It is recommended that retailers should always carry merchandise that is appealing to their customers to avoid losing them to their competitors (Paulins & Geistfeld, 2003:375).

2.6.8 Pricing

Price is one of the cues that customers use in determining a retailer's image but differs substantially across store format such as discount stores, supermarkets, organic food retailers and department stores (Zielke, 2010:763). According to North, de Vos and Kotze (2003:50) price is an important store attribute that the retailer must carefully consider to attract and retain shoppers. Popkowski-Leszczyc and Timmermans (2001:508) also emphasised that consumers prefer to shop at retail outlets (supermarkets and hypermarkets) that offer affordable prices and quality. In addition, if an exclusive high fashion store attempts to discount its merchandise heavily, it would not be perceived as an exclusive store in eyes of its customers (Lusch *et al.*, 2011:358).

Cant *et al.* (2006:20) are of the view that price is a measure of product quality and customers often regard a low-priced product as being of a low quality. Researchers such as Moore and Carpenter (2006:266) are of the view that good quality products are highly priced, because price is often viewed as a signal of quality. According to Chen-Yu and Hong (2002:124) consumers are willing to pay higher prices for high quality apparel that satisfies them. However, if consumers are purely price-orientated

they would compare prices amongst various stores in order to satisfy their shopping motives (Groepel-Klein, Thelen & Antretter, 1999:65; Yavas, 2001:98). Sometimes price can be a discriminating element across different segments in purchase situations (Pantano, 2011:132). Price is an important factor in the decision-making process (Zeng, 2008:18). Kerin, Howard and Jain (1992:393) as well as Ho and Cheng (1999:205) found that prices and quality of products are among other attributes that consumers inspect before make a purchase decision.

Consumers are always in search of prominent shopping values when it comes to clothing, and they perceive different levels of these values according to retailer type (Seo & Lee, 2008:497). According to Boyd, Walker, Mullins and Larreche (2002:282) value is viewed as the customer's perception of what the products or service is really worth, and that perceived value can have a greater influence on post-purchase behaviour. The more the customers perceive that the value of the products bought exceeds the cost of obtaining them, the higher their perceptions of value which in turn result in greater satisfaction (Tam, 2004:909). The Global Nielsen Consumer report (2008:2) found that good value for money is perceived to be more important than range, location, convenience and environmental friendliness.

2.6.9 Location

Consumers' store choice decision is greatly influenced by store accessibility and location (Yan & Eckman, 2009:24). According to Levy and Weitz (2009:685) store location and size are the prime consideration when consumers decide where to shop and location can also be used to develop sustainable competitive advantage by retailers. Martinez-Ruiz *et al.* (2011:507) posit that shopping location is amongst the significant determinant in store choice, because location nearer consumers' home reduces transactional cost (transport cost and time spent) associated with the purchase. Jain and Bagdare (2009:42) view location of the store as one of the basic elements of convenience.

Gilmore *et al.* (2001:208) found that the proximity was one of the primary reasons for choosing a store. Bustos-Reyes and Gonzalez-Benito (2008:1024) pointed out that a store location and its proximity to consumers represent a key attraction factor for stores. Proximity was also an important factor revealed in a study undertaken by Yilmaz, Aktas and Celik (2007:179) where the consumer clearly indicated that they

prefer easy access to stores which are close to their neighbourhood. The easier it is to reach a store, the more the possibility of store traffic which might lead to more sales (Lusch *et al.*, 2011:222). Wu (2011:253) also emphasises that locational convenience serves as a store-switching barrier which saves consumers travelling time, and the closer the consumers are to the store, the greater the chance of buying from that store.

2.6.10 Customer services and sales personnel

In retailing terms, customer services is the set of activities and programmes undertaken by retailers to make the shopping experience more rewarding to their customers (Levy & Weitz, 2009:489). Lewison (1997:492) defines customer services as all the features, acts, and information that augment the customer's ability to realize the potential value of a core product or service. Stores that provide good service leave shoppers with a more favourable perception that then encourages the next encounter. When exposed to attributes of the store, customers form a perception of their image and that has an impact on consumers' purchase behaviour (Renko & Grunhagen, 2011:412; Vikkraman & Dineshkumar, 2012:267-268). According to Grewal, Krishnan and Lindsey-Mullikin (2008:356) display of excellence in customer service is the best way to obtain competitive advantage which should be a priority for retailers wishing to build favourable store image and loyalty.

Hu and Jasper (2006:26) suggested that stores should provide more visible service personnel since this will increase the chances of being selected. They are the first point of contact with the retailer, and exercise their influence to generate consumer purchases (Malan, 2011:85). They are also responsible for the social interaction with customers (Van der Vyver 2008:43). The retailer's frontline personnel have the potential to strongly influence consumers during shopping, as they are expected to be prompt and courteous at all times (Engel, Blackwell & Miniard 1995:217). They should be equipped with consumer-focused attitudes, helpfulness and politeness during sales (Yilmaz *et al.*, 2007:180). Sharma and Stafford (2000:188) are of the view that sales personnel working in a prestige ambience are acclaimed to have high levels of credibility than those working in a discount ambience store.

Torres, Summers and Belleau (2001:211) revealed that sales personnel knowledge, expertise, skills, attitude and body language contributed to consumer satisfaction and enhanced formation of store image. Moye and Giddings (2002:273) found that elderly

consumers will shop in a retail store with store personnel who are young, helpful, friendly, courteous, and patient. Older market consumers appreciate services from sales associates to help them find the merchandise they are looking for to avoid taking time when making decisions (Walsh & Mitchell, 2005:290; Naseri & Elliott 2011:71). In relation to the effect of store personnel, Kim, Ju and Johnson (2009:412) posit that how customers regard the fit between the sales associate's appearance and the store image as an important influence on their opinion of store image.

Yan, Yurchisin and Watchravesringkan (2011:355) suggest that store personnel's attire may have a great impact on consumer's expectations of employee professionalism and behaviour within the store. According to Liljander, Polsa and Van Riel (2009:287) consumers are more likely to talk to store personnel who convey an impression of professionalism and competence about brands when buying clothes than when buying groceries. On the contrary, Foscht, Maloles, Schloffer, Swoboda and Chia (2009:77) found that food shoppers appeared to be content when they receive personal attention from sales personnel. Marketers and retailers should be mindful to create a unique shopping environment and use more friendly customer services so that consumers can achieve a level of shopping comfort that would assure their return to the store (Mitchell & Kiral, 1998:316; Bae & Miller, 2009:44).

2.6.11 Store reputation

Consumer's purchase decisions are partly influenced by a company's overall image and store reputation (Domina & Koch, 1998:148). The retailer's reputation in the market is especially relevant to engender or enhance consumer trust in the personnel and the store's wide offering (Thompson & Chang, 1998:171). Ou, Abratt and Dion (2006:221) are of the view that retailer reputation may have a significant influence only on certain demographic groups with unique values rather than in a uniform manner. Store reputation, appearance and recommendations were found to be the most important attributes among Indian youths when selecting apparel stores (Narang, 2011:139). In their finding, Ou *et al.* (2006:228) further suggest that retailers think more in terms of their reputation with specific target groups where the influence of reputation would have the best payoff in terms of shopping expenditure.

Some stores carry reputable or well-known brands to enhance the image of their store and therefore strengthen store loyalty (Collins-Dodd & Lindley, 2003:351).

Consumers sometimes use a store reputation through brands to evaluate product quality when social identity goals are salient and to be relevant to product evaluation (Lee & Shavitt, 2006:268). In their earlier study, Samli, Tozier and Harps (1980:140) found that stores' reputation and neatness are vital to black consumers, especially single professional women when buying clothes.

2.6.12 Promotions and advertising

Promotions have been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote the idea (Belch & Belch, 2001:14). However, a retail promotion involves a range of activities that provide consumers with information regarding the retailer's store and its product-service offerings (Lewison, 1997:529). Volle (2001:63) emphasised that an intensive promotional activity allows the store to increase its turnover, the frequency of visits and the amount of time spent in the store. Lichtenstein, Burton and Netemeyer (1997:283) suggested that store promotion can be a good draw card for some customers, as they build excitement in the store to stimulate purchases.

Levy and Weitz (2007:431) are of the view that the objectives of the retailer's promotional programmes are best achieved when the elements of the retail promotion mix (advertising, public relations, sales promotion, sales people, store atmosphere and visual merchandising) are utilised and applied in a concerted fashion. Lewison (1997:527) highlighted that promotional programmes should be implemented to influence consumers' perceptions, attitudes and behaviour towards what the store offers. According to Montaner, De Chernatony and Buil (2011:107) retailers use the promotional mix to influence greater purchase intentions on store brands. Leischnig, Schwertfeger and Geigenmueller (2011:629) suggested that by using in-store events as a promotional instrument that has the potential to create unique customer shopping experiences that might also stimulate sales. It is also vital for retail outlets to offer more attractive and stimulating promotional programmes during different seasons (Rajagopal, 2011:497).

Advertising has been defined as a paid form of persuasive communication that uses mass and interactive media to reach a broad audience in order to connect an identified sponsor (store) with buyers and provide information about products (Moriarty, Mitchell & Wells, 2012:55). The main aim of retailers' advertising is to tempt and

grab the shoppers' attention to visit their store and buy the advertised goods (Diamond & Litt, 2009:393). The study by Ha, John, Janda and Muthaly (2011:686) has shown that advertising directly affects store image and perceived quality, which has a significant positive effect on store image. Ha *et al.* (2011:687) further indicated that advertising spending is good for an organisation in multiple ways beyond helping immediate sales, because it can influence key desirable affective, cognitive, as well as behavioural outcomes.

Beyond advertising and promotional communications, apparel purchases may be driven in part by factors such as perceptions about product or brand attributes (fashion, comfort and individuality) and perceptions related to business practice (Hyllegard, Ogle & Yan, 2009:112). Understanding the critical role played by various store attributes on consumers' perception is important to ensure store preference. Ganguli and Kumar (2008:71) are of the view that appropriate store attributes, when matched with the preferences of consumers, often lead to satisfaction. The next section provides a discussion of store satisfaction.

2.7 STORE SATISFACTION

Bloemer and De Ruyter (1998:501) view store satisfaction as an outcome of an individual evaluation of a store which may meet or exceed customer expectation. For example, if a consumer is satisfied with a store, there is a greater likelihood that the consumer will revisit the store (Wong & Sohal, 2003:258-259). Johnson, Anderson and Fornell (1995:699) viewed satisfaction as a post-decision customer experience. Satisfaction has been described as the consumer's fulfilment response, which is a judgement that a product or service feature, or the product or service itself, provides a pleasurable level of consumption related to fulfilment, including levels of under or over fulfilment (Oliver, 1997:13). Store satisfaction involves identifying and satisfying customer needs and wants throughout the entire purchase and consumption process. In general, store satisfaction entails positive consumer shopping decision, experiences, service received, expectations and feelings about shopping at a store (Li, 2008:7).

There are two different views on the nature of customer satisfaction, namely, transaction-specific and cumulative satisfaction. According to Bitner and Hubbert

(1994:76-77) as well as Olsen and Johnson (2003:185) transaction-specific satisfaction refers to the consumer's evaluation experience with a particular product transaction, episode, or service encounter. Yi and La (2004:367) concur that satisfaction is formed mostly based on the current transaction. However, cumulative satisfaction refers to the consumer's evaluation of satisfaction with a specific product/service of the organisation (Garbarino & Johnson, 1999:72). Jones and Suh (2000:148) are of the view that overall satisfaction (cumulative satisfaction) is an aggregation of all previous encounters with the organisation and is updated after each transaction (Veloutsou, Gilbert, Moutinho & Goode, 2005:610). Terblanche and Boshoff (2006:39) as well as Ibrahim and Najjar (2008:222) posit that satisfaction with overall in-store encounters influences consumers' attitude towards the store, and when favourable attitudes exist in the consumers' mind the level of satisfaction in their mind increases.

Oliver (1999:41) argued that satisfaction is a temporal post-usage state for one-time consumption or a repeatedly experienced state for on-going consumption that reflects how the product or service has fulfilled its purpose. According to Potluri and Mangnale (2011:4) satisfaction is the individual's perception of the performance of the product or service in relation to their expectation. Kursunluoglu (2011:52) is of the view that comparison of expectation and performance in post-purchase stage determines the satisfaction level of consumers. Satisfaction has been ascertained by Sramek, Mentzer and Stank (2008:784) as the result of a cognitive evaluation based on total purchase experience over time, and based on confirmation of expectations. In order to measure true satisfaction or dissatisfaction, the disconfirmation theory is used.

Previous studies have revealed various determinants that result in store satisfaction. Martinez-Ruiz, Jimenez-Zarco and Izquierdo-Yusta (2010:285) indicated that services provided and store convenience exert a positive and significant influence on satisfaction. However, Hokanson (1995:16) found courteous and knowledgeable employees, accuracy of billing, good value for money, and quick service to have a positive effect on store satisfaction. Garton (1995:33) and Lu and Lukoma (2011:39) suggested that convenient location, experience of the store reliability, price, product quality and service quality all influence satisfaction. Price, acceptable product

assortment and employee's overall services were found to influence consumers' level of satisfaction (Huddleston, Whipple, Mattick & Lee, 2009:75).

However, customer satisfaction is further viewed as an important antecedent of customer retention; which is defined as the future propensity of a customer to stay loyal to the same organisation (Saeed, Niazi, Arif & Jehan, 2011:880). Retaining existing customers requires that they be satisfied with the products they bought and used (Cant *et al.*, 2006:21). In conjunction with the benefits of customer satisfaction, Chen-Yu and Hong (2002:125) have examined after-consumption of apparel; and the results showed that satisfaction increases the possibility of positive future actions which includes the increased frequency of purchase and positive word-of-mouth. According to Lamb *et al.* (2004:5) satisfied customers are more profitable to firms. Figure 2.3 depict the benefits of customer satisfaction.

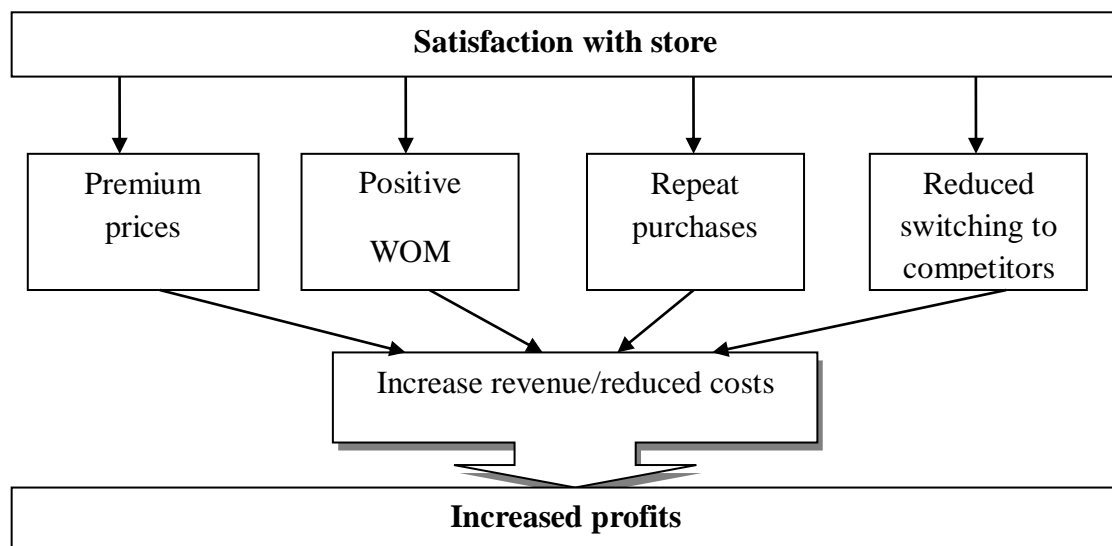


Figure 2.3 Conceptual framework of the benefits of customer satisfaction

Source: Surevista (2007)

Customer satisfaction plays an important role in influencing whether consumers will buy from the same store again (Ganguli & Kumar, 2008:72). Grace and O'Cass (2005:239) concur that satisfaction produces the strongest effect on future patronage intentions, with perceived value for money. Retailers with satisfied customers have a good opportunity to convert them into loyal customers, who might purchase from them again over an extended period of time (Singh, 2006:223).

Customer satisfaction is an important antecedent of store loyalty. Store loyalty is briefly discussed in the next section.

2.8 STORE LOYALTY

Oliver (1997:392) has defined store loyalty as the deeply held commitment to rebuy or repatronise a preferred product or services consistently in the future from the same store. Consumers express loyalty by revisiting the same store and that is measured by the ratio of the time spent at a single store irrespective of the offerings in competing stores (De Wulf & Odekerken-Schroder, 2003:106). However, Demoulin and Zidda (2008:386) as well as Lee, Chang and Liu (2010:402) argue that sustainable or true loyalty only exists when consumers frequently repeat purchases or visit the same store and when they have a favourable attitude or a high preference for a store. It is also important to note that sometimes shoppers decide to revisit a store which offers unique merchandise, and because of the fact that the products/services offered are perceived to be of great value (Sirohi, McLaughlin & Wittink, 1998:238; Corstjens & Lal, 2000:289). East, Hammond, Harris and Lomax (2000:307) are of the view that store loyalty is determined by factors such as availability of wide choices, time pressure and accessibility.

According to Caruana (2002:813) loyalty consists of two dimensions: both attitudinal and behavioural. The attitudinal loyalty dimension is measured by psychological commitment to the targeted group of consumers, while the behavioural aspect of loyalty focuses on a measure of continual purchases of the same brand or purchases from the same retailer (Bowen & Chen, 2001:213). According to Yi and La (2004:367) loyal customers seem to maintain a coherent attitudinal and behavioural tendency toward a preferred brand or store over time. Knox and Denison (2000:43) further emphasise that loyal customers are not expensive to serve, but they are potentially more profitable to retailers. Rundle-Thiele (2005:492) and Noordhoff, Pauwels and Schronder (2004:362) found that loyal customers are less likely to shop around and that makes them save money.

However, loyalty is used to measure how likely customers are to repurchase from the same store (Oladele & Akeke, 2012:230). In previous studies the following three determinants were used to measure the construct of store loyalty intentions of

customers: the likelihood to continue shopping in the future, likelihood of purchasing other categories of merchandise in the future and the willingness to recommend the store to friends and peer groups (Knox *et al.*, 2000:35). If consumers are satisfied with the consequences of a purchase experience, the possibility of repeat purchase behaviour and store loyalty increases (Marx & Erasmus, 2006:66). According to Gundala (2010:76) store loyalty is built through customer satisfaction that is built against the backup of the store image, which means retailers must ensure that they portray positive images in the eyes of consumers.

Jones, Reynolds and Arnold (2006:979) indicated that the consumers' intentions to repatronise a store are influenced by utilitarian value (the sense of accomplishment rather than hedonic value). However, hedonic value drives satisfaction which might result in positive word-of-mouth. According to Diep and Sweeney (2008:406) hedonic value represents the emotional worth of the shopping experiences, which are strongly related to satisfaction, repatronage anticipation and store loyalty, although not significantly more so than utilitarian value. Babin and Babin (2001:95) also confirm that excitement relates positively to hedonic value, suggesting that consumers expect that excitement experienced in a store makes for a more personally gratifying experience. Positive and pleasant shopping experiences may likely lead to successive customer satisfaction, resulting loyalty (Groepel-Klein, 2005:430; Omar & Sawmong, 2007:29). Retailers should strive to deliver utilitarian and hedonic shopping value on a consistent basis in order to maintain consistent satisfaction levels to enhance customer loyalty (Carpenter, 2008:361).

In an effort to describe loyalty, Rowley (2005:576) proposed a model of loyalty known as 4C, where customers are divided into four categories. These 4C are classified as follows: **Captive** customers continually buy from the same retailer because there are no other choices. **Convenience** seeker customers are always driven to a store by factors such as the physical proximity, operating hours and convenience. **Contented** customers are those customers with favourable positive attitudes but with passive behaviour and they do not benefit from any other services or products related to the retailer. **Committed** customers always purchase from the same retailer, and these kinds of customers always spread positive WOM to people around them. Moorman, Zaltman and Deshpande (1992:316) defined commitment as the customers'

desire to maintain a relationship with the store concerned. Research undertaken by Macintosh and Lockshin (1997:493) suggests that commitment has an impact on store loyalty both in terms of more positive attitudes towards a store and because it is directly related to repurchase intention. The higher the commitment, the more willing the customer is to spread word of mouth and provide store recommendation (Hur, Park & Kim, 2010:2295; Ou, Shih, Chen & Wang, 2011:203). Committed loyal customers are also inexpensive to serve (Jain & Singh, 2002:43). Wu (2011:254) is of the view that commitment not only affects customer loyalty, but also maintains it even when customers' level of satisfaction is low. The author concluded that customer loyalty may be achieved in the following two ways; increasing satisfaction and building switching barriers. However, it is important to note that only highly satisfied customers are likely to reflect commitment and loyalty behaviour toward a retail outlet (Tepeci, 1999:227; Lee, Lee & Kang, 2010:43).

From a review of literature it is apparent that the main aim of most retailers is to have satisfied customers who are loyal. It has also been emphasised by Bansal and Gupta (2001:274) that building loyalty is no longer a choice, but the only way of building competitive advantage. Ramaseshan and Vinden (2009:5) suggest that retail managers must develop new approaches to gain the loyalty of customers towards their store because the retailing industry is currently more competitive, full of low switching costs. In general, retailers can benefit from loyalty because loyal customers can provide more repeat business, serve as a source of information, cross purchase other products in the store, and they also cost less to serve (Bowen & Chen, 2001:215-216). However, customers' interest to stay loyal relies on the retailers' ability to anticipate customers' impending needs and satisfy them in a manner that is superior to that of their competitors (Singh, 2006:196; Kandampully & Duddy, 1999:54).

2.9 SYNOPSIS

This chapter provided an overview of the consumer decision-making process which is important for marketers and retailers to understand, followed by various consumer behaviour variables that directly or indirectly influence the consumers' decisions of how, what, when, and where to purchase. These variables include individual factors such as lifestyle, perceptions, demographics, attitudes, motivations and social factors such as culture and social status, reference groups, shopping orientation and perceived

risks. Relevant literature to the current study was examined to identify store choice attributes which are considered by different consumers when selecting stores. It is important to note that in the current competitive market, retailers position themselves differently with the use of image dimension considered relevant to their target market. Various store image dimensions which impact on store preference which includes store atmosphere, interior and exterior variables, store layout, interior display, music, merchandise selection and quality, pricing, location, customer services and sales personnel, store reputation, promotions and advertising were briefly discussed. The chapter concluded with a discussion on store satisfaction and loyalty as important elements for retail survival.

The next chapter provides an overview of the research methodology implemented in the study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The main objective in this study was to identify the most important criteria that are influential amongst black consumers when selecting sportswear stores. Store choice, store image dimensions, store satisfaction and loyalty literature from various sources were discussed to develop a theoretical background for the study.

This chapter focuses on research design and methods used in this study. An overview of the research design, sampling methods, data collection methods, measuring instruments and statistical methods used in this study are discussed in the next section. Reliability, validity and ethical issues are also considered.

Two types of research approaches, namely qualitative and quantitative research are usually used in research. These approaches are briefly discussed in the following section.

3.2 RESEARCH APPROACHES

According to Zikmund and Babin (2010:94) qualitative market research is a research that addresses marketing objectives through techniques that allow the researcher to provide elaborate interpretations of market phenomena without depending on numerical measurement. Its focus is on discovering true inner meanings and new insights. Qualitative research also involves using techniques that attempt to gain an understanding of the existences of attitudes and opinions. According to Hair, Bush and Ortinau (2003:213) qualitative research tends to focus on the collection of detailed amounts of primary data from a relatively small sample of the subjects by asking questions or observing behaviour. Qualitative research studies do not measure the amount of emotion or opinion, but they may give an indication of the dominant feelings (Bradley, 2007:243).

According to Burns and Bush (2006:202) quantitative research places heavy emphasis on using formalised standard questions and predetermined response options in

questionnaires or surveys administered to a large number of respondents. It can reveal statistically significant differences between variables in a study (McDaniel & Gates, 2010:108).

The chosen technique for this study is quantitative approach because of the sizable representation of the selected population, organized procedure for gathering data, it is also very specific, and the formulation of data collected follows an orderly procedure (Burns & Bush, 2010:235). In the next section, sampling design procedure is elaborated in detail.

3.3 SAMPLING DESIGN PROCEDURE

Bradley (2007:158) states that sampling is the process of taking parts from a defined population in order to examine these parts, usually with the aim of making judgements about the parts of the population that have not been investigated. The sampling design procedure used in the study is highlighted in the following section.

3.3.1 Target population

A population is an identified total group or aggregation of elements (e.g. people, products, organisations, physical entities) that are of interest to the researcher and pertinent to the specific information problem (Wiid & Diggines 2009:195). McDaniel and Gates (2010:328) view the sample as a subset of the population. Ideally, the subset of the population from or about which information is obtained should be a representative cross section of the total population. In this study the sample constituted of sportswear apparel shoppers, both male and female, 18 years and older who patronise the three shopping malls (Protea Gardens, Southgate, and Jabulani Malls).

3.3.2 Sample frame identification

The sample frame is a representation of the elements of the target population, which consists of a list or set of directions for identifying the target population (Feinberg, Kinnear & Taylor, 2008:302). With regard to this study, it was difficult to obtain a list of sportswear shoppers; the survey location (shopping malls) was used to generate a sample of prospective respondents.

3.3.3 The sampling procedure

Sampling procedure can be divided into the two broad categories of probability and non-probability. Probability sampling is a technique in which each population element has a known, non-zero chance of being included in the sample (Churchill & Iacobucci, 2005:329). According to Shao (2002:369) non-probability sampling refers to a technique in which researchers mainly rely on their own judgement when selecting sampling units. The non-probability sampling technique was used for the study, since there was no appropriate sampling frame. Convenience and judgemental sampling are two applicable methods chosen for this study, because of their lower cost, convenience and speed of data collection (Lamb *et al.*, 2010:169).

3.3.4 Sample size

The decision about how many to sample can be very complex (Lehmann, Gupta & Steckel, 1998:286). A sample of 500 respondents was set for the study. The sample size was decided upon using past studies of shopping behaviour. The sample size is similar to that used by number of previous shopping behaviour researchers. Table 3.1 provides an overview of the determination of the sample size in previous research.

Table 3.1 Determining the sample size

Year	Authors	Scope of study	Sample size
1996	Oates, B., Shufeldt, L. & Vaught, B.	A psychographic study of the elderly and retail store attributes	550
1997	Sherman, E., Mathur, A. & Smith, R.B.	Store environment and consumer purchase behaviour: mediating role of consumer emotions.	508
1999	Kucukemiroglu, O.	Market segmentation by using consumer lifestyle dimensions and ethnocentrism: an empirical study.	532
2005	Morschett, D., Swoboda, B. & Foscht, T.	Perception of store attributes and overall attitudes towards grocery retailers: the role of shopping motives.	560
2006	Carpenter, J.M. & Moore, M.	Consumer demographics, store attributes, and retail format choice in the US grocery market.	562
2007	Wirtz, J., Mattila, A.S. & Tan, R.L.P.	The role of arousal congruency in influencing consumers' satisfaction evaluations and in-store behaviours.	506

Sources: Oates, Shufelft and Vaught (1996:17); Sherman, Mathur and Smith (1997:367); Kucukemiroglu (1999:474); Morschett, Swoboda and Foscht (2005:434); Carpenter and Moore (2006:438); Wirtz, Mattila and Tan (2007:10)

3.4 DATA COLLECTION METHOD

A structured questionnaire was used to collect data from respondents. The questionnaires were administered through personal interviews. A mall intercept survey was conducted for this study. This type of survey was chosen because of its low cost, yielding of more accurate responses and the fact that the data are easily obtainable (Wiid & Diggines, 2009:114).

3.4.1 Questionnaire

Zikmund and Babin (2010:270) maintain that a survey is only as good as the questions it asks; therefore the questionnaire design is a critical stage in the survey. According to Shao (2002:260) a questionnaire is a formal set of questions or statements designed to gather information from respondents to accomplish the goals of the research project. Relevance and accuracy are the two basic criteria a questionnaire must meet if it is to fulfil a researcher's purposes (Zikmund, 2003:250).

The questionnaire was developed taking into account prior studies on store selection. The questions on store selection were based on the studies undertaken by Lu and Rucker (2006:46); Van der Vyver (2008:148); Rigopoulou, Tsotsou & Kehagias (2008:987); Reutterer & Teller (2009:701). The questions on store loyalty were based on the studies undertaken by Bloemer and De Ruyter (1998:506), Solvang (2007:118) and Pleshko (2008:93), the questions on store satisfaction were based on the studies undertaken by Evanschitzky, Iyer & Caemmerer (2008:281); Malan (2011:63); Grover, Dutta & Chakraborty (2011:15) and Mattsson (2009:34).

The questionnaire used in this study comprised 4 sections. Section A covered about 41 questions on store preference and store selection criteria. In Section A, a 7 point Likert scale items were used to determine the criteria which consumers use when selecting sportswear apparel stores. The scale was anchored with 1 denoting extremely unimportant and 7 denoting extremely important. Section B constituted of 5 store loyalty questions based on a five-point Likert scale with 1 denoting definitely unlikely and 5 denoting definitely likely to purchase sportswear apparel in the future. Section C was also based on 5 point Likert scales with 1 denoting strongly disagree and 5 denoting strongly agree on aspects on store satisfaction. Section D contained 11 questions on shopping orientation and demographics. In this section dichotomous and multiple-choice questions were used.

3.4.2 Administration of the questionnaire

The survey was conducted between 05 November and 03 December 2011. The following shopping centres were used to collect data; Jabulani Mall, Protea Gardens Mall and Southgate Mall. Four fieldworkers were selected and received training from the researcher on the purpose of the research as well as the critical elements of fieldwork. The selection was based on their knowledge of the subject matter, their understanding of research project and languages proficiency. The researcher supervised the fieldwork administration to ensure an efficient, accurate and effective sample was obtained.

3.5 PRE-TESTING

Pre-testing refers to the testing of the questionnaire on a small sample of respondents to identify and eliminate potential problems (Malhotra, 2010:322). The goal is to affirm that the questionnaire will capture the information sought by the researcher and it also helps refine the instrument and identifies errors that may be apparent only to the target population (Shao, 2002:279). Normally in a pre-test, the respondents are asked to pay attention to such elements as words, phrases, instructions, and questions flow patterns and point out anything they feel is confusing, difficult to understand or otherwise a problem (Hair *et al.*, 2003:464).

Pre-testing was undertaken by a review of the questionnaire with the statistician, the supervisor and three academics in marketing. During this stage feedback was obtained and changes were made to the questionnaire.

3.6 PILOT TESTING

A pilot study is a descriptive term indicating a small-scale study in which the results are only preliminary and intended only to assist in design of a subsequent study (Zikmund, 2003:57). Pilot testing involves a trial run with a group of respondents to iron out fundamental problems in the instructions or design of a questionnaire and to ensure the initial reliabilities of the scale. For the purpose of this study, a questionnaire was administered to a group of 60 qualifying respondents to test the initial reliability of the scale (Zikmund, 2003:330). The pilot study was undertaken to test the reliability of the questionnaire and Cronbach alpha computed is reported in section 4.2 (refer to Table 4.1) of the study.

3.7 DATA PREPARATION

Editing and coding are data preparation methods that were used in this study.

3.7.1 Editing

The basic purpose of editing was to impose some minimum quality standards on the data collected. The editing procedure involved field editing and central office editing. Field edit was used as a preliminary edit design to detect glaring omissions and inaccuracies in the data. It was useful in helping control the behaviour of the field workers and to clear up any misunderstandings they had about directions, procedures and specific questions. The field edit was followed by a central-office edit, or “eyeball” edits, which involved a careful physical inspection of each questionnaire for mistakes and possible omissions to responses to questions (Churchill & Brown, 2007:427). During the survey, field editing was undertaken at a mall by the researcher and four fieldworkers to ensure that all questionnaires were completed. Any questionnaire with missing responses to questions was eliminated for the purposes of analysis.

3.7.2 Coding

Coding is regarded as the technical procedure by which raw data are transformed in symbols and it involves specifying the alternative categories or classes in to which the responses are to be placed and assigning code numbers to the class (Churchill & Brown, 2007:429). The coding process facilitates computer or hand tabulation. If computer analysis is to be used, the data are entered into the computer (using their codes) and verified (Zikmund & Babin, 2010:353). Coding was undertaken by the researcher in conjunction with the supervisor and the statistician.

3.8 STATISTICAL ANALYSIS

The study made use of descriptive and inferential statistical analysis which is discussed in the next section.

3.8.1 Descriptive statistics

Descriptive statistics describes the distribution of responses on a variable which including measures of central tendency (mean, median and mode), measures of the spread, or variation, in the distribution (range, variance, standard of deviation), and various measures of the shape of the distribution (e.g. skewness, kurtosis) (Churchill & Brown, 2007:454-455). The measures of central tendency used to summarise and describe data obtained from the respondents are discussed in the next section.

3.8.2 Mean

The mean is the average value within the distribution, and it is the most commonly used measure of central tendency. The mean can be calculated when the data scale is either interval or ratio. Generally, the data will show some degree of central tendency, with most of the responses distributed close to the mean (Malhotra, 2009:484). Means were computed for sections B (store loyalty) and C (store satisfaction) of the study. The means are reported in section 4.5 (refer to Table 4.13).

3.8.3 Frequency distribution

According to Shao (2002:406) frequency distribution refers to distribution of data that summarizes the number of times a certain value of a variable occurs and is expressed in terms of percentages. Frequency distribution was computed for the demographic section (Section D) of the study. The results are reported in section 4.3.3 of the study.

3.8.4 Charts

Charts are graphical or pictorial representations of data. Charts are an effective visual aid to enhance the communication process and add clarity and impact to research reports (Hair *et al.*, 2003:530). Charts can take several graphic forms such as line chart, pie chart, bar charts, and histogram which are utilized to display research findings (Shao, 2002:566). These methods use both horizontal and vertical bars to examine different elements of a given variable.

The study made use of the above descriptive statistics in the form of tables, pie charts and bar charts in Section B, C and D of the study. These results are reported in sections 4.3.1, 4.3.2 and 4.3.3 of the study.

3.8.5 Statistical techniques used in the study

Statistical techniques used in this study include correlations analysis, regression analysis and the Mann-Whitney U test. A brief discussion of these techniques follows here under.

3.8.6 Correlation analysis

Correlation analysis is a statistical technique for measuring the closeness of the relationship between two metric (interval or ratio-scaled) variables. It measures the degree to which changes in one variable are associated with changes in another (Shao, 2002:492). The most widely used method of analysis is Spearman's correlation coefficient.

For the purpose of this study Spearman's test correlations were computed for Sections' A (store preference and store selection criteria), B (store loyalty), and C (store satisfaction) of the questionnaire. Correlations were computed for the purpose of examining the relationship among sportswear store dimension, satisfaction and loyalty. Correlations are reported in section 4.8.2 (Table 4.16) of the study.

3.8.7 Regression analysis

Regression analysis is a statistical technique used to derive an equation that relates a single criterion variable to one or more predictor variables. It is legitimate to measure the closeness of the relationship between variables without deriving an estimating equation (Iacobucci & Churchill, 2010:441-442). Malhotra (2009:557) suggested that it can be used in an attempt to:

- Determine whether the independent variables explain a significant variation in the dependent variable: whether a relationship exists.
- Determine how much of the variation in the dependent variable can be explained by the independent variables: strength of the relationship.
- Determine the structure or form of the relationship: the mathematical equation relating the independent and dependent variables.
- Predict the values of the dependent variable.
- Control for other independent variables when evaluating the contributions of a specific variable or set of variables.

In this study, regression models were computed with the identified store choice criteria, image dimensions and apparel satisfaction and loyalty. The regression models are reported in section 4.8.3 (Table 4.17) of the study.

3.8.8 Mann-Whitney (U) Test

According to Martins *et al.* (1996:338) the Mann-Whitney test is a non-parametric alternative to the t-test for two independent samples. The Mann-Whitney test allows for testing group differences when the population parameters are not normally distributed or when it cannot be assumed that the samples are from populations equal in variability (Zikmund, 2003:599). This test analyses ordinal data by determining whether two independent samples are drawn from identical populations or two populations with the same median. This can take place when the researcher is unsure about the normality assumptions of the data (Shao, 2002:516). The Mann Whitney tests are reported in section 4.6 (refer to Table 4.14) of the study in order to determine any significant difference in the store selection variables between male and female respondents.

3.8.9 Exploratory factor analysis

According to DeCoster (1998:1) factor analysis is a method used to examine how underlying constructs influence the response on a number of measured variables, and it is often performed by examining the pattern of correlations between observed measures. Factor analysis also reduces the number of variables to a more manageable set of data. However, in reducing the number of variables this procedure attempts to retain as much of the information as possible and make the remaining variables meaningful and easy to work with (Aaker *et al.*, 2007:562). With factor analysis there is no distinction between dependent and independent variables; rather, all variables under investigation are analysed together to identify underlying factors (Hair *et al.*, 2003:601). Malhotra (2010:604) has highlighted the following circumstances in which factor analysis can be utilised.

- To identify underlying dimensions of factors that explains the correlations among a set of variables. For example, a set of lifestyle statements may be used to measure the psychographic profiles of consumers.
- To identify a new, smaller set of uncorrelated variables to replace the original set of correlated variables in subsequent multivariate analysis (regression or

discriminant analysis). For example, the psychographic factors identified may be used as independent variables explaining the difference between loyal and non-loyal consumers.

Factors are an underlying dimension that explains the correlations among a set of variables (Feinberg *et al.*, 2008:480). The starting point for factor analysis is factor loading. Factor loading refers to the correlation between each of the original variables and the newly developed factors (Hair *et al.*, 2003:602). Each factor loading is a measure of the importance of the variable in measuring each factor. Tustin, Lighelm, Martins and Van Wyk (2005:672) are of the view that the factor loadings value of 0.40 is considered significant, while a factor loading of 0.5 is considered very significant. Factor analysis was performed in Section A of the questionnaire in order to establish store choice dimensions. Factor analysis is reported in section 4.4.4 (refer to Table 4.7) of the study.

Reliability and validity analysis were also used to determine the consistency of the results because they are regarded as effective measures for assessing the worth of a measurement scale (Akhalwaya, 2010:69). A discussion of these two concepts is pursued in the next section.

3.9 RELIABILITY

Reliability refers to the extent to which a scale produces similar results consistently if repeated measurements are made (Churchill & Brown, 2007:271). For the purpose of this study Cronbach alpha reliability was used because it gives an indication of the average correlation among all items that make up the scale. According to Malhotra (2009:316), the Cronbach alpha is the average of all possible split half coefficients resulting from different ways of splitting the scale items. This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability. Cronbach alpha coefficients were computed for Sections' A(store image), B (store loyalty) and C (store satisfaction). The Cronbach alpha reliability is reported in section 4.7 (refer to Table 4.15).

3.10 VALIDITY

Validity refers to the extent to which differences in scores on a measuring instrument reflect true differences among individuals, groups, or situations in the characteristics that it seeks to measure, or true differences in the same individual, group, or situation from one occasion to another (Churchill & Brown, 2007:271). In this study, construct validity, content validity, convergent validity, and predictive validity were utilised.

3.10.1 Content validity

Content validity refers to the adequacy with which the important aspects of the characteristics are captured by the measure; and it is sometimes called face validity (Churchill & Brown, 2007:273). Content validity took place through pre-testing and pilot testing procedures, and the results obtained were used to determine whether the questions included are relevant to the research objectives. Content validity is reported in section 4.8.1.

3.10.2 Convergent validity

Convergent validity is the ability of a scale to correlate with other scales that purport to measure the same concept. The logic being that two or more measurements of the same concept using different scales should highly agree if they are valid measures of the concept (Shao, 2002:248). Spearman's correlation coefficient was utilized to determine if there were any association among the data sets used. Correlations were computed between sportswear store image dimensions, store satisfaction and loyalty. The results of the correlation analysis is reported in section 4.8.2 (refer to Table 4.16) of the study.

3.10.3 Predictive validity

Predictive validity refers to the extent to which a future level of a criterion variable can be predicted by a current measurement on a scale (McDaniel & Gates, 2010:255). Regression analysis was used to assess predictive validity of sportswear store image dimensions on satisfaction and loyalty. Predictive validity is reported in section 4.8.3 (refer to Table 4.17 & Table 4.18) of the study.

3.11 SYNOPSIS

This chapter provided a framework of research methodology. A quantitative approach was followed and the non-probability sampling method was used. The study made use of a structured questionnaire and fieldwork was conducted using a mall intercept

survey in order to collect data. Appropriate statistical analysis procedures were applied in the study, namely descriptive analysis, correlation analysis, regression analysis, Mann-Whitney U test and factor analysis. The relevant code of ethics was fully enforced by the researcher during the survey. Reliability and validity measures were also discussed and performed in this study.

In the next chapter the results of the study and interpretation of the empirical findings are discussed.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

Chapter 3 provided an overview of the methodological approach used in the study. This chapter presents a summary of the analysis and interpretation of the results. The results obtained are also discussed against supporting and contrary findings from previous studies. The analysis and discussion in this chapter is presented in the following sequence. The result of the pilot study is presented with specific reference with the reliability of Section A which solicited information on store selection criteria. This followed by a descriptive analysis of Sections B, C and D of the main study. Exploratory Factor Analysis (EFA) was used to ascertain the dimensions of store choice. Correlations, regressions analysis, and Mann-Whitney U-test were also used to analyse the data.

A brief discussion of the reliability for the pilot study is discussed in the next section before proceeding with the descriptive analysis of the main study.

4.2 THE PILOT STUDY

Pilot testing of the questionnaire was embarked upon in order to ascertain the reliability of the scale and to identify the variables on the scale that showed high inter-item correlations. This kind of testing is conducted at an early stage of a survey to eliminate items that do not relate to one another. The pilot study constituted of 60 respondents.

The reliability of the scale was achieved by computing the Cronbach-alpha coefficient for the overall scale of the variables contained in Section A, which was based on statements related to criteria used by black consumers when selecting sportswear stores. The scale items ranged from 7 = extremely important to 1 = unimportant. The outcome of computing Cronbach alpha in Section A revealed a satisfactory indication of reliability. The Cronbach alpha reliability value of 0.94 exceeded the suggested

level of 0.70 (Malhotra, 2010:287). The reliability value of the composite scale is presented in Table 4.1.

Table 4.1 Reliability-pilot study

Item - Total Statistics				
Section A	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A6	249.83	2091.268	0.419	0.943
A7	249.53	2083.832	0.413	0.943
A8	249.41	2084.247	0.477	0.943
A9	249.81	2076.156	0.484	0.943
A10	249.48	2094.710	0.405	0.943
A11	249.09	2115.729	0.332	0.944
A12	250.05	2078.997	0.478	0.943
A13	249.97	2050.771	0.597	0.942
A14	249.41	2121.054	0.272	.944
A15	250.00	2081.649	0.513	0.943
A16	250.26	2055.423	0.630	0.942
A17	249.72	2111.958	0.341	0.944
A18	249.69	2083.586	0.456	0.943
A19	250.14	2083.946	0.478	0.943
A20	250.09	2068.466	0.504	0.943
A21	250.48	2074.851	0.466	0.943
A22	250.69	2054.077	0.509	0.943
A23	249.47	2092.534	0.440	0.943
A25	250.10	2054.726	0.592	0.942
A26	249.88	2046.389	0.692	0.942
A27	250.41	2041.229	0.663	0.942
A29	249.91	2099.098	0.384	0.943
A30	249.67	2054.610	0.658	0.942
A32	250.36	2075.954	0.454	0.943
A33	250.21	2047.781	0.662	0.942
A34	250.59	2040.282	0.726	0.941
A35	249.52	2111.587	0.356	0.944

Item - Total Statistics				
Section A	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A36	249.66	2093.318	0.429	0.943
A38	249.36	2091.077	0.455	0.943
A39	250.02	2073.140	0.507	0.943
A40	250.36	2081.288	0.516	0.943
A41	249.64	2078.902	0.543	0.943
A42	249.81	2089.139	0.499	0.943
A43	250.19	2086.016	0.440	0.943
A44	250.74	2076.406	0.438	0.943
A45	249.59	2112.598	0.341	0.944
A46	250.40	2076.138	0.466	0.943
A47	250.47	2041.622	0.614	0.942
A49	250.41	2101.650	0.309	0.944
A50	250.40	2064.419	0.558	0.942
A51	250.05	2094.681	0.395	0.943
A52	250.00	2073.825	0.551	0.942
A53	248.98	2111.140	0.368	0.943
A54	248.88	2132.459	0.226	0.944
A55	249.78	2085.440	0.475	0.943
A56	249.57	2080.074	0.494	0.943
A57	249.60	2079.963	0.594	0.942
A58	249.93	2067.083	0.618	0.942
A59	249.28	2096.028	0.484	0.943
A60	250.12	2044.248	0.593	0.942
Overall Standardised Cronbach alpha = 0.944				

On examination of the scale, nine items were deleted from the initial questionnaire to improve the reliability value of the study. A closer examination of the items revealed that the deleted items were not measuring the same construct when compared other items on the scale. Taking into account the amendments a revised questionnaire was developed containing 41 items that measured store choice criteria. The items deleted are reported in Table 4.2.

Table 4.2 Items deleted from the scale

A1	The reliability of the merchandise in the store
A2	The dependability of the merchandise in the store
A3	The quality of merchandise in the store
A4	The durability of the merchandise in the store
A5	The assortment of merchandise from different manufacturers
A24	The time it takes to travel to the store
A28	The display of the merchandise in the store
A31	The interior store design
A48	The store carries a large variety of goods.

Cronbach alpha value of the pilot study was satisfactory with an acceptable level of internal consistency. The next section concentrates on the analysis of the main survey.

4.3 ANALYSIS OF THE MAIN SURVEY

A total number of 489 questionnaires were completed out of the initial sample of 500. Eleven potential respondents refused to participate in the study. The main reasons for refusing to participate were lack of interest in the research topic, or inconvenient timing as many of the shoppers were in a hurry.

Descriptive statistical analysis was only undertaken on loyalty (Section B) and satisfaction (Section C), shopping orientations and demographic profiles (Section D) since the purpose of Section A was to establish variables that make up the factor structure through the factor analysis procedure. The factor analysis procedure and factor extraction procedure is outlined and discussed in Section 4.4.

4.3.1 Section B: Store loyalty

In this section a five point Likert scale was used ranging from 1= definitely unlikely to 5= definitely likely to patronise the stores in the future. Figure 4.1 summarises the participants' responses with regard to their future purchase intentions. From the selected sample, 4.3% (n=21) indicated that they were definitely unlikely to patronize the same store in the future, 4.3% (n=21) were quite unlikely to patronize the same

store, whereas 31.5% (n=154) were quite likely to patronize the same store, and 37% (n=181) were definitely likely to continue supporting the same store in the future.

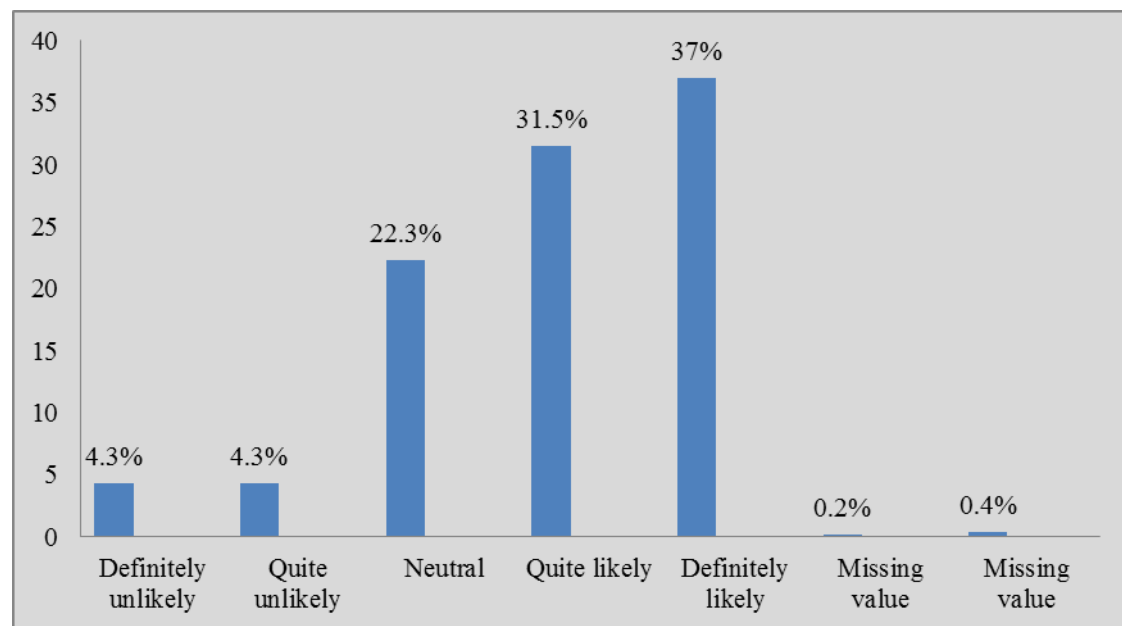


Figure 4.1 Future purchase intentions

Figure 4.2 reports on whether the respondent would recommend the store to a friend. Approximately 2.2% (n=11) were definitely unlikely to recommend the store to their friend, followed by 3.9% (n=19) who were quite unlikely, 17.4% (n=85) of respondents were uncertain, whereas 36.2% (n=177) were quite likely and 40.3% (n=197) were definitely willing to recommend the store to their friends.

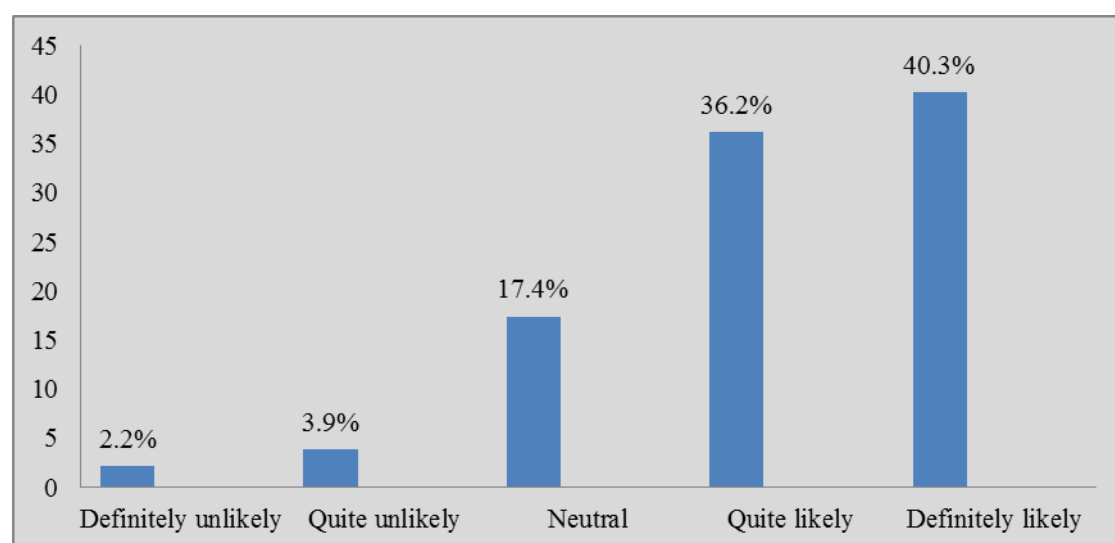


Figure 4.2 Recommending a store to friends

Figure 4.3 reports on the respondents' commitment to maintain their purchasing at the same store in the future. Approximately 3.3 % (n=16) of the respondents were definitely unlikely to maintain their purchasing at the same store, followed by 3.9% (n=19) who were quite unlikely, 22.9% (n=112) were uncertain if they would, whereas 37.0% (n=181) were quite likely to maintain their purchasing in the same store and 32.9 (n=161) were definitely likely to maintain their purchasing at the same store in the future.

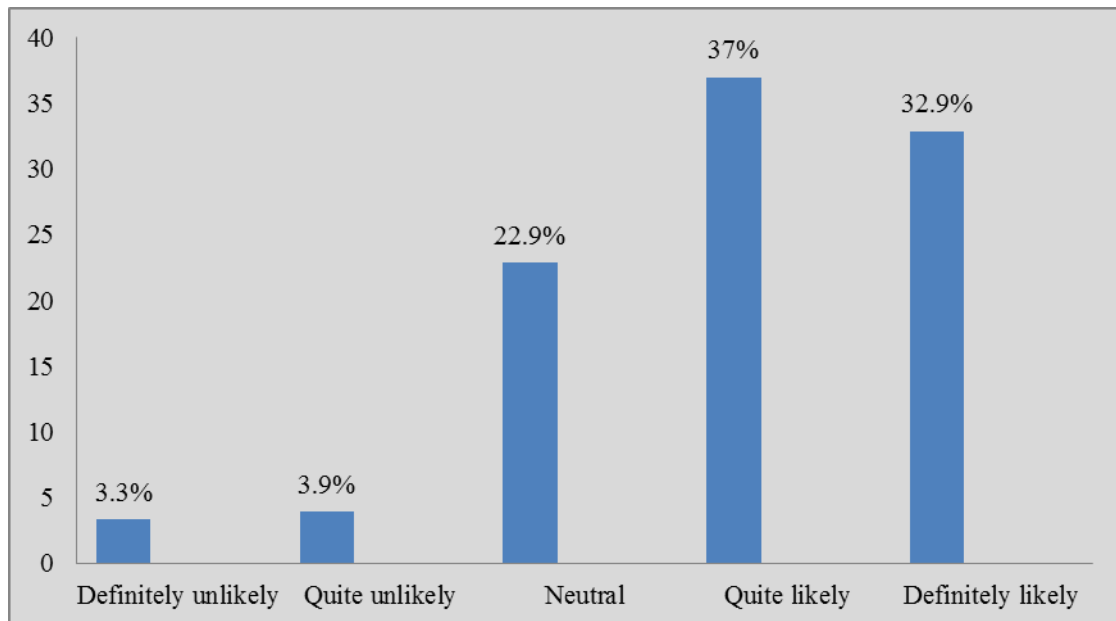


Figure 4.3 Commitment to purchase at the same store in the future

Figure 4.4 reports on maintenance of shopping habits in the same store. In terms of the respondents' maintenance of shopping habits in the same store in the future, 1.8% (n=9) were definitely unlikely, 4.1% (n=20) were quite unlikely, 26.2% (n=128) were neutral, whereas 36.4% (n=178) were quite likely and 31.5% (n=154) were definitely likely to maintain their shopping habits at the same store in the future.

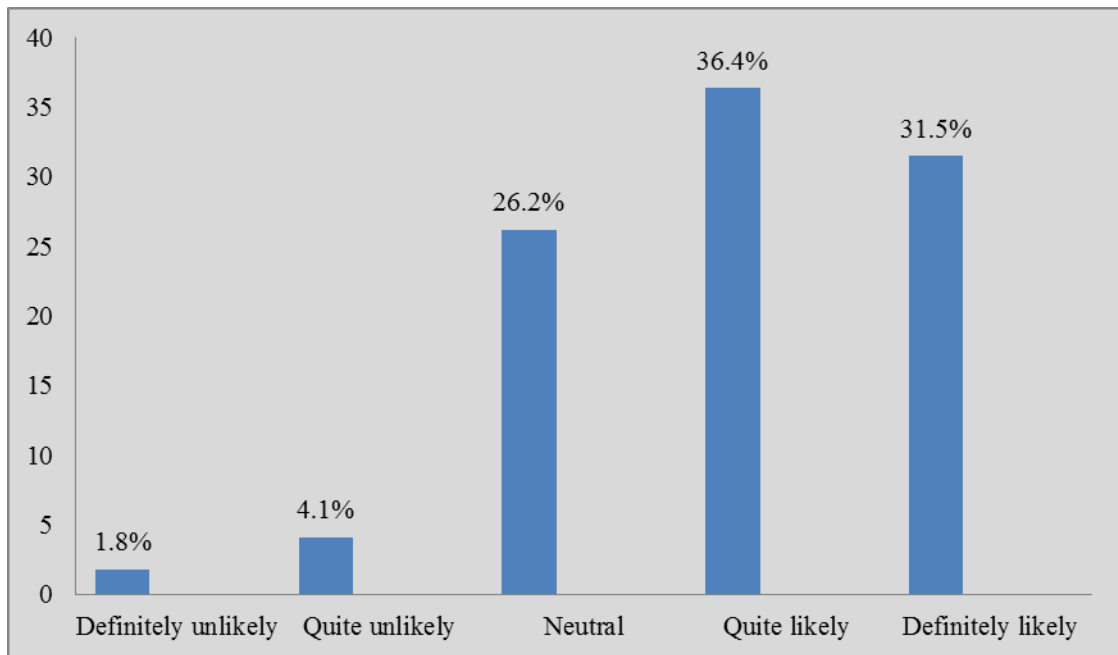


Figure 4.4 Shopping habits

The next section summarises the participants' responses with regard to their level of satisfaction with the sportswear store they had patronised.

4.3.2 Section C: Store satisfaction

The data collected from this section of the questionnaire was intended to determine the respondents' level of satisfaction. Figure 4.5 reports on respondents' satisfaction level with regard to sportswear purchased in their preferred store/s. Approximately 0.4% (n=2) strongly disagreed, 3.7% (n=18) disagreed, 17.8% (n=87) were uncertain, whereas 47.6% (n=233) agreed and 30.3% (n=148) strongly agreed that they were satisfied with their decision to purchase products from the store.

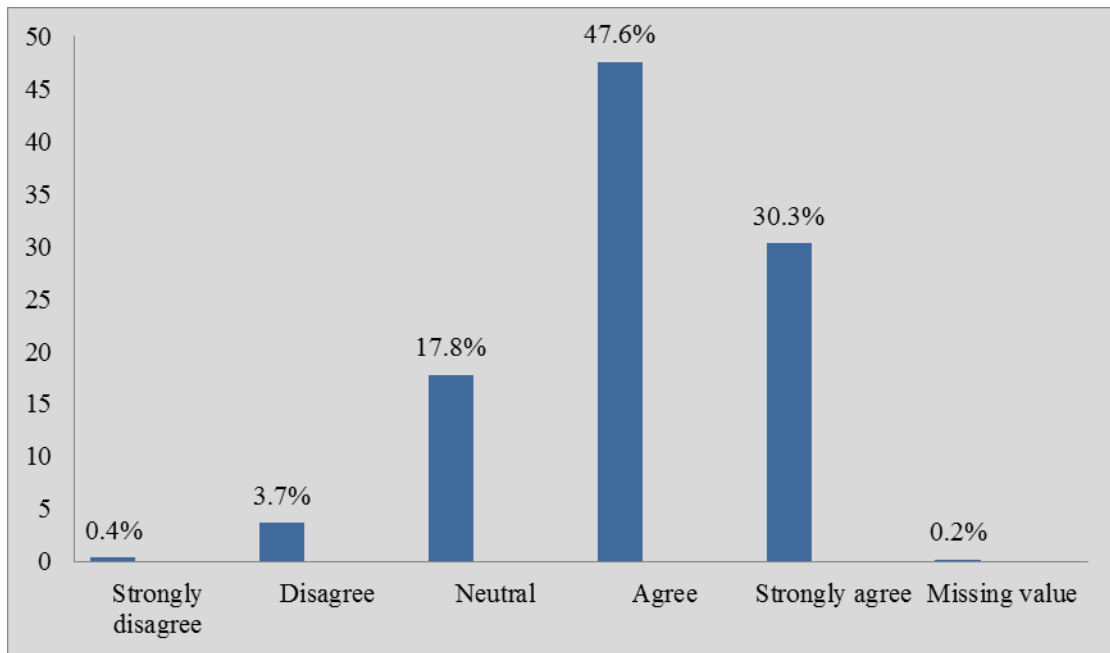


Figure 4.5 Satisfaction with the choice of sportswear stores

Figure 4.6 reports on whether respondents made a wise decision to purchase sportswear in these stores. Approximately 0.4% (n=2) strongly disagreed, 3.9% (n=19) disagreed, 17.6% (n=86) were neutral, whereas 48.1% (n=235) agreed and 30.1% (n=147) strongly agreed that they had made the right choice of sportswear store/s.

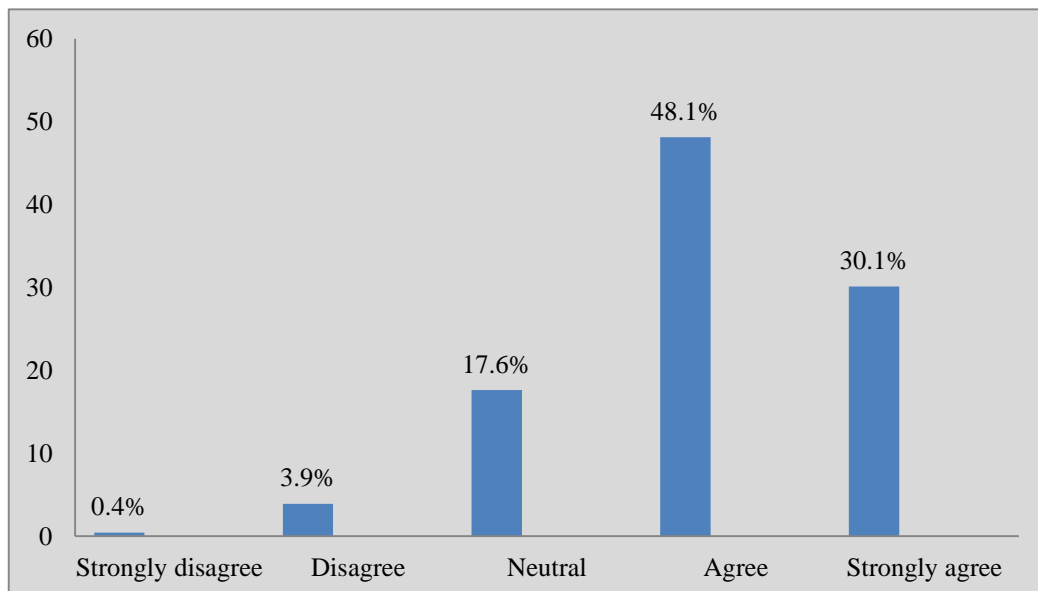


Figure 4.6 Respondents' decision to purchase in stores

Figure 4.7 reports on respondents' feelings after making a purchase in the store they have patronised. Only 0.2% (n=1) strongly disagreed, 2.7% (n=13) disagreed, 19.6% (n=96) were uncertain, whereas 40.9% (n=200) agreed and 36.4% (n=178) strongly agreed that they made the right choice to purchase from these stores.

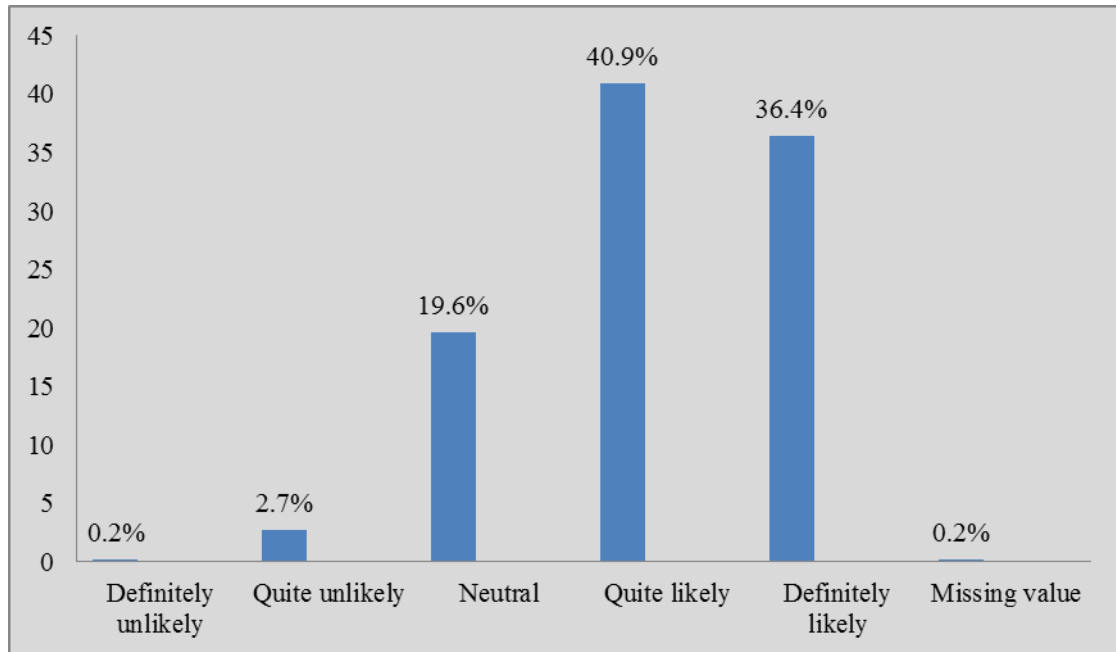


Figure 4.7 Respondents' feelings after shopping

Figure 4.8 reports on the respondents' satisfaction with their shopping experience. Only 0.8% (n=4) of the respondents strongly disagreed, 3.5% (n=17) disagreed, 20.4% (n=100) were neutral, whereas 45.0% (n=220) agreed and the remaining 30.3% (n=148) strongly agreed that they were satisfied after their shopping experience in the stores they have patronised.

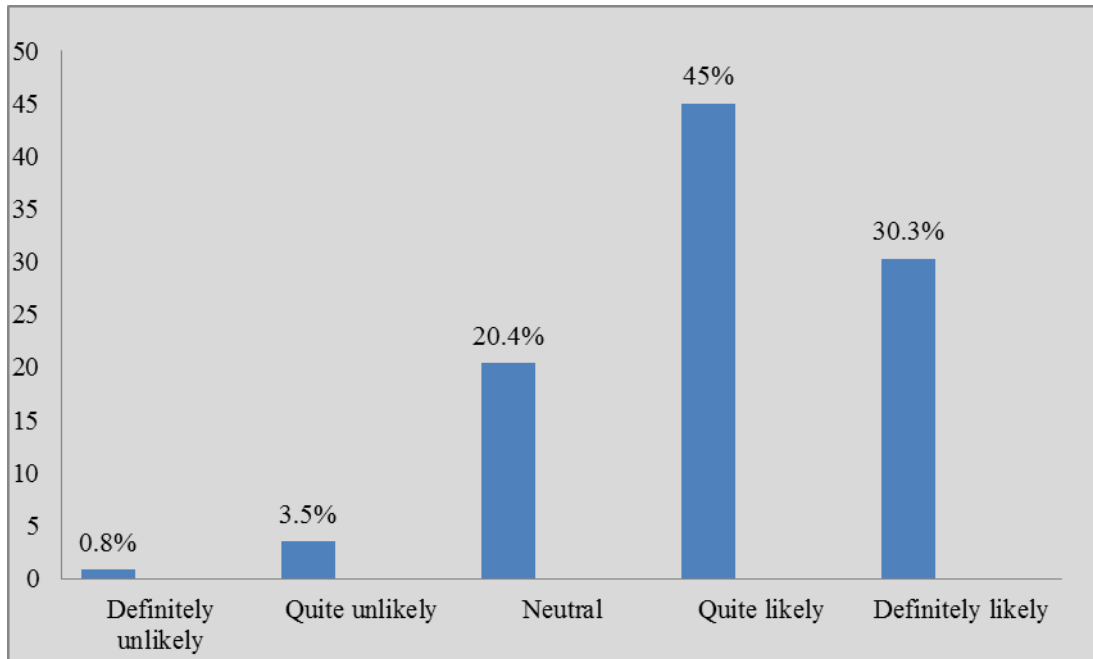


Figure 4.8 Respondents' shopping experience

Figure 4.9 reports on whether respondents' expectations were met after they had shopped in these stores. Only 8% (n=4) of the respondents strongly disagreed, 5.1% (n=25) disagreed, 21.7% (n=106) of the respondents were neutral, whereas 45.0% (n=220) agreed and 26.4% (n=129) strongly agreed that their shopping expectations were met.

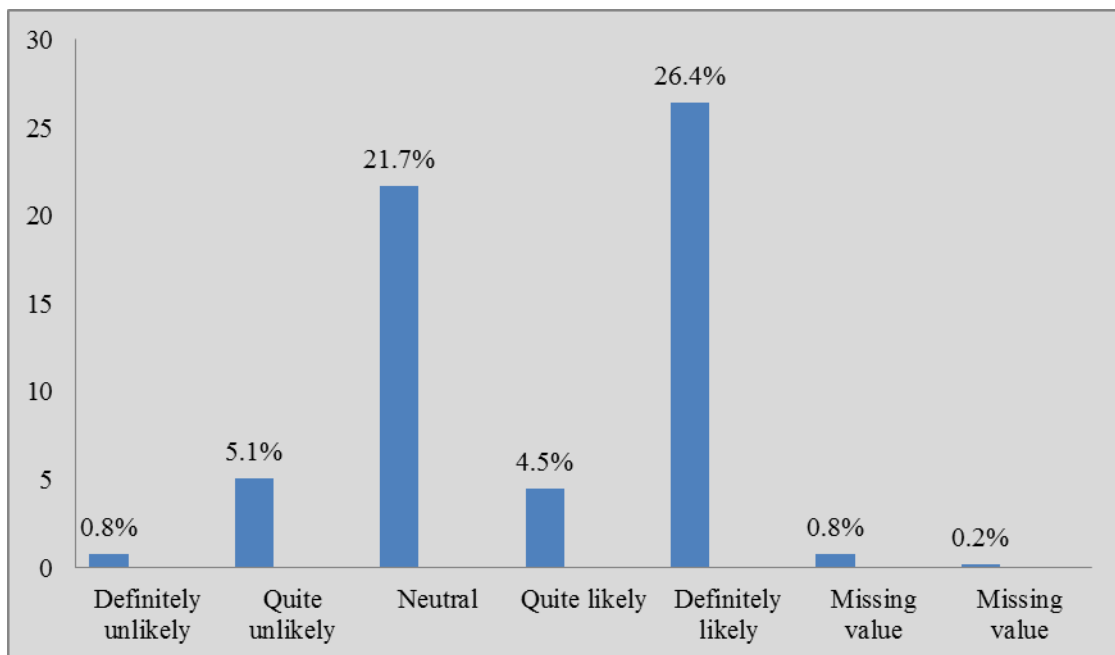


Figure 4.9 Respondents' shopping expectations

The next section proceeds with descriptive analysis of the respondents' shopping orientation and demographics of the respondents.

4.3.3 Section D: Shopping orientation and demographics

Figure 4.10 shows that 48% (n=235) of respondents prefer to undertake their shopping for sportswear on Saturdays, 13.9% (n=68) shop on Fridays, 12% (n=11.9) shop on Sundays, 9% (n=84) shop on Wednesdays, 5.9% (n=29) shop on Mondays, 6.3% (n=31) shop on Thursdays, whereas only 5.3% (n=26) of respondents shop on Tuesdays.

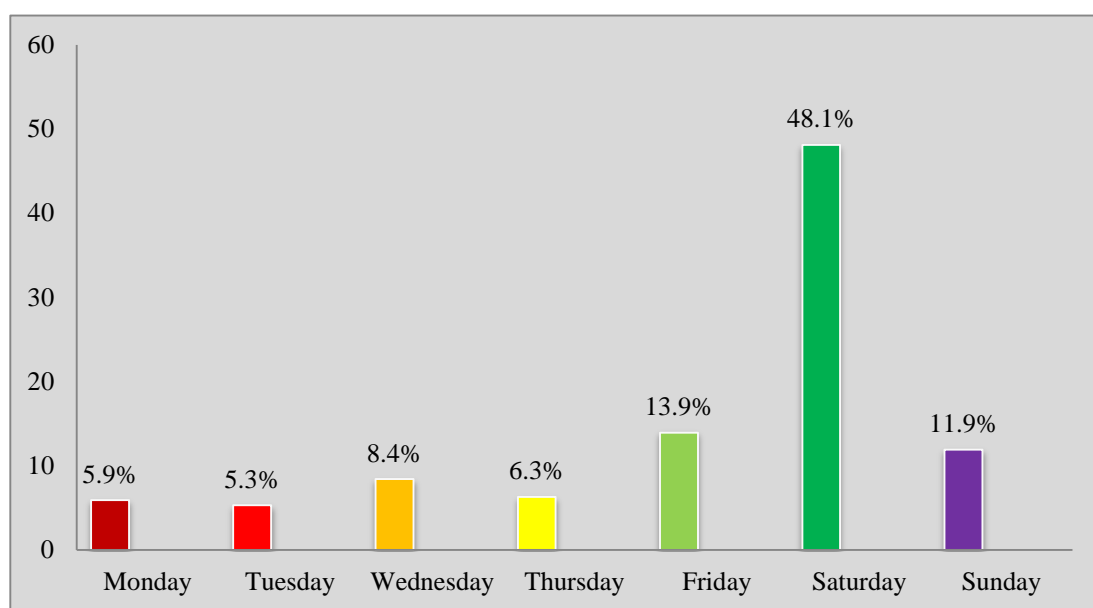


Figure 4.10 Shopping days chosen by consumer

Figure 4.11 reports on the main reason why consumers shop on the specified days. Approximately 38.2% (n=187) of respondents shop on a specific days because they are not working or studying, 21.9 % (n=107) shop on their preferred day when the store is less busy, 10.6% (n=52) engage shopping for sportswear while shopping for other items, 7.6% (n=37) shop on their preferred day when they meet for lunch/tea, 7.6% (n=37) prefers to shop during the week while on their way to/from home, 5.9% (n=29) shop on certain days to get a discount, 4.7% (n=23) shop during school days, 2.7% (n=13) of respondents shop on their preferred day because of the availability of parking. A small percentage of the respondents 0.8% (n=4) shop on any day of the week.

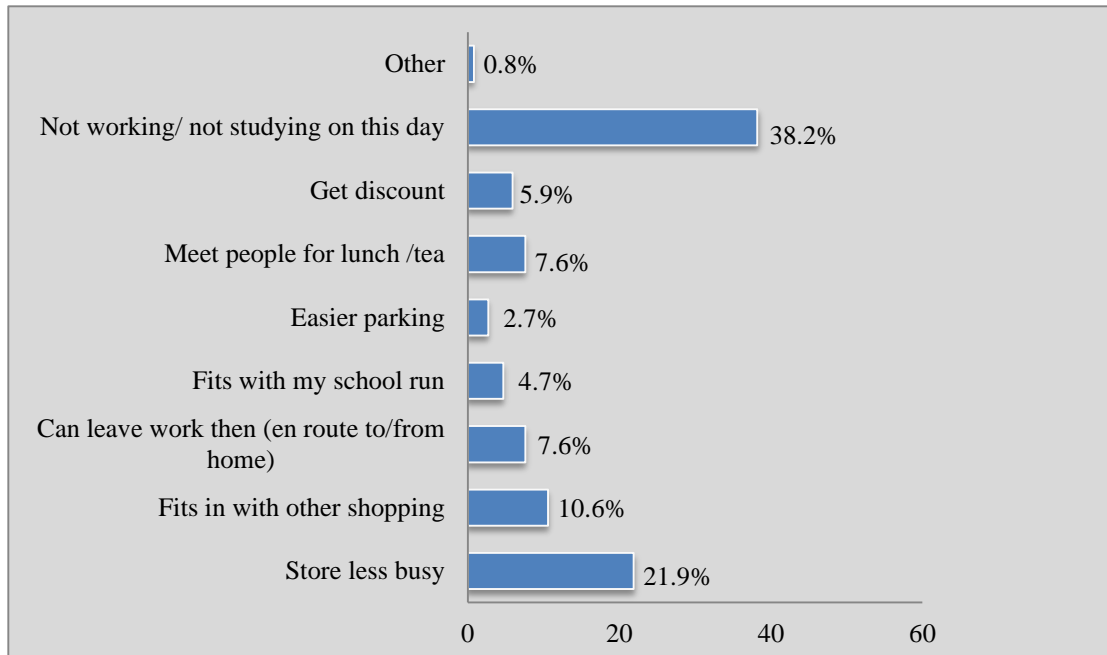


Figure 4.11 Reasons for shopping in the specified days

Figure 4.12 reports on the respondents' shopping frequency. Approximately 29% (n=142) purchase sportswear at least twice a year, 21.3% (n=104) reported that they purchase sportswear at least once a year, while 19.6% (n=96) purchases sportswear at least three times a year, 13.9% (n=68) indicated that they purchase sportswear once a month, 10.4% (n=51).

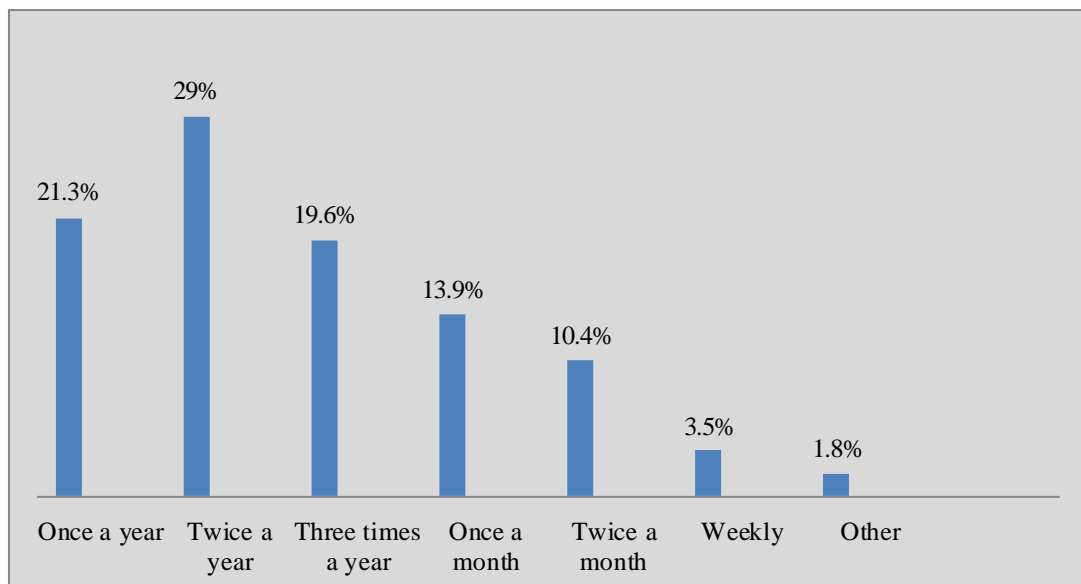


Figure 4.12 Shopping frequency

The split between genders is illustrated in Figure 4.13 that reports that 250 females (51%) and 239 males (49%) participated in the survey.

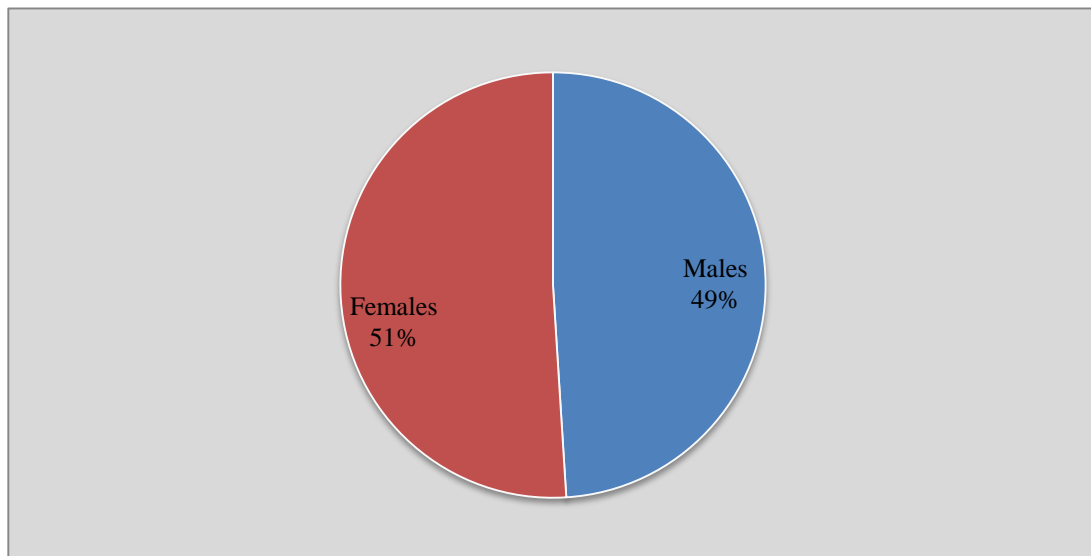


Figure 4.13 Gender

Figure 4.14 provides the marital status of the respondents. The majority of respondents, 67.1% (n=328) were single (not married), 25.6% (n=125) were married (living together) 5.1% (n=25) comprised of divorced/separated respondents and only 2.0% (n=10) were widowed.

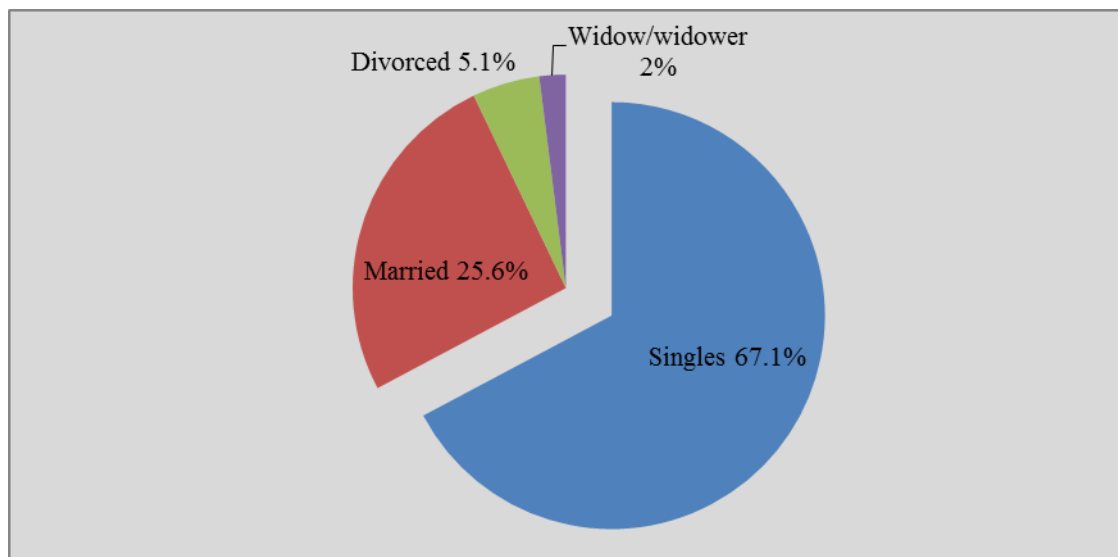


Figure 4.14 Marital status

Figure 4.15 reports on age category of the respondents. The majority of respondents (n=221), 45.2% were between 20-29 years of age, 25.2% (n=123) were between 30-

39 years of age, 17.4% (n=85) were younger than 20 years, 9.0% (n=44) were between 40-49 years of age. However, 2.9% (n=14) of respondents were between 50-59 years of age and only 0.4% (n=2) constituted of those respondents who were over 59 years.

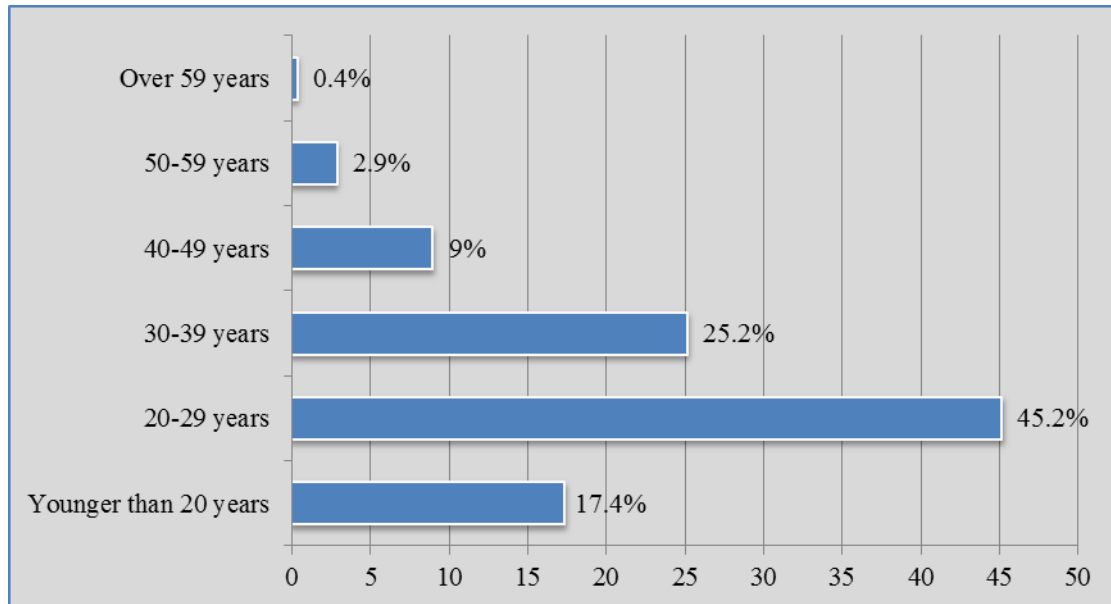


Figure 4.15 Age group

The breakdown of the respondents' annual income category is presented in Figure 4.16. The majority of respondents 58.1% (n=284), earned an annual income under R100 000, 28.6% (n=140) were within the annual income category of R100 000 to R200 000, only 9.4% (n=46) earned an annual income ranging from R200 000 to R300 000. The lowest percentage of 0.4% (n=2) constituted those respondents who earned an annual income of over R600 000.

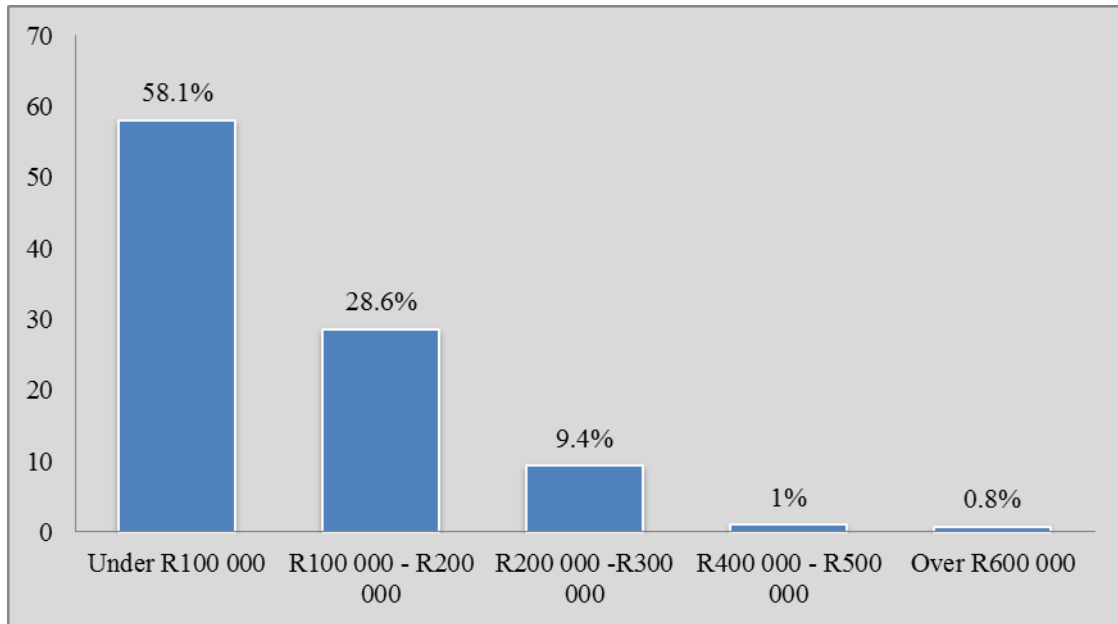


Figure 4.16 Annual income

The residential area of the respondents is presented in Figure 4.17. The majority of respondents, 20.4% (n=100) were from Chiawelo, while 20% (n=98) resided within other areas of Soweto, 16.4% (n=80) were from Protea Glen, 12.1% (n=59) were from Pimville, 10.4% (n=51) were from Dobsonville, 7% (n=34) were from Orlando, 4.9% (n=24) were from Eldorado Park, 4.7% (n=23) were from Klipspruit and only 4.1% (n=20) were from Meadowlands.

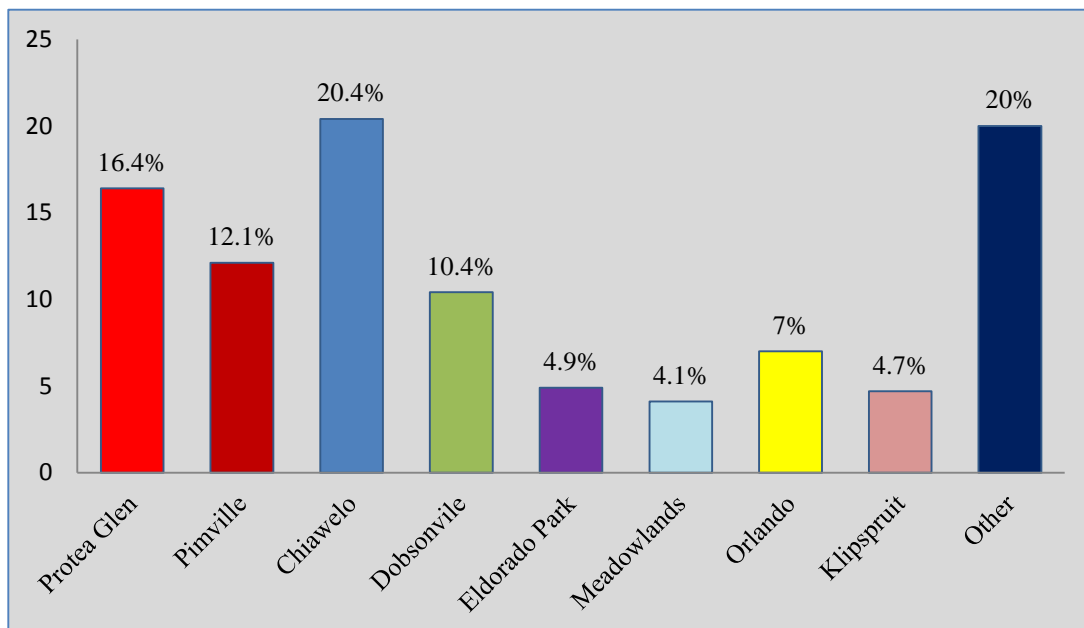


Figure 4.17 Residential Area

Figure 4.18 illustrates that most respondents, 35.2% (n=172) shop for sportswear in department stores, while 27.2% (n=133) shop at discount stores, 25.4% (n=124) shop at speciality stores, 8.8% (n=43) shop at boutiques and 3.3% (n=16) shop in other types of stores.

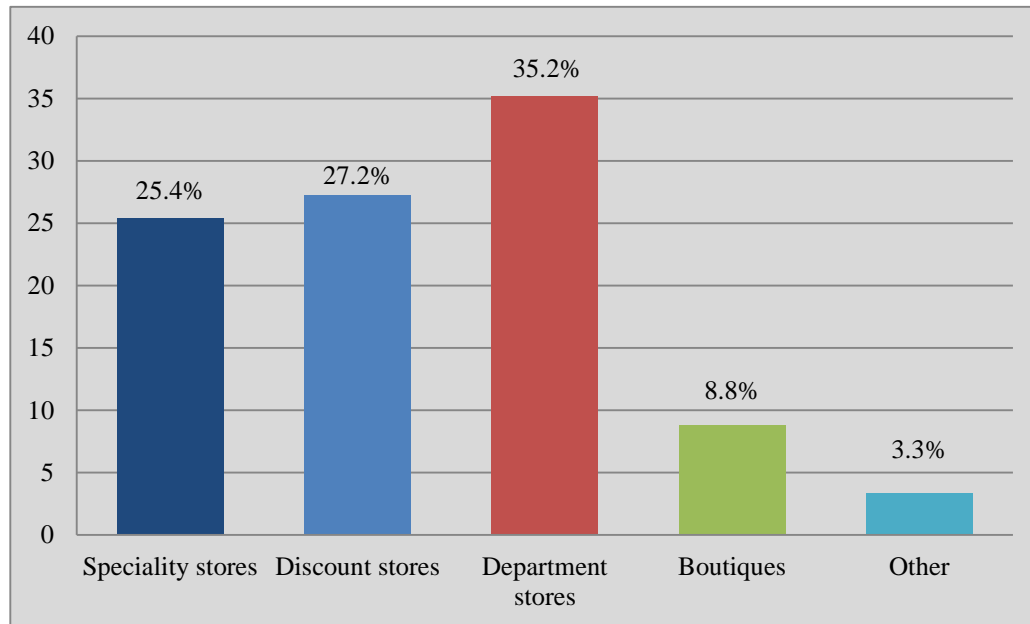


Figure 4.18 Store types

Figure 4.19 reports on sportswear items that respondents had purchased during their last trip to their preferred type of stores. It is clear that most respondents had bought sneakers 34.8% (n=170), while 17.8% (n=87) purchased tracksuits, 17.6% (n=86) purchased shirts/golfer/t-shirts, 8.0% (n=39) purchased jackets, and 6.3% (n=31) purchased shorts. However, 4.7% (n=23) of respondents purchased underwear, 3.5% (n=17) purchased sportswear accessories such as sunglasses, watches and sweat bands, 3.1% (n=15) purchased trousers/pants, 2.9% (n=14) bought caps/beanies and 1.4% (n=7) purchased other sportswear such vests and tights.

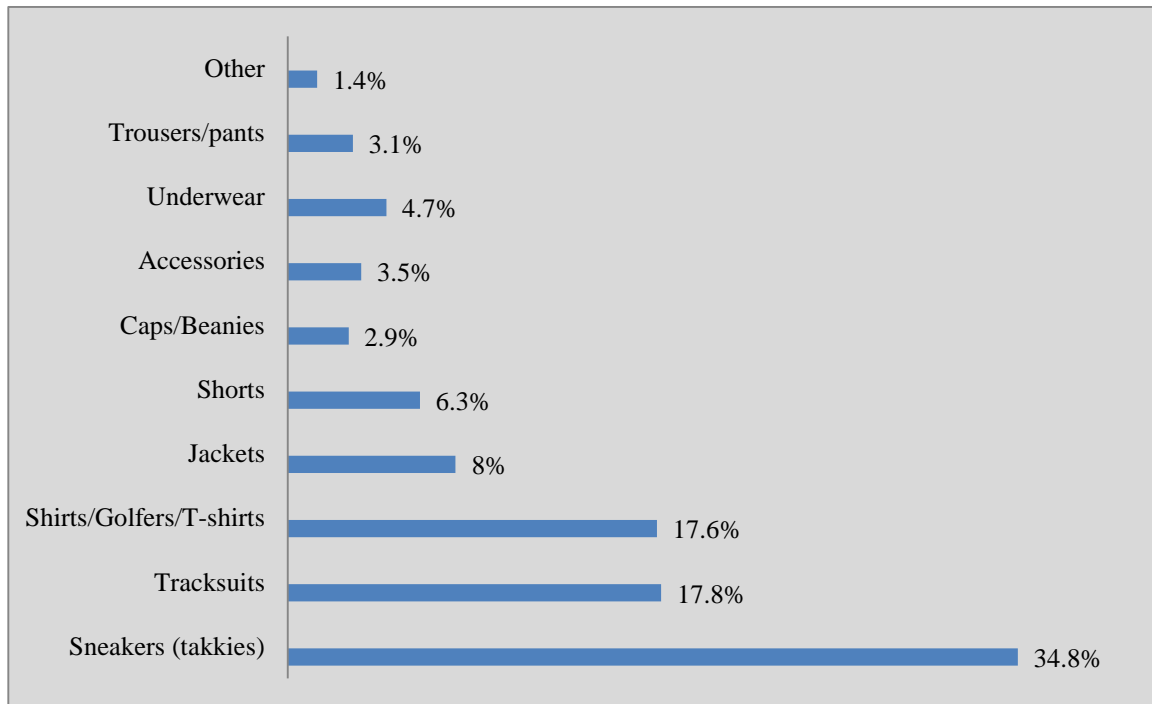


Figure 4.19 Sportswear items last purchased

Sportswear brands that were purchased are reported in Figure 4.20. A large number of respondents 32.9% (n=161) purchased the Nike brand most frequently, followed by 30.9% (n=151) that preferred Adidas, 17.8% (n=87) purchased Puma, 10.0 (n=49) purchased Reebok, 4.5% (n=22) purchased New balance, 1.4% (n=7) purchased other sportswear brands (such as Fusion, Saucony, Road X), 1.0% (n=5) purchased the Canterbury brand, 0.8% (n=4) purchased Umbro and 0.6% purchased Asics.

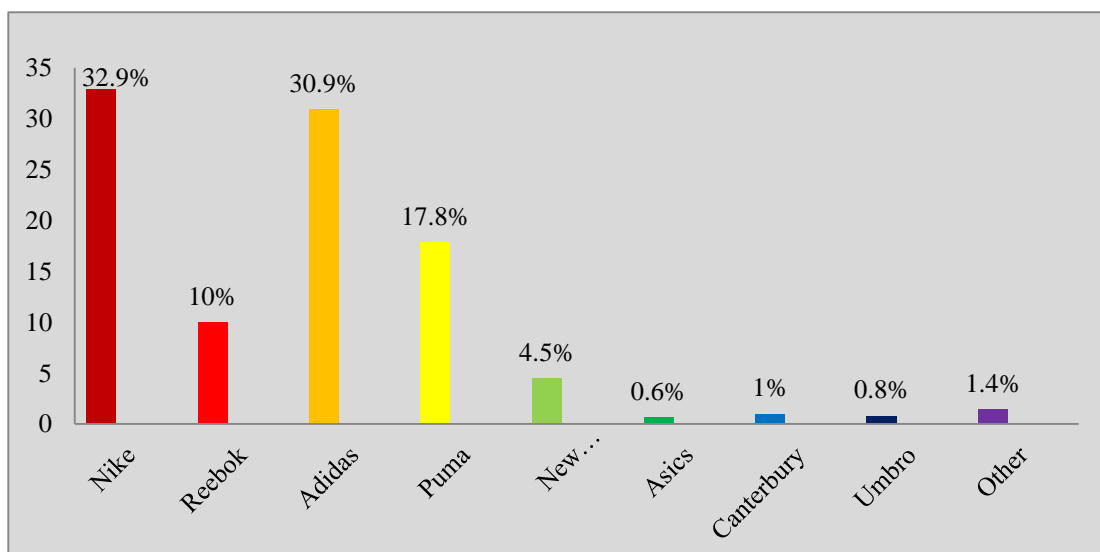


Figure 4.20 Sportswear brand frequently purchased

In the next section, an analysis of Section A is provided through a factor analysis approach. This was necessary to ascertain the dimensions of store choice criteria that shoppers apply when choosing stores in which to purchase sportswear apparel.

4.4 EXPLORATORY FACTOR ANALYSIS (EFA)

A summary of the factor analysis procedure, methods of extraction and naming and interpretation of factors are discussed in the following section.

4.4.1 Overview of factor analysis procedure used in the study

Under Section A of the questionnaire the sportswear store variables that were important when making store selection decision were subjected to factor analysis. The Kaiser-Meyer-Olkin (KMO) and Bartlett's test of Sphericity measure of sampling adequacy were used to test the appropriateness of factor analysis. These two tests are elucidated in the next section.

4.4.2 The Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sampling

The KMO measure of sampling adequacy is an index used to inspect the appropriateness of factor analysis (Malhotra *et al.*, 2007:776). Values between 0.5 and 1.0 indicate that factor analysis is appropriate. The value of Kaiser-Meyer-Olkin measure of sampling was 0.958 which is considered satisfactory for factor analysis.

Bartlett's Test of Sphericity can be used to determine that the variables are uncorrelated in the population. The approximated chi-square was 12318.601 (df=630) at an observed significance level $p < 0.000$ indicating that there was a significant correlation between variables in the data set and that is, the data is appropriate for factor analysis. KMO and Bartlett's tests are reported in Table 4.3.

Table 4.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.958
Bartlett's Test of Sphericity Approx. Chi-Square	12318.601
df	630
Sig.	0.000

4.4.3 Extraction of factors

The main purpose for the next section is to determine the extraction of factors using the eigenvalues and percentage of variance methods.

4.4.3.1 Extraction of factors based on eigenvalues

An eigenvalue represents the amount of variance in the original variables that is associated with a factor. Only factors with eigenvalues of 1.0 were included. Factors with an eigenvalue less than 1.0 are not considered because they are better than a single variable (Aaker *et al.*, 2007:567). The eigenvalue extraction for the study showed that six factors that are appropriate to capture the dimension of store selection. The factors and their eigenvalues are illustrated Table 4.4.

Table 4.4 Eigenvalues

Dimensions description	Eigenvalues
Factor 1: (Sales assistant)	16.11
Factor 2: (Atmospherics)	2.25
Factor 3: (Store appeal)	1.95
Factor 4: (In-store induced appeals)	1.45
Factor 5: (Promotion/brand availability)	1.16
Factor 6: (Store accessibility)	1.06

4.4.3.2 Percentage of variance as a method of factor extraction

Percentage of variance was the other method of extraction used in this study. According to Malhotra (2010:612) the acceptable percentage of variance should at least be in the region of 60 percent. For the study, the cumulative percentage of variance was 66.58% after the extraction of six factors. The percentage of variance is reported in Table 4.5.

Table 4.5 Percentage of variance

Dimensions description	Percentage of variance	Cumulative percentage
Factor 1: (Sales assistant)	44.74	44.74
Factor 2: (Atmospherics)	6.26	50.99
Factor 3: (Store appeal)	5.42	56.41
Factor 4: (In-store induced appeals)	4.01	60.42
Factor 5: (Promotion/brand availability)	3.22	63.61
Factor 6: (Store accessibility)	2.94	66.58

4.4.4 Factor loading

For the main study, factor loading values of 0.40 and more were considered significant (Hair, Black, Babin, Anderson & Tatham, 2006:128). A total of 5 items (A11, A13, A20, A21, and A30) were deleted from the original 41 items. Those items were removed because they reflected low communalities and low factor loading. The final factor structure comprised six dimensions which are reported in Table 4.6. These factors are labelled and interpreted in the next section.

Table 4.6 Rotated factor loading matrix

	Factor 1 Sales assistant	Factor 2 Store atmospherics	Factor 3 Store appeal	Factor 4 In-store induced appeals	Factor 5 Promotion/ brands	Factor 6 Store accessibility
A1	.561	.408	.167	.025	.158	.138
A2	.827	.163	.168	.152	.096	.158
A3	.833	.144	.184	.152	.126	.158
A4	.725	.295	.177	.285	.056	.113
A5	.767	.235	.174	.204	.068	.205
A6	.381	.692	.203	.107	.149	.155
A7	.287	.766	.245	.170	.159	.153

	Factor 1 Sales assistant	Factor 2 Store atmospherics	Factor 3 Store appeal	Factor 4 In-store induced appeals	Factor 5 Promotion/ brands	Factor 6 Store accessibility
A8	.253	.761	.215	.159	.159	.163
A9	.118	.700	.262	.229	.178	.161
A10	.596	.268	.067	.361	.091	.244
A12	.342	.501	.307	.326	.175	.118
A14	.213	.540	.257	.173	.187	.176
A15	.338	.224	.457	.197	.299	.226
A16	.285	.319	.648	.155	.181	.218
A17	.196	.286	.778	.163	.126	.169
A18	.165	.242	.810	.112	.109	.170
A19	.260	.180	.545	.213	.098	.349
A22	.043	.303	.533	.167	.212	.401
A23	.066	.368	.428	.162	.203	.488
A24	.259	.195	.225	.298	.226	.591
A25	.290	.160	.127	.258	.186	.681
A26	.184	.128	.263	.126	.101	.697
A27	.338	.160	.264	.308	.278	.467
A28	.275	.217	.407	.165	.215	.506
A29	.186	.377	.337	.223	.209	.431
A31	.451	.041	.205	.537	.115	.316
A32	.303	.171	.218	.618	.079	.251
A33	.106	.318	.096	.703	.142	.220
A34	.327	.240	.107	.650	.170	.265
A35	.176	.246	.162	.672	.183	.236

	Factor 1 Sales assistant	Factor 2 Store atmospherics	Factor 3 Store appeal	Factor 4 In-store induced appeals	Factor 5 Promotion/ brands	Factor 6 Store accessibility
A36	.212	-.074	.270	.479	.550	-.166
A37	.133	.033	.237	.519	.595	-.051
A38	.078	.171	.197	.094	.771	.129
A39	.177	.138	.066	.126	.705	.231
A40	.141	.201	.068	.249	.695	.167
A41	-.050	.208	.063	-.057	.648	.209

4.4.5 Naming and Interpretation of factors

Factor 1, labelled **sales assistant**, comprised six variables and accounted for 44.74% of the explained variance. The eigenvalue was 16.11. The variables that comprised the sales personnel activities are illustrated in Table 4.7. The identified variables include, the appearance of sales personnel, sales personnel's willingness to help customers, treatment offered to customers, personalised attention, ability to effectively and efficiently attend to customers' requests. Moschis, Ferguson and Zhu (2011:796) indicated that the availability of store personnel is an important factor in the selection of apparel stores. These results are congruent with Gundala, (2010:71) and Clodfelter (2010:139) who ascertained that consumers usually patronise stores where they find experienced sales personnel who are friendly, supportive, attentive and courteous when shopping for clothing. Helpful and knowledgeable sales personnel in a store have a positive effect on consumers' perception of store image and that makes store personnel one of the crucial elements in retailing (Hu & Jasper, 2006:41; Hu, 2011:99). Therefore, to have sufficient, well-trained and skilled sales personnel in the retailing sector, especially the apparel sector creates a competitive advantage over those who lack such provisions (Grewal, Baker, Levy & Voss, 2003:265; Dalwadi, Rathod & Patel, 2010:32). Ghosh *et al.* (2010:85) concur that the retail store's sales assistants should have sufficient knowledge of the products offered, and must also be willing and capable of responding to the customer's request.

Table 4.7 SALES ASSISTANT

VARIABLE	VARIABLE DESCRIPTION	FACTOR LOADING
A1	Sales personnel appearance	.561
A2	The willingness of sales personnel to help customers	.827
A3	The treatment by the sales personnel towards customers in the store	.833
A4	The personal attention displayed by sales personnel	.725
A5	The ability of sales personnel to respond to customer requests	.767
A10	The efficiency of the sales personnel in the store	.596

Factor 2, labelled **Store atmospherics**, comprised six variables and accounted for 6.26% of the explained variance. The eigenvalue was 2.25. The variables that comprised the atmosphere characteristics are reported in Table 4.8. This factor emphasised aspects that relate primarily to the level of store ambience and how it influences sportswear store selection. Du Preez and Van der Vyver (2010:21), Petermans and Van Cleempoel (2010:33) and Thenmozhi and Dhanapal (2011:22) also identified similar results in their studies, confirming that store atmospherics and ambience characteristics are influential determinants of store choice. Store atmospherics which include store interior (attractive, fashionable, stylish decorations, lightings, temperature) seem to have a positive influence on shopping behaviour in various clothing stores (Moye & Giddings, 2002:274). Store design and decorations are also used as visual signals used to lure shoppers into stores (Nguyen & LeBlanc, 2002:244). Consumers may purchase certain products in stores where the environment is pleasing (Hsu & Chang, 2008:160). A pleasing store atmospherics which offers comfortable, fashionable, stylish and gratifications that contribute to customers' sense of well-being in the store, increases consumer preferences for the store (Thang & Tan, 2003:198). Noad and Rogers (2008:1004) postulate that well-planned retail atmospherics variables should be established to create positive consumer behaviour towards the store, and the kind of behaviour that can be linked to increased levels of browsing and increased levels of consumer spend in store.

Table 4.8 Store atmospherics

VARIABLE	VARIABLE DESCRIPTION	FACTOR LOADING
A6	The fashionability of the store interior	0.69
A7	The style of decor in the store	0.77
A8	The attractiveness of the decor in the store	0.76
A9	The colours used in the store	0.70
A12	The suitability of finishing material in the store	0.50
A14	The social class appeal of the store	0.54

Factor 3, labelled **store appeal (interior/exterior)** comprised six variables and accounted for 5.42% of the explained variance. The eigenvalue was 1.95. The rotated factor loadings are reported in Table 4.9. The emphasis of this factor relate to the variety of brand carried by store, the appeal of in-store displays, the appeal of the entrance of the store, the appeal of the exit of the store, the proximity of the store in relation to others and the attractiveness of exterior design which shoppers interact with while visiting shopping malls. These variables contribute to the uniqueness of the store. According to Tlapana (2009:12) a store which communicates product information via in-store display actually assists consumers to make informed purchase decisions. Merchandise seen as less attractive is more likely to be purchased when displayed together (Aspfors, 2010:38). Appealing store interior and exterior which is integrated with an appealing in-store display of various brands are considered to be necessary factors that promote engagement from consumers (Moerloose, Antioco, Lindgreen & Palmer, 2005:472).

Table 4.9 Store appeal (interior/exterior)

VARIABLE	VARIABLE DESCRIPTION	FACTOR LOADING
A15	The variety of brands carried by the store.	0.46
A16	The appeal of in-store displays	0.65
A17	The appeal of the entrance of the store.	0.78
A18	The appeal of the exit of the store.	0.81
A19	The proximity of the store in relation to other stores	0.55
A22	The attractiveness of exterior store design	0.53

Factor 4, labelled **in-store induced appeals**, comprised five variables and accounted for 4.01% of the explained variance. The eigenvalue was 1.45. Table 4.10 provides a description of the variables that constitute in-store induced appeals. This factor incorporates issues such as the availability of gift vouchers, credibility of in-store advertising, and mark-downs. The availability of vouchers is deemed to be important to respondents when shopping for garments. In-store appeals are an important approach for alerting consumers about special offers and gift vouchers available. However, Hyllegard *et al.* (2009:110) indicated that both in-store and out-of-store appeals have the potential of shaping the consumer's purchase intentions. Jefkins (2000:5) suggested that retailers should implement in-store induced appeals which will present the most credible and persuasive selling message to the right prospects for the product or service at the lowest possible cost. Scott and Walker (2010:1106) indicated that more customers can be drawn to the store via extensive in-store and out-of-store credible advertising. Chiliya, Herbst and Roberts-Lombard, (2009:074) are of the view that word-of-mouth (WOM) communication amongst black consumers is the most credible form of advertising. Price markdowns are a strategy used by retailers to eliminate off season items and responding to competitive pressure (Fam, Merrilees, Richard, Jozsa, Li & Krisjanous, 2011:172).

Table 4.10 In-store induced appeals

VARIABLE	VARIABLE DESCRIPTION	FACTOR LOADING
A31	The courteous approach to customers by sales personnel	0.54
A32	The number of sales personnel	0.62
A33	The availability of gift vouchers	0.70
A34	The credibility of in-store advertising	0.65
A35	The sales with marked-down prices	0.67

Factor 5, labelled **promotion/brand availability**, comprised six variables and accounted for 3.22 % of the explained variance. The eigenvalue was 1.16. The variables that comprised the promotional/brands variables are reported in Table 4.11. The items loaded on this factor include timely announcement of sales, availability of special offers, the availability of exclusive brands and availability of branded labels. Kotler and Keller (2006:555) defined sales promotions as a diverse collection of incentives, designed to stimulate quicker and /or greater purchases of particular

products or services. Promotion has also been perceived as one of the significant attributes of apparel store image (Visser *et al.*, 2006:57; Van der Vyver, 2008:79). According to Collins-Dodd and Lindley (2003:346) retailers could easily improve their image by promoting or carrying exclusive brands with a high appeal which would also open up huge opportunities to differentiate themselves from other retailers. Consumers are more likely to purchase from a retailer that runs promotions on some of their merchandise (Vipul, 2010:63). Research undertaken by Nazish, Rizvi and Malik (2011:302) affirms that sales promotions have a positive impact on store selection and sales.

Table 4.11 Promotion/brand availability

VARIABLE	VARIABLE DESCRIPTION	FACTOR LOADING
A36	The timely announcement of sales	0.55
A37	The availability of special offers	0.60
A38	My ability to identify with the store	0.77
A39	The availability of exclusive merchandise (limited number manufactured)	0.71
A40	The availability of branded labels (e.g. Nike)	0.70
A41	The physical appearance of sales personnel	0.65

Factor 6, labelled **store accessibility**, comprised seven variables and accounted for 2.94% of the explained variance. The eigenvalue was 1.06. The variables that comprised store accessibility are reported in Table 4.12. This factor incorporates items that relate mainly to the consumers' level of store convenience and accessibility as these two influence their shopping behaviour. The items loaded include onto this factor include store layout, the ease at which merchandise can be found, ease of movement within the mall, the amount of walking required, stores' operating hours, and the position of aisles. These results are consistent with the results of Van der Vyver, (2008:78) who found that ease of finding merchandise and the amount of walking required were important to customers. For many shoppers, convenience is essential, the speed and ease that consumers can make contact with retailers (finding the merchandise they seek quickly) powerfully influence their retail choice (Bianchi, 2009:311). The location of the store may be the deciding factor for such consumers (Clodfelter, 2010:138; Kimani, Kagira, Kendi, Wawire & Fourier, 2012:60; Huang, Oppewal & Mavondo, 2012:26). For example, consumers may select a store at the

shopping mall because of proximity with other stores. Time pressure and cost implications also drive consumers to seek accessible shopping. The closer the consumers are to a store, the greater the possibility to buy from that store (Prasad & Aryasri, 2011:70). Ligas and Chaudhuri (2012:254) stressed that lack of convenient accessibility affects consumers' level of commitment to the store which might be reflected in store loyalty. Accessibility is important for a retail outlet as it signifies convenience and reach for the store that allows consumers to shop easily.

Table 4.12 STORE ACCESSIBILITY

VARIABLE	VARIABLE DESCRIPTION	FACTOR LOADING
A23	The store layout	0.49
A24	The ease at which merchandise can be found in the store	0.59
A25	The ease of movement in the mall where the store is situated	0.68
A26	The amount of walking required within stores	0.70
A27	The store operating hours	0.47
A28	The accessibility of store entrance/exit	0.51
A29	The position of aisles in the store	0.43

In summary, the factors identified appear to be important determinants of sportswear stores selection. These variables highlight aspects which are important to consumers when shopping.

4.5 MEAN RANKING OF DIMENSIONS IN TERMS OF IMPORTANCE

In addition to factor analysis, summated means were computed for each factor and ranked in terms of their importance. Table 4.13 reports on the means of the dimensions.

Table 4.13 MEAN RANKING OF DIMENSIONS

Factors	Mean	Std. Deviation	N
Factor 1: (Sales assistant)	5.08	1.47	489
Factor 2: (Store atmospherics)	4.86	1.43	489
Factor 3: (Store appeal)	4.93	1.28	489
Factor 4: (In-store induced appeals)	5.05	1.40	489
Factor 5: (Promotion/brand availability)	4.98	1.20	489
Factor 6: (Store accessibility)	4.95	1.25	489
7= extremely important; 4= moderately important; 1= extremely unimportant			

Factor 1 scored a very high mean among respondents ($\bar{x} = 5.08$), followed by Factor 4 ($\bar{x} = 5.05$), Factor 5 ($\bar{x} = 4.98$), Factor 6 ($\bar{x} = 4.95$), Factor 3 ($\bar{x} = 4.86$) and Factor 2 ($\bar{x} = 4.87$) respectively. These rankings are further elaborated on in the following section.

Sales assistant: The respondents rated the sales assistant with a high mean score of 5.08. This clearly indicates that respondents value the assistance and attention provided to them by store personnel. Sportswear stores need to ensure that all their personnel are knowledgeable and well equipped with essential skills to provide dedicated assistance to shoppers at all times. A plausible reason for shoppers to rank sales assistance highly may be attributed to the notion that when shoppers seek to purchase apparel, they require the assistance of store personnel in terms of advice regarding fit, style, colour matching of garments and accessories that go with it.

Store atmospherics: The importance of atmospherics among respondents was rated moderately high with a mean score of 4.86. This suggests that sportswear stores that have fashionable store interiors, stylish in-store decor and attractive colours are likely to be chosen. It is important for retailers to maintain and update their store ambience to nurture their image towards consumers.

Store appeal (interior/exterior): Store appeal (interior/exterior) scored a moderately positive mean score of 4.93. Store appeal highlights the importance of attractive interior and exterior design. This suggests that sportswear retailers need to identify suitable designs which are attractive.

In-store induced appeals: This attribute attained a moderately higher mean score of 5.05. This shows that consumers' still rely on the retailers' in-store induced forms of communication.

Promotion/brand availability: Store sales promotional techniques scored a moderately positive mean score of 4.98. This shows that respondents would rather shop in sportswear stores which provide special offers on some of their merchandise of well-known brands.

Store accessibility: Store accessibility was rated positively by respondents with a mean of 4.95, indicating that ease of access of the sportswear store is important to the respondents. This suggests that sportswear stores that are convenient to consumers have better chances of being selected.

In summary, the majority of the consumers rated these variables moderately highly indicating that all these variables seem to be equally important in store choice. Sportswear stores are therefore required to monitor and improve all factors deemed important by shoppers regardless of their mean ratings.

In addition to the mean ranking of the store selection variables, it was necessary to establish whether there are any variations in terms of gender and the identified factors. Non-parametric tests were computed between the store choice dimensions and gender.

4.6 NON-PARAMETRIC TESTS DIMENSIONS OF STORE CHOICE AND GENDER

Non-parametric techniques are ideal for use when data are measured on nominal (categorical) and ordinal (ranked) scales. They are also useful when the data do not meet the assumptions of parametric techniques (normal distribution). The Mann-Whitney U test was used to test for differences between the identified dimensions of store choice and gender in order to establish whether males and females differ in terms of the of the extracted store choice dimensions. This test is a non-parametric alternative to the t-test for independent samples. The Mann-Whitney U test compares the medians between the groups. Table 4.14 reports on the results.

Table 4.14 Test for differences – store choice dimensions and gender

Non-Parametric Test	Factor 1*	Factor 2*	Factor 3*	Factor 4*	Factor 5*	Factor 6*
Mann-Whitney U Test	27549.50	27485.00	28452.50	27337.00	28628.00	27039.50
Wilcoxon W	54810.50	54746.00	55713.50	54598.00	55889.00	54300.50
Z	-1.02	-1.07	-.439	-1.168	-.325	-1.362
Asymp. Sig.	.303	.284	.660	.243	.745	.173
* Factor 1 = Sales assistant, Factor 2 = Store atmospherics, Factor 3 = Store appeal, Factor 4 = In-store induced appeals, Factor 5 = Promotion/brand availability, Factor 6 = Store accessibility						

The Mann-Whitney U test revealed no significant differences in the store choice dimensions between male and female respondents as the p-value was > 0.05 (p-value=0.303; 0.284; 0.660; 0.243; 0.745; 0.173) among all dimensions respectively. It therefore seems that male and female respondents do not differ in terms of the presence of store personnel and their assistance, store atmospherics, the appeal of the store in terms of its interior/exterior designs and layout, in-store induced appeals, special promotions and famous brands and accessibility of the store. These results are not surprising as Birtwistle and Shearer (2001:14) and Gundala (2010:75) also discovered that gender does not significantly influence attributes that consumers consider when evaluating store image. However, this finding is contrary to the results of Torres *et al.* (2001:209) as well as Otnes and McGrath (2001:132) which revealed that male shoppers consider different attributes while shopping for apparel when compared to female shoppers.

Following from the factor analysis, the study proceeded by providing an assessment of the reliability and validity of the research instrument.

4.7 RELIABILITY ANALYSIS

A Cronbach alpha coefficient test was undertaken to assess the reliability of the store selection scale (Section A of the questionnaire). The standardised Cronbach alpha computed for the scale was recorded at (0.96). The Cronbach alpha showed a small increase in value compared to the pilot study (0.94). The reliability values for the factors ranged from 0.83 to 0.96 which were above the acceptable benchmark level of 0.70 (Nunnally, 1978:245). In addition, Cronbach alpha values were also computed for the satisfaction scale (Section C of the questionnaire) and the loyalty scale

(Section B of the questionnaire). Table 4.15 provides an overview of the reliability values for the six dimensions of store selection as well as satisfaction and loyalty scales.

Table 4.15 Item reliability analysis

Factors	Number of items	Cronbach alpha
Factor 1: (Sales assistant)	6	0.91
Factor 2: (Store atmospherics)	6	0.90
Factor 3: (Store appeal)	6	0.89
Factor 4: (In-store induced appeals.)	5	0.83
Factor 5: (Promotion/brand availability)	6	0.89
Factor 6: (Store accessibility)	7	0.89
Overall scale	36	0.96
Satisfaction scale	4	0.84
Loyalty scale	5	0.88

In addition to reliability measures, various types of validity assessments are reported.

4.8 VALIDITY

Three types of validity measures were undertaken, namely content validity, convergent validity and predictive validity. These validity measures are discussed in terms of analyses that were undertaken.

4.8.1 Content validity

Content validity focuses on the adequacy with which the domain of the characteristic is captured by the measure (Churchill *et al.*, 2005:293). This type of validity was ascertained by pre-testing the questionnaire and a review of the questionnaire by the supervisor and three academics in marketing to make necessary changes such as deletion of items and rewording of questions. The pilot study was also conducted to determine the initial reliability of the questionnaire. The overall reliability of the scale was assessed and reported in section 4.2. The store selection scale was found to be satisfactory as the Cronbach alpha coefficient was greater than the recommended level of 0.70.

4.8.2 Convergent validity

Convergent validity is a high degree of correlation among different measurement variables that purport to measure the same concept (McDaniel & Gates, 2010:262). For the purpose of this study, Spearman's correlation coefficient was used to measure the degree of association between six factors with satisfaction and loyalty. Correlations range from -1.00 to +1.00. The value of -1.00 illustrates a perfect negative linear correlation, whereas +1.00 signifies a perfect positive linear correlation. High correlation coefficient reflects a strong level of relationship between variables (Hair *et al.*, 2000:561). Table 4.16 reports on the correlations between the six factors with satisfaction and loyalty.

Table 4.16 Correlations

Factors	Factor 1 Sales assistant	Factor 2 Store atmosphe rics	Factor 3 Store appeal	Factor 4 In- store induced appeals.	Factor 5 Promotio ns/ Brands	Factor 6 Store accessibi lity	Store satisfa ction	Store loyalty
Factor 1	1	.684**	.613**	.667**	.423**	.650**	-.029	-.003**
Factor 2	.684**	1	.723**	.632**	.515**	.708**	.114	.062
Factor 3	.613**	.723**	1	.631**	.536**	.782**	.043**	.045**
Factor 4	.667**	.632**	.631**	1	.560**	.711**	.101**	.079**
Factor 5	.423**	.515**	.536**	.560**	1	.570**	.169**	.187**
Factor 6	.650**	.708**	.782**	.711**	.570**	1	.005**	-.037**
Satisfaction	-.029	.071	.043	.101*	.169**	.005	1	.685**
Loyalty	-.003	.085	.045	.079	.187**	-.037	.685**	1
**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).								

The results of the correlation coefficients in Table 4.16 reflect that all marked correlations are either significant at $p < 0.01$ or $p < 0.05$ indicating that statistically significant positive relationships existed among the dimensions of store selection. The correlation ranged from $r = 0.423$ to $r = 0.782$ showing moderate to strong relationships among the factors. Store satisfaction showed a positive relationship with Factor 3 (store appeal) ($r = 0.043$), Factor 4 (in-store induced appeals) ($r = 0.101$), Factor 5 (promotion/brand availability) ($r = 0.169$), and Factor 6 (store accessibility) ($r = 0.005$). The correlations between satisfaction and loyalty reported strong positive linear relationships ($r = 0.685$) at $p < 0.01$ level of significance indicating that the satisfaction

with a particular sportswear store influences customer loyalty to the store. Hence, the correlations lend support to convergence as positive relationships were found among the variables under study.

4.8.3 Predictive validity

In order to establish the amount of variance in store satisfaction that can be explained by the six store selection dimensions, a standard multiple regression analysis was performed. The six store selection dimensions were used as independent variables and store satisfaction was entered into the regression model as the dependent variable. The results of the regression model are presented in Table 4.17.

Table 4.17 Regression analysis – store selection dimensions and store satisfaction

Dependent variable: Store satisfaction			
Independent variable (Predictors)	Beta	t	sig
Factor:1 (Sales assistant)	-.167	-2.008	.045
Factor:2 (Atmospherics)	-.178	-2.605	.009
Factor:3 (Store appeal)	.136	1.828	.068
Factor:4 (In-store induced appeals))	.200	3.545	.000
Factor:5 (Promotion/brand availability)	.150	2.161	.031
Factor:6 (Store accessibility)	-.018	-.267	.789
F= 5.048 Sig 0.000 R ² =0.059 Adjusted R ² =0.047			

The overall regression model explained approximately 6 percent of variance in store satisfaction which was revealed to be statistically significant (F= 5.048; p<0.000). Although the regression model was significant at p <0.000, an inspection of the individual predictors revealed that only Factor 5, (promotion/brand availability) ($\beta=0.150$; p=0.03), Factor 4 (in-store induced appeals) ($\beta=0.200$; p=0.00), and store appeal ($\beta=0.136$; p=0.06) were predictors of store satisfaction. Providing support on these positive outcomes, Bridson, Evans and Hickman (2008:370) emphasise promotional strategies (loyalty programs, discounts, free items, coupons, gift vouchers), are stronger predictors of satisfaction. The Beta coefficients in Table 4.17

also indicate that Factor 1 (sales assistant) ($\beta = -0.167$); Factor 2 (atmospherics) ($\beta = -0.178$) and Factor 6 (store accessibility) ($\beta = -0.018$) are not instrumental in generating store satisfaction.

The fact that available assistance from store personnel had little impact on store satisfaction is not uncommon as the studies undertaken by Baker *et al.* (1994:336) and Kursunluoglu (2011:57) also established that the employee factor had little impact on store choice. However, shoppers do appreciate input from knowledgeable store personnel in selecting appropriate merchandise within an apparel context (Carpenter & Brosdahl, 2011:894). A study by Wang and Ha (2011:339) revealed that keeping customers informed about mark-downs through credible advertising allows keeping customers returning to the store.

These results are not surprising as studies undertaken with a Greek retailing context (Theodoridis & Chatzipangiotou 2009:727) revealed mixed results where atmospherics were found to be non-significant determinants of satisfaction. Han and Ryu (2009:504) also revealed that atmospheric components had indirect influence on consumer's shopping behaviour. Although the current study revealed that store accessibility was an important store choice criterion, a plausible reason for its lessened impact on store satisfaction may be attributed to the fact that the survey was undertaken in shopping malls in Soweto wherein the majority of the sportswear stores are located. Hence, accessibility was a given and did not impact on store satisfaction, because of the choice of stores in a mall. A study undertaken by Terblanche (1999:145) on super regional shopping centres in South Africa also revealed that store accessibility did not feature as a benefit.

In addition to examining the relationships between the established dimensions of store selection and store satisfaction, regression analysis was also conducted in order to establish the predictive relationships between store satisfaction and store loyalty. Store satisfaction was entered into the regression model as an independent variable and store loyalty was entered into the model as a dependent variable. The results are reported in Table 4.18.

Table 4.18 Regression analysis – store satisfaction and store loyalty

Dependent variable: Store loyalty			
Independent variable (Predictors)	Beta	t	sig
Store satisfaction	.686	20.779	.000
F= 431.77 Sig 0.000 $R^2 = 0.470$ Adjusted $R^2 = 0.469$			

The model indicates that approximately 47% of the variance in store loyalty can be attributed to store satisfaction. Store satisfaction seems to have a significant positive effect on store loyalty. Previous studies confirm this relationship (Salim, 2009:714; Tu, Mei-Lien & Heng-Chi, 2011:208; Curtis, Abratt, Rhoades & Dion, 2011:14) where it was found that store satisfaction has a positive direct relationship with loyalty in retail environments.

4.9 SYNOPSIS

The results of the empirical study were reported in this chapter. This involved a discussion of the reliability of the pilot study and the results of the main survey. A descriptive analysis was undertaken on loyalty (Section B), satisfaction (Section C) and demographic profiles (Section D). Graphs, frequencies and percentages were used to describe the response of respondents. Exploratory Factor Analysis (EFA) was undertaken in order to establish the criteria of sportswear store selection. To test the appropriateness of factor analysis for the study, Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin measure sampling adequacy were used. The number of factors extracted was based on eigenvalues and the percentage of variance.

Reliability and validity assessment were also undertaken. Cronbach alpha coefficients were computed for the overall scale and for each dimension to assess the internal consistency of the instrument. Correlations and regression analysis were also undertaken to examine relationship among six variables and to establish the predictive relationship among factors, satisfaction and loyalty.

The final chapter provides an overview of the study. The study objectives are placed into perspective in order to find synergy in terms of the recommendations, conclusions, and limitations emanating from the study.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

The previous chapter reported on the results and interpretation of the empirical findings. An in depth discussion of descriptive analysis, factor analysis, reliability, validity and regression analyses was provided. This chapter provides an overview of how the objectives of this study were accomplished. The aim of this chapter is to focus on conclusions drawn from the major findings. Recommendations, implications for further future research and limitations of the study are provided.

5.2 GENERAL REVIEW

The main purpose of the study was to examine store selection criteria among black consumers in sportswear in Soweto. In order to accomplish this objective, an overview of the consumer decision-making process was undertaken. Consumer involvement and types of consumer decisions, related consumer behaviour variables in store selection were thoroughly explained. Backgrounds of store choice and store image variables which are influential when shopping, were examined.

The results accomplished through the study allow the researcher to draw a number of conclusions. The section that follows gives an overview of how theoretical and empirical objectives were accomplished in the study.

5.2.1 Theoretical objectives

The theoretical objectives for this study were achieved through an analysis of relevant literature. The following theoretical objectives were formulated at the beginning of the study (refer to section 1.6.2).

- To conduct a literature review on the consumer decision-making process.
- To conduct a literature review on internal and external influences that affect consumer decision-making.
- To conduct a literature review on the factors influential in store selection.
- To conduct a literature review on store satisfaction and store loyalty and how these affect store choice selection.

In the accomplishment of **theoretical objective 1**, different sources such as various textbooks, journal articles and other literature sources were useful to the researcher when merging information on the consumer decision-making process.

Theoretical objective 2, which relate to stores' internal and external influences that affect consumer decision-making were addressed in Section 2.4 of this study (refer to pages 25 to 33 of Chapter 2). Several consumer behaviour variables influential to store choice were discussed.

With reference to **Theoretical objective 3**, several store image attributes which are influential in store selection were discussed in Section 2.6 of this study (refer to pages 37 to 47 of Chapter 2).

5.2.2 Empirical objectives

The following empirical objectives were formulated at the beginning of the study (refer to Section 1.6.3) to support the primary objective.

- Establish the dimensions of store selection criteria amongst apparel shoppers in malls.
- Examine the predictive relationship between store selection criteria and store satisfaction.
- Examine the relationship between store satisfaction and store loyalty.

Empirical objective 1 was achieved under section 4.4.4 of this study. Factor analysis was conducted whereby six dimensions captured the sportswear store selection (refer to Table 4.6). Sales assistant (Factor 1), store atmospherics (Factor 2), store appeal (factor 3), in-store induced appeals (Factor 4), promotion/brand availability (Factor 5) and store accessibility (factor 6) were the extracted factors of store selection.

With regard to **empirical objective 2**, conclusions were drawn based on statistical findings reported in section 4.8.3 of the study (refer to Table 4.17). The results of regression analysis which was undertaken among the six store selection factors and store satisfaction revealed that the appeal of the store, in-store induced appeals and promotion/brand availability had a significant impact on store satisfaction.

Empirical objective 3 was achieved under section 4.8.3 of the study (refer to Table 4.18) whereby the regression results reported that a positive relationship between store satisfaction and store loyalty.

5.3 RECOMMENDATIONS

Arising from the findings of this study and a review of relevant literature, the following recommendations are suggested mainly to sports apparel retailers and marketers. In general retailers should realise that there is a growing market with regard to black affluent consumers who are more demanding in terms of apparel purchase. A thorough understanding of factors influential in store selection, namely sales assistants, atmospherics, store appeal, in-store induced appeals, promotion/brands and store accessibility are essential for retailers to concentrate on. These dimensions provide unique insights for retailers, and marketers appreciate the store selection criteria that consumers take into account when patronising apparel stores.

Although respondents consider sales assistants important, our findings indicated that it did not have a great impact on satisfaction. However the role of sales assistants in retailing is important. Retail store managers and marketers should ensure that sales assistants are equipped with essential skills that enable them to be more courteous, patient, and efficient when transacting and communicating with customers. Apparel store personnel should exhibit great interpersonal skills while attempting to resolve customers' requests. Generally, sales assistants should have extensive knowledge of merchandise to serve customers. Stores with professionally trained, well-mannered and willing sales assistants are more likely to be patronized by consumers. Competent and helpful sales assistants create a positive frame of mind amongst customers, which leads to customer satisfaction (Van der Merwe, Stoltz & Jacobs, 2008:67).

It is recommended that retailers create a pleasing store atmosphere which will increase consumers' preference for their store. Knowing what atmospheric variables impact on customers' feelings may assist retailers to assemble appropriate marketing strategies to create and maintain a positive shopping experience among customers (Yalcin & Kocamaz, 2003:275). The identified store selection variables in the study

can be useful to retail managers to develop the desired in-store environment which appeals to customers.

With regard to store appeal, the fashionable, stylish and eye-catching store exterior/interior were indicated as attractive variables by respondents in this study. Exterior variables such as store front, entrances, window displays are the first set of cues that consumers use to evaluate a store. Store management could differentiate their store by adjusting their interior variables with a blend of inducing in-store appeals such as mirrors, music, lightings, digital display monitors and attractive decorations which might result in impulse shopping.

Promotion/brand availability was considered important by customers when shopping for sportswear. Special offers and mark-downs on branded items are essential for retailers to stimulate sales. It is suggested that retailers could introduce promotional vouchers to attract potential customers with points benefits to loyal customers. Store managers should try to announce the upcoming sale of selected items ahead of time, and introduce new exclusive brands to attract more shoppers and increase their turnover. The display should be functional for all products on sale (Mittal & Mittal, 2008:41). It is recommended that sportswear retailers should ensure that promoted items are conveniently displayed, properly priced and easily accessible.

The findings have shown that the ease of movement in the mall where the stores are situated and the amount of walking required within stores were crucial variables of accessibility in general, which signifies convenience. Retail managers need to study locations such as the malls in which they operate, so that they can develop strategies that would contribute to the success of their businesses (Tlapana, 2009:118). Such locations enable shoppers to shop effortlessly because of the variety of apparel stores.

In today's competitive retailing industry and continued economic pressure, store management should continue to identify and monitor influential store image dimensions which consumers perceive as important when shopping. Understanding and evaluating what motivates shoppers to select one store amongst other stores, and the identification of in-store and out-of-store activities which encourage consumers to stay store loyal are critical to the success of retail businesses.

5.4 IMPLICATIONS FOR FUTURE RESEARCH

It is necessary for sportswear retailers to learn and understand their target market, since that would enable them to develop an appropriate marketing mix to lure consumers who are interested in sports apparel not just sports alone. This research focused mainly on sportswear apparel customers in general who were 18 and older in order to determine how they select those stores; therefore, future studies may be extended to the purchase of other products apart from sportswear items. To leverage and authenticate the present findings, future research may be expanded to include other regions of Gauteng, other provinces, other subcultures, social classes and lifestyles. There is also a need for further research to identify attributes that influence customers to purchase sports apparel in the types of stores such as speciality or department stores. Further studies may also focus on the purchase of apparel, online as a means of reducing time and effort consumers invest in when shopping in stores located in various shopping centres. Additional studies could also investigate store image dimensions influential to satisfaction and loyalty in apparel markets.

The current study made use of the quantitative research method. It is recommended that further research be done using both quantitative and qualitative research methods in various apparel stores to explore in depth the understanding of store selection criteria and its impact on satisfaction and loyalty. Future directions on store selection criteria require further refinement of the survey instrument. In order to examine improvements to the instrument, the study should be replicated in similar settings.

The results of this study should be considered within the context of certain limitations.

5.5 LIMITATIONS OF THE STUDY

In the present study, sportswear store selection criteria, satisfaction and loyalty were examined. It is important to note that due to the availability of various types of apparel, this study only focused on sportswear apparel shoppers and did not take into account other types of apparel shoppers. The factors identified in this study may be inappropriate in other types of retailing, such as E-tailing. The sample of 489 shoppers was only collected within three malls in the Soweto region, and it is important to note that this study was not entirely representative of all ethnic groups and regions or provinces in South Africa. Because of the non-probability nature of sampling and the

limitations in terms of the sample size, generalization of the findings beyond selection of sportswear stores must be treated with caution.

5.6 CONCLUDING REMARKS

This study has examined various store selection dimensions in the purchase of sportswear apparel in Soweto, and their influence on consumer satisfaction and loyalty. Related consumer behaviour variables in store choice decisions and various retail store image dimensions which shoppers consider when selecting a store were discussed. The findings of this study revealed that there are various key store selection dimensions that play a crucial role in sportswear store selection, satisfaction and loyalty.

Sales assistants were rated highly in terms of the perceived importance on store selection process, especially in apparel stores. This factor can therefore be considered as the key determinant in choice criteria for apparel patronage. These indicate that an investment in staff training programmes may enable staff to provide efficient and effective customer service. Retailers should pay careful attention in designing appealing store atmospherics to ensure that shopping takes place in an environment that is attractive and pleasant. In-store induced appeals, promotion/brand availability and store accessibility are also significant contributing factors to store selection and satisfaction.

It is hoped that the findings of this study will provide operational recommendations and conclusions that could perhaps be considered by retailers offering sportswear in Soweto to enhance the chance of being patronized. It is also hoped that the findings of this study would help retailers develop more effective retail marketing strategies for competitive advantage, plan their promotional strategies better, understand various store dimensions and their influence on the apparel store selection process in general.

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ANNEXURE A: QUESTIONNAIRE

STORE SELECTION CRITERIA AMONGST BLACK CONSUMERS IN THE PURCHASE OF SPORTSWEAR APPAREL

We would like to find out the rationale behind choosing a store/s in the purchase of sportswear. Below are a number of descriptors about these stores. Please select your response that best describes how important you think these variables are to you when choosing these stores. Please indicate the extent of **importance** with the statements using the following rating scale. Extremely unimportant = 1, extremely important = 7 and 4 = moderately important.

CIRCLE ONLY ONE NUMBER FOR EACH STATEMENT

SECTION A: I chose the store/s because of...

A1	Sales personnel appearance	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A2	The willingness of sales personnel to help customers	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A3	The treatment by the sales personnel towards customers in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A4	The personal attention displayed by sales personnel	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A5	The ability of sales personnel to respond to customer requests	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A6	The fashionability of the store interior	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A7	The style of decor in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A8	The attractiveness of the decor in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A9	The colours used in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A10	The efficiency of the sales personnel in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A11	The prices of well-known brands	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A12	The suitability of finishing material in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important

A13	The low priced advertised specials in the store.	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A14	The social class appeal of the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A15	The variety of brands carried by the store.	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A16	The appeal of in-store displays	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A17	The appeal of the entrance of the store.	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A18	The appeal of the exit of the store.	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A19	The proximity of the store in relation to other stores	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A20	The accessibility of the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A21	The music played in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A22	The attractiveness of exterior store design	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A23	The store layout	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A24	The ease at which merchandise can be found in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A25	The ease of movement in the mall where the store is situated	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A26	The amount of walking required within stores	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A27	The store operating hours	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A28	The accessibility of store entrance/exit	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A29	The position of aisles in the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A30	The expertise of the sale personnel	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A31	The courteous approach to customers by sales personnel	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A32	The number of sales personnel	Extremely unimportant	1	2	3	4	5	6	7	Extremely important

A33	The availability of gift vouchers	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A34	The credibility of in-store advertising	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A35	The sales with marked-down prices	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A36	The timely announcement of sales	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A37	The availability of special offers	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A38	My ability to identify with the store	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A39	The availability of exclusive merchandise (limited number manufactured)	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A40	The availability of branded labels (e.g. Nike)	Extremely unimportant	1	2	3	4	5	6	7	Extremely important
A41	The physical appearance of sales personnel	Extremely unimportant	1	2	3	4	5	6	7	Extremely important

SECTION B: Store Loyalty

CIRCLE ONLY ONE NUMBER FOR EACH STATEMENT

B1 I would continue to patronize this store in the future

Definitely likely	Quite likely	Neutral	Quite unlikely	Definitely unlikely
5	4	3	2	1

B2 I would recommend this store to a friend

Definitely likely	Quite likely	Neutral	Quite unlikely	Definitely unlikely
5	4	3	2	1

B3 I am committed to maintaining my purchase at this store in the future

Definitely likely	Quite likely	Neutral	Quite unlikely	Definitely unlikely
5	4	3	2	1

B4 I plan to maintain my shopping habits at this store in the future

Definitely likely	Quite likely	Neutral	Quite unlikely	Definitely unlikely
5	4	3	2	1

SECTION C: Store satisfaction

C1 I am satisfied with my decision to purchase sportswear at this/these store/s

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
5	4	3	2	1

C2 I made a wise decision to purchase sportswear at this/these store/s

Strongly agree	Agree	Neutral	Disagree	Strongly disagree
5	4	3	2	1

C3 When I finished my shopping and come out of this/these store/s, I feel like I did the right thing

Definitely likely	Quite likely	Neutral	Quite unlikely	Definitely unlikely
5	4	3	2	1

C4 I am satisfied with my shopping experiences in this/these store/s

Definitely likely	Quite likely	Neutral	Quite unlikely	Definitely unlikely
5	4	3	2	1

C5 This/these store/s meets my expectations

Definitely likely	Quite likely	Neutral	Quite unlikely	Definitely unlikely
5	4	3	2	1

SECTION D: Shopping orientation & demographics

D1	Which day of the week do you undertake most of your shopping for sportswear clothing?						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

D2	What is the main reason for shopping on the day identified above? (Please mark one only)						
(a)	Store is less busy						1
(b)	Fits in with other shopping						2
(c)	Can leave work then (en route) to/from home						3
(d)	Fits in with my school run						4
(e)	Easier parking						5
(f)	Meet people for lunch/tea						6
(g)	Get discounts (special offers)						7
(h)	Not working/not studying on this day						8
(i)	Other (Please specify)						9

D3	How often do you buy sportswear clothing? (Please mark one only)			
	Once a year	Twice a year	Three times a year	Once a month
	Twice a month	Weekly	Other (specify)	

D4	Gender	Male	Female
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D5	Marital status	Single (not married)	Married (living together)	Divorced/separated	Widow/widower
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D6	Age category	Younger than 20 years	20-29 years	30-39 years
		40-49 years	50-59 years	Over 59 years

D7	Annual income category (Gross)	Under R100 000	R100 001 – R200 000	R200 001 – R300 000
		R400 001 – R500 000	R500 001- R600 000	Over R 600 000

D8	Residential area were you live				
	Protea Glen	Pimville	Chiawelo	Dobsonville	Eldorado Park
	Meadowlands	Orlando	Klipspruit	Other (Specify)	

D9	Indicate the types of stores most frequency patronised when purchasing sportswear				
	Speciality stores	Discount stores	Departmental stores	Boutiques	Other (Specify)

D10	Indicate the items of sportswear clothing purchased during your last trip to these stores					
	Sneakers (takkies)	Tracksuits	Shirts/Golfers/T-shirts	Jackets	Shorts	Caps/Beanies
	Accessories (sunglasses, sweat bands etc)	Underwear	Trousers/pants	Other (Specify)		

D11	Sportswear clothing brands most frequently purchased					
	Nike	Reebok	Adidas	Puma	New balance	Asics
	Canterbury	Umbro	Other (Specify)			

Thank you for time and your cooperation.

Your views are much appreciated.

ANNEXURE B: PERMISSION TO CONDUCT RESEARCH LETTER

TO: The mall managers

FROM: Ryan Mathaba

SUBJECT: Request for permission to conduct research

DATE:

Dear Sir/Madam

I am currently studying towards a Masters Degree in Marketing at the Vaal University of Technology. As part of the study, a structured questionnaire needs to be administered.

Permission is hereby requested to conduct research.

The objective of the study is to investigate the store **selection criteria amongst black consumers in the purchase of sportswear apparel.**

The information that is obtained from the study will be used for academic purposes only. It is expected to contribute to the body of knowledge and create opportunities for further research. The scores of each respondent or store will be calculated as an aggregate for analysis purposes. However, at no time will the name of the organisation, respondent or any identifying information be reported in the presentation of this research. Participation in this study is completely voluntary and participants are free to withdraw or terminate the interview at any time. The questionnaire will take approximately 15 minutes to complete and will be administered by trained fieldworkers at the entrance and exits of the malls.

Should you have any questions or concerns regarding this letter or my research, please contact me at my email address. You may contact me at ryanm@uj.ac.za or my supervisor at royd@vut.ac.za.

Thanking you in anticipation.

R.L Mathaba
(Student)

Mobile: 072-517-8122