



Consumer Decision-Making Styles of Post-Democracy Urban Adolescents in South Africa

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**A research project submitted to the Gordon Institute of
Business Science, University of Pretoria, in partial fulfilment of
the requirements for the degree of Master of Business
Administration**

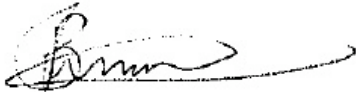
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Abstract

The oldest group within South Africa's first generation born into democracy are now reaching the final stages of adolescence and coming of age. Their exposure to a multicultural society and the proliferation of media such as the Internet, has contributed to a diversity of lifestyle choices that can be expected to influence their consumer behaviour. This group of adolescents are a beacon of future consumer behaviour. They present an opportunity to investigate the effects of social integration on South African consumers born after the onset of democracy in 1994. It is the purpose of this study to define the consumer decision-making styles applied by consumers within the post-democracy generation.

Declaration

I declare that this research project is my own work. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before for any degree or examination in any other University.



Tinashe Ruzane

10th November 2010

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1. Introduction

This section shall detail the background to the study as well as provide an overview of the research problem, objective and limitations.

1.1. Background to the study

According to Radder, Li and Pietersen (2006), marketers looking to serve different social groups in a domestic market are more likely to succeed if they have a good understanding of the decision-making processes of those individuals. Decision-making styles are defined as “a mental orientation characterising a consumer’s approach to making choices” (Sproles and Kendall, 1986). These decision-making styles are particularly important to marketing because it is known to influence consumer behavior (Walsh, Henning-Thura, Mitchell and Wiedmann, 2001b), and thus serves as a useful predictor of shopping preferences and tendencies.

Characterising shoppers according to decision-making styles allows marketers the ability to differentiate their offerings both at the store and product level (Mitchell and Bates, 1998). It has been shown, through prior research (Sproles *et al*, 1986), that consumer decision-making styles can help profile an individual’s decision-making characteristics, which in turn also assists in the provision of financial management counseling to individuals.

Studies conducted in a number of countries have shown that consumer

decision-making styles can differ between cultural groups (Hafstrom, Jung, and Young, 1992; Durvasula, Lysonski, and Andrews, 1993 and Lysonski, Durvasula, and Zotos, 1996). A further study by Bakewell and Mitchell (2003) has shown that the consumer decision-making styles of certain generational cohorts vary in comparison to other cohorts of the same culture or in the same country. Generational cohorts serve as a meaningful way of segmenting a population in order to develop a deeper understanding of the groups, whether for purposes of marketing, education or employment strategies.

The consistency of characteristics present amongst Generation Y is due to similarities in the generations' environment and exposure to macro-events (McCrinkle, 2002) such as the rise of the Internet, web 2.0 platforms, globalisation and more recently, the global economic collapse.

In South Africa, one of the most meaningful cohorts is the group of post-democracy born children. These children have come to serve as a marker of the maturity of the democracy and the progressiveness of the country. The technologically savvy, post-democratic children present a new breed of consumers with different consumer behaviours from that of other cohorts. Thus it is important that marketers seek to understand the consumer decision-making styles of these individuals as they become increasingly important in the consumer population.

South African children born on or after 27 April 1994 are frequently referred to as the "born-free children" or the "born-frees" (Duncan, Bowman, Naidoo, Pillay and Roos, 2007). The oldest group of "born-frees" (currently 16 years

old) fall within the cohort, globally termed “Generation Y” or the “Millennials”. According to the 2009 fourth quarter Labour force Survey, 33.7% of South Africans (16.6 million people) were born after the 1994 elections. This means that the sheer number (spending power aside) of this group is enough to make them a material group for consumer studies. According to HDI Youth Marketeers (2010), South African youth under the age of 23 spend approximately R90 billion a year, of which R28.5 billion is spent by tertiary students (Student Village, 2010). In addition to their size and spending power, they possess a great deal of influence over parental expenditure, as is the case in many developed countries (Kennedy, 2001).

In the United States alone, Generation Y have a collective spending power of approximately \$600 billion a year (Noble, Haytko and Phillips, 2009), which is exclusive of the influence over parental expenditure. It is therefore quite clear that on a global scale, the cohort is one that cannot be ignored by organisations with products that transcend generational cohorts. The same applies to organisations with products that are specifically targeted at the global youth market, such as multinational clothing labels and Fast Moving Consumer Goods (FMCG) manufacturers.

Companies that manage to understand Generation Y and communicate their products or services appropriately, stand to positively influence their growth and profitability through capturing this market. Brands like *Coca-Cola*, *Redbull* and *MTV* have managed to create a substantial competitive advantage by focusing on effective brand communication with youth.

In addition to being the first group of children to be born into a racially integrated South Africa, the “born-frees” also grew up through the proliferation of technology, media and communication channels (Internet and cellular phones). According to Bakewell and Mitchell (2003), the proliferation of media choices has resulted in greater diversity of product and lifestyle choices for Generation Ys. These youth actively seek to consume media that appeals to them on a daily basis. Therefore companies communicating relevant brand messages, through the right platforms stand to increase their market share and benefit from the influence of such media on the consumer behaviour of this group.

Since the birth of democracy in this country, new trends in consumer behaviour are likely to have developed as a result of the change in the political environment, racial integration and general beliefs of the people in South Africa. It is thus important, that more research is developed about the urban “born-frees” and their consumer decision-making styles, which are discussed in detail under *Section 2.2.3*.

1.2. Research Objective

This study looks to inform South African educators and marketers about decision-making styles of the urban South African generational sub-cohort, termed by local experts as the “born-frees”. At present, the researcher has not found any studies that have profiled the consumer behaviour of this particular cohort in this manner. However, a study was done on 200 foreign students and 100 Caucasian university students in Port Elizabeth (Radder *et al*, 2006). The study did not take into account any of the other cultures within the South African population (Local African, Asian, Indian and Coloured consumers) and focused on a group of students that are arguably part of a different cohort with different cohort experiences, as the majority were not South African.

The primary objective of this research is to establish an understanding of the consumer behaviour of this group of South African Generation Y urban adolescents and determine the dominant consumer decision-making styles for this particular cohort.

The term “Adolescence” is normally defined as the period following the onset of puberty, during which children develop into adults (Merriam-Webster, 2010). “Urban” is an adjective normally used to refer to things in cities, relating to cities or characteristic of cities (Merriam-Webster, 2010). For the purposes of this study, “Urban Adolescents” are defined as individuals between the ages of 13 and 16 (on the 31st of December, 2010), currently residing and attending school in a Major City. It should be noted that individuals falling within the

above classification of urban adolescents are also regarded as “born-frees” in this study. The researcher has made the assumption that urban residents are more active consumers than those in rural areas, based on the percentage GDP contribution of urban areas versus rural areas, hence the focus on urban adolescents.

Through the use of the Consumer Styles Inventory (Sproles *et al*, 1986) as a basis for measurement, the decision-making profiles of “born-free” urban adolescent consumers in South Africa can be segmented across racial groups and comparisons can be made. The results would also provide a basis for comparison to the other international studies (which are widely accessible on academic databases) of Generation Y consumer decision-making styles in more developed countries like Japan, China and the United States of America (Knight *et al*, 2007). The research may also uncover new traits for South African adolescent consumers and a basis for hypothesizing developments in consumer behaviour theory, though that is not the primary objective of the researcher.

2. Theories and Literature Review

2.1. Overview

2.1.1. Introduction

This section is a study of published literature on the specific and related topics. A discussion will be presented of literature that supports the relevance of using Generational Cohort Theory (Inglehart, 1977) in segmenting a population and the use of the Consumer Styles Inventory (Sproles *et al*, 1986) for measuring consumer decision-making styles, which serve as the theoretical foundation of the study.

The earlier section of the review discusses the theoretical base of the research. Thereafter, some criticisms of theory are briefly discussed. This is then followed by a discussion of an application of the theory to the research problem.

2.1.2. Relevance of Research

Similar studies have been conducted, in countries such as the United States, China and Japan, in an attempt to understand the behavioural characteristics of Generation Ys (Sproles *et al*, 1986; Knight and Kim, 2007). Although some research studies, as discussed earlier, have attempted to look at the dynamics of young consumers in South Africa (Radder *et al*, 2006), none have looked at

the consumer decision-making styles of urban “born-frees” as a whole or made comparisons between racial groups within this particular cohort. These decision-making styles are likely to be different to those of other cohorts, due to the “born-free” exposure to globalisation and multicultural experiences. The difference in decision-making styles is a function of the different world perceptions held by the parents of these adolescents, as a result of South Africa’s segregated and discriminatory history.

2.2. Theoretical Base

2.2.1. Generational Cohort Theory

According to Dou, Wang and Zhou (2006), Generational Cohort Theory, developed by Inglehart (1977), maintains that historical incidents of national significance change the foundation of existing social orders and value systems, and give birth to new generational cohorts. This particular theory is still relevant despite being over three decades old, as it is the foundation of defining modern generational cohorts such as “Generation Y”/“Millennials” and “Generation Z”. Academics across the globe have continued to use the theory and subsequent cohort demarcations to support studies of modern day youth and their consumer behaviour.

The theory is based on two assumptions. The first being the socialization hypothesis, which proposes that adults’ basic values reflect the socioeconomic conditions of their childhood and adolescence. Inglehart (1977) goes on to

state that although societal conditions can change, the relative importance that a particular cohort attributes to various personal values remains relatively stable throughout varying life-stages.

The second assumption upon which generational cohort theory is based is the scarcity hypothesis. This assumption proposes that cohorts tend to place the greatest subjective value on the socioeconomic resources that were in scarce supply during youth. Therefore, generations growing up during periods of socioeconomic insecurity (such as economic recessions) learn survival values like frugality. On the other hand, generations growing up during periods of socioeconomic security learn liberalist values such as entitlement. The latter is perhaps true for the majority of South African youth, as the country has experienced relatively stable economic growth since the birth of democracy. In addition, the country was less devastated by the recent economic crisis due to the more conservative approach to derivatives followed by the South African financial institutions.

Furthermore, policies such as Black Economic Empowerment (BEE) in South Africa have catapulted a large number of Black South Africans into the middle and upper class of society. This element of economic “black security” is likely to have led to the black youth possessing liberalist values, which may include a sense of entitlement.

A nation’s history can reflect the differences in values and attitudes across its generational cohorts (Rogler, 2002), as is most likely the case between pre-democracy and post-democracy born citizens in South Africa. Abramson and

Inglehart (1995) found that in countries that have experienced high rates of economic growth, differences in values, attitudes, and lifestyles across cohorts tend to be larger than in other countries. Therefore the socioeconomic changes that occurred in South Africa are likely to have resulted in some cohort differences that have yet to be measured or studied.

2.2.2. Cohort Analysis

Wolfburg and Pokrywczynski (2001), state that cohort analysis can provide insight into the differences between different generations. A cohort analysis takes into account influences such as life stage (parenthood, marriage, and retirement), current conditions (recessions, political turmoil, technology and war) and cohort experiences, which are early, shared experiences that form values, life skills and create filters through which people interpret subsequent experiences.

Schewe and Noble (2000) stated that cohort generations are argued to share a common and distinct social character shaped by their experiences through time. Therefore it can be expected that Generation Y urban adolescents in South Africa are likely to possess a common and distinct social character as a result of societal integration post-democracy and other shared experiences.

2.2.3. Consumer Styles Inventory (CSI)

The CSI is a model, developed by Sproles and Kendall (1986), for characterizing consumer behaviour and decision-making styles. The model categorises consumers according to eight factors (see *Table 1*) using a 40-item likert-scale, loading each item onto one of the factors. The eight-factor model was confirmed through the factor analysis performed by Sproles and Kendall (1986). The authors described each factor as a consumer decision-making style, and defined it as a mental orientation characterizing a consumer's approach to making choices that has cognitive and affective characteristics.

Table 1 Sproles and Kendall Consumer Decision-Making Styles

Characteristics of the eight consumer decision-making styles developed by Sproles and Kendall (1986)

Perfectionist, High-Quality Conscious Consumer: measures a high-quality conscious consumer characteristic. Items loading on this factor measure a consumer's search for the very best quality in products. Those consumers higher in perfectionism also could be expected to shop more carefully, more systematically, or by comparison. They are not satisfied with the 'good enough' product.

Brand Conscious, 'Price Equals Quality' Consumer: measures consumer's orientation toward buying the more expensive, well-known brands. They appear to have positive attitudes toward department and specialty stores, where brand names and higher prices are prevalent. They also appear to prefer best selling, advertised brands.

Novelty-Fashion Conscious Consumer: high scores on this characteristic are likely to gain excitement and pleasure from seeking out new things. They keep up to date with styles. Variety seeking also appears to be an important aspect of this characteristic.

Recreational, Hedonistic Consumer: those scoring high on this find shopping pleasant. They shop just for the fun of it.

Price Conscious, 'Value for Money' Consumer: those scoring high look for sale prices and appear conscious about lower prices in general. Importantly, they also are concerned with getting the best value for their money. They are likely to be comparison shoppers.

Impulsive, Careless Consumer: high scores on this characteristic mean they do not plan their shopping. Furthermore, they appear unconcerned about how much they spend or about the 'best buys.'

Confused by Over-choice Consumer: high scores on this characteristic perceive many brands and stores from which to choose and have difficulty in making choices. Furthermore, they experience information overload.

Habitual, Brand-Loyal Consumer: high scores on this characteristic are likely to have favorite brands and stores, and to have formed habits in choosing these. Habitual behavior is a well-known aspect of consumer decision-making, and this factor reinforces its existence as a general characteristic.

Source: Sproles and Kendall (1986)

According to Mitchell *et al* (1998), the Consumer Styles Inventory (CSI) provides a good basis for further comparative work, since it provides a robust questionnaire and prior research with which to compare results (Sproles *et al*, 1986; Hafstrom *et al*, 1992; Durvasula *et al*, 1993 and Lysonski *et al*, 1996), thus reducing conceptual and measurement differences and enhancing the possibility of identifying cultural differences. It is thus the researcher's opinion that the questionnaire is the most suitable for this particular study. It is also appropriate for adolescent students as it is not mentally demanding or excessively time-consuming.

2.2.4. Consumer Decision-Making Styles

There are three approaches to characterizing consumer styles, namely the Consumer Typology Approach, the Psychographics/Lifestyles Approach and the Consumer Characteristics Approach (Kenson, 1999; Wells, 1974; Sproles and Kendall, 1986). All these approaches acknowledge that, despite consumers having individual consumer behaviours, all consumers approach shopping by applying certain decision-making styles.

The most acknowledged approach by consumer researchers is the Consumer Characteristics Approach, as it is the most explanatory and powerful construct that deals with the mental orientation of consumers' in making decisions (Mokhlis, 2009). It therefore focuses on the cognitive and affective orientations in consumer decision-making (Sproles *et al*, 1986). Marketers and consumer affairs specialists find it valuable as it provides a measurement system for standardized testing of consumer decision-making styles for practical

applications such as counseling consumers (Durvasula *et al*, 1993).

2.3. Criticisms of Theory

2.3.1. Generational Cohort Theory Criticisms

According to Strauss and Howe (1991), the major criticism to the Generational Cohort Theory (Inglehart, 1977) is that the precise demarcation of each generational cohort is contentious. The historical events that the different researchers believe are most consequential (subjective) are the greatest determinants of how the differentiation of the various generations is defined. Accordingly, the precise demarcation should vary across nations and cultures, as different regions experience different events to varying degrees.

With that in mind, it is possible that the demarcation of Generation Y, as defined by Strauss and Howe (2004), is not the most suitable demarcation within a South African context. As events such as Apartheid, the 1976 Soweto Riots and birth of South African democracy in 1994, though relevant in South Africa, are not taken into account in these global demarcations. These particular political events were extremely significant in the lives of the parents of urban adolescents, as they largely influenced the socioeconomic environment, yet the only influence these events had on “born-frees” came in the form of parental influence or as part of the school curriculum. This however also poses an opportunity for researchers to define demarcations for more meaningful cohorts in a South African context, as done in China for the

Chinese population (Hung, Gu and Kim, 2007). Further research would need to be conducted to determine the most suitable demarcation for the South African population and investigate the common characteristics of “Generation Free”, which is outside the scope of this particular study. For the purposes of this study, existing demarcations are deemed suitable.

2.3.2. Consumer Styles Inventory Criticisms

There is criticism that models and empirical findings developed with U.S. data may not be valid in other countries, and further research is required to demonstrate their applicability (Albaum and Peterson 1984; Hui and Triandis 1985; Lee and Green 1991). It is in response to this criticism that Durvasula, Lysonski, and Andrews (1993) investigated cross-cultural dimensions of consumer behaviour constructs.

Certain factors of the CSI (such as “Novelty Fashion-Conscious”) may not be confirmed (Mitchell *et al*, 1998) if the study is conducted in a country with less sophisticated consumers and a less developed economy than is present in the United States.

In addition, there are individual item-loading anomalies, particularly the fact that several items load on more than one factor and some items do not correspond to the suggested trait (Mitchell *et al*, 1998). For example, in a U.K. study, the item "Once I find a product I like. I stick with it" loaded onto the “Habitual and Brand Loyal” factor, as in the Sproles and Kendall (1986) study, but also had a positive loading on the “Impulsive and Careless” factor. Thus it

is vital that relevant items and factors are identified when conducting the study to maintain reliability & validity. Therefore the language may have to be altered or statements may have to be added to be comprehensible by modern day South African youth. Additional statements may have to be added to accommodate modern consumer tendencies (such as the use of the internet).

2.4. Application of Generational Cohort Theory

2.4.1. General Application of Theory

Krotz (2001) states that “generation Y” is the cohort born roughly between 1980 and 2000 and are the offspring of “Baby Boomer” parents (those born between 1946 and 1964). This cohort is also often referred to as “generation Next” or the “Millennials” and the terms are used interchangeably. According to Howe & Strauss (2004), The “Millennials” are defined as those born in the two decades between 1982 and the 2001. Many consider generational demarcations to be about 22 years in length (Timmerman, 2007), however other views exist which look at cohort analysis differently, focusing on the formative years in our lives as children and teens, a 10 or 12 year cut. For the purposes of this study, the view of Howe *et al* (2004) will be used as the basis for defining the generational demarcations.

The leading edge of this generation have already graduated from university and are currently part of the working class, whilst the youngest have just

completed their foundation phase of primary school and have entered the academic period between grade 4 and grade 7.

They are highly adaptable to technological change, as Fogarty (2008) points out that they accept the role of rapid technological advances by seamlessly incorporating “the next new thing” into their lives. Generation Y pride themselves on their tech-savvy nature. They have become quite powerful in the market, fuelling the demand for the latest in communication and information processing capabilities. This trend will continue to grow and will most likely be even stronger in cohorts to follow. According to Morton (2002), Generation Ys transform the market for every life stage they enter through their sheer numbers and spending power.

The proliferation of communication and information through media like the Internet has resulted in greater diversity of product and lifestyle choices for Generation Ys (Bakewell *et al*, 2003). They are the true techies, for whom high speed and instant response are the norm (Timmerman, 2007). It is expected that despite the fact that the Internet is not widely accessible in South Africa, the youth have considerably different digital lifestyles to those of their parents or older cohorts. It has become increasingly difficult for brands to communicate and connect with this generation, as they tend to be selective with the messages they choose to listen to (Krotz, 2001). This is probably a result of the information clutter that exists in their lives.

There is a strong likelihood that Generation Y hold different attitudes, values and behaviours regarding purchasing, due to the technological, socio-cultural,

economic and retail changes that took place over the last decade or two (Bakewell *et al*, 2003). Though it is a difficult task attempting to understand this cohort in South Africa, it is an imperative one for organisations seeking to gain a share of the R90 billion annual youth spend (HDI Youth Marketeers, 2010).

2.4.2. Cohort Parental Relations

Generation Ys globally tend to have much closer relationships with their “boomer” parents and include them in major decisions (Krotz, 2001). In addition, these parents lived through an era of economic prosperity, which resulted in many of them being career-oriented and successful today. The fruit of their labour was passed on to their Generation Y children, which has, according to Tomkins (1999), resulted in this generation having greater disposable income from a much younger age.

This theory is still relevant within a South African context, as many individuals rose to the upper end of the working class after democracy. This had an impact on the household income of those individuals, which in turn affected the disposable income of their “born-free” children today.

In Australia, more than 70% of Generation Y income is disposable, with the majority going to entertainment, travel, and food (McCrindle, 2002). In addition to having their own disposable income, they influence parental expenditure a great deal (Kennedy, 2001), most likely as a result of being more informed consumers.

Fogarty (2008) states that there seems to be little disagreement in the literature, that this group is the creation of the new conventional wisdom about parenting. Most of their parents have convinced them that they are “special” in every way, and that their success is virtually preordained if they carefully work within the rules that are constructed by authority figures. This provides supporting reasons for the confidence and sense of entitlement that exists within this generation.

2.4.3. Cohort Values, Beliefs and Attitudes

In reference to American Generation Y, Timmerman (2007) states that even though their social values may be similar to those of their parents, their worldview is different. It is evident that this group possesses greater disposable income than all previous generations and they generally tend to be more aware of brands (McCrindle, 2002). Their world has shrunk, as a result of globalisation. It is now interconnected through instant global communication and they take diversity for granted, as they did not experience the oppressive years of the generations before them. They believe in instant rewards and expect guidance in achieving their goals (McCrindle, 2002).

This is particularly relevant in developing a basis for understanding South African generation Y values and attitudes, as the modern South African society emulates modern day America in many ways. The liberal world in which the “born-frees” grew up has shaped their values, beliefs and attitudes, which differ in many regards from older cohorts. Attempting to understand these

differences would allow us to understand more than just their consumer behaviour, but also why that behaviour exists and what continues to drive it.

2.4.4. Cohort Consumer Behaviour and Brand Awareness

Howe and Strauss (1999) commented that as the macro-environment changes, there are concomitant and distinctive changes in the pattern of consumer behaviour. Therefore it is expected that the consumer behaviour of a particular generation will differ to that of a preceding generation due to the macro-environmental change that occurs between the 20-year generational periods.

It is believed that consumer attitudes, behaviour and skills are acquired via socialisation agents such as family, peers, school and the mass media (Moschis, 1987).

As a result of them being the first generation to grow up with access to a wealth of information on the World Wide Web, they have evolved into more informed consumers than any preceding cohort.

They have been socialised into consuming at young ages, adopted a tendency to generate bonds with brands very early on in life and proved to be highly loyal to those brands (Bakewell *et al*, 2003).

With regards to brand awareness, Knight *et al* (2007), pointed out that Generation Y in Japan generally prefer brands with an identity based on values

with which they can identify and through which they can express their individuality. In addition, Bakewell *et al* (2003) stated that Generation Y tend to seek experiential brand encounters, since shopping is no longer regarded as a simple act of purchasing. It has evolved into a form of entertainment. The proliferation of retail and product choice has resulted in a retail culture in which shopping has taken on new entertainment and/or experiential factors.

The sheer magnitude of the group has had a profound impact on current business because members of this generation 'love to shop' (Taylor and Cosenza, 2002).

With respect to values, members of Generation Y were expected to be more materialistic, more likely to use brands as communication devices and more concerned about the ethics of consumption as compared to Baby Boomers (Loroz, 2006). This provides evidence that the generation Y consumers are more likely to make conspicuous, even compulsive, purchases and are embracing the consumerist movement towards environmentalism.

According to McCrindle (2003), they rely on peer recommendations to assist them when making buying decisions. This however, does not make the basis of their decisions less credible, as in most cases their opinions - and those of their peers - are created through influences on television, music, movies and most importantly, the Internet.

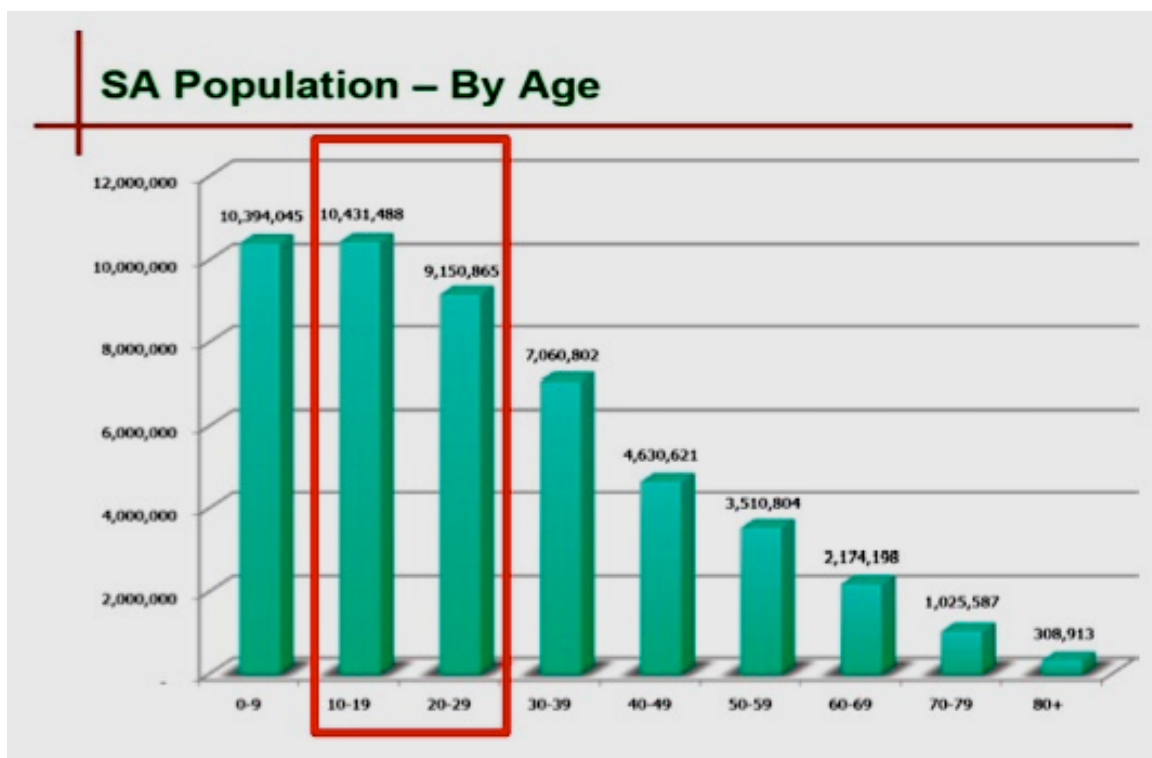
Burnett (2004) stated that they are arguably the most socially conscious generation since World War II. Numerous surveys have found that the majority

of teens in America would be likely to switch brands to one associated with a good cause.

2.4.5. South African Context

According to Statistics South Africa (2009), using the demarcations established by Howe *et al* (2004), Generation Y represents 40.2% (19.6 million people) of the South African population, thus making them a major force in the local consumer population. The substantial number of Generation Ys in South Africa (Majority of the group between 10 & 29 years old) is illustrated in *Figure 1* within the marked border.

Figure 1 Bar Chart of S.A. Population by Age Group



2009. Luisa Mazinter. Gordon Institute of Business Science

The economic importance of young students to marketers and the perceived difficulty in communicating with them has called for research that can provide new insights (Wolfburg *et al*, 2001). Therefore, there is a need to conduct research on the unique dynamics of the South African generation Y population, particularly the urban “born-frees” within this cohort, so as to develop more effective communication and marketing for this group of consumers.

South Africa's first multicultural generation - Generation Y - have far more opportunities than the previous generation. They have been freed of dependence on conventional media and are more interested in making their mark and expressing themselves (Robison, 2008). They want to belong to a niche as well as stand out as individuals within a group, Robison (2008) states.

3. Research Questions

3.1. Introduction

The research questions were derived from the literature review in section 2, as the review provided guidance as to which particular elements surrounding Generation Y, “born-free” urban adolescents and consumer decision-making styles required further investigation.

3.2. Research Questions

Research Question 1

What are the dominant consumer decision-making styles of urban adolescent Generation Y consumers born after democracy in South Africa?

This question is key in identifying the decision-making styles, as defined by Sproules and Kendall (1986), which are most applicable to South African urban adolescents and perhaps identifying decision-making styles that are unique to this consumer population.

Due to the sophistication of the South African economy and the tendency of post-democracy South African pop culture to be influenced by American and European trends, it is expected that the decision-making styles of South

African urban adolescents will be similar to those of their western counterparts identified by Sproles and Kendall (1986).

This question is also important for testing the appropriateness of the 8 decision-making styles, derived from the Consumer Styles Inventory (Sproles and Kendall, 1986), for the South African youth.

Research Question 2

To what extent do the consumer decision-making styles vary between racial groups?

Considering the discriminatory and segregated political history of South Africa, it is important to test how the consumer decision-making styles vary across racial groups. This would allow the researcher to make inferences about universal consumer decision-making styles of post-democracy youth in South Africa as well as identify decision-making styles unique to each racial group.

Due to the multicultural cohort experiences of these consumers, it was expected that the consumer decision-making styles would not vary much between racial groups. The results of this question would allow for the identification of universal decision-making styles for the post democracy generation in South Africa, which would be useful for brands looking to market their products or services to this large group of consumers.



In addition, the results of this question would also assist companies in new product development due to the fact that, in spite of changing societal conditions, the relative importance that a particular cohort attributes to various personal values remains relatively stable throughout varying life-stages (Inglehart, 1977).

4. Research Methodology

4.1. Research Approach

A survey strategy was adopted as it allowed for the collection of a large amount of data from a sizeable population in a highly economical way (Saunders, Lewis and Thornhill, 2009). In support of this approach, a standardised questionnaire (CSI) was administered to the sample of high school students, thus also allowing for future comparison of results with other CSI studies. The survey strategy made it possible to generate findings that are representative of the whole population at a lower cost than collecting the data for the whole population (Saunders *et al*, 2009). This approach was thus particularly useful in making inferences (discussed in Chapter 6) about the urban adolescent population from the findings of this study.

4.2. Measuring Instrument

In order to establish a better understanding of the cohort, the study made use of the Consumer Styles Inventory (Sproles and Kendall, 1986) in designing a five-point agree-disagree Likert scale questionnaire for measuring the consumer decision-making styles. Permission was obtained from the developers of the instrument to make use of the tool. Items that were commonly used in reputable studies, which have a reduced level of ambiguity (Mitchell and Bates, 1998), were used as a basis for the construction of the

Likert scale. However, five new items were added to identify the role of the Internet in reaching brand decisions and developing product preferences.

The instrument was chosen due to being based on the Consumer Characteristics Approach, which is the most acknowledged approach by consumer researchers (Mokhlis, 2009). It focuses on the cognitive and affective orientations in consumer decision-making (Sproles *et al*, 1986). The CSI instrument also has the ability to allow for future comparisons to be made to other results, as numerous CSI were conducted with students in a number of different countries (Sproles and Kendall, 1986; Hafstrom *et al*, 1992; Durvasula *et al*, 1993 and Lysonski *et al*, 1996).

The items were placed into different orders so as to minimise order effects (Mitchell *et al*, 2003). Some of the sentences were formatted to be more understandable within a South African context.

The questionnaire (Appendix 2) consisted of 50 questions, of which the first five related to demographic information (labelled A to E). The remaining 45 questions were Likert-scaled items scored from 1 (strongly disagree) to 5 (strongly agree) similar to those used by Sproles and Kendall (1986). As was the case in the Radder *et al* (2006) study, the questionnaire was pre-tested with ten respondents to verify and eliminate variation in respondents' understanding and interpretation of the questionnaire and any ambiguity in the wording. The feedback from the pre-tested questionnaire had been taken into account in drafting the final questionnaire.

4.3. Population

The population of “born frees” (those born after 1994 and also part of Generation Y) is estimated by Statistics South Africa (2009b), to be around 16,4 million people. The Labour Force Survey (Statistics South Africa, 2009), states that the number of adolescent “born-frees” is currently estimated at around 4,3 million people. According to the World Bank (2008), 60.7% of the South African population live in urban areas.

With the above in mind, the best possible estimate of the urban “born-free” adolescent population (defined in *chapter 1*) currently stands at 2,6 million people.

4.4. Sampling

High school students between grade 8 and grade 10 were selected as the sample because they represented a homogeneous group, allowing measurement equivalency across cultures and comparability of age and educational background (Radder *et al*, 2006). A convenience sample was used due to the limitations discussed in *Section 4.7*. The emphasis on students allows for future comparisons with results of other foreign studies (Sproles *et al*, 1986; Mitchell *et al*, 2003), which also focused on students. The sample is limited to those between grade 8 and grade 10, as the oldest group of children within the “born-free” cohort are likely to be in Grade 10 at present (16 years old). Another reason for the decision was that the majority of adolescents,

defined in *Chapter 1*, were expected to be between grade 8 and grade 10.

The assumption was that the students were exposed to the same marketing environment in terms of shopping malls, prices and promotional messages as a result of the common geographic orientation they shared (Radder *et al*, 2006).

Only Private school students were included so as to avoid the bias that could result from the effect of economic disparities in public schools. The researcher was aware that a handful of students attend these private schools based on academic or sport merit scholarships, rather than through possessing the appropriate financial means.

For the reasons stated above, the research was conducted at the following private high schools in Pretoria:

- Christian Brothers' College, Mount Edmund, Pretoria
- Crawford College, Pretoria
- St. Mary's Diocesan School for Girls, Pretoria
- Woodhill College, Pretoria

A request to conduct the research was sent to eight private schools in Pretoria. Six of those schools provided consent for the study to be conducted on their respective campuses. However, only four schools managed to participate due the timing of the research and the school examination period.

In each of the four participating schools, there was an average of 100 students per grade. This translated to a potential sample size of 1200 students. The researcher received 879 responses, which equated to a response rate of 73%.

Sample size, however, also plays an important role and some of the problems associated with using factor analysis, can be directly ascribed to a small sample size (Comfey and Lee, 1992). It is for that reason that a sufficiently large sample size was chosen.

4.5. Data Collection Procedure

The research was conducted on the four school campuses during July 2010 upon the commencement of the school term. The data collection procedure was quantitative in nature, meaning the research predominantly related to data collection techniques or data analysis procedures that generate or use numerical data (Saunders *et al*, 2009).

It was agreed between the respective Headmasters of the four schools and the researcher that the relevant teachers will distribute the 15-minute questionnaires during school hours and all data collection on the campuses was to be completed by the 31st of August 2010. The details of the questionnaire were discussed under *Section 4.2*.

Each student questionnaire contained a student information leaflet clearly explaining the purpose of the study (Appendix 1).

The researcher was aware that the data collected from these private schools was likely to have an economic bias, as the majority of the students in these schools were from affluent backgrounds. It was however discussed why this sample was deemed suitable for the purposes of this study under *Section 4.4*.

4.6. Data Analysis

Factor analysis was conducted in order to identify various decision-making groups amongst urban adolescents in South Africa. Factor analysis is one of the most commonly used methods for data reduction in social science research. Factor analysis assumes that underlying dimensions or factors can be used to explain complex phenomena.

The analysis was done quantitatively using descriptive and inferential statistics, which was made possible based on the use of the survey strategy (Saunders *et al*, 2009). Such statistics formed an integral part of the analysis, as the research was seeking to determine the relationship between demographic clusters and consumer decision-making styles as well as suggest possible reasons for particular relationships between variables (Saunders *et al*, 2009).

In order to determine the commonality of the CSI factors identified (Sproles and Kendall, 1986) amongst the sample population within the South African context, the 45 items in the CSI section of the questionnaire were attributed to the most relevant decision-making styles as detailed under *Section 2.2.3*.

The first step in analyzing the data was to identify the most important items

that explain the correlations among a set of variables. For this purpose, factor analysis was conducted on decision-making style scale items. Factoring ceased when all Eigen values of greater than 1 were obtained and a material percentage of the total variance was explained by a set of factors.

The generally accepted method of interpretation of factor loadings for the CSI is to regard any variable with a loading of 0.5 or greater as associated with the appropriate factor (Mokhlis, 2009).

The Cronbach alpha was also used to measure internal reliability by unit weighting the items with the most significant loadings on a factor where the Cronbach alpha coefficient was 0.4 or higher (Sproles and Kendall, 1986). Reliability refers to the property of a measurement instrument that causes it to give similar results for similar inputs. In other words, it refers to its consistency. Cronbach's alpha (Cronbach, 1951) is a measure of reliability. More specifically, alpha is a lower bound for the true reliability of the survey.

Mathematically, reliability is defined as the proportion of the variability in the responses to the survey that is the result of differences in the respondents (Cronbach, 1951). That is, answers to a reliable survey will differ because respondents have different opinions, not because the survey is confusing or has multiple interpretations. The computation of Cronbach's alpha is based on the number of items on the survey (k) and the ratio of the average inter-item covariance to the average item variance.

The analysis was successfully completed and the results thereof are discussed in Chapter 5 and 6.

4.7. Limitations, validity and reliability

The researcher was aware that there were certain limitations that apply to the research, and these are discussed below.

Firstly, there were time constraints placed on the research. In order to complete the research within these constraints, the researcher focused the sample size to the Pretoria region. More comprehensive research can be conducted in future, which takes into account other major urban areas in South Africa.

Secondly, the limitation of the sample to urban adolescents was largely due to the geographical limitations of the study and thus the impracticality of conducting the study with rural adolescents.

Thirdly, subjectivity may occur as potential bias may arise from the researcher and/or the respondents. This may impact on validity and reliability of the research but was guarded against where possible.



This study was limited to post-democracy urban adolescents in Pretoria as a result of geographical, financial and time constraints of the researcher.

5. Research Results

5.1. Introduction

The main purpose of this chapter is to detail the descriptive analysis of the sample used in the study and summarise the results of the questionnaire responses received, which were distributed to the four schools mentioned in *Section 4.4*. The key objective of the questionnaire was to determine which of the 8 factors defined by Sproles & Kendall (1986) were applicable to post-democracy urban adolescents in South Africa.

The measuring instrument, which was discussed in detail in *Section 4.2*, was a questionnaire consisting of 5 demographic items and 45 items related to consumer decision-making styles as defined by Sproles and Kendall (1986).

5.2. Background of the Schools and Demographics

The response sample consisted of 879 respondents aged 13 to 17 from four different schools in Pretoria. There were 1200 potential respondents, therefore implying a response rate of 73% (See *Section 4.4*). The participating schools are all private schools located in Pretoria, with school fees ranging from R40000 to R80000 per annum. The following tables will show the demographic makeup of the sample population.

Table 2 *Percentage of respondents by school*

	Frequency	Percent	Cumulative Percent
Christian Brothers College	203	23.1	23.1
Crawford	293	33.3	56.4
St Mary's	208	23.7	80.1
Woodhill	175	19.9	100.0
Total	879	100.0	

Table 3 *Percentage of respondents by grade*

	Frequency	Percent	Valid Percent	Cumulative Percent
Grade 8	319	36.3	36.3	36.3
Grade 9	285	32.4	32.4	68.7
Grade 10	275	31.3	31.3	100.0
	879	100.0	100.0	

Table 4 *Percentage of respondents by gender*

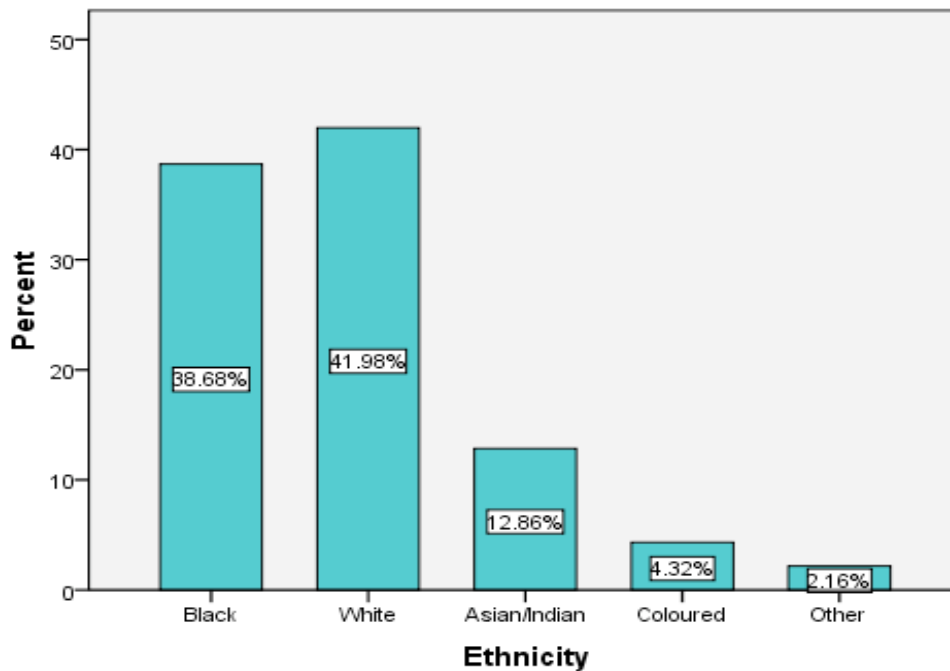
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	333	37.9	37.9	37.9
Female	546	62.1	62.1	100.0
Total	879	100.0	100.0	

Table 5 Percentage of respondents by racial group

	Frequency	Percent	Cumulative Percent
Black	340	38.7	38.7
White	369	42.0	80.7
Asian/Indian	113	12.9	93.5
Coloured	38	4.3	97.8
Other*	19	2.2	100.0
Total	879	100.0	

*Respondents who selected “Other” indicated that they do not fall within any of the four major racial groups in South Africa.

Figure 2 Bar Chart of Respondents by Racial Group



5.3. Data Analysis

Factor analysis was conducted in order to identify various decision-making groups amongst urban adolescents in South Africa. Quantitative analysis has been performed using descriptive and inferential statistics, which was made possible based on the use of the survey strategy (Saunders *et al*, 2009). Such statistics also formed an integral part of the analysis, as the research was seeking to determine the relationship between demographic clusters and consumer decision-making styles.

In order to determine the commonality of the CSI factors identified (Sproles and Kendall, 1986) amongst the sample population within the South African context, the 45 items in the CSI section of the questionnaire were attributed to the relevant decision-making styles as detailed under *section 2.2.3 Consumer Styles Inventory*.

The first step in analyzing the data was to identify the most important items that explained the correlations among a set of variables. For this purpose, factor analysis was conducted on decision-making style scale items. Factoring ceased when all Eigen values of greater than 1 were obtained and a material percentage of the total variance was explained by a set of factors.

To test the appropriateness of factor analysis, the Keiser-Meyer-Olkin (KMO) measure of sampling adequacy was assessed while the factor analysis was run. The accepted method of interpretation of factor loadings for the CSI is to regard any variable with a loading of 0.5 or greater as associated with the

appropriate factor (Mokhlis, 2009).

The Cronbach alpha (See *Table 6*) was also used to measure internal reliability by unit weighting the items with the most significant loadings on a factor where the Cronbach alpha coefficient was 0.4 or higher (Sproles and Kendall, 1986).

5.4. Cronbach Alpha

The Cronbach alpha for the combined data set was 0,792. The Cronbach Alphas for each school are listed in the table below.

Table 6 *Cronbach Alpha of Each Participating School*

School	Cronbach Alpha
CBC	0.744
Crawford	0.823
St Mary	0.741
Woodhill	0.827

With these values above, it was concluded that there is consistency, as all the Cronbach Alphas were greater than a minimum of 0.4 suggested by Sproles and Kendall (1986).

5.5. Results to research questions

5.5.1. Research Question 1

What are the dominant consumer decision-making styles of urban adolescent Generation Y consumers born after democracy in South Africa?

After using factor analysis, with a predefined number of factors (8 factors) to process the results, it was then possible to determine which statements loaded positively or negatively onto each factor.

As in the Sproles and Kendall (1986) study, 8 decision-making styles were identified. Each of the decision-making styles identified will be discussed below together with a tabular presentation of the item loadings for each factor.

Brand Conscious, ‘Price Equals Quality’ Consumer (Factor 1)

Measures consumer’s orientation toward buying the more expensive, well-known brands. These consumers appear to have positive attitudes toward department and specialty stores, where brand names and higher prices are prevalent. They also appear to prefer best selling, advertised brands.

While they believe that they make a special effort to find high quality products, their view of quality is influenced by price as they believe “the higher the price of a product, the better its quality”. Due to their preference for expensive brands, we can understand why they don’t consider lower priced products. They also value fashionable attractive styling and try to keep their wardrobes up to date with the latest trends and brands. The behaviour of this group confirms the theory suggested by McCrindle (2002), that Generation Y possess greater disposable income than previous generations and they generally tend to be more aware of brands.

The one concerning element within this group is their lack of ability to monitor spending when shopping. They have a carefree spending attitude that could become a problem at a later stage in their adulthood, especially if they become accustomed to this decision–making style. It is also interesting to note that while these affluent young consumers are expected to favour more expensive brands, they are not likely to be the early adopters or trendsetters. They are influenced by brand positioning and have developed a habitual spending

culture in an attempt to stay up to date with the latest trend developments of their favourite high-end brands.

Table 7 *Item loadings for Factor 1*

Factor 1	Item Loading
Agree	
I usually buy the more expensive brands	0.781
I usually buy well-known brands	0.726
I have favourite brands I buy every time	0.613
I prefer buying the best selling brands	0.578
The higher the price of the product, the better its quality	0.506
I make a special effort to choose the very best quality products	0.490
In general, I try to get the best quality overall	0.407
I keep my wardrobe up to date with the changing fashions	0.396
Fashionable, attractive styling is very important to me	0.408
Disagree	
I usually buy the lower priced products	-0.597
I carefully watch how much I spend	-0.391

Recreational, Hedonistic Consumer (Factor 2)

This group of consumers see shopping as a form of entertainment, as they find shopping enjoyable and “shop just for fun”. They believe it is fun to buy something new and exciting. They also value fashionable attractive styling, which suggests that they too may be influenced by trends when making purchasing decisions.

They tend to spend more time shopping and often shop in different stores to get variety. The fact that they spend more time making purchases could be seen as evidence that they are comparison shoppers and don’t make impulsive purchasing decisions.

Table 8 **Item loadings for Factor 2**

Factor 2	Item Loading
Agree	
Shopping is very enjoyable to me	0.840
I enjoy shopping, just for fun	0.765
It’s fun to buy something new and exciting	0.532
To get variety, I shop in different stores	0.406
Fashionable, attractive styling is very important to me	0.396
Disagree	
Shopping is not a pleasant activity to me	-0.768
I make my shopping trips fast	-0.626
Shopping in different stores is a waste of time	-0.456
I normally shop quickly, buying the first product or brand I find that seems good enough	-0.354

Digital, Internet Savvy Consumer (Factor 3)

These consumers are very tech-savvy and use the Internet as a research tool in their decision-making process. Their characteristics are undefined in the Sproles and Kendall (1986) eight factors or in more recent studies making use of the Sproles and Kendall (1986) consumer styles inventory. These consumers were identified due to the addition of items focused on the use of Internet. This result provides evidence of a development in consumer behaviour, which would require further investigation in future studies.

The results support the theory that the proliferation of communication and information through media like the Internet has resulted in greater diversity of product and lifestyle choices for Generation Ys (Bakewell and Mitchell, 2003). Furthermore, they prove the emergence of digital consumers in South Africa.

These consumers use the Internet as an integral part of their decision-making for product and brand research. They look to brand websites before making product purchases and in most cases won't even consider brands that don't have websites. Their experience with brand websites is a tool they use to evaluate the quality of brands. One could infer, that website design is just as important as retail design when attempting to capture this market. Websites clearly serve as an important tool for capturing this group of consumers as they make regular visits to brand websites which shows a shift from "push media" to "pull media", where consumers decide when they consume brand media.

Apart from using the Internet to investigate specific products or brands, they also use it for identifying new trends and styles, possibly through general fashion websites or sites displaying celebrity style as *YouTube* does through music videos.

Table 9 **Item loadings for Factor 3**

Factor 3	Item Loading
Agree	
I use a brand's website to decide if I like a product	0.820
I regularly visit the websites of the brands I like	0.791
I look for more product information on a brand's website before buying	0.749
If a brand does not have a website, I normally won't consider it	0.731
I use the internet often to identify new trends and styles	0.597
Brands with good quality websites are usually good choices	0.534

Perfectionist, High-Quality, Value for Money Consumer (Factor 4)

Measures a high-quality conscious consumer characteristic. Items loading on this factor measure a consumer's search for the very best quality in products. Those consumers higher in perfectionism also could be expected to shop more carefully, more systematically, or by comparison. They are not satisfied with the 'good enough' product.

These consumers also look for getting the best value for their money. This suggests a consumer decision-making style which combines elements of the "*Price Conscious, Value for Money*" consumer with the "*Perfectionist, High-Quality Conscious*" consumer defined by Sproles and Kendall (1986).

While they are most concerned with high quality and value for money, they carefully monitor their spending and are likely to spend more time shopping as a result of being comparison-shoppers. They are somewhat store loyal, as they believe that "Good quality department and specialty stores offer the best products".

They are one of the most responsible groups of consumers, as they apply a great deal of thought and planning into the purchases that they make. The fact that they also look for value for money implies that they don't necessarily turn to the most expensive brands in search of quality.

Table 10 *Item loadings for Factor 4*

Factor 4	Item Loading
Agree	
I make a special effort to choose the very best quality products	0.707
I look very carefully to find the best value for money	0.579
Getting very good quality is very important to me	0.537
Good quality department and specialty stores offer the best products	0.487
In general, I try to get the best quality overall	0.454
I carefully watch how much I spend	0.450

Confused by Over-choice Consumer (Factor 5)

High scores on this characteristic perceive many brands and stores from which to choose and have difficulty in making choices. Furthermore, they experience information overload.

Unlike other groups, they struggle with variety and have a tough time deciding where to shop. They feel that the more they learn about products, the harder it is for them to choose.

This group often experience post-purchase regret. This leads us to believe that they make purchases before reaching a decision that completely satisfies them. This is most likely a result of their attempts to escape the confusion and often translates to badly planned purchasing behaviour.

Table 11 *Item loadings for Factor 5*

Factor 5	Item Loading
Agree	
There are so many brands to choose from, that I often feel confused	0.745
The more I learn about products, the harder it seems to choose the best	0.728
I get confused by all the information on different products	0.599
Sometimes it is hard to decide in which stores to shop	0.566
I often make purchases I later wish I had not	0.478

Impulsive, Careless Consumer (Factor 6)

High scores on this characteristic mean they do not plan their shopping. These consumers don't spend a lot of time shopping and are impulsive when making their purchasing decisions ("I normally shop quickly, buying the first product or brand I find that seems good enough"). They make decisions quickly and don't think about the future when making purchases.

One of the key findings was that they believe "The most advertised brands are usually good choices". This means that brands with the greatest visibility are most likely to be the brands they choose and they are highly susceptible to being influenced by brand media. Interestingly, they are aware that they need to spend more time making purchasing decisions.

Table 12 *Item loadings for Factor 6*

Factor 6	Item Loading
Agree	
I normally shop quickly, buying the first product or brand I find that seems good enough	0.608
I spend little time deciding on the products and brands I buy	0.576
I buy products without thinking about the future*	0.538
The most advertised brands are usually good choices	0.443
I really don't give my purchases much thought or care	0.418
I should spend more time deciding on the products and brands I buy	0.405

Novelty-Fashion Conscious Consumer (Factor 7)

High scores on this characteristic are likely to gain excitement and pleasure from seeking out new things. Variety seeking also appears to be an important aspect of this characteristic.

This group of consumers is driven by trends. They claim to have at least one outfit of the newest style and try to keep up to date with the latest trends. They also place a high value on fashionable styling.

While the loadings were not strong, it should be noted that they “buy as much as possible at sale price” and that they are satisfied with a product even if it is not exactly what they are looking for or the best on the market. This is indicative of consumers who don’t have independent control of purchasing decisions, but rather their decisions are driven by generally accepted trends.

Table 13 *Item loadings for Factor 7*

Factor 7	Item Loading
Agree	
I usually have one outfit of the newest style	0.588
I keep my wardrobe up to date with the changing fashions	0.515
Fashionable, attractive styling is very important to me	0.433
A product doesn’t have to be exactly what I want, or the best on the market to satisfy me	0.327
I buy as much as possible at sale price	0.294

Habitual, Brand Loyal Consumer (Factor 8)

High scores on this characteristic are likely to have favorite brands or stores and have formed habits in choosing them. Habitual behavior is a well-known aspect of consumer decision-making and this factor reinforces its existence as a general characteristic.

These consumers are often loyal to specific stores and view shopping in a variety of stores as a waste of time. In addition to being store loyal, they are also product loyal and don't change brands regularly. We can infer that once they find a brand they like, they tend to stick with it.

Table 14 *Item loadings for Factor 8*

Factor 8	Item Loading
Agree	
I go to the same stores each time I shop	0.637
Shopping in different stores is a waste of time	0.527
Once I find a product I like, I buy it regularly	0.366
Disagree	
I regularly change the brands that I buy	-0.428

5.5.2. Research Question 2

To what extent do the consumer decision-making styles vary between racial groups?

Through the use of the demographic section of the questionnaire (Appendix 2), it was possible to segment the results according to racial groups. As with the total sample of respondents, factor analysis was performed on each racial group to identify the consumer decision-making styles that were most relevant to each group.

As suggested by Sproles and Kendall (1986), eight factors were selected for factor analysis. Segmentation of the results according to racial groups will be particularly useful in discussing inferences about the cultural and period (Post democracy) influences on consumer behaviour. Due to the low numbers of “coloured” and “other” respondents, it was not possible to include them in the racial group segmentation.

5.5.2.1. Black Respondents

There were some distinctive characteristics that were identified relating to black urban adolescents.

There was a clear evolution in how these consumers were identifying new trends and how they were assessing brands. While in the results to Research Question 1, the emergence of the digital consumer was identified. It was not explicitly clear how the Internet played a role in other decision-making styles. After conducting the racial segmentation, positive loadings for the Internet focused items were also identified in “Brand Conscious” consumers, “Recreational” consumers, “Price Conscious” consumers and “Impulsive” consumers within the black segmentation.

Though the loadings were not greater than 0.5, it remains important to note them, as they provide evidence that brand websites are becoming increasingly important in the decision-making process of these web-connected individuals. Black digital consumers were more likely to make regular visits to the websites of their favourite brands, as the item “I regularly visit the websites of the brands I like” loaded at 1.025 for Black consumers compared to 0.883 and 0.809 for White and Asian/Indian consumers respectively. Furthermore, the Black urban adolescents appear to value the use of the Internet in the identification of new trends and styles (loading of 0.926).

Finally, three unique consumer decision-making styles were identified from the results.

The “Price Conscious” consumers who look to find bargains and buy lower priced products. These consumers are habitual in nature, as they choose to shop at the same stores. This particular decision-making style was identified by Sproles and Kendall (1986), but was not present in the styles identified for the total sample of urban adolescents in *Section 5.5.1*.

The “Novelty-Fashion Conscious” consumers are loyal to specific stores, which comes as a surprise considering it was expected that fashion conscious consumers would inherently be variety seekers.

The “Value for Money” consumers are quite similar to the “Perfectionist, High Quality and Value for Money” consumers identified for the total population, as they too are comparison shoppers. However, they don’t appear to focus as much on quality. There was no clear decision-making style that carefully focused on quality within the Black consumer segment, with exception of the “Brand Conscious” consumer. However, the “Brand Conscious” consumer’s perception of quality was highly based on price.

In summary, the black consumer group appears to possess a strong sense of loyalty to certain brands or stores, especially those that accommodate “price-conscious” consumers. They are quite fashion conscious and make a special effort to research trends or styles to assist them in making purchasing



decisions. Furthermore, the role of the Internet has become very important in their decision-making process.

Table 15 Black Respondents Eight Factor Analysis

Brand Conscious, 'Price Equals Quality' Consumer	Item Loading
Agree	
I usually buy well-known brands	0.704
I make a special effort to choose the very best quality products	0.676
I usually buy the more expensive brands	0.747
I have favourite brands I buy every time	0.624
I prefer buying the best selling brands	0.584
Getting very good quality is very important to me	0.514
I make a special effort to choose the very best quality products	0.494
The higher the price of the product, the better its quality	0.505
In general, I try to get the best quality overall	0.344
Good quality department and specialty stores offer the best products	0.38
I keep my wardrobe up to date with the changing fashions	0.357
Brands with good quality websites are usually good choices	0.204
Disagree	
I usually buy the lower priced products	-0.535

Recreational, Hedonistic Consumer	Item Loading
Agree	
Shopping is very enjoyable to me	0.946
I enjoy shopping, just for fun	0.85
It's fun to buy something new and exciting	0.404
Fashionable, attractive styling is very important to me	0.494
To get variety, I shop in different stores	0.337
I keep my wardrobe up to date with the changing fashions	0.357
I use the internet often to identify new trends and styles	0.296
Disagree	
Shopping is not a pleasant activity to me	-0.754
Shopping in different stores is a waste of time	-0.442
I carefully watch how much I spend	-0.316
I make my shopping trips fast	-0.45



Digital, Internet Savvy Consumer	Item Loading
Agree	
I regularly visit the websites of the brands I like	1.025
I use a brand's website to decide if I like a product	0.781
I look for more product information on a brand's website before buying	0.674
I use the internet often to identify new trends and styles	0.926
If a brand does not have a website, I normally won't consider it	0.647
Brands with good quality websites are usually good choices	0.499

Impulsive, Careless Consumer	Item Loading
Agree	
I spend little time deciding on the products and brands I buy	0.825
I normally shop quickly, buying the first product or brand I find that seems good enough	0.644
I buy products without thinking about the future	0.667
I make my shopping trips fast	0.502
I really don't give my purchases much thought or care	0.344
The most advertised brands are usually good choices	0.305
Brands with good quality websites are usually good choices	0.296
Disagree	
I use the internet often to identify new trends and styles	-0.379
I carefully watch how much I spend	-0.31

Confused by Over-Choice Consumer	Item Loading
Agree	
There are so many brands to choose from, that I often feel confused	0.865
The more I learn about products, the harder it seems to choose the best	0.903
Sometimes it is hard to decide in which stores to shop	0.716
I often make purchases I later wish I had not	0.62
I get confused by all the information on different products	0.442

Value for Money, Variety Seeking Consumer	Item Loading
Agree	
I carefully watch how much I spend	0.708
I look very carefully to find the best value for money	0.525
I regularly change the brands that I buy	0.511
The more I learn about products, the harder it seems to choose the best	0.331
Disagree	
I go to the same stores each time I shop	-0.351

Novelty-Fashion Conscious Consumer	Item Loading
Agree	
I keep my wardrobe up to date with the changing fashions	0.643
I usually have one outfit of the newest style	0.557
Shopping in different stores is a waste of time	0.459
I go to the same stores each time I shop	0.489
Once I find a product I like, I buy it regularly	0.396
I get confused by all the information on different products	0.345
There are so many brands to choose from, that I often feel confused	0.318

Price Conscious, Store Loyal Consumer	Item Loading
Agree	
I buy as much as possible at sale price	0.652
A product doesn't have to be exactly what I want, or the best on the market to satisfy me	0.5
I should spend more time deciding on the products and brands I buy	0.389
I go to the same stores each time I shop	0.433
I often make purchases I later wish I had not	0.354
I use the internet often to identify new trends and styles	0.473
I usually buy the lower priced products	0.428

5.5.2.2. White Respondents

Within this particular segment of consumers, there were no material differences in consumer decision-making styles in comparison to the decision-making styles identified in *Section 5.5.1*.

The influence of advertising on the “Brand Conscious” consumer within the White segment was noted from the results. The results pointed to the fact that brands with a high media visibility would have a definite advantage with this group of consumers.

In addition, the “Recreational” consumers valued purchasing “as much as possible at sale price”. Though the loading for this item was below 0.5, it provided evidence of a consumer group who receive enjoyment from shopping experiences that include discounted purchasing.

The “Novelty, Fashion-Conscious” consumers were also exhibiting habitual consumer behaviour similar to their Black counterparts, as they were loyal to certain brands. However, the black “Novelty, Fashion-Conscious” consumers were loyal to specific stores more than they were to specific brands.

Table 16 White Respondents Eight Factor Analysis

Brand Conscious, 'Price Equals Quality' Consumer	Item Loading
Agree	
I usually buy the more expensive brands	0.778
I usually buy well-known brands	0.685
I prefer buying the best selling brands	0.564
I have favourite brands I buy every time	0.589
I make a special effort to choose the very best quality products	0.525
The higher the price of the product, the better its quality	0.533
In general, I try to get the best quality overall	0.286
The most advertised brands are usually good choices	0.329
Once I find a product I like, I buy it regularly	0.274
Fashionable, attractive styling is very important to me	0.514
I keep my wardrobe up to date with the changing fashions	0.344
Disagree	
I usually buy the lower priced products	-0.5
I buy as much as possible at sale price	-0.328
I carefully watch how much I spend	-0.301

Recreational, Hedonistic Consumer	Item Loading
Agree	
Shopping is very enjoyable to me	0.976
I enjoy shopping, just for fun	0.783
It's fun to buy something new and exciting	0.393
I use the internet often to identify new trends and styles	0.295
I keep my wardrobe up to date with the changing fashions	0.373
Fashionable, attractive styling is very important to me	0.319
I buy as much as possible at sale price	0.301
Disagree	
Shopping in different stores is a waste of time	-0.35
I normally shop quickly, buying the first product or brand I find that seems good enough	-0.379
I make my shopping trips fast	-0.747
Shopping is not a pleasant activity to me	-0.96



Digital, Internet Savvy Consumer	Item Loading
Agree	
I regularly visit the websites of the brands I like	0.883
I use a brand's website to decide if I like a product	0.769
I look for more product information on a brand's website before buying	0.774
If a brand does not have a website, I normally won't consider it	0.632
I use the internet often to identify new trends and styles	0.861
Brands with good quality websites are usually good choices	0.438

Perfectionist, High-Quality, Value for Money Consumer	Item Loading
Agree	
I make a special effort to choose the very best quality products	0.632
I carefully watch how much I spend	0.791
I look very carefully to find the best value for money	0.548
Getting very good quality is very important to me	0.412
To get variety, I shop in different stores	0.317
Good quality department and specialty stores offer the best products	0.279
I make a special effort to choose the very best quality products	0.35
In general, I try to get the best quality overall	0.244
Disagree	
I really don't give my purchases much thought or care	-0.266
I buy products without thinking about the future*	-0.265



Impulsive, Careless Consumer	Item Loading
Agree	
I normally shop quickly, buying the first product or brand I find that seems good enough	0.791
I spend little time deciding on the products and brands I buy	0.647
I really don't give my purchases much thought or care	0.428
I buy products without thinking about the future*	0.46
A product doesn't have to be exactly what I want, or the best on the market to satisfy me	0.361
I should spend more time deciding on the products and brands I buy	0.296
I buy as much as possible at sale price	0.288
I make my shopping trips fast	0.293
The most advertised brands are usually good choices	0.324

Confused by Over-Choice Consumer	Item Loading
Agree	
The more I learn about products, the harder it seems to choose the best	0.798
There are so many brands to choose from, that I often feel confused	0.675
I get confused by all the information on different products	0.643
Sometimes it is hard to decide in which stores to shop	0.602
I often make purchases I later wish I had not	0.441

Novelty-Fashion Conscious Consumer	Item Loading
Agree	
I keep my wardrobe up to date with the changing fashions	0.715
I usually have one outfit of the newest style	0.65
Fashionable, attractive styling is very important to me	0.585
I buy as much as possible at sale price	0.362
I use the internet often to identify new trends and styles	0.572
I have favourite brands I buy every time	0.314



Habitual, Brand Loyal Consumer	Item Loading
Agree	
I go to the same stores each time I shop	0.566
Shopping in different stores is a waste of time	0.358
I get confused by all the information on different products	0.33
Disagree	
I regularly change the brands that I buy	-0.544

5.5.2.3. Asian/Indian Respondents

The results for this segment of consumers revealed an uncommon decision-making style, which has been termed by the researcher as the “Uninterested, Avoidance” Consumer. These respondents do not enjoy shopping and generally try to make their shopping experiences as fast as possible. They see no value in variety seeking and are thus quite store loyal. Though the item “Sometimes it is hard to decide in which stores to shop” did not have a material loading, it provides an indication that confusion is what has driven the uninterested and avoidance behaviour.

The results also highlighted the difference in the “digital, tech savvy” consumer in comparison to the Black and White counterparts. They appear to use the Internet more as a product research tool (“I use a brand’s website to decide if I like a product”) than a trend tracker. The item “I use the internet often to identify new trends and styles” loaded 0.648 compared to 0.926 and 0.861 for the Black and White “digital, tech savvy” consumers respectively.

Finally, the decision-making styles for the “Uninterested, Avoidance” consumer, the “Confused, Brand Conscious” consumer and the “Confused, Store Loyal” consumer all highlighted an element of confusion. A discussion of the researcher’s opinion as to why this segment of consumers experienced such a great deal of confusion is provided in Chapter 6.

Table 17 Asian/Indian Respondents Eight Factor Analysis

Brand Conscious, 'Price Equals Quality' Consumer	Item Loading
Agree	
I usually buy the more expensive brands	0.759
I make a special effort to choose the very best quality products	0.675
I have favourite brands I buy every time	0.663
I usually buy well-known brands	0.636
Fashionable, attractive styling is very important to me	0.617
In general, I try to get the best quality overall	0.6
Getting very good quality is very important to me	0.54
The higher the price of the product, the better its quality	0.505
Once I find a product I like, I buy it regularly	0.504
I keep my wardrobe up to date with the changing fashions	0.489
It's fun to buy something new and exciting	0.399
I prefer buying the best selling brands	0.384

Uninterested, Avoidance Consumer	Item Loading
Agree	
Shopping is not a pleasant activity to me	0.701
I make my shopping trips fast	0.603
I spend little time deciding on the products and brands I buy	0.559
I normally shop quickly, buying the first product or brand I find that seems good enough	0.543
I really don't give my purchases much thought or care	0.326
Shopping in different stores is a waste of time	0.322
Sometimes it is hard to decide in which stores to shop	0.32
Disagree	
Shopping is very enjoyable to me	-0.724
I enjoy shopping, just for fun	-0.68
To get variety, I shop in different stores	-0.51
I keep my wardrobe up to date with the changing fashions	-0.381
Fashionable, attractive styling is very important to me	-0.321

Digital, Internet Savvy Consumer	Item Loading
Agree	
I regularly visit the websites of the brands I like	0.809
I use a brand's website to decide if I like a product	0.807
If a brand does not have a website, I normally won't consider it	0.734
I look for more product information on a brand's website before buying	0.699
I use the internet often to identify new trends and styles	0.648
Brands with good quality websites are usually good choices	0.595

Perfectionist, High-Quality, Value for Money Consumer	Item Loading
Agree	
I make a special effort to choose the very best quality products	0.698
I look very carefully to find the best value for money	0.675
Good quality department and specialty stores offer the best products	0.56
It's fun to buy something new and exciting	0.46
Getting very good quality is very important to me	0.351
Once I find a product I like, I buy it regularly	0.358
To get variety, I shop in different stores	0.475
I should spend more time deciding on the products and brands I buy	0.303
Disagree	
I really don't give my purchases much thought or care	-0.326

Confused, Store Loyal Consumer	Item Loading
Agree	
I get confused by all the information on different products	0.684
The most advertised brands are usually good choices	0.614
I often make purchases I later wish I had not	0.58
Shopping in different stores is a waste of time	0.528
I usually have one outfit of the newest style	0.46
I keep my wardrobe up to date with the changing fashions	0.319
The higher the price of the product, the better its quality	0.316
Disagree	
I carefully watch how much I spend	-0.552



Confused, Brand Conscious Consumer	Item Loading
Agree	
I usually buy well-known brands	0.429
I spend little time deciding on the products and brands I buy	0.298
The more I learn about products, the harder it seems to choose the best	0.749
There are so many brands to choose from, that I often feel confused	0.66
I prefer buying the best selling brands	0.595
Sometimes it is hard to decide in which stores to shop	0.4

Store Loyal, price conscious Consumer	Item Loading
Agree	
I go to the same stores each time I shop	0.667
I buy as much as possible at sale price	0.523
I regularly change the brands that I buy	0.482
I buy products without thinking about the future	0.466
Getting very good quality is very important to me	0.379

Price-Conscious Consumer	Item Loading
Agree	
A product doesn't have to be exactly what I want, or the best on the market to satisfy me	0.694
I usually buy the lower priced products	0.645
I should spend more time deciding on the products and brands I buy	0.45
I buy as much as possible at sale price	0.401

5.6. Conclusion of Results

The results of the research questions highlight key dynamics of consumer behaviour exhibited by post democracy urban adolescents in South Africa.

Firstly the identification of specific consumer decision-making styles for this generation. From the results presented in *Section 5.5.1*, six of the eight styles identified appear to be explained by the factors identified by Sproles and Kendall (1986). The key findings from Research Question 1 were the lack of a clearly identifiable *Price-Conscious* decision-making style as well as the identification of a new factor, which confirms the emergence of Internet savvy consumers in South Africa. Those Internet savvy consumers use the Internet, as part of their consumer decision-making style, for product and brand research.

Secondly, though there are many similarities in decision-making styles across racial groups, there are some clear differences that are very distinctive which will be discussed in further detail in Chapter 6.

In summary the “Brand Conscious” consumer, “Digital/Tech Savvy” consumer, “Confused” consumer and the “Perfectionist/High-Quality, Value for Money” consumer decision-making styles were present across all races. There was little evidence to support the existence of “price-conscious” consumers in the White group and “perfectionist/high-quality” consumers in the black group. The findings will be discussed in Chapter 6.

6. Discussion of Results

6.1. Introduction

This section is a discussion of the results presented in chapter 5. The research results are discussed with reference to the theory in chapter 2, using the format of the research questions presented in chapter 3. The survey, involving 879 respondents, provides a rich data set for identifying specific consumer decision-making styles for the consumers that form part of South Africa's first generation born into democracy.

6.2. Discussion of Research Question 1 Results

What are the dominant consumer decision-making styles of urban adolescent Generation Y consumers born after democracy in South Africa?

This question looked to identify the eight most significant consumer-decision making styles amongst South African post democracy urban adolescents. The results from the factor analysis of the data set provided some useful insights into the consumer behaviour of these urban adolescents.

Firstly, the *Brand-Conscious, Price equals Quality* decision-making style serves as evidence that this generation generally tend to be more aware of

brands (McCrindle, 2002). The perception they hold of the relationship between price and quality proves the theory that, with respect to values, members of Generation Y should be expected to exhibit more materialistic consumer behaviour.

Taylor and Cosenza (2002) stated that the sheer magnitude of this group would have a profound impact on current business because of how much this generation 'love to shop'. The results confirmed how this generation's love for shopping through the identification of the "recreational, hedonistic" consumer decision-making style.

In Chapter 2, the theory suggested that Generation Y tend to seek experiential brand encounters, since shopping is no longer regarded as a simple act of purchasing (Bakewell and Mitchell, 2003). It has now evolved into a form of entertainment. Keeping the theory and results in mind ("Recreational, Hedonistic" consumer), it was possible to infer that brands need to focus on the creation of experiential retail environments as shopping has taken on new entertainment and/or experiential factors. Stores that offer a variety of fashionable brands or styles are likely to attract more consumers with varying decision-making styles.

Democracy has contributed to the liberal evolution of consumer behaviour in South Africa through the increase in lifestyle choices for these youth. While the parents of the respondents are expected to be more conservative in their

approach to shopping, these urban adolescents are clearly emulating Western consumer behaviour present in liberal societies.

Furthermore, there was a great deal of confusion experienced by this generation. Such confusion was not limited to the “Confused by Over-Choice” consumer identified by Sproles and Kendall (1986). These consumers appear to be experiencing an information overload (caused by the proliferation of media), which is likely to be the reason that the Internet is playing an increasingly important role in the “born-free” decision-making process, as a tool for brand assessment and product selection. In order to accommodate this group of consumers, brands should find ways to communicate their offerings through simple messages and not overlook the value of websites as a communication platform with these consumers.

According to McCrindle (2003), these adolescent consumers rely on peer recommendations to assist them when making buying decisions. This however, does not make the basis of their decisions less credible, as in most cases their opinions - and those of their peers - are created through influences on television, music, movies and most importantly, the Internet. From the results, the emergence of the digital consumer in post-democracy South Africa was clearly proven.

Finally, the results from Research Question 1 also confirmed the second assumption (scarcity hypothesis) upon which generational cohort theory is based (Inglehart, 1977) discussed in *Section 2.2.1*. South Africa has experienced relatively stable economic growth since the birth of democracy. In

addition, the country was less devastated by the recent economic crisis due to the conservative approach to derivatives, followed by South African financial institutions. This provides grounds for concluding that this generation has experienced a higher level of socioeconomic security. According to Inglehart (1977), such socioeconomic security is likely to lead to the generation possessing liberalist values. With that in mind, it is possible to understand why there was no clearly defined “Price-conscious” consumer decision-making style for the total population.

6.3. Discussion of Research Question 2 Results

Schewe and Noble (2000) stated that cohort generations are argued to share a common and distinct social character shaped by their experiences through time. This question looked to test that literature by examining whether decision-making styles defined in *Section 5.5.1* varied when the population was segmented by race. Considering that this generation shared experiences within a democratic society, it was necessary to test whether common and distinct consumer profiles had developed.

After reviewing the results presented in *Section 5.5.2*, there are some clear common decision-making styles identified which are mentioned in *Section 5.6*. However, it is the differences in consumer decision-making styles that require more in-depth discussion. There are consumer decision-making styles that are unique to the different racial groups. Some of which are not clearly identifiable due to certain loading anomalies. The item-loading anomalies encountered

such as the loading of several items on more than one factor and some items not corresponding to the suggested trait (Mitchell *et al*, 1998), could either suggest errors or unique behavioural phenomena.

Despite the expectation that there is a homogenization of consumer behaviour occurring in post-democracy South Africa, the researcher is of the opinion that these anomalies are a result of cultural differences. According to Tung (1995), Culture refers to the dynamic process that occurs within a given society group and which creates the cognitive map of beliefs, values, meaning and attitudes that drive perception, thoughts, reasoning, actions, responses and interactions. This view is supported by a study done by Doran (2002), which revealed that Chinese consumers devoted more time towards searching for products of high quality and performance because they expect products to last.

From that theory it is possible to deduce that the lack of “Price-Conscious” consumers in the White segment and lack of “Perfectionist/High-quality” consumers in the Black segment is possibly a result cultural differences.

According to Loroz (2006), with respect to values, members of Generation Y were expected to be more materialistic and more likely to use brands as communication devices. Therefore it is possible that Black adolescents are using their consumption as a tool for communicating equality and financial parity with their peers from other racial groups. Such behaviour is likely to be a result of cultural differences. Furthermore, these cultural differences are arguably a function of their parents’ beliefs, which were influenced by the South Africa’s segregated and unequal past. With that in mind, we can

understand why “price equals quality” for this segment and why there is clearly a strong orientation for well-known brands.

With regards to the Asian/Indian consumers, there appears to be a lot of confusion experienced across the different decision-making styles as discussed in *Section 5.5.2.3*. This is due to either a meticulous product research habit or a brand selection problem. The researcher is of the opinion that the latter is most relevant, as few brands actually market their products specifically to this segment. Therefore making it difficult for these consumers to identify with those brands.

According to Knight *et al* (2007), Generation Y consumers preferred brands with which they could identify and express themselves. Simply looking at existing advertising in South Africa, it can be concluded that many brands fail to develop media messages that include representation of the Asian/Indian segment. In addition, there is a proven influence of branding on post-democracy urban adolescents (See “Brand Conscious” consumer in *Section 5.5.1*). With that in mind, we can begin to understand the evolution of an alienated consumer segment, which cannot easily identify representative brands in the South African market, yet looks for brand direction.

While it is questionable whether this media exclusion is powerful enough to lead to the development of an “uninterested, avoidance” decision-making style, it is likely to contribute to the confusion experienced by this segment. Brands that take note of representative advertising and communication are likely to capture a greater portion of this segment.

6.4. Conclusion of Discussion

Eight consumer decision-making styles were successfully defined, which are likely to be relevant even after these consumers have passed through adolescence. Inglehart (1977) states that although societal conditions can change, the relative importance that a particular cohort attributes to various personal values remains relatively stable throughout varying life-stages.

These urban adolescents have been socialised into consuming at young ages, adopted a tendency to generate bonds with brands very early on in life and have proved to be highly loyal to those brands (Bakewell *et al*, 2003). This was confirmed by the level of brand consciousness of the total group and across each discussed racial group.

Although Robison (2008) states that they have been freed of dependence on conventional media and are more interested in making their mark and expressing themselves. It is clear that their attempts at self-expression are usually driven by trends pushed by the biggest and most visible brands. Therefore, it can be deduced that their most desired expression is that of belonging to a group and communicating parity within that group. This was something applicable across the races and characteristic of post-democracy South African urban adolescents.



Importantly, brands who look to capture this segment must not only provide these consumers with the ability to communicate varying levels of “parity”, but also communicate with them on a level with which they can identify. On the note of communication, new platforms have evolved in the South African consumer landscape such as the Internet. Companies need to focus their attention on how to maximize the value of this new behavioural consumer trait (See “Digital, Internet Savvy” consumer in *Section 5.5.1*) and create new brand experiences on these platforms, specifically with reference to their brand websites.

7. Conclusion and Recommendations

7.1. Introduction

This chapter will summarise the key findings of the research and make recommendations for future areas of research. The chapter offers contributions to existing academic literature on consumer behaviour.

7.2. Summary of Key Findings

Eight decision-making styles were identified for post-democracy urban adolescents, which are listed below.

- Habitual, Brand Loyal Consumer
- Novelty-Fashion Conscious Consumer
- Impulsive, Careless Consumer
- Confused by Over-choice Consumer
- Perfectionist, High-Quality, Value for Money Consumer
- Digital, Tech Savvy Consumer
- Recreational, Hedonistic Consumer
- Brand Conscious, 'Price Equals Quality' Consumer

These decision-making styles were discussed in Chapter 5 and the results were interpreted in Chapter 6. With regards to the differences that exist in decision-making styles across the racial groups, there were some distinct

differences that were likely to be a result of cultural differences. It is however clear that there is a homogenization of consumer behaviour in post-democracy South Africa as certain decision-making styles were present amongst all racial groups. These common decision-making styles are listed below.

- Brand Conscious, 'Price Equals Quality' Consumer
- Perfectionist, High-Quality, Value for Money Consumer
- Confused by Over-choice Consumer
- Digital, Tech Savvy Consumer

It should however be noted that the “perfectionist, high-quality, value for money” consumer in the Black segment viewed quality as a function of price.

The differences in consumer behaviour revealed that Black consumers are attempting to reflect equality with their peers through their purchasing decisions as they are driven by what is fashionable and will sacrifice absolute satisfaction for conformity to the groups standards. They also appear to be highly loyal to certain stores and brands.

White consumers appear to be greatly influenced by advertising and branding. They generally make a greater effort to find quality and they don't base their perception of quality on price. They also do not have a clearly defined “Price Conscious” consumer decision-making style.

The Asian/Indian consumers struggle with brand and store selection due to the lack of focus on representative media communications by brands in South

Africa. This results in an alienation of this consumer population, as they cannot identify with brand messages.

All these groups are very brand-conscious and more often than not, possess a strong sense of loyalty to the brands they have selected.

The examination of the role that the proliferation of the Internet has played in the evolution of consumer behaviour in South Africa showed the emergence of the “digital, internet savvy” consumer and highlights the fact that brands need to pay attention to their web interfaces and what their websites communicate about the brand.

7.3. Recommendations for future research

According to Mitchell *et al* (1998), the Consumer Styles Inventory (CSI) provides a good basis for further comparative work, since it provides a robust questionnaire and prior research with which to compare results, thus reducing conceptual and measurement differences and enhancing the possibility of identifying cultural differences. With this in mind, it is recommended that the CSI be tested on a sample of respondents from an older cohort, to start making inferences about how consumer decision-making styles have evolved over the years. Furthermore, by applying Hofstede’s Typology of Culture (Hofstede, 2001), it may be possible to examine the impact of cultural differences on South African consumer decision-making styles.

In addition, the research results allowed for the conclusion that this group of consumers could raise grounds for the definition of a new cohort demarcation. Further research would need to be conducted to determine the most suitable demarcation for the South African youth population and an investigation of the common characteristics of “Generation Free” would need to be performed.

7.4. Conclusion

This research study achieved its overall objective by answering the research questions outlined in Chapter 3. The results from Chapter 5 provided some useful insights, which were discussed in Chapter 6. Eight consumer decision-making styles were identified for post-democracy urban adolescents in South Africa, which were outlined in *Section 5.5.1*. In addition to this, the impact of the proliferation of the Internet has been identified through the definition of the “digital, internet savvy” consumer in South Africa.

The research provided information as to how brands can equip themselves to capture the Generation Y “born-free” market segment. It also serves a theoretical basis for targeted product and brand development. The results from this study of “born frees” indicate what we can expect consumer behaviour to evolve into over the next few years as these consumers come of age.

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Appendix 1 Student Information Leaflet

PARTICIPANT'S INFORMATION LEAFLET & INFORMED CONSENT FOR ANONYMOUS QUESTIONNAIRES

Researcher's Name: Tinashe Ruzane
Student Number: 24025781
Gordon Institute of Business Science
University of Pretoria

Dear Student

CONSUMER DECISION-MAKING STYLES OF POST-DEMOCRACY URBAN ADOLESCENTS IN PRETORIA

Thank you for your willingness to participate in my consumer behaviour study. The purpose of the study is to investigate the consumer decision-making styles of urban adolescents (grade 8 to 10) born into a democratic South Africa and determine how they compare to their global counterparts.

Profiling consumers according to their decision-making styles is particularly useful in creating relevant financial guidance programs and identifying development areas to assist students in practicing responsible consumer behaviour.

This study is part of the requirements to complete the Masters Degree in Business Administration from the Gordon Institute of Business Science, University of Pretoria. The enclosed questionnaire has also been sent to some of the other top private high schools in Pretoria. The questionnaire consists of 50 questions, of which 5 are demographic information questions. The total time taken to complete the questionnaire should be approximately 15 minutes.

Your participation in this study is voluntary. As you do not write your name on the questionnaire, your response will remain confidential.

If you have any further questions regarding the study, please contact me at truzane@mba11.rsm.nl or 0825599824.

I sincerely appreciate your participation.

Yours truly,

Tinashe Ruzane

Appendix 2 Questionnaire



Consumer Styles Inventory Questionnaire

Researcher: Tinashe Ruzane

Institution: Gordon Institute of Business Science,
University of Pretoria

Instrument: Sproles & Kendall CSI

INSTRUCTIONS

- Please ensure you complete Part 1 and Part 2 of the questionnaire
- For each statement in Part 2 of the questionnaire, please circle the number in the box that best describes how it applies to you
- Please ask the teacher if you require any assistance
- Please make sure you have all 5 pages of the questionnaire (including this cover page)
- This questionnaire is completely anonymous, please do not write your name on it

PART 1: BACKGROUND INFORMATION

Please respond to information about yourself

Instructions:

Please answer questions A to E below by placing an "X" in the appropriate box

A. Which school do you attend?

Christian Brothers College, Mount Edmund, Pretoria	[1]	
Cornwall Hill College, Pretoria	[2]	
Crawford College, Pretoria	[3]	
St. Mary's Diocesan School for Girls, Pretoria	[4]	
St. Albans College, Pretoria	[5]	
Woodhill College, Pretoria	[6]	

B. Which grade are you currently in?

Grade 8	[1]		Grade 10	[3]	
Grade 9	[2]				

C. How old will you be on 31/12/2010?

13	[1]		16	[4]	
14	[2]		17+	[5]	
15	[3]				

D. What is your gender?

Male	[1]		Female	[2]	
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E. What is your ethnicity?

African (Black)	[1]		Asian/Indian	[3]		Other	[5]	
Caucasian (White)	[2]		Coloured	[4]		Specify:		

PART 2: CONSUMER STYLES INVENTORY

Please answer questions about your spending habits

INSTRUCTIONS:

- Please respond to all questions. Use the scale indicated.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
1. I enjoy shopping, just for fun	1	2	3	4	5
2. Once I find a product I like, I buy it regularly	1	2	3	4	5
3. In general, I try to get the best quality overall	1	2	3	4	5
4. I have favourite brands I buy every time	1	2	3	4	5
5. Fashionable, attractive styling is very important to me	1	2	3	4	5
6. I make a special effort to choose the very best quality products	1	2	3	4	5
7. I usually buy the more expensive brands	1	2	3	4	5
8. I usually buy well-known brands	1	2	3	4	5
9. I prefer buying the best selling brands	1	2	3	4	5
10. Shopping is not a pleasant activity to me	1	2	3	4	5
11. I really don't give my purchases much thought or care	1	2	3	4	5
12. I usually buy the lower priced products	1	2	3	4	5
13. I buy as much as possible at sale price	1	2	3	4	5
14. Shopping is very enjoyable to me	1	2	3	4	5
15. It's fun to buy something new and exciting	1	2	3	4	5
16. I look very carefully to find the best value for money	1	2	3	4	5
17. To get variety, I shop in different stores	1	2	3	4	5

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
18. The higher the price of the product, the better its quality	1	2	3	4	5
19. A product doesn't have to be exactly what I want, or the best on the market to satisfy me	1	2	3	4	5
20. The most advertised brands are usually good choices	1	2	3	4	5
21. I should spend more time deciding on the products and brands I buy	1	2	3	4	5
22. I normally shop quickly, buying the first product or brand I find that seems good enough	1	2	3	4	5
23. I spend little time deciding on the products and brands I buy	1	2	3	4	5
24. Sometimes it is hard to decide in which stores to shop	1	2	3	4	5
25. I go to the same stores each time I shop	1	2	3	4	5
26. Shopping in different stores is a waste of time	1	2	3	4	5
27. I get confused by all the information on different products	1	2	3	4	5
28. I usually have one outfit of the newest style	1	2	3	4	5
29. I keep my wardrobe up to date with the changing fashions	1	2	3	4	5
30. There are so many brands to choose from, that I often feel confused	1	2	3	4	5
31. The more I learn about products, the harder it seems to choose the best	1	2	3	4	5
32. I carefully watch how much I spend	1	2	3	4	5
33. I make a special effort to choose the very best quality products	1	2	3	4	5
34. Good quality department and specialty stores offer the best products	1	2	3	4	5



	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
35. I often make purchases I later wish I had not	1	2	3	4	5
36. Getting very good quality is very important to me	1	2	3	4	5
37. I make my shopping trips fast	1	2	3	4	5
38. I regularly change the brands that I buy	1	2	3	4	5
39. I buy products without thinking about the future*	1	2	3	4	5
40. Brands with good quality websites are usually good choices	1	2	3	4	5
41. I look for more product information on a brand's website before buying	1	2	3	4	5
42. If a brand does not have a website, I normally won't consider it	1	2	3	4	5
43. I use a brand's website to decide if I like a product	1	2	3	4	5
44. I regularly visit the websites of the brands I like	1	2	3	4	5
45. I use the internet often to identify new trends and styles	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION
