PROFILING MALE APPAREL CONSUMERS: DEMOGRAPHIC CHARACTERISTICS, LIFESTYLE, SHOPPING ORIENTATION, PATRONAGE BEHAVIOUR AND SHOPPING MALL BEHAVIOUR

BY

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DECLARATION

I, the undersigned, hereby declare that the work contained in this thesis is my own original work and that I have not previously in its entirety or in part submitted it at any university for a degree.

L. Zietsman

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ABSTRACT

The retail environment in South Africa is dynamic and complex. The apparel retailing industry functions within an emergent economic milieu, and the consumers it targets are exposed to various factors that influence their shopping behaviour. Some of these factors are shopping orientation, patronage behaviour, lifestyle, and shopping mall behaviour. Male apparel shopping behaviour can therefore be regarded as a complex phenomenon. The aim of this study was to identify those factors that influence male apparel shopping behaviour and to determine whether distinct clusters of male apparel shoppers could be identified.

Theoretical models in the study discipline of Consumer Behaviour were investigated. The information was synthesised into an expanded conceptual model of variables influencing male apparel shopping behaviour. The variables that are relevant to this study, include demographic characteristics, lifestyle, shopping orientation, patronage behaviour, and shopping mall behaviour.

Information for this exploratory study was generated by means of a store-intercept interview. The questionnaire was based on previous research. Trained fieldworkers conducted the interviews with 297 male apparel shoppers. Eight lifestyle components were identified and labelled as follows: *Apparel oriented lifestyle; Performing arts defined lifestyle; Media oriented lifestyle; Socialising lifestyle; Sport oriented lifestyle; Published information oriented lifestyle; Relaxing oriented lifestyle* as well as *Family/community oriented lifestyle*. The three shopping orientation components identified were labelled *Local store patronage; Credit prone, Brand conscious and fashion innovating*; as well as *Shopping self-confidence and enjoyment*.

Four cluster profiles of male apparel shoppers were formed by means of cluster analysis, according to the eight lifestyles components and three shopping orientation components, as well as the 11 patronage behaviour items. Demographic characteristics describing each cluster profile completed the typology of the four male apparel shopper groups. Cluster 1 was the largest (38%) and was labelled ***Traditionalists***. Its members were classified under *Consumer Scope Lifestyle Level 4.* Cluster 2 was labelled ***Shopping enthusiasts***, and its members were classified under *Consumer Scope Lifestyle Level 3*; they comprised 19% of the total group. Cluster 3 was the second largest (30%) cluster and was identified as ***Dynamics,*** and its members were classified under *Consumer Scope Lifestyle Level*

3 and 4. Cluster 4 (13%) was labelled as ***Laggards****,* and its members were classified under *Consumer Scope Lifestyle Level 2.* It was evident that the male apparel market is not homogeneous and that it could be clustered into distinct segments of male apparel shoppers with similar characteristics.

The following can be regarded as the main implications for retailers, shopping mall management, and marketers:

- In order to make retailers' marketing plan more focused and strategic, marketers could make use of the proposed expanded conceptual model that provides them with an overall view of variables influencing male apparel shopping behaviour within a shopping mall environment. The identified profiles of male apparel shoppers could serve as point of departure when composing marketing strategies.
- Advertising and promotional campaigns must be versatile in order to cater for the identified cluster profiles of male apparel consumers.
- Male apparel consumers behave differently within different retail stores and shopping malls. Retailers and shopping mall management should therefore attempt to understand their consumers' needs, wants and, more importantly, prerequisites for patronising their stores and/or shopping malls.

South African male apparel consumers should not be considered a homogenous group. Further research should be done across various cultural and ethnic groups, as well as across different gender and age groups. This study focused only on a few concepts pertaining to male apparel shoppers aged 20-35. As, a result, further research is needed to assess the impact of these variables on a wider spectrum of apparel consumers, such as males outside this age demarcation, females or teenagers, and mature shoppers. Recommendations for future research were made which can guide and encourage further scientific research in the field of apparel shopping behaviour.

OPSOMMING

Suid-Afrika beskik oor ‘n dinamiese en komplekse kleinhandelomgewing. Die klere-kleinhandelindustrie funksioneer binne ‘n ontwikkelende ekonomiese milieu, en ‘n verskeidenheid faktore beinvloed die teikenverbruikers se koopgedrag. Sommige van die faktore is koop-oriëntasie, winkelvoorkeurgedrag, lewenstyl en winkelsentrumgedrag. Mansklerekoopgedrag kan dus as a komplekse verskynsel beskou word. Die doel van hierdie studie was om die veranderlikes wat mansklerekoopgedrag beïnvloed te identifiseer, en om te bepaal of die onderskeibare groepe van mansklereverbruikers geïdentifiseer kan word.

Teoretiese modelle in die studieveld van Verbruikergedrag is bestudeer. Die inligting is verfyn en verder ontwikkel tot ‘n omvattende konseptuele model van veranderlikes wat mansklerekoopgedrag beïnvloed. Die veranderlikes relevant vir hierdie studie sluit in: die demografiese eienskappe, lewenstyl, kooporiëntasie, winkelvoorkeurgedrag, asook winkelsentrumgedrag.

Data vir hierdie verkennende studie is verkry deur respondente in winkels te nader vir ‘n onderhoud (*store intercept interview*). Die vraelys is op vorige navorsing gebaseer. Opgeleide veldwerkers het 297 onderhoude gevoer met mansklereverbruikers. Agt lewenstylkomponente is geïdentifiseer en soos volg benoem: *Klere-georiënteerde lewenstyl; Uitvoerende kunste-georënteerde lewenstyl; Media-georiënteerde lewenstyl; Sosialiserings-georiënteerde lewenstyl; Sport-georiënteerde lewenstyl; Gepubiseerde informasie-georiënteerde lewenstyl; Ontspannings-georiënteerde lewenstyl* asook *Familie/gemeenskaps-georiënteerde lewenstyl*. Die drie kooporiëntasie-komponente was benoem as *plaaslike winkelvoorkeuroriëntasie; krediet-geneigdheid, handelsmerk en mode-innoverende oriëntasie,* asook *aankoop-selfvertroue en genot-oriëntasie*.

Vier groepe profiele van mansklereverbruikers is deur middel van trosanalise gevorm. Die trosanalise is gedoen op grond van die agt lewenstylkomponente, die drie kooporiëntasie komponente asook die 11 winkelvoorkeurgedrag-items. Die tipering van die vier groepe is afgerond deur die demografiese eienskappe: Groep 1 was die grootste (38%) en is ***Traditionalists*** genoem, en is geklassifiseer as *Consumer Scope Lifestyle Level 4*. Groep 2 is ***Shopping enthusiasts*** genoem en maak 19% van die totale groep uit. Hulle is geklassifiseer as *Consumer Scope Lifestyle Level 3*. Groep 3 was die tweede grootste (30%) groep en is ***Dynamics*** genoem, en is geklassifiseer as *Consumer Scope Lifestyle*

Levels 3 en *4.* Groep 4 (13%) is ***Laggards*** genoem en geklassifiseer as *Consumer Scope Lifestyle Level 2.* Dit is dus duidelik dat die mansklere-aankopersmark nie homogeen is nie en dat hulle in onderskeibare segmente van mansklere-aankopers met ooreenkomstige eienskappe gegroepeer kan word.

Die volgende kan beskou word as die belangrikste implikasies vir kleinhandelaars, winkelsentrumbestuur en bemarkers:

- Om kleinhandelaars se bemarkingsplan 'n meer gefokusde en strategiese wending te gee, kan hulle gebruik maak van die voorgestelde uitgebreide konseptuele model wat hul van 'n oorsig voorsien oor die veranderlikes wat mansklere-aankoopgedrag binne 'n winkelsentrumomgewing beïnvloed. Die geïdentifiseerde profiele van mansklere-aankopers kan as vertrekpunt dien wanneer bemarkingstrategieë saamgestel word.
- Advertensie- en promosieveldtogte moet veelsydig wees om vir die geïdentifiseerde groepe van mansklereverbruikers of -aankopers te voorsien.
- Mansklereverbruikers toon verskillende soorte gedrag in verskillende kleinhandelwinkels en winkelsentrums. Kleinhandelaars en winkelsentrumbestuur moet 'n poging aanwend om hul verbruikers se behoeftes en begeertes, maar bowenal in hul voorkeurgedrag vir winkels/winkelsentrums, te voorsien.

Suid-Afrikaanse mansklereverbruikers moet nie as 'n homogene groep beskou word nie. Verdere navorsing moet oor verskeie kulturele en etniese groepe heen, asook oor verskillende geslags- en ouderdomsgroepe, gedoen word. Hierdie studie fokus alleenlik op 'n paar konsepte wat betrekking het op mansklereverbruikers tussen 20 en 35 jaar. Gevolglik word verdere navorsing benodig om die impak van hierdie veranderlikes op 'n wyer spektrum van verbruikers te beraam, byvoorbeeld mans buite die ouderdomsperk, vrouens, tienderjariges, en bejaarde verbruikers. Aanbevelings vir toekomstige navorsing word gemaak wat verdere wetenskaplike navorsing in die studieveld van klere-aankoopgedrag kan rig en aanmoedig.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION AND MOTIVATION FOR THE STUDY

Consumer Science as field of study includes Consumer Behaviour, which could be regarded as a discipline in its own right. In the field of Apparel and Textiles, many researchers have investigated female consumer behaviour in relation to apparel, but fewer studies have focused on males or on gender differences (Chen-Yu & Seock, 2002:51). Various researchers (Bellenger & Korgaonkar, 1980:77; Du Preez, 2001:63; Lumpkin, 1985:271; Moye, 1998; Moye & Kincade, 2002:59; Shim & Bickle, 1994:1) in the field of Consumer Behaviour that investigated the shopping orientation of *female* apparel consumers suggested that similar research should be done on their male counterparts.

In this study the shopping behaviour of male apparel consumers is investigated. Researchers in Clothing and Textiles encouraged future researchers to synthesise concepts from root disciplines in order to promote this study field (De Klerk, 1999:116; Kaiser, 1997:79; Nagasawa, Kaiser & Hutton 1989:23; Shim, 1998:444; Visser & Viljoen, 1991:18). However, in this study only concepts and models relevant to shopping behaviour were considered. Research done by Bellenger, Robertson and Greenberg (1977:30) concluded that more specified consumer research is needed for specific target segments and the unique nature of their localised markets, e.g. male apparel consumers. Warrington (2005:152) also emphasised the importance of researching the South African apparel consumer, specifically male apparel consumers' shopping behaviour.

Schiffman and Kanuk (2004:6) describe consumer behaviour as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services and ideas. Consumer behaviour therefore includes the study of what, where, when, why and how often consumers buy products, services and ideas as well as how often they use them. Various factors influence consumer behaviour, for instance demographic characteristics, lifestyle factors such as activities, interests and opinions, personal orientation towards shopping, preference for the type of store and shopping malls, as well as the actual activities and behaviour within these retail environments. These factors were included in this research project in order to establish whether differences exist between male apparel consumers based on these factors, and the aim was to profile South African male apparel consumers based on these factors.

In recent history, fashion has been emphasised in the female domain. According to Sproles (1979:128), however, the gap in fashionability between men and women has narrowed. Two decades after Sproles' observation, many researchers in the field of Clothing and Textiles have investigated female apparel consumer behaviour, but only a few studies have focused on them (Chen-Yu & Seock, 2002:51). The majority of research on male shopping behaviour has been done in the United States and the United Kingdom (Bellenger *et al.,1*977:32; Bellenger & Korgaonkar, 1980:77; Birtwistle, Clark & Freathy, 1998:245; Birtwistle & Siddiqui, 1995:20; Chen-Yu & Seock, 2002:55; Gentry & Burns, 1977-1978:76; Reynolds, Ganesh & Luckett, 2002:690). However, little research has been documented on the apparel shopping behaviour of the male consumer segment in South Africa. This is a growing market, and because the roles of women are changing rapidly, more men could become solely responsible for their own apparel purchase, therefore making the study of male apparel shopping a necessity (Du Preez, 2001:255).

The roles of men and women have changed over the past few decades. This is also reflected in the consumer market. Rising rates of divorce, increased work demands, particularly on women, declining government financial support for families, and rising costs of child care influence the structure of the nuclear family and its behavioural patterns (Cant & Machado, 2002:30). Many women have become obliged to enter the workforce due to raising financial demands. Women's employment outside of the home has led to changes in the roles women, and subsequently men, portray, affecting the consumption patterns and consumer behaviour of both the male and the female apparel market segments (Cassil & Drake, 1987b:20). Frings (1999:37) states that women tend to shop less often, resulting in different consumer patterns of both women and subsequently men. This behaviour influences the marketing strategy of apparel retailers. Many women who have traditionally been responsible for family purchases are now restricted to shopping during lunch-breaks, weekends and after-work hours. It is quite common to find men undertaking household chores, such as shopping and buying consumer goods such as apparel and accessories (Terblanché, 1998:35). In the past retailers assumed that females spend more money on apparel than their male counterparts do. According to research done by Chen-Yu and Seock (2002:79), many of the apparel goals of male consumers are similar to those of females. These researchers suggest that apparel marketers should conduct more marketing research to further understand the potential of the male apparel market, and its differences and similarities to the female market segment.

Consumers are probably the most unpredictable of all variables with which retailers have to contend. Retailers serve consumers from various walks of life who display different patterns of behaviour, and these are manifested in their purchasing behaviour. Since the success of retailing lies in consumer interaction and satisfaction, understanding consumer demographics, lifestyles, shopping orientation and buying habits is imperative (Terblanché, 1998:34). Retailers' marketing planning should therefore be driven by perception of how and why consumers behave as they do, and how they are likely to respond to the various elements of the marketing mix. Knowledge of consumers' shopping behaviour patterns would enable retailers to make need-satisfying products available for consumers to buy (Cant & Machado, 2002:20).

The South African retailing industry is regarded as the leading retailing body on the African continent (Cant & Machado, 2002:8). Consequently, information on its targeted market should be of international standards. This study is therefore further motivated by a leading South African menswear retailer, Markham, who is collaborating in this study. This retailer presents stores mostly in a shopping mall environment, and being one of South Africa's most competitive national menswear retailers, Markham is compelled to have a thorough knowledge of the target market's profiles. However, their knowledge on male apparel consumer's shopping behaviour within a shopping mall environment, and the differences in consumer profiles representative of different geographical areas, socio-economic levels, lifestyles and shopping orientations, is scant. Markham focuses on LSM (Living Standard Measurement) segmentation only, which does not entirely reflect the nature of their consumers' lifestyles (including activities, interests and opinions) and shopping orientations. By incorporating these constructs into this study, and by including the most recent market segmentation system assembled by *Consumer Scope* (September 2005), namely *Lifestyle Levels*, the researcher attempts to fill this void.

For retail market positioning to be effective, the retailer is required to segment the market. Besides various other bases, benefit segmentation is one of the most commonly used methods employed when marketing apparel. Research done by Haley as far back as 1968 found that the benefits people seek in preferring a given product are the basic reasons for the existence of true market segmentation (Haley, 1968:30). Today researchers are of the opinion that there is little doubt that benefit segmentation is powerful and important for market segmentation, and that consumer behaviour studies should include some type of benefit segmentation since they tend to provide important information for positioning a product (Du Plessis & Rousseau, 2003:60). Demographic segmentation, more specifically based on gender, is an important factor affecting a person's choice of apparel (Chen-Yu & Seock, 2002:51; Du Plessis & Rousseau, 2003:52). According to these researchers, the fundamental segmentation of the apparel market is based on gender. It could thus be argued that research based on gender could contribute to the knowledge of the ever-changing behaviour of consumers. The segments currently excluded from Markham's marketing strategy include consumers' demographic characteristics, lifestyles, shopping orientations, patronage behaviour and shopping mall behaviour. These constructs were chosen to be researched.

1.2 PROBLEM STATEMENT

The research problem that would guide this research project is: To what extent could male apparel consumers be clustered according to their lifestyle, shopping orientation and patronage behaviour, and do the clusters differ according to selected demographic characteristics and shopping mall behaviour?

1.3 CONCEPTUAL FRAMEWORK

From the problem statement, the following conceptual framework (see Figure 1.1) has been developed for the purposes of the study (based on Du Preez, 2001). Shim and Drake (1989:40) suggested that it is important to illustrate how data lead to theory in terms of analysing and organising research data in a coherent system. An expanded conceptual framework (see Figure 2.4) was developed as a theoretical point of departure for this investigation. The concepts included in the expanded conceptual framework were selected from existing models (see Sections 2.2.2-2.2.5). These concepts represent the variables that will be investigated, and were categorised into three groups in accordance with Du Preez (2001:25), namely market-dominated variables, consumer-dominated variables as well as market- and consumer-dominated variables. The development of the expanded conceptual framework and the reasoning behind the inclusion of the selected variables are discussed in more detail in Chapter 2.

1.4 RESEARCH OBJECTIVES

The broad objective of this exploratory study was to expand the existing body of knowledge regarding selected variables that could influence male apparel shopping behaviour.

In order to achieve this broad objective, specific **literature-related** objectives were set:

1. To identify relevant consumer behaviour models to be used in developing a research framework applicable to research on male apparel consumers with special reference to their demographic characteristics, lifestyle, shopping orientation, patronage behaviour and shopping mall behaviour
2. To identify existing knowledge of male apparel consumers' shopping behaviour

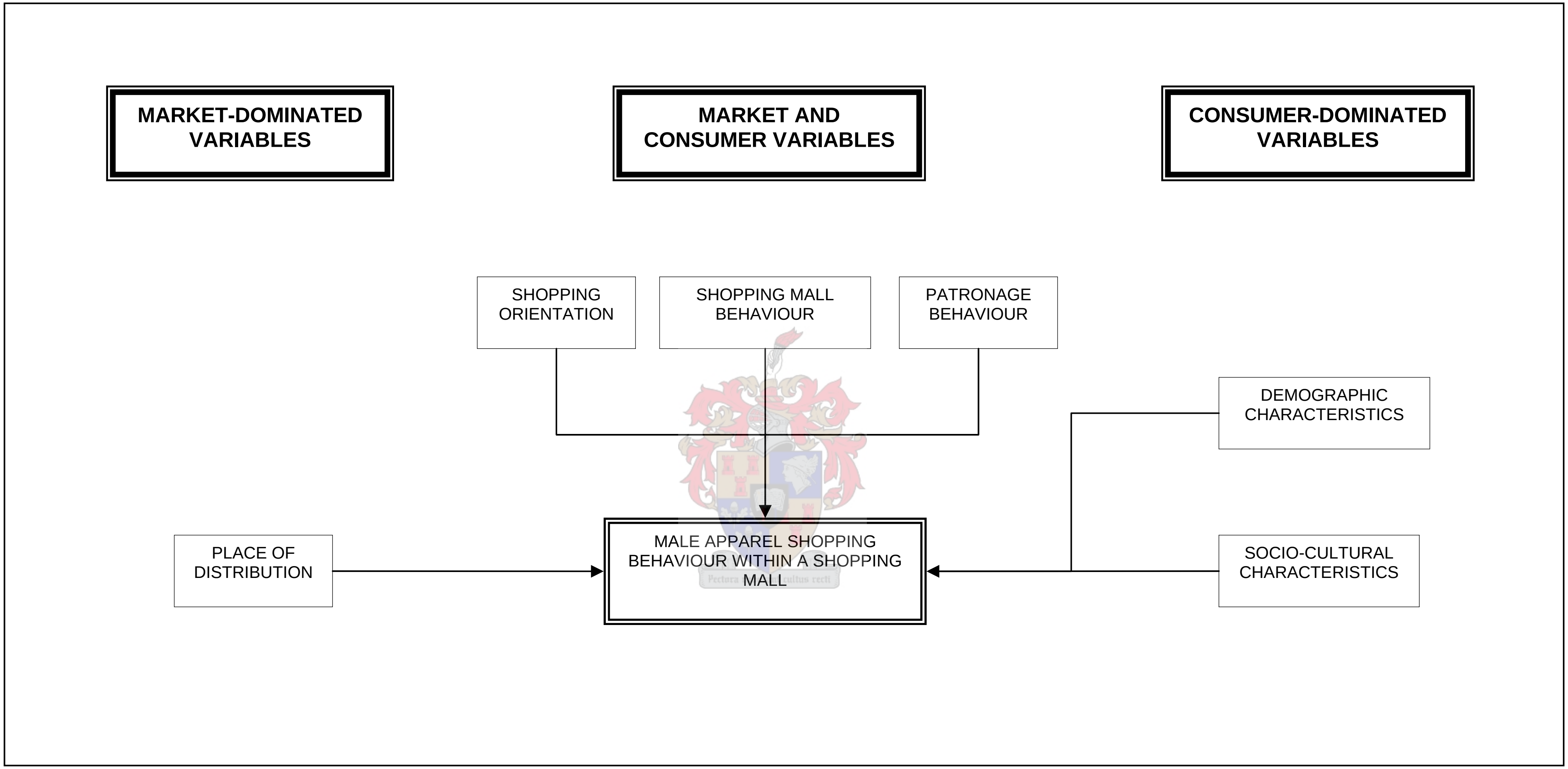

FIGURE 1.1: CONCEPTUAL FRAMEWORK

(Adapted from Du Preez, 2001:25)

3. To investigate from literature the influence of:
    3.1. demographic characteristics on male apparel consumer behaviour
    3.2. lifestyle on male apparel consumer behaviour
    3.3. shopping orientation on male apparel consumer behaviour
    3.4. patronage behaviour on male apparel consumer behaviour
4. To identify existing knowledge of shopping mall behaviour.

Further specific objectives were set to be met by **empirical study** and were formulated as follows:

5. To determine to what extent male apparel consumers could be clustered according to selected variables, namely, lifestyle, shopping orientation and patronage behaviour
6. To determine which of these variables attribute to differences between the clusters
7. To determine between which clusters these differences occur
8. To profile different clusters of male apparel consumers that share the same characteristics, namely demographic characteristics, lifestyle, shopping orientation and patronage behaviour
9. To identify the shopping mall behaviour of male apparel consumers.

Depending on the research findings, the following objectives could be addressed:

10. To formulate the implications of the cluster profiles for menswear retailers (especially Markham)
11. To formulate relevant recommendations for future research.

1.5 DEFINING TERMS RELATED TO THIS STUDY

For the purposes for this research project the following terms are explained.

1.5.1. *Apparel (clothes):* This includes a covering with a decorative connotation and is a term used by industry to refer to actual constructed garments (Kaiser, 1997:20). Apparel, as used in this study, will refer to garments such as pants, shirts, suits and accessories, that could be fashionable or not.

1.5.2. *Apparel consumer:* A person browsing for and/or buying apparel.

1.5.3. *Browsing:* Consumers actively seeking product information or trying on garments without a purchase transaction. It is seen as a way of gathering information to be used later in the shopping trip or at some time for the purpose of making a purchase (Jarboe & McDaniel, 1987:46).

1.5.4. *Buying/purchasing:* The act consumers engage in when exchanging money or credit for products.

1.5.5. *Demographic characteristics:* This refers to the vital and measurable statistics of a population and includes objective characteristics, such as age, sex, marital status, income, occupation and education (Schiffman & Kanuk, 2004:38).

1.5.6. *Lifestyle:* Lifestyle refers to the intrinsic psychological, socio-cultural, and behavioural characteristics that reflect how an individual is likely to act in relation to consumption decisions. It is also referred to as Activities, Interests and Opinions (AIOs) (Schiffman & Kanuk, 2004:42). It includes activities that represent an individual's lifestyle, such as general living patterns in which an individual lives and spends time and money (Engel, Blackwell & Miniard, 1995:118; Gutman & Mills, 1982:65).

1.5.7. *Menswear retailer:* For the purposes of this study the following description was formulated: A retailer that sells exclusively male apparel and accessories, such as shoes, belts, perfume, and wallets.

1.5.8. *Shopping mall behaviour:* For the purposes of this study the following description was formulated: Shopping mall behaviour includes the behavioural activities of consumers visiting a shopping mall, which includes browsing for products, "window shopping", purchasing products, having a meal at a coffee shop/restaurant, or making use of available services, such as a hairdresser or beautician.

1.5.9. *Shopping orientation:* Shopping orientation is a mental state that results in various general shopping patterns or characteristics, including a shopper's style of shopping, certain shopping activities, interests, and opinions. These shopping characteristics reflect a view of shopping as a complex social, recreational, and economic phenomenon (Howell, 1979:34; Moye & Kincade, 2002:58).

1.5.10. *Signature stores:* Stores selling merchandise of a single or a variety of brand names only (Frings, 1999:295).

1.5.11. *Patronage behaviour:* A store choice behaviour that represents an individual's preference for a particular store for browsing or purchasing apparel products (Shim & Kotsiopoulos, 1992a:50).

1.6 DELIMITATIONS OF THE SCOPE OF THE STUDY

The study was explorative by nature and took place within certain boundaries in order to define the scope of the study. The following delimitations applied:

The geographical area of data collection was restricted to three shopping malls in Cape Town. Two shopping malls were situated in the near vicinity of the Northern suburbs, and one was in the Southern suburbs. The assumption was made that these shopping malls cater for consumers in specific income groups, especially N1 City could be patronised by consumers in lower income groups.

The study conducted was limited to one of the leading menswear retailers in South Africa, namely Markham. This store sells a selection of outerwear, footwear, accessories, electronics and cosmetics exclusively for men. Merchandise is directed not only towards the quality-conscious consumer who buys basic/core items, but also towards the fashion-conscious consumer who buys seasonal items. Stores of this retailer are very accessible as consumers can gain access to them at most shopping malls and in many central business districts.

The sample population included all male apparel consumers aged 20-35 years who entered Markham stores in the selected shopping malls. Consumers outside this segment were excluded due to the fact that they were considered by Markham not part of their target consumers. Within these boundaries the researcher intends to achieve the set objectives of this research project.

1.7 RESEARCH REPORT SEQUENCE

Chapter 1 provides an introduction to the problem statement and motivation, the research objectives and delimitations of the research project. The motivation and relevance of the study are discussed. **Chapter 2** outlines the literature review and provides a sound theoretical framework for the project. The conceptual framework, delineated in Chapter 1, served as point of departure for the discussions in Chapter 2. The research methodology is described in **Chapter 3.** The sample population and sample selection, the measurement instrument, method of data gathering, as well as the data analysis used in this study are explained. **Chapter 4** presents and discuss the study results, which are then related to the formulated objectives of the research. The conclusions, implications and recommendations of the study are put forward in **Chapter 5**.

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

In this chapter a literature review is undertaken to give an overview of the literature framework underlying the study. It is imperative for any research study to have a sound theoretical base that will serve as point of departure in order to develop and justify the research initiative. A selection of theoretical models is described and considered as point of departure in the formulation of the expanded conceptual framework, and displays an introductory perspective on the research. The importance of a theoretical base and the applicability of the selected theoretical models within the field of consumer apparel shopping behaviour will be argued. This chapter includes a brief discussion of perspectives on male apparel consumers. In addition the influence of demographic characteristics, lifestyles, shopping orientations and patronage behaviour on male apparel consumers' apparel shopping behaviour within a South African perspective will be discussed.

2.2 THEORETICAL MODELS

In this section an introductory perspective will be given, followed by the discussion of those models identified as relevant to the study and that could serve as point of departure in composing the expanded conceptual framework.

2.2.1 Introductory perspectives

The discipline of Clothing and Textiles, and Apparel Behaviour in particular, comprises applied fields, with subject matter derived from a variety of root disciplines. These root disciplines also serve as strong theoretical foundations for research in consumer behaviour (Winakor, 1988:34). The need for a theoretical base for research, and the importance of contributing to theory building in the field of apparel consumer behaviour, have been emphasised by several researchers. Damhorst (1991:192), De Klerk (1999:117), Shim (1998:445) and Winakor (1988:34) stated that researchers should organise concepts in the context of a theoretical framework in order to contribute to the understanding of markets, consumers, and marketing dynamics. Theory is regarded as a set of related or internally consistent concepts which "…explain, interpret, describe and/or predict a phenomenon in a highly simplified manner in order to be applied to a large number of phenomena" (Damhorst, 1991:191;

Kaiser, 1997:121; Winakor, 1988:32). In the case of marketing, for example, strategies and tactics are based on decisions made according to sound theory and research, which would be more likely to be successful than decisions that are based on implicit intuition (Hawkins, Best & Coney, 1995:6).

A model maps out the concepts included within a system or process. Relationships among the concepts are indicated and are usually visually presented. Models give perspective to the researcher in order to focus a study for data selection (Damhorst, 1991:192; Engel & Blackwell, 1982:167; Loudon & Della Bitta, 1993:27). Engel *et al.* (1995:142) argued that a model provides a basis for the development of, and assists in, the evaluation of marketing strategies; encourages the quantification of the variables; encourages a total and integrated view of the subject; provides a basis for market segmentation; provides a frame of reference for research and assists the researcher in identifying gaps in knowledge and understanding. Assael (1995:59) emphasised the importance of using a consumer behaviour model that describes the sequence of concepts portraying purchase behaviour activities. In addition it was emphasised that the limitations of a research project should not restrict the usage of models.

Models on consumer decision-making, patronage behaviour and store choice has been proposed by researchers, such as De Klerk (1999:125). However, models referring to male apparel consumers could not be identified in the literature available. For the purpose of this study, the researcher selected existing models of consumer behaviour which included the variables stipulated in the objectives of the study, namely demographic characteristics, lifestyle, shopping orientation, patronage behaviour, as well as shopping mall behaviour. The assumption was made that the selected models apply to consumer behaviour in general, and were therefore used in formulating an expanded conceptual framework for this research.

2.2.2 Engel-Blackwell-Miniard Model of Decision-Process Behaviour

According to Engel *et al.* (1995:150), consumer behaviour is mainly dependent on consumer decision-making. The *Engel-Blackwell-Miniard Model of Decision-Process Behaviour (EBM model)* (see Appendix 1) supports the cognitive approach of consumer decision-making. Many factors influence the consumer decision-making process which could be dominated by rational or hedonic decisions encompassing need-satisfying behaviour. According to this model the variables that shape consumer decision-making include individual differences (e.g. consumer resources, knowledge, attitudes, motivation and personality), environmental influences (e.g. culture, social class, personal influence, family and situation) and psychological processes (e.g. information processing, learning, behaviour and attitude change).

The decision process commences with the need recognition stage, followed by the search for information. This search initiates with a reflection into the memory, and then an external search is done if necessary. The latter search will be influenced by environmental influences and individual differences. All this information is comprehended in the pre-purchase alternative evaluation stage. This will set in motion the purchase process that will lead to the consumption of the product, followed by the post-purchase alternative evaluation process. The last stage is labelled divestment where the consumer can dispose, recycle or re-market the product (Engel *et al.,* 1995:152).

The *EBM model* explains the many concepts that could influence the cognitive processes of consumer behaviour, which is essential in understanding the apparel shopping behaviour of male consumers. As this *EBM model* is based on decision-making and is regarded by the researcher as a classical model of decision-making, it is used as a theoretical point of departure. Following this model of decision-making, the researcher focused on a model of store choice formulated by Assael (1995:629).

2.2.3 Assael's Model of Store Choice

Assael (1995:629) developed the *Model of Store Choice* (see Figure 2.1) to describe the following concepts that could influence store choice decisions: consumer characteristics (location, demographics, role, lifestyle, personality and economic situation) and needs; retail strategies (store attributes and formation of store images) as well as patronage behaviour (attitude towards store; store choice; information processing in store and product purchase action). Consumers establish the importance of store attributes, e.g. convenience, general price level, store personnel and service, product selection and interior, which could be directly connected to the consumer's perception of store image. The model points out that store image develops as a result of consumer needs and the strategies of the retailers, e.g. advertising and in-store stimuli directed at consumers.

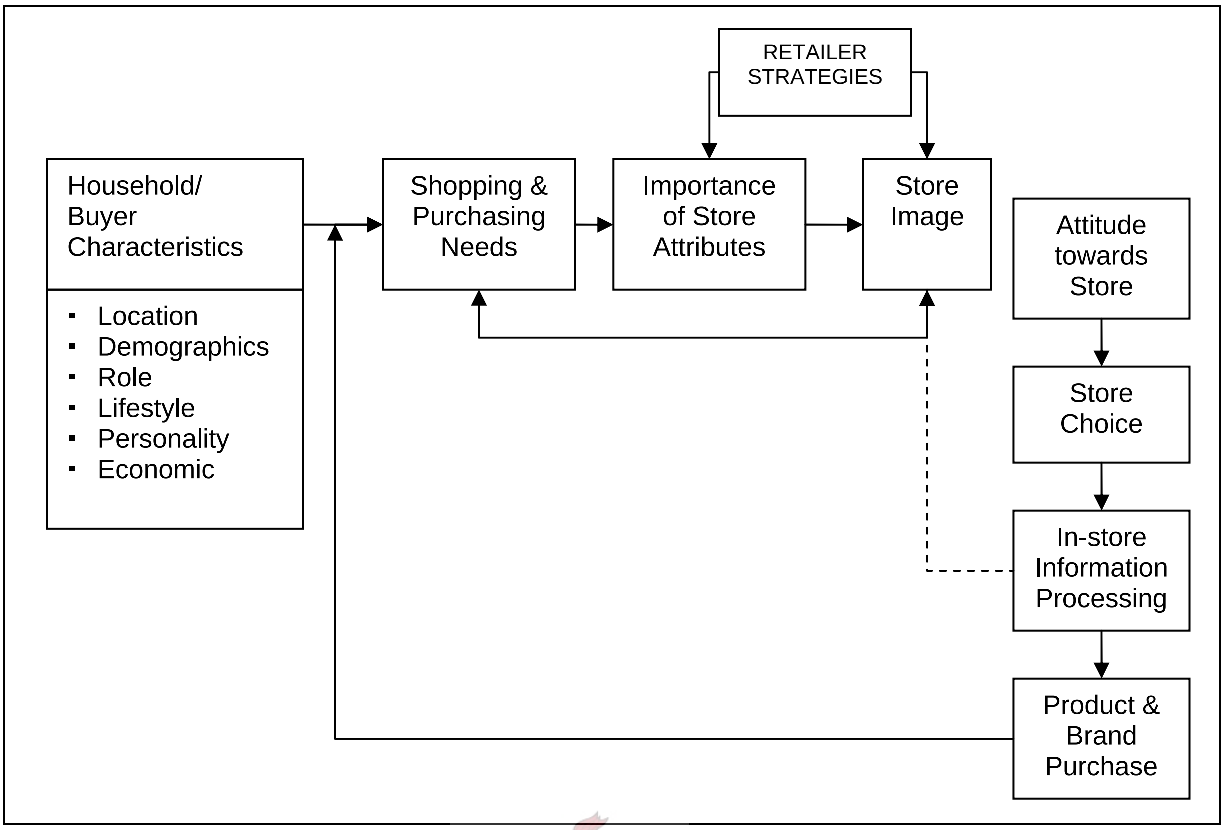

FIGURE 2.1: ASSAEL'S *MODEL OF STORE CHOICE*

(Assael, 1995:630)

This model suggests that the consumer's attitude towards and perception of the store evolves around the store image and attributes. Thus, the more positive the consumer's attitude towards the store, the greater the probability that the consumer will shop there. Once the consumer has selected the store, the in-store stimuli (including prices, product assortments and displays) will be evaluated. The result of this process leads to product and/or brand purchase. Once new shopping or purchasing needs arise, the consumer is likely to revisit this store, and a continual process of such reinforcement is likely to result in patronage behaviour and store loyalty (Assael, 1995:630).

According to Assael (1995:52), patronage behaviour refers to which stores or shopping malls consumers choose to frequent. Darden's (1980:45) view of patronage behaviour includes more concepts, such as the influence of external information sources and the effect of the consumer's shopping orientation. It was regarded as important to concentrate on these concepts and it was therefore considered necessary to discuss and investigate *Darden's Patronage Model of Consumer Behaviour* (1980:45) in the creation of the expanded conceptual framework for this research.

2.2.4 Darden's Patronage Model of Consumer Behaviour

It was deemed appropriate to include *Darden's Patronage Model of Consumer Behaviour* (1980:45) that indicated the sequential, direct relationships between personal characteristics, shopping orientations, and patronage behaviour (see Figure 2.2), and which is not addressed in *Assael's Model of Store Choice* (1995:630). The researcher regarded these concepts as important for the compilation of the expanded conceptual framework as they deal with aspects identified in the objectives for this research.

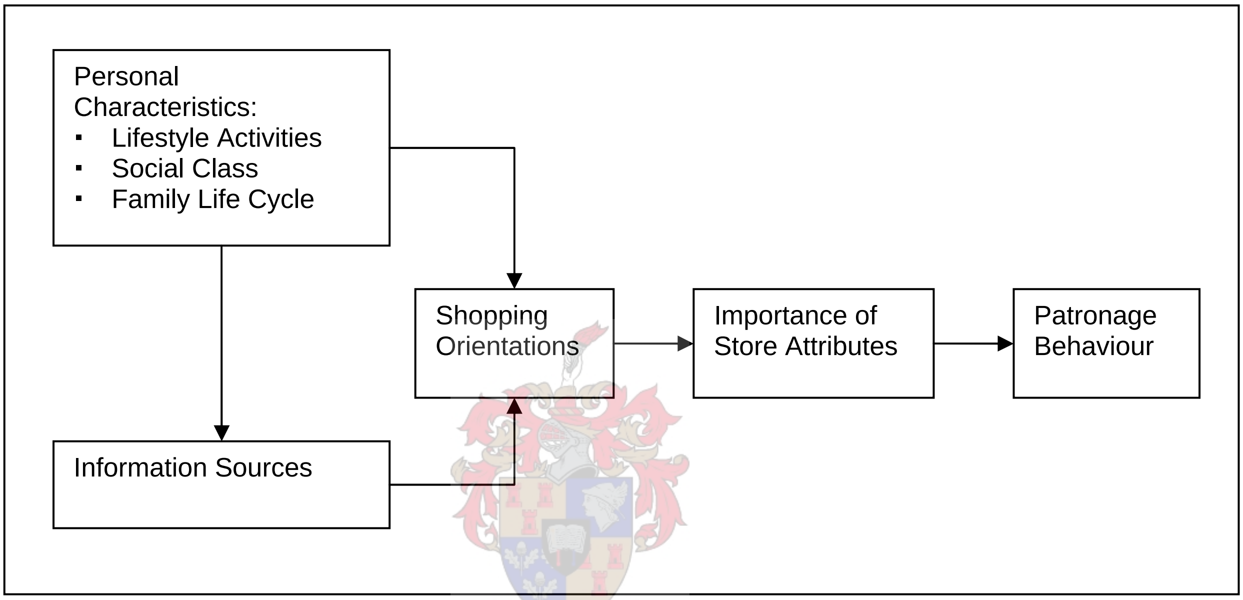

FIGURE 2.2: DARDEN'S *PATRONAGE MODEL OF CONSUMER BEHAVIOUR*

(Darden, 1980:45)

Although Darden (1980) proposed that store attributes are the only variable that influences patronage behaviour directly, Lumpkin, Hawes and Darden (1986:80) later recommended that retailers should determine the linkage between various shopping orientations and patronage behaviour to develop strategies consistent with consumer needs. Consequently Darden's Model (1980) was revised by Shim and Kotsiopulos (1992a:63) in order to establish the existence of the direct relationships among non-sequential variables. These researchers found that a direct relationship exists between shopping orientation and patronage behaviour. The antecedent variables to shopping orientations included personal characteristics as well as information sources. Shopping orientation determined to a large extent the most important store attributes, which sequentially impacted on patronage behaviour of consumers (Shim & Kotsiopulos, 1992a:48-49). These researchers also found that shopping orientation could be used to predict consumer behaviour.

Du Preez (2001:25) developed the *Conceptual theoretical framework: A macro perspective of selected variables influencing female apparel shopping behaviour* and applied it to a study conducted on female apparel consumer's shopping behaviour within the South African context. This framework will be discussed in the following section as it forms the platform for the expanded conceptual framework of this research project.

2.2.5. Du Preez's Conceptual theoretical framework: A micro perspective of selected variables influencing female apparel shopping behaviour

The variables included in *Du Preez's* model are categorised into three groups (see Figure 2.3), namely the market dominated variables; consumer dominated variables, and variables pertaining to market and consumer interaction, as it cannot be said that neither the consumer nor the market is dominant (Du Preez, 2001:25). These variables in turn influence the consumer decision-making process that culminates in specific apparel shopping behaviour. Market-dominated variables included in this model comprise the apparel products and the place where they are distributed. Consumer dominated variables consist of consumer demographics (i.e. population group, culture, first language, level of education, occupation and employment, monthly income, socio-economic status, regional area, gender, age, and marital status) and socio-cultural influences (i.e. family or family life cycle stages, lifestyle and culture). Those variables pertaining to market and consumer interaction include consumer shopping orientation as well as consumer patronage behaviour.

All these variables were regarded as relevant when the conceptual framework for the present study was designed (see Figure 1.1). Although Du Preez (2001:25) investigated female apparel consumers, it was assumed that the model, and by implication the variables or concepts included, are applicable to the male apparel consumer. In the following section the proposed expanded conceptual framework will be discussed as a result of the perceived importance of certain aspects dealt with in the above models and concepts discussed.

2.2.6 Expanded conceptual framework: Male apparel shopping behaviour

The concepts included in the expanded conceptual framework (see Figure 2.4) were selected from existing models (see Sections 2.2.2-2.2.5). These concepts represent the variables that will be investi-

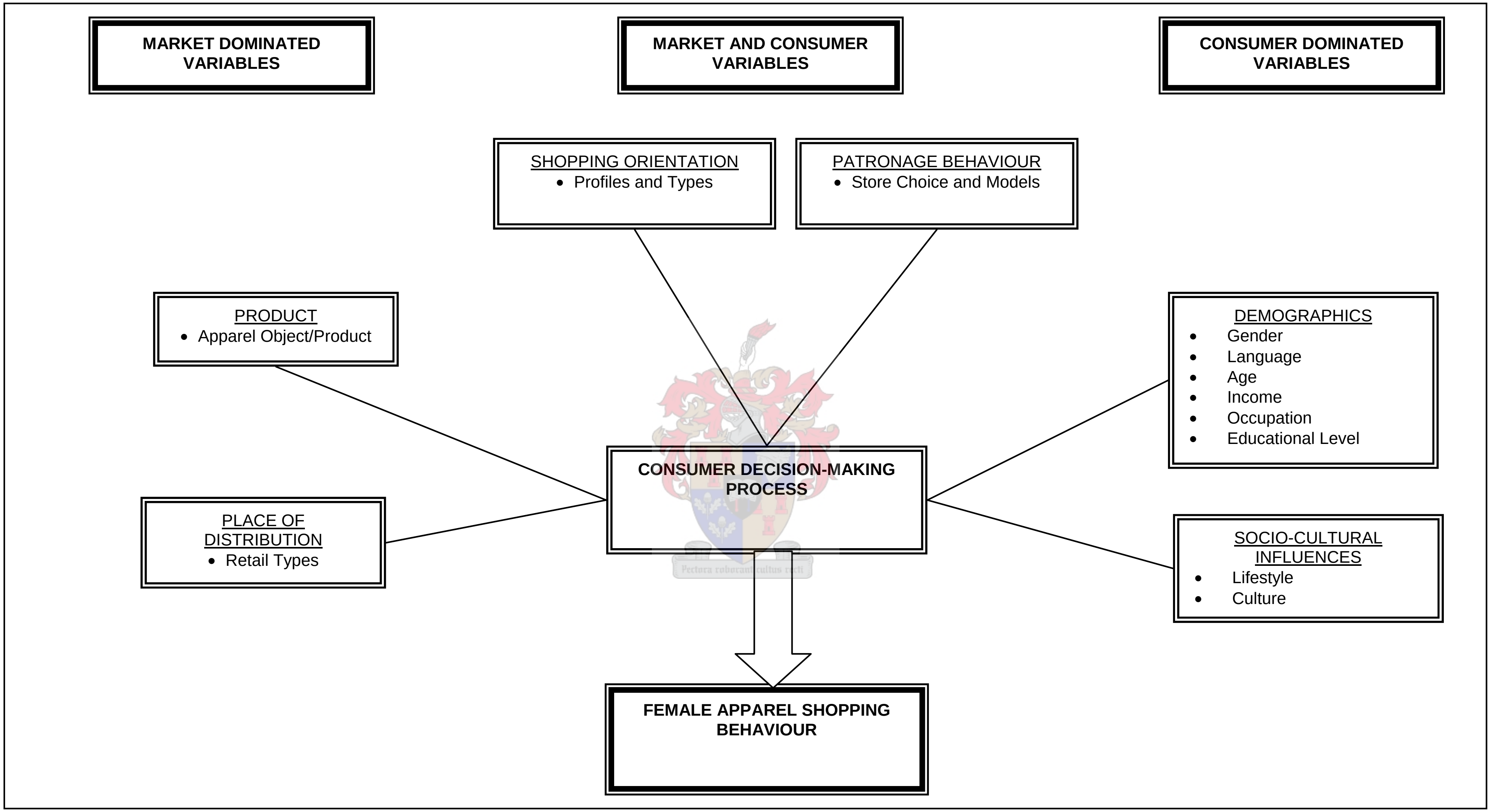

FIGURE 2.3: ***A MICRO PERSPECTIVE OF SELECTED VARIABLES INFLUENCING FEMALE APPAREL SHOPPING BEHAVIOUR***

(Du Preez, 2001:25)

gated and that were categorised into three groups, namely market-dominated variables, consumer-dominated variables as well as market and consumer dominated variables. *Market dominated variables* are included in this model because male apparel consumers find themselves in a position where they are not secluded, but are influenced by market created and dominated factors. According to Schiffman and Kanuk (2004:444), the main aim of most retailers' marketing teams is to reach, inform and persuade consumers to buy and use their products. The shopping mall as a retailing environment will be discussed as a *market dominated variable.*

Consumer dominated variables that will be discussed include the demographic characteristics (see Figure 2.4) of the consumer group investigated. Socio-cultural variables (lifestyle and culture) that influence consumer shopping behaviour will also be discussed. *S*hopping orientation, shopping mall behaviour and patronage behaviour will be discussed and investigated as *market and consumer dominated variables*.

This expanded conceptual framework does not include all the variables that influence decision-making and ultimately male apparel consumers' shopping behaviour. It served, however, as a theoretical basis and point of departure for the literature review (see Sections 2.3-2.8 below). In addition, this framework guided the empirical component of this research (see Chapter 3).

2.3 MALE APPAREL CONSUMERS

Male apparel consumer behaviour in general is a complex, multi-dimensional process. Du Plessis and Rousseau (1999:11) summarised consumer behaviour as "… the behaviour patterns which precede, determine and follow on the decision process for the acquisition of need-satisfying products, ideas and services". The causes of consumer behaviour can be attributed to the internal causes (those events seemingly under the control of these consumers) or external causes (those events not under the control of these consumers) (Johnson & Workman, 1992:161). Consumer behaviour is also regarded as a dynamic interaction of cognition, motivation, perception and learning, as well as environmental events, by which males conduct the exchange aspects of their lives (Peter & Olson, 2005:5; Rath, 1993:40).

In the context of apparel shopping behaviour, the result of motivations is the desire or need for the apparel product (Mullen & Johnson, 1990:60), and provides the apparel consumer with the reason to buy (Bohdanowicz & Clamp, 1994:20). Kotler and Armstrong (1999:43) as well as Geen (1995:7) argued that motivations influence the initiation, intensity and persistence of consumer behaviour. Many researchers have identified reasons that motivate consumers to purchase an apparel product. Protection against physical, social and psychological environment was mentioned by early researchers as some of the motivations to purchase apparel (Kaiser, 1997:15; Kwon, 1987:21). Apparel is an individual's most immediate environment, acting as buffer between the biological self and the wider physical and social environment (Roach & Eicher, 1973:25). Belk and Pollay (1985:887) identified the important role of apparel in presenting a desired image and lifestyle. Apparel also allows consumers to express an identity to others in terms of their symbolic or expressive meanings (Hawkins *et al.,* 1995:77).

Male apparel consumers differ from female apparel consumers, as they are in general more likely to be convenience shoppers in comparison with female consumers. Embrey (2004:5) found that 65% of males shop at convenience stores at least once a week compared to 55% of females as reported in the 2004 Consumer Scope News Shopper Panel (Consumer Scope, 2005).

In most societies it is expected that females will be more concerned with beauty, appearance and fashion than males (Kaiser, 1997:100). Apparel history indicates that males have played a significant role as fashion creators, but in today's society, fashion consumption has generally been associated with females. Up to the early years of the 1980s, male conformity to the dictates of the 'no-style' style was still absolutely obligatory. Young men resisted the idea of male fashion because that would mean losing their status as the 'unmarked' category, the standard from which women deviate; it would undermine their 'no-style' and violate the male claim to just being 'natural', while women bother over their appearance (Higgins, [s.a.]:129).

According to Edwards (1997:3), fashion for the last 150 years at least was, and often still is, seen as 'feminine' or 'not masculine', and therefore not associated with men. However, this has changed. Male fashion has seen many faces in the last few decades. Fashion has developed from the 'no-style', which required authentic masculinity, to the eclectic and diverse globally influenced male *haute couture* that is available in today's consumer market. Nowadays, male adolescents are increasingly taking care of their looks and do not seem to give the impression of being afraid of projecting this fashion image that used to be so 'risky' for males of past generations.

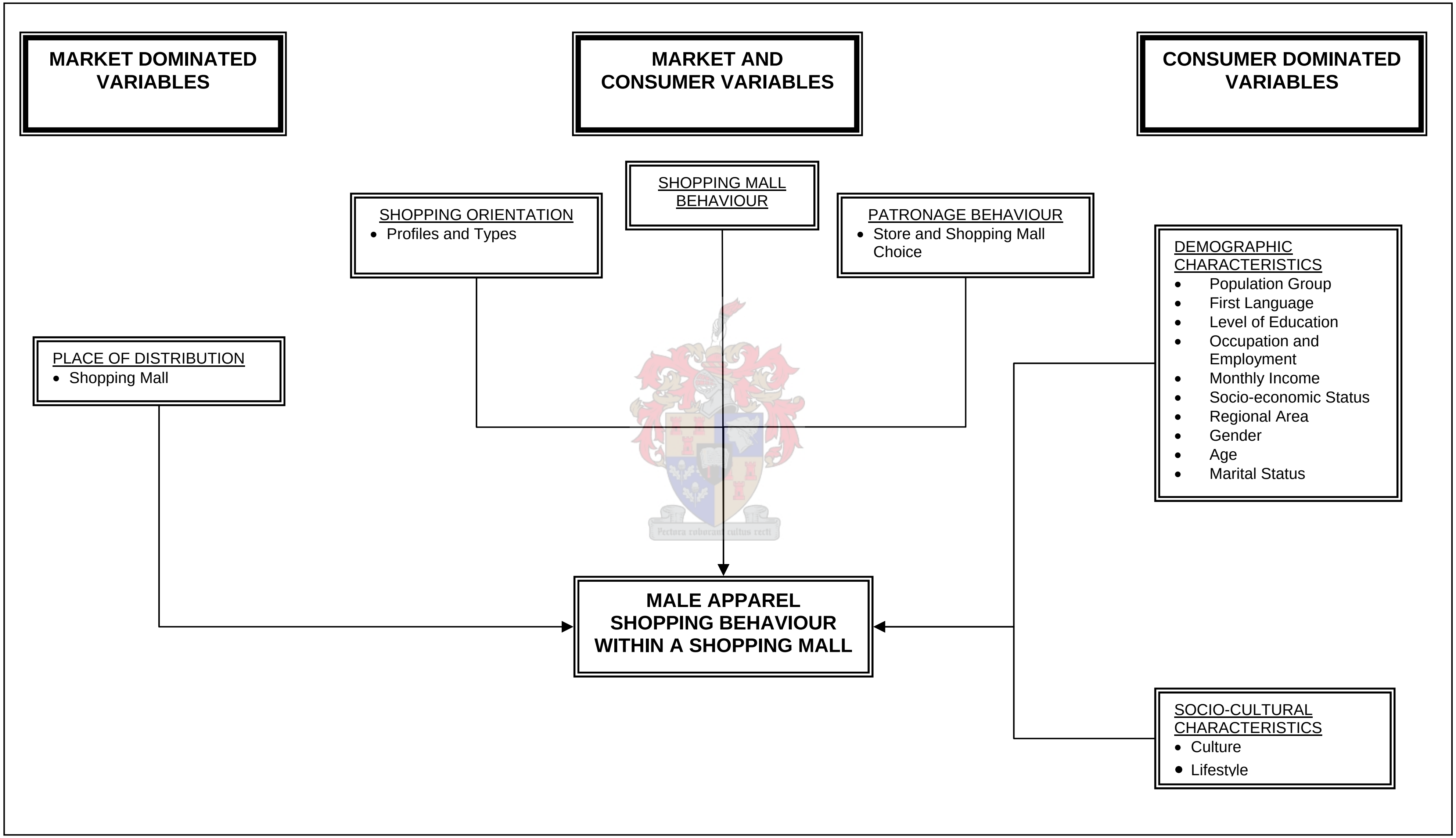

FIGURE 2.4: EXPANDED CONCEPTUAL FRAMEWORK: MALE APPAREL SHOPPING BEHAVIOUR

They also seem to be more creative in developing their own fashion style, leading one to believe that males are now playing a more significant role than they used to have in the process of fashion diffusion (Lamb & Eberspacher, 1993:64).

Internationally, as men reacted to major social changes resulting from the second wave feminism, most notably in the workplace, the 'new man' became a media icon (Damhorst *et al.,* 1999:191). This change occurred in the 1980s and has brought about a new regime in men's clothes and grooming that signals a new male style-consciousness and a radically new willingness on the part of men to admit to wanting to be seen as sexual creatures (Higgins, [s.a.]:130). Females, on the other hand, have been socialised to value appearance throughout their lives (Kaiser, 1997:431). Females' apparel interest is higher than males' (Kwon, 1987:37). Functions of apparel for males and females remain significantly different. Females generally tend to be more interested in apparel than males. Males have traditionally focused on their bodies in relation to physical achievement, whereas females have derived self-confidence from physical attractiveness, or at least this distinction has dominated their social thinking (Kaiser, 1997:120).

Kwon (1987:38), who investigated male and female apparel behaviour, suggested that females' concepts of apparel may be more linked to self enhancement in both internal and external aspects. In other words, women are more conscious of the manipulative potential of appearance, regardless of level of interest in apparel. Females dress to show how they see themselves. They reveal, however modestly, a little bit about themselves (Damhorst, Miller & Michelman*,* 1999:191). On the other hand, males' concepts of apparel are closely connected to social status and hierarchy. The tactical utility seems to be important for males (Kwon, 1987:38). Men dress as they want others to see them. They almost always conceal everything about themselves (Damhorst *et al.,* 1999:191).

In a study done on males' shopping habits in the USA on reasons for their purchases, it was found that despite having a strong sense of personal style and ability to judge the quality of clothing, half of the respondents disliked shopping for apparel. According to Kinley, Conrad and Brown (2000:67), females historically spend more time shopping than males do. Schneiderman (1994:3) found in a national American survey that only 17% of men really enjoy shopping, 29% agreed somewhat that they like to shop, and 37% agreed that they shop for fashion. The numbers of appearance conscious consumers may be smaller amongst men compared to their female counterparts, and the fashion change in men's apparel is traditionally much slower than in women's apparel (Kinley *et al.,* 2000:67). However, it may be argued that men are a significant market segment and should be marketed and promoted to with more efficiency and greater impact.

The position in which male consumers find themselves nowadays differs greatly and in many respects from that of 10 or more years ago. Firstly, their roles have undergone several changes, and it is no longer simply a matter of gender difference, but also a result of changes in male values. Secondly, men are forced by a variety of factors to take a more active role in their own apparel buying (Schneiderman, 1994:2). Thirdly, the sharp increase in working women in South Africa over the past decade has caused more males not only to do their own apparel shopping, but also to shop for household products like food and cleaning agents. It was found that the males who are most likely to shop, view themselves as liberated, considerate and achievement-oriented individuals (Assael, 1995:386). These are the types of males who do not feel the need to conform to a *macho* image. As a result, a second change has occurred in male purchasing roles: males are buying products that at one time might have been dismissed as too feminine, such as jewellery, skin care products and cosmetics, as well as fashion apparel. In marketing these products, advertisers have had to depict males in a way that is very different from the traditional strong, masculine image of beer or cigarette advertisements. As a result, a growing number of advertisers have portrayed males that are sensitive, caring and fashion forward, and make them believe that is does not conflict with masculinity (Assael, 1995:387).

Men have consequently become a more prominent apparel and accessories consumer segment. Personal care and fashion products have never been more marketed or available to men than they are now (Retail Traffic, 2005). Indeed this has spawned a complete new consumer category, namely the metrosexual. Metrosexuals are heterosexual men who are labelled to be more "…in touch with their feminine side…". According to Salzman (Retail Traffic, 2005), metrosexuality has become a major international trend amongst male westerners. These men are interested in grooming, enjoy shopping, and keep in shape by practising yoga, for example. Whether it is fashionable clothing, grooming products or the latest gadgets, men are consuming more of a wider array of goods. "Customerisation and personalisation" of the male appearance and wardrobe can also be seen as a major consumer trend (Retail Traffic, 2005). According to Curt Hazlett from *Men's Warehouse,* a leading suit and tuxedo retailer in the USA, "…men have become more aware of grooming and getting all dressed up…" and "…suit sales and tuxedo rental figures have increased significantly since these items have made a comeback in menswear fashion…" (Retail Traffic, 2005). South African consumers tend to follow in the footsteps of their American counterparts, making this general trend applicable to a variety of South African male consumers.

Even though the new consumer market of metrosexuals has emerged, there is still a large consumer base of conservative consumers. It could be assumed that with all the tech-driven devices men are nowadays making use of, such as the new *Playstation Portable*, *pod-casting* and *plasma TVs*, they would be utilising Internet apparel shopping. Cotton Incorporated's *Lifestyle Monitor* (2005), which monitors consumer attitudes and behaviour towards apparel, found in a recent study that men are still creatures of habit when it comes to purchasing apparel, and even though e-browsing and shopping is growing, men still prefer to go to a real shop to buy their apparel. This up-to-date *Lifestyle Monitor* adds that male consumers often know what they want when purchasing apparel. The retailers have to make sure that it is available. Window and in-store displays convey new major fashion trends, create visual interest and offer dressing solutions for complete outfits. It is important to change these displays constantly to provide the apparel shopper with new ideas and stimulate the need to buy (Cotton Incorporated, 2005).

In the past few years, changes in South African male consumption patterns have occurred. Towards the end of 2001 some of the established retailers put out profit warnings to the effect that the spending patterns of South African male consumers have changed dramatically. Some of the reasons given why retailers were struggling included consumers' disposable income being spent on cellular phones, the lottery and gambling rather than on traditional items such as food and apparel. Unemployment as well as HIV and AIDS also contributed to this tendency (Cant & Machado, 2002:4).

Male apparel consumers were selected as respondents for the empirical part of this study. It is consequently important to recognise that individuals differ according to their demographic characteristics, lifestyle, shopping orientation, patronage behaviour and shopping mall behaviour. These aspects will be discussed in the following sections (Sections 2.4 -2.8).

2.4 DEMOGRAPHIC CHARACTERISTICS OF SOUTH AFRICAN CONSUMERS

Demographic characteristics not only describe a population in terms of its size, structure and distribution (Hawkins *et al.,* 1995:31), but also the personal qualities of the individual shopper. These characteristics tend to define fairly general needs and capacities of the individual, but seldom explain consumer behaviour. Demographic characteristics are objective, standardised and measurable. As a result, they are most likely to be used in consumer descriptions (Assael, 1995:255). In the following section demographic characteristics pertaining to South African consumers will be discussed, and where demographic information on males was available, it was reported.

Information on age, education, gender, occupation, income, household and marital status is of the utmost importance for retailers who want to reach a special segment of the market. The markets for most products are influenced by consumers' demographic characteristics (Assael, 1995:331; Morgenstein & Strangin, 1992:86). Demographic factors could account for powerful effects on the volume and nature of the demand for different consumer products. These factors have an effect on the way individuals adopt different lifestyles in their own social environment (Gilbert, 1999:57; Hawkins *et al.,* 1995:31).

Pessemier (1980:96) identified consumers on both demographic and non-demographic characteristics. Demographic variables included simple as well as complex features, e.g. life cycle and social class respectively. Shopping-related lifestyle was categorised as non-demographic, with activities, interest and opinions as features. Shopping-related perceptions and preferences included beliefs about stores, as well as likes and dislikes. Shopping-related behaviour, as an example of non-demographic characteristics, consists of media exposure patterns, shopping patterns, and purchase patterns. The following section will focus on demographic characteristics of the male apparel shopper, with specific attention to demographic characteristics included in this research study.

2.4.1 Population

The population estimates of South Africa are not accurate, as the estimates differ among statistical services and bureaus (Du Plessis & Rousseau, 2003:42). For the purposes of this study, the most recent demographic statistics that are available from the interim study conducted by Statistics South Africa in mid-2005 as update to Census 2001 are used. Their findings included the estimated population size, which was estimated at approximately 45 million people. The black population groups are in the majority (nearly 35.4 million) and constitute 79% of the total South African population (see Table 2.1). The White population is estimated at 4.3 million (10%), the Coloured population at approximately 4 million (9%) and the Indian/Asian population 1,1 million (2%). The population estimates for 2005 are lower than previously published, primarily as a result of additional information about mortality (e.g. the influence of HIV on mortality rates) recently made available to Statistics South Africa. The implied growth rate of the population has been declining steadily. The overall growth rate for 2004-2005 is estimated at about 0,9% with the rate for females slightly lower than that of males (Statistics South Africa, 2005).

TABLE 2.1: POPULATION DISTRIBUTION OF SOUTH AFRICA

(Statistics South Africa, 2005)

Population Group	Persons	%
Black African	35 416 166	79.0
Coloured	3 994 505	8.9
Indian or Asian	1 115 467	2.5
White	4 293 640	9.6
Total	**44 819 778**	**100.0**

It is evident from the above that South Africa is a "rainbow nation" as it is known internationally, and that it is important to include members of all population groups when researching the apparel market. Population group as a demographic characteristic goes hand in hand with culture and language, as members of different population groups tend to show cultural nuances in their cultural activities and in the language they prefer to communicating with one another. In the sections below these concepts will be discussed in the light of consumer behaviour.

2.4.2 First language

South Africa has 11 official languages, namely English, Afrikaans, IsiNdebele, IsiXhosa, IsiZulu, Sepedi, Sesotho, Setswana, SiSwati, Tshivenda and Xitsonga. Although English is the language used most often in official and business communication, it is not the language most commonly spoken as a first language in South Africa. IsiZulu (23.8%) is the most commonly spoken first language, followed by IsiXhosa (17.6%), Afrikaans (13.3%), Sepedi (9.4%), Setswana (8.2%) and English (8.2%) (see Figure 2.5). The other six languages have a percentage lower than 8% (Statistics South Africa, 2005).

Most retailers make use of English when communicating to their target customer base. There is a general tendency in South Africa to promote English as first language in order to create common ground for all citizens.

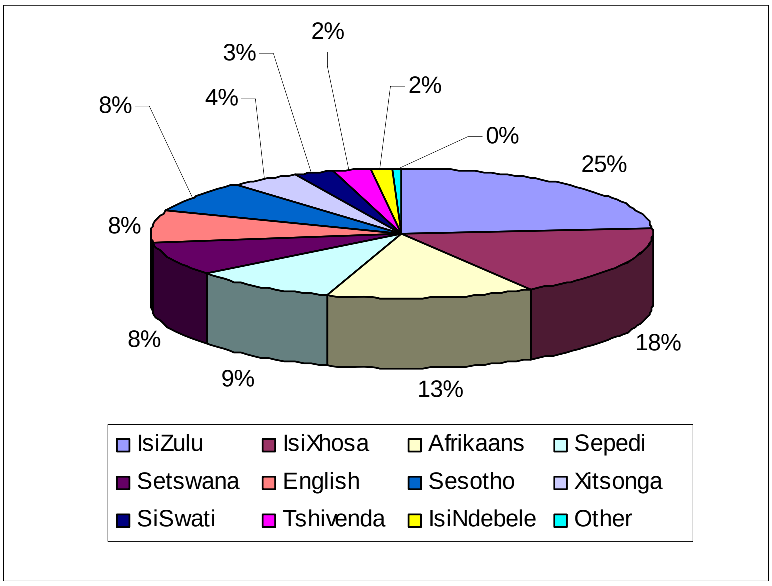

FIGURE 2.5: LANGUAGE DISTRIBUTION ACROSS SOUTH AFRICANS

(Statistics South Africa, 2005)

2.4.3 Level of education

The key set of demographic variables that defines consumers' current and future purchasing power is socio-economic factors, including their level of education, occupation and income (Assael 1995: 350). Consumer education levels can be used to target the various markets within the menswear industry. High school graduates are likely to read less, spend more time watching television, and rely more on well-known apparel brands when compared to tertiary graduates, who have higher quality expectations and fashion taste levels as well as stricter requirements for what they purchase (Rath, Peterson, Greensley & Penney, 1994:200).

According to Statistics South Africa (2005), the largest proportion (32%) of South Africans have had some secondary education, and 20% of South Africans have a Grade 12 (Standard 10) level of education, compared to a small number (8%) who have had tertiary education. Almost a fifth (18%) of all South Africans have no schooling whatsoever, making it very challenging for the South African government to bring education levels and economic development up to international standards. Refer to Table 2.2 below.

TABLE 2.2: EDUCATIONAL LEVEL OF SOUTH AFRICANS

(Statistics South Africa, 2005)

Highest Level of Education	Persons	%
No Schooling	4 567 497	17.9
Some Primary	4 083 742	16.0
Complete Primary	1 623 467	6.4
Some Secondary	7 846 125	30.8
Grade 12 / Standard 10	5 200 602	20.4
Higher/Tertiary Education	2 151 336	8.4
Total	**25 472 769**	**100.0**

A large proportion of the tax budget has been allocated to education in order to increase the level of education of the average citizen, which will in the long run positively influence the South African economy, and thus the apparel retail market.

2.4.4 Occupation and employment

The first socio-economic factor impacting directly on consumer shopping behaviour is occupational status of household members. Changes in the occupational status directly affect purchasing power. The farthest-reaching change in occupational status has been the increasing proportion of working women and wives within most westernised countries (Assael, 1995:351). This has economic consequences in the greater affluence and purchasing power of dual-earning households. As a result, it can be concluded that time has come to rival money as the commodity people crave most.

Conversely, Shim and Bickle (1994:11) found that three interrelated realms tend to dominate adult life in the western world, namely marriage, family, and employment. Men are often stereotypically regarded as being more serious about their other life roles and tend to be life-structure modifiers. Because traditional western family structure places men in the role of breadwinners, they tend to be in top management positions and have wives who are full-time homemakers.

According to Future Fact 2005 (see Figure 2.6), the South African occupation statistics are as follows: 27% are unskilled/manually skilled, 20% are in a clerical, administrative or white-collar positions, 16% are regarded as skilled workers, 15% are semi-skilled or blue-collar workers, 13% are considered to be professionals, and only 9% are employed at a managing or director’s level.

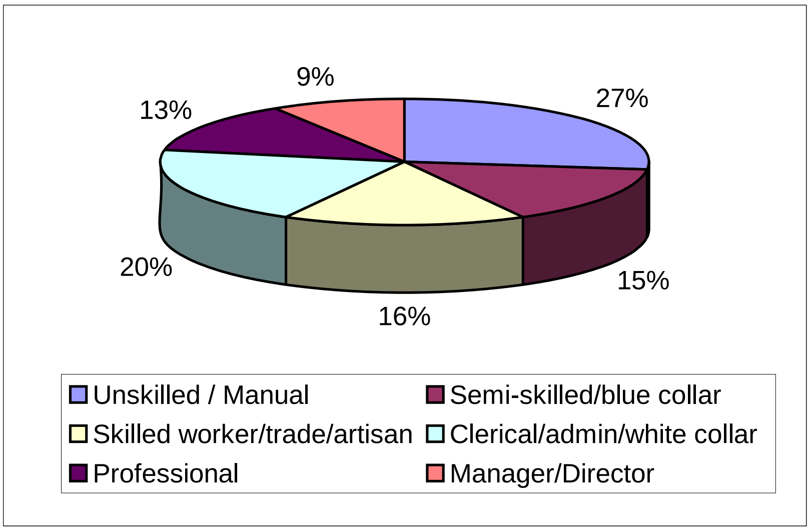

FIGURE 2.6: OCCUPATION STATISTICS OF SOUTH AFRICAN POPULATION

(Future Fact, 2005)

Occupation plays a foremost role in consumer spending patterns as it can be directly linked to disposable income. Since education plays such an important role in the consequent occupational status, it is therefore important that the South African population education levels improve, with the intention that occupation levels will also improve. Unemployment is still a reality and one of the leading obstacles in rapid consumer spending patterns, and successive retail growth patterns.

South Africa has a very high (15%) unemployment rate (see Table 2.3). The Black population is by far the majority (79%) (see Section 2.4.1) but unfortunately also has the lowest educational levels and income. Amongst others, this could be attributed to the fact that this population segment was disadvantaged by the previous political dispensation. HIV and AIDS also have an enormous influence on the South African economy as a whole, the population statistics and the economically active population. Over and above these facts, the South African consumer market is still growing with major potential and opportunities. Consumer behaviour in this era is thus a very dynamic phenomenon. The statistics on economic activity of the South African population are reported in Table 2.3 below.

Unemployment remains a major concern in South Africa and much attention is given to this by the government, e.g. through the launching of the Proudly South African campaign that informs consumers whether products are made in South Africa, and encourages them to support these manu-

TABLE 2.3: ECONOMICALLY ACTIVE POPULATION IN SOUTH AFRICA

(Statistics South Africa, 2005)

Labour Market Status	**Persons**	**%**
Employed	9 583 762	21.38
Unemployed	6 824 075	15.22
Not Economically Active	12 019 290	26.81
Total Labour Force	16 407 837	36.60
Total	**44 834 964**	**100.00**

facturers and/or retailers instead of purchasing imported goods. Such campaigns advance local work opportunities. The Proudly South African campaign has amplified the Ubuntu feeling – the feeling of being part of one nation that works together or the "I am because you are" Afrocentric approach (Du Plessis & Rousseau, 2003:332).

2.4.5 Monthly income

A direct correlation exists between income level and the purchasing power of a household. As a result, marketers segment consumers by income level and frequently allocate greater effort to the more affluent segments (Assael, 1995:352). The market for menswear is in many ways similar to the market for women's wear, although the importance of socio-economic position is often more specific in its impact upon men's consumption of fashion (Edwards, 1997:60). The market for menswear fashion has a tradition of heightened sensitivity to economic conditions including unemployment, recession, and economic uncertainty, due to the primacy of men's incomes in terms of family provision, other economic commitments and the lesser importance placed upon men's appearance (Edwards, 1997:61). However, this may be changing under the influence of women's increasing employment and personal expenditure. In particular, the increase in working women with significant personal incomes has led to some parallels in marketing of fashion goods for men and women separately. It was found that females and members of families with white-collar heads of households are more frequently recreational shoppers than males and of members of families with blue-collar heads of households (Bellenger & Korgaonkar, 1980:91).

The total monthly household income of the South African population is reported in Table 2.4. It is evident from these figures that the majority (58%) of the South African population earns less than R2 499 per month, leaving only 32% earning R2 500-R11 000 per month, and a mere 10% earning above R11 000 per month. From this it can be deduced that the South African consumer has limited income to spend on luxury products. According to Statistics South Africa (2005), consumers spend their monthly income mainly on primary needs such as food (22%), housing and electricity (14%), and transport (10%). Another 9% is spent on income tax and savings while pension funds also take their share (7%).

The South African market is gradually becoming more competitive on an international scale by means of job creation and economic growth, empowering South Africans to earn higher monthly incomes and have a higher standard of living. It is within these developing circumstances that the South African apparel consumer ought to be studied.

TABLE 2.4: TOTAL MONTHLY INCOME OF SOUTH AFRICAN POPULATION

(Future Fact, 2005)

Total monthly income	**%**
R1 - R299	5
R300 - R699	7
R700- R999	17
R1 000 - R1 599	15
R1 600 - R2 499	14
R2 500 - R4 999	17
R5 000 - R7 999	9
R8 000 - R10 999	6
R11 000 - R15 999	5
R16 000 - R29 999	4
R30 000+	1
Total	**100**

2.4.6 Socio-economic status

Marketers use level of education, occupation and income to identify another important dimension of consumer behaviour, namely socio-economic status. Socio-economic status defines the ranking of people in a society into a hierarchy of upper, middle and lower classes based on their power and prestige (Assael, 1995:357). King and King (1980:21) found that consumers' socio-economic status is related to their fashion goods awareness as well as consumption experience. In the South African society, power and prestige are generally equated to the individual's occupation, income and education.

Marketers have found social class measures important because of substantial differences in behaviour between classes. As a result, social class characteristics have been related to every aspect of the marketing strategy. Social class values can give direction to marketers. The social class to which the marketer's advertising is directed must understand the language and symbols used in the relevant advertising communication (Assael, 1995: 365). The substantial differences between social classes in the purchases of apparel also provide marketers with a basis for segmenting consumers, e.g. upper class consumers emphasise brand names when purchasing apparel, whereas lower class consumers emphasise price.

2.4.7 Regional area

Region is one of the most common demographic characteristics marketers use in analysing consumer purchasing behaviour. Differences in consumer purchasing habits and tastes by region have led marketers to vary their marketing strategies on a regional basis. Differences in consumer purchasing can cut across regions and be identified by specific localities (Assael, 1995: 349-350).

With the improvement of urban areas and more occupational variety, society has become more mobile in South Africa. This presents a challenge to the menswear industry. For example, a menswear shop in a highly transient area may face a constantly changing group of customers whose store loyalties, shopping habits, and brand preferences are different from those of previous customers. The menswear market in South Africa is divided according to the nine provinces (Western Cape, Eastern Cape, Northern Cape, Free State, KwaZulu-Natal, Gauteng, North West Province, Mpumalanga and Limpopo). This provides marketing opportunities because of differences in climate, terrain, economic base, and characteristics of people (Du Plessis & Rousseau, 1999:313).

2.4.8 Gender

Gender, which entails the biological differences between males and females, affects consumers' choice of apparel (Bohdanowicz & Clamp, 1994:37; Kaiser, 1997:65, 418). The fundamental segmentation of the apparel market is based on the consumers' gender (Sproles, 1979:23). Every known society recognises and elaborates on some differences between the genders. Although there are groups in which men wear skirts and women wear trousers, all have in common that there are characteristic tasks, manners, and responsibilities primarily associated with women or men (Kaiser, 1997:18). According to Statistics South Africa (2005), 48% (more than 21 million) of the South African population are male, compared to the 52% (approximately 23 million) of the population who are female. The gender distribution of the South African population is presented in Table 2.5 below.

TABLE 2.5: GENDER DISTRIBUTION OF SOUTH AFRICAN POPULATION

(Statistics South Africa, 2005)

	n	**%**
Males	21 434 040	47.82
Females	23 385 738	52.18
Total Population	44 819 778	100.00

Gender is a social construction which is socially created and reconstructed. A man's social group, in interaction with family and society at large, socialises him to be masculine. Masculinity, then, is not an absolute condition, but rather socially, historically and culturally constructed in that it is created through social interaction and that it becomes inherent to men and outlines guidelines (namely gender roles) for behaviours considered appropriate for men (Lennon, Rudd, Sloan & Kim, 1999:193). Accordingly, in everyday life, appearance becomes a medium with which impressions are shaped of what it means to be male, what is perceived as masculine (as opposed to feminine), or how it is considered that males should appear and act (compared to females).

Gender is an important factor affecting a person's choice of apparel. Traditionally, gender segmentation has often successfully included both systematic differences in purchasing behaviours (i.e. women bought some products while men bought others) and opportunities for marketing efficiency (some magazines, TV shows, stores, etc., geared to either gender, allowing them to be reached more efficiently). Although fashion has been emphasised in the female domain (Chen-Yu & Hong, 2002:126) women's roles have changed and new opportunities for segmentation have opened up (Wilkie, 1994:93). Consequently, the gap in fashionability between men and women has narrowed in contemporary society (Edwards, 1997:17) and new markets have grown for products that formerly were thought of as being for 'men only' or 'women only'. Many markets are no longer segmented by gender only, and to develop effective marketing strategies for each gender, it is important to understand the similarities and differences between them (Chen-Yu & Hong, 2002:117). Men and women may not prefer the same product or behave in the same way when purchasing the same item. For apparel products, however, the market is still mainly segmented by gender.

Differences in aesthetic preferences due to gender are readily apparent in department stores. These stores are divided into departments based on the consumer's gender. Aesthetic differences may be perceived between the products and environment of the "female" departments versus those found in the "male" departments. Perception of the same product varies by gender (Kaiser, 1997:28), given that women and men differ in their evaluations of images of apparel on the body. However, women and men have similar views regarding the importance of the aesthetic aspects of apparel.

2.4.9 Age

In the apparel market, age is an important factor which is related to the consumer's patronage intention. Research has shown that people from different age categories have different tastes in apparel. Young people are more sensitive to apparel than adults (Seo, Hathcote & Sweany, 2001:211). These researchers found that younger male consumers are of the opinion that appearance is not of great importance in social situations, but that they are more interested in their appearance in a private way. Younger men also have significantly different attitudes towards the media. Perceived age may be a more reliable predictor than chronological age of the relative importance of dress and other aspects of self-presentation. The older an individual feels, the more similar he/she behaves to others who feel the same age. This could serve as a guide to market segmentation among older adults for products and services related to aspects of self-presentation (Owens, 1997:41).

The age distribution of the South African population plays an important role in the retailing of menswear. According to Statistics South Africa (2005), the age distribution of South Africa has shifted and the average age of the population continues to increase. Men and women are also getting married later in life, and in the interim have more discretionary income to spend on themselves. Despite the declining percentage of young consumers, retailers continue to focus their attention on this group because many young men and women typically are free spenders in search of trendy, upbeat merchandise. They tend to look for fashionable assortments and designer labels at reasonable prices (Rath *et al.,* 1994:198-199).

The era in which consumers have been born creates a generation bond between those individuals. As consumers grow older, their needs and preferences change, often in unison with others who are close to their own age (Solomon, 1996:516). A consumer's age exerts a significant influence on his/her identity. Age as a subculture (refer to Section 2.4.2) is based on the demand for specific types of products and services within specific years. Age cohorts consist of people of similar ages who have undergone similar experiences and who share common memories about cultural heroes. The *GI Generation*, *Depression Generation*, *War Babies*, *Baby Boomers*, *Baby Busters*, *Baby Boomlets*, *Echo Bust*, and the *Mature and Elderly* are the segments that have been singled out because of distinctive lifestyles. *Generation X* will be discussed in more detail, because of its relevance to this study (Schiffman & Kanuk, 2004:365; Solomon, 1996:516, Godrington, 2005:7).

According to Godrington (2005:7), the South African *Generation X* were born from 1970 to 1990. They are often referred to as *Xers*, *Busters, Slackers* or *Twenty-somethings*. Unlike their parents, who are frequently *Baby Boomers*, there is no rush to marry, to start with a family, or to work excessive hours to earn a high salary. Their job satisfaction is typically much more important than their salary. The *Xers* reject the value of older co-workers who neglect their families while striving to secure a higher salary and career advancement. For members of *Generation X* it is more important to enjoy life and have a lifestyle that provides freedom and flexibility, and to develop a new taste and priorities for fashion, popular culture, politics and marketing (Solomon, 1996:516). Their sense of alienation is echoed by their choice of music, media and fashion. This could be ascribed to the fact that many of them have been doing the family shopping for a long time. *Xers* are much more sophisticated when evaluating products. They want to be recognised by marketers as a group in their own right and not as mini *Baby Boomers*. Therefore, advertisements targeted at this audience must focus on their style in music, fashion, and language. *Xers* are not against advertising but only opposed to insincerity, because messages can easily turn them off. Perhaps one reason why marketers' efforts to appeal to *Xers* with messages of alienation, cynicism and despair have not succeeded is that many people in their 20s are not so depressed and angry after all. This confirms that they are a relatively diverse group (Schiffman & Kanuk, 2004:365).

According to Statistics South Africa (2005) (see Table 2.6), the largest proportion (37%) of the South African population is between the ages of 15-34 years, followed by the 35-64 years age group that comprises 26% of the total population. The third largest (22%) age group is the 5-14 year age bracket. The youngest proportion of the population (aged 0-4 years) includes a small (10%) part of the total population, and the oldest proportion (aged 65 years or older) forms the smallest (5%) proportion of the South African population.

TABLE 2.6: AGE DISTRIBUTION OF SOUTH AFRICAN POPULATION

(Statistics South Africa, 2005)

Age Group	n	%
0 to 4 yrs	4 449 816	9.93
5 to 14 yrs	9 915 472	22.12
15 to 34 yrs	16 552 084	36.93
35 to 64 yrs	11 687 195	26.08
Over 65 yrs	2 215 211	4.94
Total	**44 819 778**	**100.00**

It can be derived from Table 2.6 that age can play a major role in marketing fast-moving consumer goods, such as apparel. Every age group has its own distinctive characteristics that should be identified by the marketer in order to target each group on its own.

2.4.10 Marital status

In the 1990s only 22% of married-couple households in South Africa contained a male breadwinner and a female homemaker. The share of jobs enabling men to earn enough to support a family has declined, especially for younger men (Rath *et al.,* 1994:199). In every home there tends to be some role specialisation that affects information flow and decisions about purchases. Four types of decision processes are possible, namely husband-dominant, wife-dominant, autonomic (either the husband or the wife is equally likely to make an individual decision) and syncratic (joint) decision-making. Traditionally, husbands dominated decisions about cars and investments, wives about groceries and toiletries, while joint decisions were made about housing, holidays and education. However, recent evidence suggests a greater trend towards joint decision-making, because of a shift in marital roles (Du Plessis & Rousseau, 2003:313). Ladish (1994:144) found that marital status was a significant demographic variable affecting apparel expenditures for women, while age was for men.

In the previous section the influence of demographic characteristics on the South African apparel consumer behaviour has been discussed. Demographic characteristics can be applied by retailers as a basis for market segmentation (e.g. age, gender, etc.), product planning and distribution, and more. Although information on the demographic characteristics of consumers is vital, it is also essential to understand the socio-cultural influences impacting on consumer behaviour, such as shopping orientation and lifestyle, which will be discussed in the following sections.

2.5 SOCIO-CULTURAL CHARACTERISTICS

Socio-cultural characteristics include culture and lifestyle. These concepts will be discussed in the context of this study in the following section.

2.5.1 Culture

South Africa is a multicultural consumer society, and should be researched in the light of its rich cultural background. Culture is the summation of knowledge, beliefs, arts, morals, customs, and any other capabilities and habits acquired by man as a member of society. It has been defined in a variety of ways. Mowen and Minor (1998:698) state that culture is a set of socially acquired behaviour patterns transmitted symbolically through language and other means to members of a particular society, and it includes almost everything that influences individuals' thought processes and behaviours. It is the accumulation of shared meanings, rituals, norms and traditions among members of an organisation or society. Culture includes both abstract ideas, such as values and ethnic roots, and material objects and services, such as automobiles, apparel, food, art and sports that are produced or valued by a group of people (Kaiser, 1997:84; Schiffman & Kanuk, 2004:321; Hawkins *et al.,* 1995:74). Apparel and dress have the ability to carry and communicate cultural meaning. They mark the difference between cultural categories and specify the nature of the differences that exist between them (McCracken, 1986:98). The basic assumption of Kaiser's (1997:57) contextual perspective is that humans use cultural objects such as apparel to make sense of everyday life, and that context serves as a pervasive backdrop that interacts with people's own actions and interactions. Because contexts are created by people themselves, there is a dynamic relation between individuals and the contexts in which they find themselves. One could therefore assume that the meaning of apparel (i) is altered and enriched by the contexts in which it is found; (ii) arises as part of a dynamic process of historical and fashion change; and (iii) is an exploratory process of change and continuity (Kaiser, 1997:58).

Any discussion of culture should also refer to subcultures. A subculture is a distinct cultural group that exists as an identifiable segment within a larger, more complex society. Subculture analysis enables the marketing manager to focus on sizeable and 'natural' market segments. The members of a specific subculture possess beliefs, values and customs that set them apart from the other members of the same society, but most demographic characteristics included in this study (e.g. age, gender, occupation, etc.) also form the basis of subcultures. In addition, they adhere to most of the dominant cultural beliefs, values and behavioural patterns of the larger society. Consumers in these subcultures create their own norms, language, and product insignia (Schiffman & Kanuk, 2004: 347; Du Plessis & Rousseau, 2003:333; Frings, 1999:35; Solomon, 1996:463). Within culture and subcultures there usually exists a stratification system that stratifies the culture member's base on their gender, physical attractiveness, age, social class and ethnicity (Kaiser, 1997:411-449). For the purposes of this study details on subcultures and stratification will not be included.

Culture has a forceful and far-reaching influence on consumer behaviour. Individuals are brought up to follow the beliefs, values, and customs in a society and to avoid behaviour that is considered as taboo. People of different cultural societies clothe, adorn, shape and decorate their bodies in a different manner to create an appearance to present to their cultural counterparts (Solomon, 1996:537-539). Personal factors instilled by culture, like beliefs and values, influence the way in which individuals evaluate their own and others' appearance, and how they react to it, which is evident in their consumer behaviour (Hawkins *et al.,* 1995:74, Lennon *et al.*, 1999:198; Schiffman & Kanuk, 2004:322; Wilkie, 1994:311). The decisions consumers make when purchasing apparel cannot be understood without considering the cultural context in which they are made. Culture could be regarded as a frame of reference through which people view and purchase apparel

Van de Velde, Pelton, Turnbull Caton and Byrne (1996:378) indicate that there are relationships between cultural values, personal values, apparel values and consumption behaviour. Cultural values are reflected in apparel values and apparel values are revealed through an individual's apparel choices. The male consumer's culture determines the overall priorities he attaches to different activities and products. It also mandates the success or failure of specific products and services. A product that provides benefits consistent with those desired by members of a culture at any stage has a much better chance of attaining acceptance in the marketplace. The relationship between consumer behaviour and culture is reflected in products and services that resonate with the priorities of a culture at any given time. On the other hand, the study of new products and innovations in product design successfully produced by a culture at any stage provides a window onto the dominant cultural ideals of that period (Solomon, 1996:540). Membership of subcultures also influences consumer behaviour, for example religious groups that buy products that are symbolically and ritualistically associated with the celebration of various religious holidays (Schiffman & Kanuk, 2004:350; Solomon, 1996:465).

All cultures share similarities, e.g. their mother tongue, dress and appearance, mannerisms, housing and cooking and entertainment. However, there is a great variation between cultures regarding the manner of these elements. Similarly, in the South African consumer society, cultural differences that occur, specifically differences in ethnicity, complicate consumer research. Various researchers (Holloman, 1997:15; Hunter-Gadsden, 1990:52; Littrell, Ogle & Kim, 1999:32; Miller, 1993a:11; 1993b:42; Schlossberg, 1993:1; Swinyard, 1998:168) have studied the influence of ethnicity on consumer behaviour and have found that the retail and marketing environments had to adapt to address all ethnic values and needs. For the purposes of this study cultural differences will not be discussed in detail.

Of all the external influences, culture has the broadest impact on consumer behaviour. This refers to both consumers and marketers. Consumer behaviour differs across different cultures – the major challenge and opportunity for marketers in an increasingly global market. Marketers should strive to understand how multiple sub-cultural memberships interact to influence target consumers' consumption behaviour. Therefore, promotional strategy should not be limited to targeting a single culture (Schiffman & Kanuk, 2004:346). Marketers should consider cultural changes that provide them with the basis for new product success and for the consumers' improved daily lives (Schiffman & Kanuk, 2004:373 & 374; Wilkie, 1994:311). All the elements in the marketing mix should serve to communicate symbolically to the cultural group: products and promotions must project an image of their own, and price and retail outlets should symbolically convey images concerning the quality of the product.

2.5.2 Lifestyle

Demographic factors are useful in providing the initial picture of the market, but this is not enough to develop a clear understanding of the market. Apparel consumers' lifestyles differ from each other, but could by implication be predicted by most demographic characteristics, e.g. a high monthly income and good education can lead to the generalisation of a rather upper class lifestyle. However, lifestyle data add colour to the initial picture, but are not always easily available, and the retailer may have to commission a research company to obtain such information (Terblanché, 1998:33).

There are numerous definitions of and perspectives on the concept *lifestyle*. As far back as 1967 Ansbacher (1967:200) defined lifestyle as "… the organismic ideas of the individual as an actor rather than a reactor; the purposiveness, goal-directedness, unity, self-consistency, and uniqueness of the individual; and the ultimately subjective determination of his actions". According to Schiffman and Kanuk (2004:42), lifestyle can be described as the psychological, socio-cultural, and behavioural characteristics that reflect how an individual is likely to act in reaction to consumption decisions. Rochat (1993:45) describes lifestyle as a pattern of roles and activities frequently performed by a consumer that becomes the predominant pattern of life, and Assael (1995:384) broadly defines lifestyle as "…a mode of living that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think of themselves and the world around them (opinions)…" (see Table 2.7).

The lifestyle concept can be applied in three different sectors and at three levels of aggregations, namely an individual; a group, where the members bear a psychological relationship to each other, and which has stability over time; as well as a (generic) category, where the members have only the properties in common on the basis of which they are classified. The broad range of lifestyles includes cognitive style and response style.

The terms *lifestyle* and *psychographics* have been used interchangeably in market research. However, there are distinctions between the two. Lifestyle tends to focus on broad cultural trends in a society or on needs and values thought to be associated with consumer behaviour (culture, social class, reference group, social performance, family and household life cycle as well as time utilisation). Psychographics refers to studies that place special emphasis on generalised personality traits, class-consciousness, attitudes, perceived risks, and the importance of the purchase (Shim & Bickle, 1994:2). According to Assael (1995:384), lifestyle variables are very closely related to psychographic characteristics because attitudes, interests and opinions are psychologically-oriented variables that can be quantified.

In accordance with these views, lifestyle has been defined as a systems concept, which refers to the distinctive or characteristic mode of living, in its aggregate and broadest sense, of a whole society or segment thereof (Anderson & Golden, 1984:406; Lazer, 1969:185; Hawkins *et al.,* 1995:327). Lifestyle is the result of such forces as culture, values, resources, symbols, licence and sanctions. It is a behavioural pattern that a consumer adopts to conduct his/her daily activities. The male consumer also selects fashion that is closely related to his pattern of life. Therefore, with emphasis on consumer behaviour, lifestyle refers to consumers' immediate surroundings, attitudes, interests, opinions, and behaviours, as they relate to the acquisition of fashion merchandise, as well as to how they spend their money and how they allocate their time (Engel *et al.,* 1995:252; Kaynak & Kara, 1998:55; Michman, 1991:1; Rabolt & Miler, 1997:39; Solomon, 1996:128; Sproles, 1979:42).

Huddleston, Cassill and Hamilton (1993:53) as well as Sproles (1979:42) are of the opinion that lifestyle is a consistent way of living, and that it is shaped by values and experiences. Lifestyle is a function of consumers' motivation and prior learning, social class, demographics; the total array of economic, reference group, cultural, sub-cultural and social life forces, as well as other variables (family and individual characteristics such as motives, emotions and personality) that contribute to a person's human qualities. It is also a summary construct reflecting consumers' values, and the way in which they interpret, predict and control their environment. These constructs or patterns result in behavioural patterns and attitudes that minimise incompatibilities and inconsistencies in a person's life. The consumer's desired lifestyle influences needs and attitudes, and thus purchase and use behaviour (Engel *et al.,* 1995:252, 265; Hawkins *et al.,* 1995:327).

The psychological make-up of an individual represents an important influencing variable in consumer decision-making. The personality factors and lifestyle profile of the consumer provides the retailer with the basis for understanding consumer behaviour. The psychological characteristics include the product attributes (price, taste, texture, benefits and quality), psychological attributes (self-concept, personality) and lifestyle attributes (sociological rather than psychological concepts, use of time, services and products by the consumer). Consumer personality can be defined as a dynamic integration of physiological and psychological functions of an individual, through which his/her unique adjustment to a particular environment is determined. The consumer personality variables reflect consistent and enduring patterns of behaviour, and are related to purchasing behaviour (Du Plessis & Rousseau, 2003:241; Rochat, 1993:45).

Specific psychographics are used to understand consumer lifestyle in order to communicate more effectively and to position new or existing products closely to the consumer. Psychographics are often used as basis for market segmentation (Engel *et al.,* 1995:256). The key successes of retail organisations that use lifestyle segmentation are based on their strategy and organisations, on unique patterns of their target consumers, rather than on demographics or merchandise strength (Blackwell &

Talarzyk, 1983:10). Frings (1999:38) states that although consumers share the same demographic characteristics, they would still be very different from each other. It is therefore necessary to focus attention on lifestyle, in order to form a more comprehensive view of consumer characteristics.

Social and psychological dimensions of lifestyle are important in investigating the relationship between lifestyle and consumer behaviour. Sproles (1979:42) is of the opinion that lifestyle can be viewed as a group-oriented, socially influenced phenomenon. A person's lifestyle may have an individualistic or unique character, but at the same time it reflects those roles and activities he/she adapts, or learns, from other people. Sproles (1979:42) also suggests that lifestyle is frequently focused on a central life interest that becomes a determining force in the selection of an individual's roles and activities.

Lifestyle is an important determinant of evaluative criteria, the attributes of specifications used in the selection of a product (Bartos, 1982:26; Engel & Blackwell, 1982:56; Sproles, 1979:84; Stemm, 1980:113). Researchers have examined this in relation to various consumer products (e.g. breakfast cereal, coffee, financial activities, cars, travel), shopping behaviours and retail patronage (Bartos, 1982, Bellenger *et al.,* 1977:37). Lifestyle characteristics that are specific to certain consumers and product categories must be defined and measured if they are to be useful to marketers. For instance, it would be relevant for marketers of an apparel company to identify a fashion-conscious segment. However, the researcher must define lifestyle characteristics, in addition to demographics, since it entails notions and not fixed categories such as age, income, or occupation. As a result, marketers must devise methods to measure lifestyle. Table 2.7 presents a summary of activities, interests and opinions (AIOs) as well as demographic characteristics assembled by various researchers in the field, such as Engel *et al.* (1995:253), Hawkins *et al.*(1995:329), and Plummer (1974:34).

Lifestyle changes can impact on consumer purchasing behaviour. For example, women's employment outside the home has led to lifestyle changes which affect consumption patterns. These changes include pressure of time, greater emphasis on leisure, increased education, greater mobility, desire for self-expression, concern for ecology, a youth orientation, increased communications, technological innovations, increased services, and improved physical fitness (Cassil & Drake, 1987a:20). The

TABLE 2.7: SUMMARY OF DIFFERENT LIFESTYLE CATEGORIES (AIOs)

(Engel *et al.,* 1995:253; Hawkins *et al.,* 1995:329; Plummer, 1974:34)

ACTIVITIES	**INTERESTS**	**OPINIONS**	**DEMOGRAPHICS**
Work	Family	Themselves	Age
Hobbies	Home	Social Issues	Education
Social Events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family Size
Club Membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City Size
Sports	Achievements	Culture	Stage in Life Cycle

increase in the number of working women and the decrease of family size has meant a shift away from the traditional roles of a working male and stay-at-home female. The change in the male's purchasing role is most apparent in increased responsibilities for shopping and child care and in more involvement with cooking and house-cleaning – all traditional female roles. When they do shop, men do not act much differently from women. They tend to spend the same amount of time preplanning purchases and checking prices (Assael, 1995:385).

The lifestyle concept is one of the most widely used in marketing activities. The marketer is interested in consumer lifestyles to identify the way in which people individualise and identify themselves as members of various groups, and in resulting patterns of living. Therefore, it can be seen as a major behavioural concept for understanding and predicting consumer behaviour (Lazer, 1969:185). It provides a way to understand a consumer's everyday needs and wants. It also serves as a mechanism to position products or services in terms of how it will allow the person to pursue a desired lifestyle. The consumer's lifestyle can be used in market-segmentation strategies by recognising both the types of products purchased and the specific brands appealing to the specific lifestyle segment (Solomon, 1996:578-579).

Consumers' lifestyle and value systems are not only shaped by their family, friends, community and significant events, but also by the era in which they were born. Mulrooney (2001:25) assembled *The Generational Model* (refer to Appendix 2), which is a high-level analysis of South African consumers that ignores issues such as race, culture, economics, gender and religion. This model divides these consumers into four types, namely Silent, Boomer, Generation X (the age group studied in this research project) and Millennial (Marsland, 2000:7; Mulrooney, 2001:26). The Xers were strongly influenced by constant change and terror that gripped the South Africa during this period of violence. From Mulrooney's model it is evident that Generation X is attracted by visual concepts, that they are smart and have savoir-faire, are aware of the retailing environment and the products involved, and are never loyal to a product, only to a concept or a lifestyle. These consumers like innovative ideas and value choices, customisation and interactive media.

Since 1963, methods of *measuring* lifestyle characteristics and their relationship to consumer behaviour have been developed and refined (Sproles, 1979:44). To understand what can be achieved by using a marketing segmentation tool, one needs to be informed as to why it was created. The people of a population are very diverse, but they also have certain commonalities. What is required from a market segmentation tool is to create an index that will differentiate between people with different behaviour patterns and group together those people with similar behaviour. The link between lifestyle and consumer behaviour is simple, because the consumers choose products and services according to their lifestyle. Thus dress acts as a symbol of lifestyle. Fashion also facilitates social interaction by providing visual cues of the identity of each participant, thereby setting the stage of interaction. Lifestyle patterns provide retailers with a broad and multi-dimensional view of the consumer. This serves as point of departure for marketing strategies (Plummer, 1974:33).

There are different instruments that measure lifestyle, namely SRI International's *Values and Lifestyles* (*VALS*) (2005) (Appendix 3), which is an American instrument that will be discussed. South African measurement instruments include Marketing Research Africa's *ACNielsen Sociomonitor* (2003) (Appendix 4), and the South African Advertising Research Foundation's (SAARF) *Living Standard Measure* (LSM) (2005) (Appendix 5), which will also be applied to this research study.

According to *Values and Lifestyles* (2005), consumers buy products and services and seek experiences that fulfil their characteristic preferences and give shape, substance and satisfaction to their lives. An individual's primary motivation determines what in particular about the self or the world is the meaningful core that governs his or her activities. Consumers are inspired by one of three primary motivations, namely deals, achievement and self-expression. Consumers who are primarily motivated by *ideals* are guided by knowledge and principles. Consumers who are primarily motivated by *achievement* look for products and services that demonstrate success to their peers. Consumers who are primarily motivated by *self-expression* desire social or physical activity, variety and risk. A person's tendency to consume goods and services extends beyond age, income and education. Energy, self-confidence, intellectualism, novelty seeking, innovativeness, impulsiveness, leadership and vanity play a critical role. These personality traits in conjunction with key demographics determine an individual's resources. Different levels of resources enhance or constrain a person's expression of his or her primary motivation. In response to this, SRI International developed a lifestyle system called VALS2 (see Appendix 3). This lifestyle system was designed to measure the underlying psychological motivations and resources that many consumers share that predict the groups' typical choices as consumers. The system divides consumers into eight value and lifestyle patterns according to the needs that motivate them, as well as their orientations and personalities (Schiffman & Kanuk, 2004:55; VALS, 2005). Refer to Appendix 3 for an extended summary and visual display.

Previously, South African retailers applied Marketing Research Africa's *ACNielsen Sociomonitor* (2003) and the South African Advertising Research Foundation's (SAARF) *Living Standard Measure* (LSM) (2005) (see Appendix 5) in order to determine consumer profiles, niche markets, media mixes and product assortments. Both measurement methods were specifically designed for the South African market and were used as a marketing strategy tool that utilised psychographics, values, motivations, and social class (or living standards) in order to link these variables to describe the market for product positioning. These measurement tools constructed groupings of people out of the total population continuum into contiguous and slightly overlapping groups, which was not ideal. According to SAARF "…the Living Standard Measure has become so relied upon that it's very often being misused and has therefore become the victim of its own success…". Therefore, in 2005, a universal LSM grouping was designed, which implemented 29 LSM descriptors instead of the 20 descriptors initially used, and proposed to 10 LSM groupings (see Appendix 5).

In South Africa very few apparel retailers use a single value group or LSM to define their target market. In the vast majority of cases the target market is defined as a group of two or three LSM groupings. To make these groupings more relevant and understandable for the apparel industry, and to be more usable and practical for future researchers, it was deemed appropriate by *Consumer Scope* (2005) to make the classification more representative of the way it is used. With this as point of departure a new four step partitioning system based on LSM clusters, namely the ***Lifestyle Levels*** (see Appendix 6), was introduced by *Consumer Scope* (2005). This is the most recent market segmentation assembled by *Consumer Scope South Africa* (2005), and is a summary of the SAARF *All Media Product Survey* (AMPS 2004), Markinor's *Future Fact People Scope* (2004), Statistics South Africa's *Mid-Year Estimates* (2005), and the most recent research done by *The Bureau of Market Research of the University of South Africa* (2005). Over 6 000 statements, variables, demographics, products, and services were analysed from numerous studies conducted by researchers in the field in order to add depth to the insights (Consumer Scope, 2005).

The four *Lifestyle Levels* (see Appendix 6) are the following:

- Level One consists of LSM 1, 2 and 3, as marketers hardly ever refer to LSM 1, 2 or 3 alone. This is the largest group and comprises 34% of South African households, but accounts for only 5% of income and expenditure. This level is referred to as the *Bottom Market.*
- Level Two comprises LSM 4 and 5, and is referred to as the *Mass Market*. Although it only includes two LSM groups, it is the second largest at 28% of households. With increasing living standards this group is projected to become the largest consumer group in the South African marketplace, with over 15 million individuals within five years. Their income and expenditure are around 15% of the national households.
- Level Three can be regarded as the *Emerging Market* and is the most exciting level in the South African marketplace. Electrification has accelerated the abundant increase in living standards, possessions and product consumption. As a result of reaping the fruits of the young South Africa, these consumers are the most positive in terms of mindset and outlook on the future. They comprise a quarter of the South African households and a third (33%) of consumption.
- Level Four involves LSM 9 and 10, and is called the *Established Market.* Considering that these consumers have 'had it all' for decades they are surprisingly critical about South Africa that has bestowed all the 'riches' on them. Although they represent only 13% of South African households, they account for nearly half (47%) of the income and expenditure in South Africa (Consumer Scope, 2005).

While demographic indicators such as age, gender, marital status and income have been traditionally used in the study of consumer behaviour and market segmentation, lifestyle and psychographic measures such as shopping orientations have also emerged as reliable discriminators for classifying different types of consumers based on their approach to shopping activities (Gehrt & Carter, 1992:29; Lumpkin & Burnett 1991-1992:89). The following section will focus on the shopping orientation of male apparel consumers to aid in the process of profiling male apparel consumers.

2.6 SHOPPING ORIENTATION

Shopping orientation can be defined as a shopper's style that places particular emphasis on certain activities (Hawkins *et al.,* 1995:65). Howell (1979:22) defines shopping orientation as a shopping specific lifestyle encompassing shopping activities, interests and opinions, and reflecting a view of shopping as a complex social and recreational, as well as economic, phenomenon. This is in accordance with Shim and Kotsiopulos' (1993:74) view that shopping orientation is a complex social, recreational and economic phenomenon.

Shopping orientations have been used primarily in marketing, retailing and advertising research to segment or classify consumers (Hawkins *et al.,* 1995), understand the motivations behind shopping behaviour and habits (Tauber, 1972:47), identify preferences for different types of information and entertainment media (Lumpkin & Darden, 1982:57; Moschis, 1976:62), analyse the usage rates of specific product categories (Darden & Reynolds, 1971:505), ascertain pertinent stores' attributes (Darden & Ashton, 1974-1975:100), and explain consumers' patronage of a specific store or type of retail outlet (Korgaonkar, 1981:80 & 1984:136).

Bellenger and Korgaonkar (1980:79) suggested that for some people, shopping may be a very enjoyable activity, irrespective of the purchase. Convenience and recreational shoppers reflect time-related shopping orientations. Compared to the recreational shopper, the convenience shopper perceives the costs of shopping to exceed the value gained in terms of pleasure and/or information, and therefore tries to minimise the expenditure of time and effort in shopping for goods. Recreational shoppers are a significant force in the retail market. They look for a pleasant atmosphere with a large variety of high-quality merchandise. Compared to the economic shopper, this consumer tends to spend more time shopping even after making a purchase, is more prone to buy something he/she does not like, irrespective of urgency or need, and spends less time deliberating before making a purchase. In addition to shopping, this consumer enjoys outdoor activities, such as hiking, camping and attending sports events. He/she also likes entertaining guests at home and reading newspapers and magazines. Thus, the recreational shopper is engaged in more information seeking than the economical shopper (Bellenger & Korgaonkar, 1980:80).

In an exploratory study on *why* men shop, Tauber (1972:50) found that they do so for many reasons other than the need for products or other services, and suggested a series of personal and social motives for shopping that go well beyond the purchase motive. More recent research in this field (Shim & Bickle, 1994:3; Shim & Kotsiopulos, 1993:85 & 1992a:57) has confirmed that it is important to include shopping orientation in formulating retail strategies. Consumer satisfaction is optimal when retailers understand their target consumers' psychographics and shopping orientation (Shim & Bickle, 1994:2; Summers, Belleau & Wozniak, 1992:85). Lumpkin (1985:169) pointed out that marketers must link consumers' shopping orientation to their marketplace behaviour if they want to make progress in serving their customers. Shim and Kotsiopulos (1993:85) have also emphasised the importance of further investigation of apparel shopping orientation in order to understand the consumer market.

Shopping orientation is closely related to lifestyles, social class, values, stage in the family life cycle, psychographic characteristics, as well as demographic data like gender (Darden & Howell, 1987:62; Howell, 1979: 380; Lumpkin, 1985:289; Lumpkin *et al.,* 1986:81; Shim & Kotsiopulos, 1993:84; Wells & Gubar, 1967:363). As the family progresses through the stages of the family life cycle, new situations and problems arise. These changes can include the availability of resources, such as time and money, the number of members in the family, and each member's age.

Most researchers' reports studied for this literature review revealed that they included personal characteristics in their studies. With regard to demographics it is interesting to note that although men were not excluded, the investigations were mainly focused on women. Fuller and Blackwell (1992:13) argued that this could be explained by the fact that women are perceived as the predominant and 'traditional' purchasing agent of apparel for themselves and family members. Ladish (1994:144) found that shopping orientation was not significantly related to apparel expenditures for men, while economical female consumers were likely to spend more on clothes. On the contrary, Chen-Yu and Seock (2002:51) state in their reported research 10 years later that the fashion gap in contemporary society between men and women has narrowed. Triplett's (1994:1) prior research complements this by explaining that gender roles have shifted: "…men are increasingly shopping for household products and females are shopping for cars and hammers…".

Shopping orientation of the elderly differs from that of younger consumers (Lumpkin & Greenberg, 1982:73). According to Stoltman, Gentry and Anglin (1991:434) and McDougal (1976:292), shopping orientation of different generations may differ due to constant social, cultural and economic changes in society. Shopping orientation therefore varies across individuals and different products within individuals over time and as situations change. Darden and Howell (1987:52) did not support the idea that age has a significant impact on shopping orientation. They were of the opinion that the level of discretionary income influenced whether the consumer was more likely to be an economising shopper. Income was also found to be a significant influence on the types of stores patronised and the method of payment chosen (Darden & Howell, 1987:62).

Pessemier (1980:94) utilised shopping orientations as a key element in modelling store image and positioning. Stoltman *et al.* (1991:434) maintain that the choice of shopping mall and other forms of retail patronage will be influenced by the product and context of decision. These researchers also found that shopping mall choice is significantly related to several shopping orientations, such as frequency of shopping, browsing and time consciousness.

Shopping orientation could also be regarded as a general approach taken to acquire both brand and non-purchase satisfaction from various forms of retail outlets, including shopping malls (Goff & Walters, 1995:915). These researchers investigated the susceptibility to salespersons' influence on consumers' shopping orientations, specifically the recreational and economic shopping orientations. Results indicated that no evidence could be found that showed a relationship between susceptibility to salespersons' influence and economical shopping, but it appears that recreational shopping could be related.

Researchers such as Shim and Kotsiopulos (1992a:50), Gutman and Mills (1982:80) as well as Lumpkin (1985:276) have investigated various relationships among factors influencing both shopping orientations and patronage behaviour, and their findings appear to be inconsistent. This inconsistency may be because different products were investigated. The overall consensus of these studies, however, indicates that in order to comprehend the process of consumer patronage behaviour, retailers must understand determinants of shopping orientations of their consumers that are relatively unique with respect to shopping attributes and patronage behaviour. Consumers with different shopping orientations have different consumer characteristics and market behaviour, including different needs and preferences for information sources, store preferences and store attributes.

Darden and Howell (1987:60) regarded consumers' shopping tendency as their shopping orientation. Shopping orientation was conceptualised as lifestyle specific to the shopping domain, encompassing shopping activities, interest and opinions. Hawkins *et al.* (1995:223) support Darden and Howell's definition and emphasise the relatedness of shopping orientation and lifestyle, and the fact that both constructs are subject to similar influences. In another study conducted by Darden and Howell (1987:53) it was concluded that household life cycle, work experience and income could be used to predict lifestyle, which supports the statement that lifestyle and shopping orientation are related and influenced by similar aspects. Shim and Kotsiopulos (1992a:49) view shopping orientation as a key construct in the study of patronage behaviour. Lifestyle activities, together with information sources, family life cycle and socio-economic class are listed as variables influencing shopping orientation.

Visser and Du Preez (2001:79) proposed shopping orientation categories that are the synthesis of a large number of shopping orientation types from previous research (see Appendix 7). These broad shopping orientation categories were applied when constructing the questionnaire (see Appendix 8), and were taken into account when clusters of male apparel consumers were identified (see Section 4.10).

The above sections discussed literature related to the male apparel shopping behaviour, demographic characteristics, lifestyle and shopping orientation. The following section focuses on their patronage behaviour.

2.7 PATRONAGE BEHAVIOUR

Amongst other things, patronage behaviour refers to which stores or shopping malls consumers prefer, the distance they are willing to travel to stores/shopping malls, the product decisions they make, the types of product they will purchase, and the amount of money they are willing to spend (Howell & Rogers, 1980:674). According to Assael's *Model of Store Choice* (1995:630) (see Section 2.2.3), the consumer's attitude towards and perception of the store's image and attributes, as well as the influence of in-store stimuli, have an influence on whether he/she would choose to patronise a store. Should the consumer regard the experience as positive, it could result in patronage behaviour and store loyalty. Darden's (1980:45) view of patronage behaviour includes more concepts that could impact upon patronage behaviour, such as the influence of external information sources and the effect of the consumer's shopping orientation. Loudon and Della Bitta (1993:22) also add to this view by arguing that apparel consumers' attitudes affect their decision-making process, store choice, patronage behaviour and eventual product and brand purchase.

For the purposes of this study it is necessary to focus on some aspects of the consumer's *decision-making process* as it forms part of and precedes patronage behaviour. A consumer's decision-making style is "…the mental orientation characterising the consumer's approach to make choices…" (Hawkins *et al.,* 1995:19; Sproles & Kendall, 1986:268). Consumers utilise multiple cues, such as store image, price, brand image, promotional material and physical characteristics of products, in order to be able to distinguish merchandise and stores from one another, and to determine product quality when making their purchasing decisions (Kinley *et al.,* 2000:69). Retailers and researchers need to understand their male consumers' needs and motives in order to understand why they decide to buy apparel (Morgenstein & Strangin, 1992:77). Adult male consumers were found to regard window displays as the most important source of ideas for purchasing apparel (Moore, 1971:256). In reporting on their research on Korean men Shin and Dickerson (1999:14) also confirm that male consumers are more likely to rely on non-personal references, such as windows and in-store displays when making apparel purchasing decisions. Thus, the most efficient and practical method of reaching male consumers is by marketing products through advertisements and other non-personal references.

All purchase decisions are not equally complex (Assael, 1995:211), and the individual's psychological make-up and motivations, as well as perception and learning, will have an effect on the search for information on the product, product evaluation, and finally product purchase decisions (Rath, 1993:45). Sproles' *General Model of the Consumers' Fashion Adoption Process* proposed in 1981 adds to this by stating that when consumers make decisions in regard with apparel, concepts such as awareness, interest, knowledge, innovativeness, perceived risk, expectations, attitudes and values are taken into account (Eckman, 1997:195). Lamb, Hair and McDaniel (1998:79) state that when male consumers decide to purchase a product, they usually do so to satisfy some kind of need. According to Maslow's hierarchy of needs (Schiffman & Kanuk, 2004:79), physiological needs are a person's most important needs, then safety, social, esteem, and finally self-actualisation needs. Apparel is firstly a physiological need, but in the present appearance-conscious era, it is a social and esteem need as well. Marketers of brand names should use this motivation as their main marketing focus to target fashion-affinitive male consumers.

Schiffman and Kanuk (2004:443) found that the consumer decision-making process consists of three major components, namely input, process, and output. The *input* component includes external influences that serve as a source of information about a particular store and that influence a consumer's store-related values, attitudes, and behaviour. It also includes non-marketing socio-cultural influences, which affect the consumer's purchase decisions. The *process* component is concerned with how consumers make decisions. The *output* component has to do with when the decision is made, and includes post-purchase behaviour (Schiffman & Kanuk, 2004:455).

The male apparel retail store is the most meaningful form of communication between the apparel retailer and its consumers, and this is where sales take place (Dunne, Lusch & Gable, 1995:390). *Store choice* is part of patronage behaviour, and involves a complex set of decision-making criteria which reflect the consumer's underlying values and attitudes, stored information and experiences, and various psychological, sociological, and economic influences (Summers & Wozniak, 1991:76). Shim and Kotsiopulos (1992a:50) define patronage behaviour as a store choice behaviour which presents an individual's preference of a particular store for purchasing apparel products. Although store choice could imply store loyalty, the term *store choice* is used to indicate consumers' preferences for a store (or stores). *Store loyalty* refers to the enduring relationship of the consumer with the store as a result of regular store visits and customer satisfaction (Assael, 1995:629).

Relationships between variables such as personal characteristics, information sources, shopping orientations and patronage behaviour were investigated and tested by Shim and Kotsiopulos (1992b:59). Results indicated that shopping orientations and the importance of store attributes were more important in explaining patronage of apparel shopping than information sources and personal characteristics. It was clear that the specific patronage profiles of consumers each represent a distinct consumer market segment, and that retailers should take cognisance of all the dimensions influencing the patronage behaviour of male consumers. From previous research findings (Assael, 1995:629; Chen-Yu & Seock, 2002:55; Darden, 1980:43; Lumpkin *et al.,*1986:77; Van Kenhove, De Wulf & Van

Waterschoot, 1999:125), the following store choice dimensions could be identified: general store characteristics (reputation in community, number of stores); physical characteristics (décor, cleanliness, checkout service); convenience of reaching the store from the consumer’s location (time required, parking); products offered (variety, dependability, quality); prices charged by the store (value, special sales); store personnel (courteous, friendly, helpful); advertising by the store (informative, appealing, believable); friends’ perceptions of the store (well-known, liked, recommended); perceived risk; and store location. The dimensions of store choice will differ within different environments and target markets.

Shim, Kotsiopulos and Knoll (1991:35) identified an interaction between body cathexis, clothing attitude and shopping behaviour. They found that consumers who are satisfied with their bodies have positive self-images, are more satisfied with clothing, product variety, and store quality, and have a positive store image. In general, males tend to be more satisfied with their bodies than females (Damhorst *et al.,* 1999:194; Kwon, 1987:39), and one could thus conclude that men could become store loyal more rapidly than females could. Store loyalty is not tested in this research project, but there is strong focus on patronage behaviour of male apparel consumers.

According to Shim and Kotsiopulos (1992b:63), consumers who shop at *discount stores* place importance on prices, return policies and sales prices. These consumers use information from the media and are in a lower social class, therefore they are not likely to be concerned with a variety of styles, apparel quality, and appearance management or fashion magazines. *Speciality store* consumers place importance on apparel quality and variety of styles, brand names and new fashion items. As appearance managers these consumers are highly fashion conscious and engaged in grooming activities. Since being fashionable is regarded as exceptionally important, these consumers are not likely to be economic consumers or concerned with sales prices or return policies. It is important that marketers give direct attention to product image when targeting this niche market. *Department stores’ consumers* are more likely to shop at shopping malls, except for mature consumers who find shopping at a shopping mall increasingly difficult. *Signature store* consumers emphasise product image and perceived product value. These findings could be applicable to South African male consumers who shop for apparel at *discount stores* (including Mr Price and Jet), *speciality stores* (including Markham, Truworths Man, Exact! and RJL), *department stores* (including

Ackermans, Edgars and Woolworths) as well as *signature stores* (including Young Designers' Emporium and Aca Joe).

Bellenger *et al.* (1977:29) indicated that male consumers are no longer motivated to any appreciable extent by rational or economic objectives. Their consumer spending is often based on motivations and images provided by advertisements or package designs. As fashion changes rapidly over time, and consumers' needs and wants become more diversified, impulse buying is more likely. People may go window shopping and decide on impulse to enter a store, view merchandise, and make a purchase.

According to Consumer Scope (2005), store choice greatly depends on a consumer's *Lifestyle Level* (see Appendix 6). Lifestyle Levels One and Two tend to shop at lower priced stores, such as Pep and Jet. Consumers who belong to a higher *Lifestyle Level* tend to shop at higher priced stores such as Woolworths and Edgars.

It is evident from the above that male consumers are influenced by various factors when making decisions regarding purchasing and store choice. The South African retailing environment and its consumers are therefore diversified, yet most apparel shopping takes place in a shopping mall environment. It is therefore necessary to discuss shopping mall behaviour within a South African context.

2.8 SHOPPING MALL BEHAVIOUR IN A SOUTH AFRICAN CONTEXT

Shopping mall behaviour is a complex phenomenon. In the following section this concept will be discussed by firstly looking at retailing in the South African environment, followed by the history of shopping malls, and finally shopping mall behaviour as a consumer behaviour phenomenon.

2.8.1 South African retailing environment

Shopping mall behaviour takes place within the developing South African retailing environment. South African retailing can be defined as "…the set of business activities that adds value to the products and services sold to consumers for their personal or family use…" (Cant & Machado, 2002:9). A retailer plays a crucial role in the development of a community and in fulfilling its needs. The retailer is the most important and last link in the distribution chain, bridging the gap between the manufacturer and the final consumer. Given that business formats are diverse and complex by nature, it is challenging to compile a single classification system that clearly differentiates each type of retailer in South Africa.

The sophistication of a country's retailing infrastructure is an indication of the level of economic development of that country. South Africa is in the interesting position that it has both a sophisticated First World retailing industry, especially in the urban areas, and a Third World retailing infrastructure, mainly in the rural areas (Cant & Machado, 2002:8). The South African retailing industry is regarded as the leading retailing body on the African continent, and consists of a variety of retailing formats including, amongst others, department stores, speciality stores, chain stores, mass merchants as well as *spaza shops*, which are unique to South African non-store retailing. This resulted from consumers' demands and expectations to suit their lifestyles. An overview of the different retailing formats is presented in Appendix 9.

A few large retail corporations dominate the apparel marketplace in South Africa, including Woolworths, Edcon, the Foschini Group, Truworths, and Pep. These power retailers have definite competitive advantages in comparison with small independently-owned retailers. Their depth of assortment and competitive prices are difficult to match. In spite of the formidable presence of large-scale retailers, there remain considerable opportunities for independent retailers (Donnellan, 1996:105; Frings, 1999:36).

In the past most retail stores were located in the centres of cities. Consumers migrated to the suburbs because of transportation, parking and safety problems. Sub-shopping districts developed in outlying areas of cities as populations migrated toward these areas (Terblanché, 1998:189). Over time, shopping malls developed spontaneously as commercial complexes with on-site parking that are structured, owned, and managed as units. South African shopping malls can be classified as one of the following: regional, community, neighbourhood, local, traditional or value shopping malls (Terblanché, 1998:126). Developments in South African shopping malls are parallel with moves abroad, and there is what may be termed *double-action dynamism* in the South African retailing environment. The mix of stores in these shopping malls is designed to attract a specific type of consumer and to satisfy their particular shopping needs and orientations, as well as lifestyles (Cant & Machado, 2002:9).

South African retailing is one of the most sophisticated businesses in the country – featuring state-of-the-art computerised merchandise control and distribution systems, extraordinary merchandise presentation, in-depth consumer and market research, and representation of international trends and global markets (Cant & Machado, 2002:19, Consumer Scope, 2005). In 1996 retailers were responsible for a total turnover of more than R131.6 billion. Goods and services were supplied to more than 35 million consumers, and provided employment opportunities to hundreds of thousands of people (Cant & Machado, 2002:8). While the retailing industry plays a dominant role in the South African economy, it does not operate in isolation, since various external factors exert a strong influence on it.

2.8.2 History of shopping malls in South Africa

Since the early 1970s there has been a remarkable growth in the development of shopping malls in South Africa. The *South African Property Owners' Association* (SAPOA) has identified about 730 *shopping malls* over a total area of 5.56 million square metres (Statistics South Africa, 2005). The South African shopping mall evolution is described in three distinct phases. In the late 1960s and early 1970s a host of small convenience and neighbourhood malls were developed. The next phase was characterised by the rapid growth and the emergence of *supermarkets* and *chain store* formats. The increasing mobility, migration to the suburbs, increasing traffic congestion in the cities, and new suburban shopping also contributed to the reduced popularity of downtown shopping. Thus retail management began to operate in a changing environment (Terblanché, 1998:127).

In the 1980s, a massive growth of large *regional* and *community shopping malls* was acknowledged, reflecting the changing lifestyles of the white South African elite. In the late 1980s and early 1990s community and regional malls developed further in the non-traditional areas of the country. Consumers and retailers moved from the central business districts to suburban shopping malls. The shopping malls offered improved parking and security facilities, and attracted retailers and their consumers even though rentals were generally higher. In more recent history a new retail concept has emerged in South Africa, namely *value shopping malls* or *discount shopping malls*, e.g. N1 City in Cape Town or the East Rand Value Mall in Gauteng. These malls comprise of off-price retailers who sell large ranges of branded goods at highly competitive prices. They are often the manufacturers or leading importers of the specific merchandise. Another innovation is *water-centred retailing parks,* e.g.

Canal Walk, the V&A Waterfront and the Randburg Waterfront, all situated in South Africa (Terblanché, 1998:36-37).

The first fully enclosed, air-conditioned shopping mall in a black township in South Africa opened in 1979 in Umlazi, outside Durban in KwaZulu-Natal. Shopping malls in black townships could not be included in this research project due to limited accessibility and funds. However, Warrington (2005:394 has studied the shopping mall development strategies for emerging markets in KwaZulu-Natal. Findings indicated that factors conducive to shopping mall development, such as high private vehicle ownership, high disposable income, willing retailers, effective town planning and state assistance, have not yet reached levels that would benefit the widespread development of shopping malls in black townships. Emerging market shopping mall developments in the central districts of rural towns, however, have been generally successful and are setting the benchmarks in South Africa (Warrington, 2005: 394).

2.8.3 Shopping mall behaviour

Today's male apparel consumers have a plethora of shopping and experiential consumption options. The enclosed shopping mall is a significant venue for male consumers in that it is capable of offering both a shopping and an experiential environment. Although noticeable differences among age groups have been reported with respect to preferences for mall attributes and mall concepts (Anderson, Burns & Reid, 2003:59), no reports on large-scale quantitative studies on male shopping mall behaviour in South Africa could be found.

For the context of this study, *shopping mall behaviour* refers to all activities conducted within a shopping mall, reasons for visiting the relevant shopping mall, company when shopping, time spent in the shopping mall, as well as store and product choice within the shopping mall. Shopping mall behaviour does not merely refer to the acquisition of products. It is buying images, aesthetics that establish the consumer's self as a social being. Apparel consumers visit shopping malls in order to gain information on merchandise quality, fashion trends, prices and more (Du Plessis & Rousseau, 2003:89).

Nearly 50 years ago, in an era when consumer convenience was regarded as highly luxurious, Kelly (1958:37) stressed the importance of convenience in consumer purchasing by noting that one key to understanding shopping behaviour was the increased importance consumers were attaching to convenience considerations. In today's competitive retailing environment, consumers have become even more demanding, and have become time- and shopping convenience-oriented (see Appendix 7). As a result, apparel retailers and the shopping malls in which they are located, are continually compelled to make decisions directed toward meeting the varying demands of their prospective consumers in order to attract them. The more accurate a shopping mall's product and service offerings are with the intention of meeting apparel consumer expectations, the more likely it will encourage customers to become regular patrons.

Some consumers may seek to minimise the time required for shopping (i.e. time convenience shopping orientation) but others are more recreation-oriented (enjoyment shopping orientation) (see Appendix 7). Recreational shoppers can be defined as those who enjoy going to a shopping mall as leisure time activity and may also be more actively engaged in information seeking than are convenience shoppers. Retailers located in closed shopping malls tend to cater for recreational shoppers. These retailers should stress quality merchandise, and store décor in attempting to attract patrons (Bellenger & Korgaonkar, 1980:92). The popularity of the Mall of America (Minneapolis, USA) with its theme park, ice skating rink, and huge variety of stores and experiences (Berry, Lewis, & Haeckel, 2002:85), as well as Canal Walk (Cape Town, South Africa) with its roller-coaster theme park and inside entertainment and fun park, are consistent with this trend toward an experience economy.

Shopping mall entertainment, in general, is important to consumers who visit shopping malls, simply enjoying being there with friends and engaging in a variety of entertainment activities (Baker, Parasuraman, & Voss, 2002: 139; Kinley, Kim & Forney, 2003:52; Mangleburg, Doney, & Bristol, 2004:101). The entertainment available makes a difference in shopping mall choice (Wang, Gomez-Insausti, Biasiotto, Barbeiro, McNally, 2000:65). Although Pine and Gilmore (1999:165) describe shopping mall entertainment as an absorptive and passive experience, apparel shopping in itself can be described as both an activity as well as a passive (browsing) experience.

According to Carpenter and Moore (2005:1), some of the emerging issues for shopping malls are those related to the mall as an "…entertainment destination, an atmosphere that is distinctive or evokes certain feelings, or a source and venue for recreation". Indeed, retailers who combine retail, leisure and entertainment provide a value-added experience for consumers as described by Kooijman

(2002:214), and suggest that experiential shopping mall attributes that might be important determinants of male apparel consumers' shopping mall preferences or choice. Baker and Haytko (2000:57) also found in their research that consumers do not necessarily separate the two activities of shopping and entertainment. In fact, the entertainment portion of the shopping mall does not necessarily need to be outside of the shopping experience – finding unusual or special stores is often entertaining (Anderson *et al*., 2003).

The most preferred or ideal mall, i.e. the one with the greatest overall utility, is "…one that has lots of everything (cool stores and entertainment options), is a good place to hang out with friends, and very attractively designed" (Carpenter & Moore, 2005:27). The physical environment of a mall and the variety of stores in a mall has been shown to be positively related to a desire to stay in the shopping mall, and the excitement level experienced in the mall (Wakefield & Baker, 1998:16). According to Baker and Haytko (2000:32), apparel consumers indicated that the décor or look of the mall was important to them. Driven by rising affluence and variety-seeking needs, consumers are also increasingly searching for new and unusual experiences that will engage and not just entertain them (Berry *et al.,* 2002:87).

The shopping mall is also a way of identifying social status through symbolic objects (Anderson, *et al.,* 2003:27). Shopping malls attract a broad audience amongst young adult generations of consumers with higher disposable incomes, for whom fashion and style are an expression of image and status. Shopping malls have become the consumption sites where such images can be purchased as ready-to-wear masks.

To attract substantial numbers of an appropriate market segment to a shopping mall, advertising is essential. The media primarily used to achieve this goal are newspapers, radio and television, which have been proven as successful communication channels to apparel consumers (Diamond, 1999:50). Consumer Scope (2005) indicates media vehicles specific to each *Lifestyle Level* (see Appendix 6) that could be applied by marketers when targeting niche markets. Media types differ across the four levels, for instance, *Lifestyle Levels* One and Two could mainly be reached by weekly newspapers and magazines, compared to *Lifestyle Level* Three and Four that could, in addition to newspapers and magazines, be reached by means of the Internet or cinema marketing.

If South African shopping malls are to meet the challenges inherent in the ’third retail revolution’ that combines retailing, leisure and urban entertainment, they must understand the link between male shopping behaviour and mall design. In other words, they must become more “customer-centred” (Knee, 2002:531) and learn to better manage the “total customer experience” (Berry *et al.,* 2002:86). It seems as if apparel consumers across the world have become more feeling- and experience-oriented when it comes to visiting shopping malls, and their behaviour within the shopping mall will depend on what the relevant shopping mall offers them.

2.9 CONCLUDING REMARKS

In Chapter 2 a few selected theoretical models in the field of consumer behaviour were discussed. These models served as the theoretical basis for the study and they guided the development of an expanded conceptual framework. The concepts investigated in this study were selected from this expanded conceptual framework. They covered the apparel consumers’ shopping behaviour, their demographic and socio-cultural characteristics as well as shopping orientation and patronage behaviour. In addition to this, shopping mall behaviour was discussed in the South African context. Chapter 2 achieved the literature-related objectives as set out in Chapter 1 (see Section 1.4.1) and provided a framework that served as point of departure for planning and conducting the empirical study, which will be dealt with in the following chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter provides a description of the research methodology applied in this exploratory study to meet the study objectives. The research problem was identified as follows: To what extent could male apparel consumers be clustered according to their lifestyles, shopping orientations and patronage behaviour, and do the clusters differ according to selected demographic characteristics and shopping mall behaviour? Based on the objectives formulated for the empirical study (see Section 1.4), it was decided to conduct a quantitative survey. Within the delimitations of scope of the study (see Section 1.6), a scientifically sound empirical study was planned and conducted in accordance with the objectives set to present valid and reliable information.

The specific objectives (see Section 1.4) to be met by the **empirical study**, and the primary concern of this chapter, include the following:

5. To determine to what extent male apparel consumers could be clustered according to selected variables, namely lifestyle, shopping orientation and patronage behaviour
6. To determine which of these variables attribute to differences between the clusters
7. To determine between which clusters these differences occur
8. To profile different clusters of male apparel consumers that share the same characteristics, namely demographic characteristics, lifestyle, shopping orientation and patronage behaviour
9. To identify the shopping mall behaviour of male apparel consumers.

3.2 STORE-INTERCEPT RESEARCH METHOD

The store-intercept method was chosen for data collection. This method of data collection has been used in previous studies and has proved to be appropriate and warranted. It has also been recommended for data collection within this field of study (Damhorst, 1991:191; Du Preez, 2001:149; Eckman, Damhorst & Kadolph, 1990:15). This research method holds a number of advantages above other methods, of which the biggest advantages are the realism of the environment, the immediacy of the data collection and the reduction of artificial influences (Bush & Hair, 1985:158; Dillon, Madden & Firtle, 1994:77; Eckman *et al.,* 1990:14; Hester, 1989:162; Loudon & Della Bitta, 1993:55). Restrictions to this method exist, and some of the advantages and limitations will be discussed in more detail in the paragraphs below.

Complexity and versatility: The store-intercept method is seen as less complex and more versatile than the in-home personal interview, the mail panel and direct mailing methods. As an interviewer is present, and all necessary materials, visual cues and rewards can be brought to the store, this method of data collection was regarded as suitable for the purposes of the study. The relative ease with which the method can be used, even with illiterate respondents, could be considered as an advantage when respondents might have limited levels of education (Du Preez, 2001:150).

Quantity of data: Many respondents can be interviewed, since the interview is usually not longer than 30 minutes. This is, however, also a limitation, as the questionnaire has to be set in such a manner that it takes the minimum time to complete. This could result in information without enough depth (Du Preez, 2001:150).

Sample control: The choice of respondents was limited to store apparel consumers. This could give rise to the following problems:

- Only those consumers who browse for or buy apparel in the Markham stores were chosen as part of the sample.
- Consumers were only intercepted on the certain days and times of the day.
- Consumer profiles could differ drastically from store to store.
- Consumers could be incorrectly selected for an interview by the fieldworker (Du Preez, 2001:150).

Despite all the above-mentioned possible problem areas, care was taken to restrain the effect of these limitations. The researcher was mainly concerned with male apparel consumers and variables influencing their shopping behaviour. Persons not entering Markham fell outside the scope of this study. A scientific approach and practical considerations were used to select specific days and times for data collection. Different shopping malls that could be frequented by different consumers made provision for a broad scope in the profiles of consumers visiting the Markham stores. Fieldworker training and set criteria were applied to restrict the incorrect selection of participants.

Quality of data: The store-intercept could be considered as equivalent to the telephone interview in terms of the ability to provide complete and in-depth responses, as the interviewer can be trained to use standard interviewing methods reducing interviewer bias (Bush & Hair, 1985:158). The interview, however, still takes place in an unnatural setting with the possibility of influenced or socially pleasing responses being given by respondents. However, various researchers (Eckman *et al.,*1990:13; Dillon *et al.,*1994:56; Hester, 1989:161; Loudon & Della Bitta, 1993:201) reason that the setting where the consumer makes the decision is the ideal place to gather data as it is a real situation, eliminating the artificial laboratory environment (Du Preez, 2001:151). Fieldworker training was used to emphasise the importance of being consistent in the interview methodology so that the fieldworkers would not give any indication of their own subjective response to the interview question. According to the fieldworkers, very few of the respondents who were identified and approached declined to participate in the interview. This might be attributed to the fact that the store-intercept method is not common in South Africa, and that consumers could have regarded it as an opportunity to express their views.

Speed and cost: Store-intercept is one of the fastest methods of data collection, and large amounts of data can be collected in a very short period. This is one of the major advantages when compared with the mail questionnaire or the in-home interview. The cost is relatively high. Fieldworkers must be transported to the store/shopping mall and paid for each interview that has been successfully conducted. However, the cost of a store-intercept should be compared to the advantages gained, namely that the data collection timeframe is much shorter and greater control can be exercised over the data collection. (Du Preez, 2001:152; Reynolds, *et al.,* 2002:688).

The store-intercept method has both advantages and disadvantages. In the final analysis, it is the researcher's responsibility to reduce potential threats to the validity of the data by introducing a precise, controlled and scientific research methodology.

3.3 SAMPLE POPULATION

The sample population consisted of male apparel consumers who entered the Markham stores situated in three selected shopping malls in Cape Town. The broad objective of the study was to investigate male apparel consumer shopping behaviour (see Section 1.4). Consequently, only male apparel consumers (buyers and browsers) were considered for inclusion in the sample population. Another criterion for inclusion in the sample population was age. Only those male consumers in the age group 20-35 years old were considered as part of the sample population due to the Markham's target profile. Consumers outside this age segment were excluded from the study population. In the apparel market, age is an important factor that is related to the consumer's patronage intention. Research has shown that consumers from different age ranges portray different apparel behaviour (Owens, 1997:41; Seo *et al*., 2001:211).

Given the delimitations of scope of the study (see Section 1.6), only three shopping malls in Cape Town were selected, namely N1 City, Cavendish Square and Canal Walk. The choice of the three malls was based on their geographical location and relevant target markets. It should, however, be kept in mind that consumers, other than those in surrounding suburbs or in the targeted socio-economic groups, could visit the selected malls for a variety of reasons.

Only those Markham stores situated in the above-mentioned shopping malls were selected for the purposes of this study. One of the objectives of the study was to investigate shopping mall behaviour (see Section 1.4). Consequently, Markham stores situated outside shopping malls could not be considered for inclusion. Differences in consumer behaviour within shopping environments other than the shopping mall environment could influence the validity of the data.

3.4 SAMPLE SELECTION

For this survey a convenience sample was selected. However, the sample selection was thoroughly planned by attempting to make provision for all the major limitations of the store-intercept method. Specific attention was given to the geographical location of the shopping malls and respondent profiles (described above) as well as day of the week, time of the day and fieldworker training.

It was decided to appoint nine fieldworkers. Each should interview three men per hour over a timeframe of 11 hours. This would result in 33 completed questionnaires per fieldworker per store. Three fieldworkers were stationed at each store in each of the three malls, resulting in 99 interviews per store (and thus per mall) and 297 for the entire study (see Table 3.1). This quota was based on the advice of the statistician who was consulted during the research and fieldwork design.

The day of the week and time of the day for data collection was planned as follows: Times considered appropriate for fieldworkers to conduct the store intercept interviews were established, namely Saturday from 09:00-17:00 and Sunday from 09:00-12:00. It was assumed that most males are economically active and that they tend to shop during this time of the day and on these days. They would thus frequent the selected malls and would consequently be inclined to visit the Markham stores.

TABLE 3.1: TOTAL SAMPLE: RESPONDENTS PER SHOPPING MALL

SHOPPING MALL	FIELDWORKERS	TOTAL QUESTIONNAIRES
N1 City	3	99
Canal Walk	3	99
Cavendish Square	3	99
TOTAL	**9**	**297**

As stipulated in Table 3.2 below, a timeframe and quota schedule was set up to capture all male consumers (satisfying the conditions for inclusion) who entered the store during the specific time slots and days of the week.

TABLE 3.2: SCHEDULE FOR TIMEFRAME AND QUOTAS PER FIELDWORKER

DAY	TIMEFRAME	NUMBER OF RESPONDENTS TO BE INTERVIEWED PER FIELDWORKER
SATURDAY	09:00 – 10:00	3
	10:00 – 11:00	3
	11:00 - 12:00	3
	12:00 – 13:00	3
	13:00 – 14:00	3
	14:00 – 15:00	3
	15:00 – 16:00	3
	16:00 – 17:00	3
SUNDAY	09:00 – 10:00	3
	10:00 – 11:00	3
	11:00 – 12:00	3
TOTAL	**11 hours**	**33**

A specific weekend in the middle of the month was chosen with the absence of major live or broadcasted sport events to ensure that weekend sport supporters, who shop at Markham, could be included in the sample. A weekend in the middle of the month was chosen to reflect normal sales and number of consumers in stores, to avoid that the results be skewed by month-end shoppers who tend to spend more money soon after receiving their monthly income.

The fieldworkers were carefully selected and trained. Specific instructions were given regarding the way in which they should select, approach and screen potential respondents. A detailed description of fieldworker training and procedure for data gathering is given in Section 3.6.

3.5 MEASUREMENT INSTRUMENT

In the following section the development of the questionnaire as measurement instrument will be discussed, as well as the pilot testing thereof.

3.5.1 Development of the questionnaire

A questionnaire was developed comprising five sections (see Appendix 8) that were pertinent in answering the research question and reaching the stated objectives of the study. The development process and statistical guidelines for questionnaire development were followed in accordance to literature on this subject (Dillon, Madden & Firtle, 1994:124; Fox, 1989:158; Oppenheim, 1996:203), and as far as feasible, within the demarcations of this study.

All the items, except those in Sections A and E, were rated on a 5-point Likert-type scale. The reason for choosing this type of scale could mainly be attributed to the following:

- As the scale points were verbally anchored, respondents had clarity regarding the researcher's understanding of the value of the scale point (Du Plessis & Rousseau, 1999:111).
- Marketing and literature supports the usage of Likert-type scales to measure attitudes (Schiffman & Kanuk, 2004:170).
- Likert-type scales are generally accepted as the scaling method to be used in consumer survey type research (Dillon *et al.*, 1994: 89; Loudon & Della Bitta, 1993:173; Munson & McIntyre, 1979:50; Shim & Kotsiopulos, 1993:76).

Even though controversy surrounds the choice of the number of points on the scale (Dillon *et al.,* 1994:88; Perry, 2000:16), it was considered appropriate not to exceed a five-point scale, assuming that the respondents would want to spend as little time as possible on the interview. According to Du Plessis and Rousseau (2003:27), rating scales should not be too long – a five point Likert-type scale is generally considered most suitable for the South African consumer market.

The questionnaire was compiled in both English and Afrikaans (see Appendix 8). It was assumed that most of the Markham's customers would be able to communicate fluently in English and/or Afrikaans. These are also the languages chosen by Markham to communicate with their customers. Consequently, it was considered unnecessary to translate the questionnaire into any other of the official languages. It would also be too costly. The language used to phrase the items of the questionnaire was simple, easy to understand and unambiguous.

The different sections of the questionnaire comprised the following:

Section A: Shopping mall behaviour

This section employed 10 questions (see Appendix 8) formulated by the researcher in collaboration with Markham's marketing director. Research in the applicable field of study (Anderson *et al*., 2003:27; Bearden, 1977:19) was also taken into account. The questions covered the following:

- Shopping mall patronage (Question 1)
- Shopping company (Question 2)
- Shopping mall activities (Question 3)
- Time spent on shopping (Questions 4 and 5)
- Apparel shopping behaviour (Questions 6-8)
- Store patronage (Questions 9 and 10).

Questions were answered by checking all the applicable boxes provided. In the case of no proposed answer to be applicable, space was provided to write out the respondent's answer.

Section B: Lifestyles

This section included 29 items (see Appendix 8) representing different dimensions of lifestyle as documented in the literature:

- Activities and interests, e.g. hobbies, sports, museums, ballet (Items 1-9)
- Apparel specific lifestyle (Items 10-16)
- Family and social involvement (Items 18-22)
- Church and community involvement (Items 23-25)
- Media usage (Items 17, 26-29).

The items were adopted from previous research (Du Preez, 2001:160; Huddleston *et al*., 1993:52; Shim & Kotsiopulos, 1993:75; Visser, Du Preez, Du Toit, 1996:3). Acceptable reliability (coefficient alpha above 0.5) was reported in the various research findings (Du Preez, 2001:188 = 0.57-0.81; Huddleston *et al.,* 1993:28 = 0.55-0.87; Shim & Kotsiopulos, 1993:78 = 0.70-0.79; Visser *et al*., 1996:3 = 0.43-0.78).

Respondents were requested to indicate how often they carried out the listed activities by checking the appropriate box. Possible responses ranged from "never" (1) to "very often" (5):.

1 = Never

2 = Rarely (every six months)

3 = Seldom (every two months)

4 = Often (once a month)

5 = Very often (once a week).

Section C: Shopping orientation

Broad dimensions of shopping orientation were identified from previous research (see Section 2.6 and Appendix 7). Based on this literature and in an attempt to represent a wide range of shopping orientations, it was decided to employ the 22 items used by Du Preez (2001:160). Coefficient alphas ranging from 0.43 to 0.75 were reported for the scale. The 22 items (see Appendix 8) were representative of seven shopping orientation categories or dimensions:

- Enjoyment and interest (Items 5, 11, 13 19)
- Shopping confidence (Items 4, 12, 18)
- Fashion orientation (Items 7, 15, 22)
- Time convenience (Items 1, 8)
- Finance (Items 2, 9, 14, 21)
- Brand conscious (Items 6, 16, 20)
- Patronage (Items, 3, 10, 17).

Respondents were asked to indicate their level of agreement with each of the statements. They responded on a five point Likert-type scale ranging from "strongly disagree" (1) to "strongly agree" (5).

The quantification of the Likert scale was as follows:

1 = Strongly disagree

2 = Disagree

3 = Not sure

4 = Agree

5 = Strongly agree.

Section D: Patronage behaviour

A list was compiled of 11 stores that offer menswear as part of their merchandise mix or that cater for male consumers exclusively (Markham and Truworths Man). These stores were selected to represent discount stores (Mr Price and Jet), chain speciality stores (Markham, Truworths Man, Exact! and RJL), department stores (Ackermans, Edgars and Woolworths) as well as signature stores (Aca Joe and Young Designers' Emporium) (see Appendix 8). These stores were chosen, based on their presence in the three selected shopping malls. The decision to group the stores was based on research by Shim and Kotsiopulos (1993:75).

Respondents were requested to indicate at which of the stores and how often they buy apparel. Possible responses ranged from "never" (1) to "very often" (5). The following quantification of the Likert scale was based on the advice of the statistician:

1 = Never

2.= Rarely (every six months)

3 = Seldom (every two months)

4 = Often (once a month)

5 = Very often (once a week).

Section E: Demographic information

This section included eight demographic questions, namely age, population group, language, marital status, education, occupation, income and expenditure on apparel (see Appendix 8). Questions had to be answered by checking the applicable box provided. Should no applicable option be available, additional boxes were provided for questions two, three and six. Respondents had the option to complete this part of the questionnaire on their own, since they entailed socially sensitive questions regarding income and membership of population group.

3.5.2. Pilot testing the questionnaire

It was decided to conduct a pilot study before finalising the questionnaire for the following reasons:

- To eliminate ambiguity and to confirm that the questions and statements had been clearly formulated;
- To test the respondents' understanding of the questions and statements;
- To establish a completion time for the questionnaire.

The researcher presented the questionnaire to nine male respondents, three at each of the three shopping malls in Cape Town (N1 City, Canal Walk and Cavendish Square). The respondents represented each of the three dominant population groups (African, Coloured and White). Some of them were not fluent in English or Afrikaans. No ambiguity or difficulty in understanding the questions or statements was reported by the participating respondents, and thus no adjustments were made to the questionnaire.

3.6 FIELDWORKER TRAINING AND DATA GATHERING

Fieldworkers participated in a training session before data gathering could take place. In the following section the selection of fieldworkers, their training, and the procedure of data gathering will be discussed.

3.6.1 Fieldworker selection and training

Fieldworkers were carefully selected and trained to ensure that the data gathering would produce scientifically sound data and to rule out the possibility of unusable questionnaires or to restrict this probability to a minimum. Three males and six females were sourced as fieldworkers, all enrolled as senior (third- or fourth-year) or post-graduate students at the University of Stellenbosch.

With the selection of fieldworkers the following criteria prevailed:

- They had to be fluent in both English and Afrikaans. This was regarded as important because the questionnaire was available in English and Afrikaans and the fieldworkers had to be able to explain any section of the questionnaire (irrelevant of language) to the respondent should he encounter difficulties in understanding the question or statement.

- They had to be within the same age group as the participants, i.e. 20-35 years of age. This was set as a criterion so that the fieldworker could identify with the store's target consumer, and therefore with the target respondent.

- They had to understand the concept of fieldwork. This was significant with the intention that fieldwork could be done with utmost accuracy as set out in the training manual (see Appendix 10*)* to ensure that collected data were scientifically sound.

- They had to be available and willing to undergo training. Fieldworkers had to attend a compulsory fieldworker training session to ensure that procedures were executed consequently throughout the interviewing process at the various shopping malls.

It was suggested by the statistician that approximately 99 interviews should be completed per store, making it feasible and realistic to allocate three fieldworkers per store to complete three interviews per hour. This was decided given that the early (09:00 -10:00) and later (16-00 -17:00) time slots generally tend to attract fewer consumers than the busier time slots.

A training session was scheduled one week before data were gathered. It was decided to do *just-in-time* training as the fieldworkers should be able to recall information given to them in the training session. A *Fieldworker Manual* (see Appendix 10) was handed out during the training session. In the training session the following issues were discussed:

- The goals of the research: Fieldworkers were briefly informed of the objectives of the research project to create an understanding of what the topic of the research was about and how they could support in achieving this goal by following the instructions given to them in the training session.

- The selection of respondents: The criteria for the selection of respondents were discussed in full as correct and accurate selection of participants was essential. Every male consumer in the age group 20-35 years who entered Markham was regarded as a potential respondent. After approaching the customer and identifying himself, the fieldworker would offer information regarding the research project by handing over a *Letter of Introduction* (see Appendix 11). If he was willing to participate, the interview would commence and the participant would be supplied with a *Scale Sheet* (see Appendix 12). When the interview was completed, the respondent received a gift and was thanked for the time invested in the project. The next customer who entered the store was regarded as the next potential respondent, and approached in the same way. This procedure was followed until the quotas for that specific time slot and day in the respective store had been reached (see Table 3.2).

- The questionnaire and method of interviewing: Fieldworkers were briefed on the format of the questionnaire and the reason for including each section in accordance with the study objectives. Fieldworkers were trained on how to introduce respondents to each section before responding to the questions. The importance of standardised interviewing was accentuated when training the fieldworkers, to ensure that the data gathering process was scientifically sound. Fieldworkers got the opportunity to practise the interviewing process on each other in order to ensure their understanding of the questionnaire and to give them an opportunity to practise their interviewing skills. This also gave them an opportunity to discuss any ambiguity regarding the questionnaire and interviewing process. The following interviewing procedure was prescribed:
  - The fieldworker approached the potential respondent and requested collaboration. If the respondent gave his consent to participate, the fieldworker explained the incentive of receiving a Perspex key holder when completing the interview.
  - The fieldworker explained that there were no right or wrong answers, and that the questionnaires would be handled as confidential and anonymous.
  - The background information and instructions for each section were explained. Respondents were given a questionnaire scale sheet (see Appendix 12), and fieldworkers explained that they could answer the questions of Sections B and C by calling out the relevant number, e.g. if the answer was ‘strongly disagree’ or ’strongly agree’, they would call out ’one’ or ’five’ respectively.
  - The fieldworkers were instructed not to give any of their own opinions, lead the respondents, or discuss any question in any way.
  - If questions were not understood, specific examples were explained in order to clarify the question, and to keep the interview and response as standardised as possible.
  - The questionnaire could be filled out by the respondent or the fieldworker.
  - The fieldworkers proceeded in the above manner throughout the whole questionnaire, taking approximately 10 minutes to complete the questionnaire.

- Timeframe and quota schedule: The store intercept was conducted by following a fieldworker schedule which specified the time frame and quota of the respondents (see Table 3.2). The shopping mall, date of data gathering, time of day, and quota of questionnaires completed by each fieldworker were discussed. It was imperative that fieldworkers were informed that 33 interviews had to be done by each of them, which would result in a convenience sample of 99 respondents who entered each of the three selected stores respectively, according to the time and quota schedule.

- Retail stores and shopping centres that took part in the research project were discussed and fieldworkers were informed about the store allocated to each of them.

- Practicalities: Each fieldworker was issued with the correct number of questionnaires. Three extra questionnaires were also handed out in case a respondent completed the questionnaire incorrectly and a replacement interview needed to be conducted. All the relevant names and contact details were provided so that fieldworkers could contact the research team when necessary. The complimentary gifts (Perspex key holders) were also issued to the fieldworker. Fieldworker leaders gathered all correctly completed questionnaires and handed it to the researcher when the fieldwork was completed.

- Remuneration of fieldworkers: Fieldworkers were compensated for each correctly completed questionnaire to keep unusable questionnaires to a minimum.

3.6.2 Procedure for data gathering

Investigating consumer behaviour involves people and it is regarded important to follow procedures that are ethically correct (Huysamen, 1994:178). During the survey all the respondents were treated with respect, dignity and courtesy, and their privacy was respected. It was emphasised that participation was voluntary and that respondents would remain anonymous. If a respondent had any objection to completing the questionnaire, the fieldworker would discontinue the interview.

Data gathering took place simultaneously at the three shopping malls from 15-16 November 2003. A total of 297 questionnaires (see Table 3.1) were intended to be completed by means of store intercept interviews. After the allocated time slots of 11 hours over a period of two days, all nine fieldworkers completed their allocated 33 questionnaires and it was subsequently unnecessary for them to return to the shopping malls to complete outstanding interviews. During the data gathering process, the researcher moved between the shopping malls to ensure that fieldwork was being done precisely and according to plan. The researcher also took responsibility for data capturing before statistical analysis could commence.

3.7 STATISTICAL ANALYSIS

Statistical analysis was performed by means of the SPSS 11.0 Statistical Package. Firstly, various descriptive statistics (means and frequency tables) were generated for the sample by following statistical procedures, and mean scores were calculated for the lifestyle and shopping orientation items. Next, the internal structure and reliability of the lifestyle and shopping orientation scales were investigated by means of factor analysis and the analysis of internal consistency coefficients (see Sections 3.7.1-3.7.2). Lastly, cluster analysis was done to establish whether respondents could be divided or segmented into distinct groups (see Section 3.7.3). One-way ANOVA and Bonferoni multiple comparisons were applied to determine the difference between the clusters (see Sections 3.7.4-3.7.5). Based on these analyses, profiles of the clusters could be compiled (see Section 3.7.6). The statistical methods were chosen in accordance with the objectives of the study and in consultation with a statistician. The appropriateness of the various statistical analyses was confirmed from literature (Du Preez, 2001:167) and with academic and statistical experts and researchers in the field of Consumer Science. A brief overview of the statistical methods applied and the motivation for using these relevant methods will be given in the paragraphs to follow.

3.7.1 Internal structure and reliability of two measurement scales

In order to determine the internal structure and reliability of Section B (Lifestyle) and Section C (Shopping Orientation), Principle component factor analysis and internal consistency coefficients were used. This approach was followed to exclude those items that do not load on a specific factor and do not show acceptable item-total correlations (Ghiselli, Campbell & Zedeck, 1981:255; Nunnally, 1978:17). Many researchers accentuate the method of combining the item analysis and factor analysis as the optimal combination of the construction and purification of the questionnaire for further data analysis (Kline, 1994:23; Shim & Kotsiopulos, 1993:82).

3.7.2. Factor analysis

The fundamental goal of factor analysis was to find the factors (dimensions) underlying a set of items. Factor analysis was applied to the observed correlations between the items. Factor analysis was performed using the Principle component analysis application with varimax (an orthogonal) rotation and Kaizer normalisation. The dual purpose of factor analysis was firstly, to assist in increasing the reliability of the questionnaire by only including those items that loaded on a specific factor in the subsequent analysis of the data. Secondly, the motivation for applying factor analysis was to disclose the underlying factorial structure of both lifestyle and shopping orientation. The researcher usually envisages a small number of principle factors that explain a large amount of variance in the data (Chatfield & Collins, 1980:89; Tabachnick & Fidell, 1989:77). These principle factors should eventually simplify the interpretation of the large data sets without a meaningful loss of data.

3.7.3. Cluster analysis

Cluster analysis is a multivariate procedure for identifying groupings in data and is recommended for use in exploratory data analysis (SPSS 8.0 Base Application Guide, 1998:293). The objective of cluster analysis was to group objects/cases that display small within-cluster variation relative to the between cluster variation (Hair, Anderson, Tatham & Black, 1998:282; West, 1991:33). These clusters can then be profiled in accordance to the mean values of the variables, which distinguish between the clusters. This technique has been successfully applied by various researchers in the field of Consumer Behaviour and Clothing and Textiles (Du Preez, 2001:208; Littrell *et al.,* 1999:34; McDonald, 1994:355; Shim & Bickle, 1994:5; Shim & Kotsiopoulos, 1993:75; Visser & Du Preez, 1998:42). A hierarchical cluster analysis was performed in order to identify distinct clusters of male apparel consumers, based on their scores on the underlying dimensions of the two measurement scales (Lifestyles and Shopping Orientation – Sections B and C) and their scores on the individual items regarding Shopping Patronage (Section D). This clustering technique is often used in Social Sciences research when describing individuals who are often the subjects of these research studies (Du Preez, 2001:169).

3.7.4. One-way ANOVA

One-way Analysis of Variance (ANOVA) is also referred to as the F-test (Dillon *et al.,* 1994:164). This method of statistical analysis was performed to test the hypothesis of no-differences among means of two or more independent sample groupings.

Ho: $\mu 1 = \mu 2 = \mu 3 = \mu 4$

Ha: $\mu 1 \neq \mu 2 \neq \mu 3 \neq \mu 4$

This statistical procedure was applied to establish whether the dependent variables (lifestyle, shopping orientation and patronage behaviour) differ as a whole across the cluster groups (independent variables). If an overall difference is found between groups, separate analysis of variance should be employed to establish which of the dependent variables differ significantly along the cluster groupings (Dillon *et al.,* 1994:502; Hair *et al.,* 1998:499). The one-way ANOVA procedure was applied as it was necessary to determine **which** of the dependent variables differ significantly across the cluster groups (independent variable).

In the ANOVA the total variability of the scores, i.e. within-group variation and between-group variation, is considered. This resulted in the between-group variation being at least equal to or larger than the within-group variation. If the F-value is near to 1, it indicates that the null hypothesis (i.e. there are no significant differences between the groups) can be accepted. For the purpose of this study the characteristics of the groups were studied. Therefore the between-group variation was important as it gave a reflection of the significance of the difference of the effect of the independent variable on the specific group. Thus the ANOVA procedure was very important to determine precisely which of the dependent variables attributed significantly to the differences between groups. These variables would be used extensively in profiling the different groups/clusters.

3.7.5. Post-hoc test: Bonferoni multiple comparisons

When the null hypothesis of the one-way ANOVA is rejected, it can be concluded that the cluster groups differentiate significantly between the dependent variables. Consequently, it is regarded appropriate to investigate between which of the clusters the differences lie. The t-test is not recommended, as the probability associated with the t-statistic assumes that only one test is performed (SPSS 8.0 Base Application Guide, 1998:126). When several means are tested, as per the Bonferoni multiple comparison test method, the probability of finding one significant pair by chance alone increases rapidly with the number of pairs, i.e. an Inflated Type 1 error (SPSS 8.0 Base Application Guide, 1998:126). It was thus decided to apply the Bonferoni multiple comparison method that has been mentioned.

3.7.6. Profiling the clusters

As mentioned in the previous section, the derived clusters were profiled using the variables included in the cluster analysis that differed on a statistically significant level, in order to aid in the labelling of the clusters. Consequently, mean scores of variables were compared for the different clusters. The clusters were also profiled against the demographic variables not included in the cluster analysis, to further aid in the interpretation of the data.

3.7.7 Schematic summary of statistical procedures

The statistical procedures were chosen to attain the study objectives as set out in Chapter 1. By using appropriate statistical procedures, valid conclusions regarding the results of the study could be made. A schematic summary of the statistical analyses is presented in Figure 3.1. This could contribute to understanding the statistical procedure followed to attain the objectives set for the empirical part of the research project.

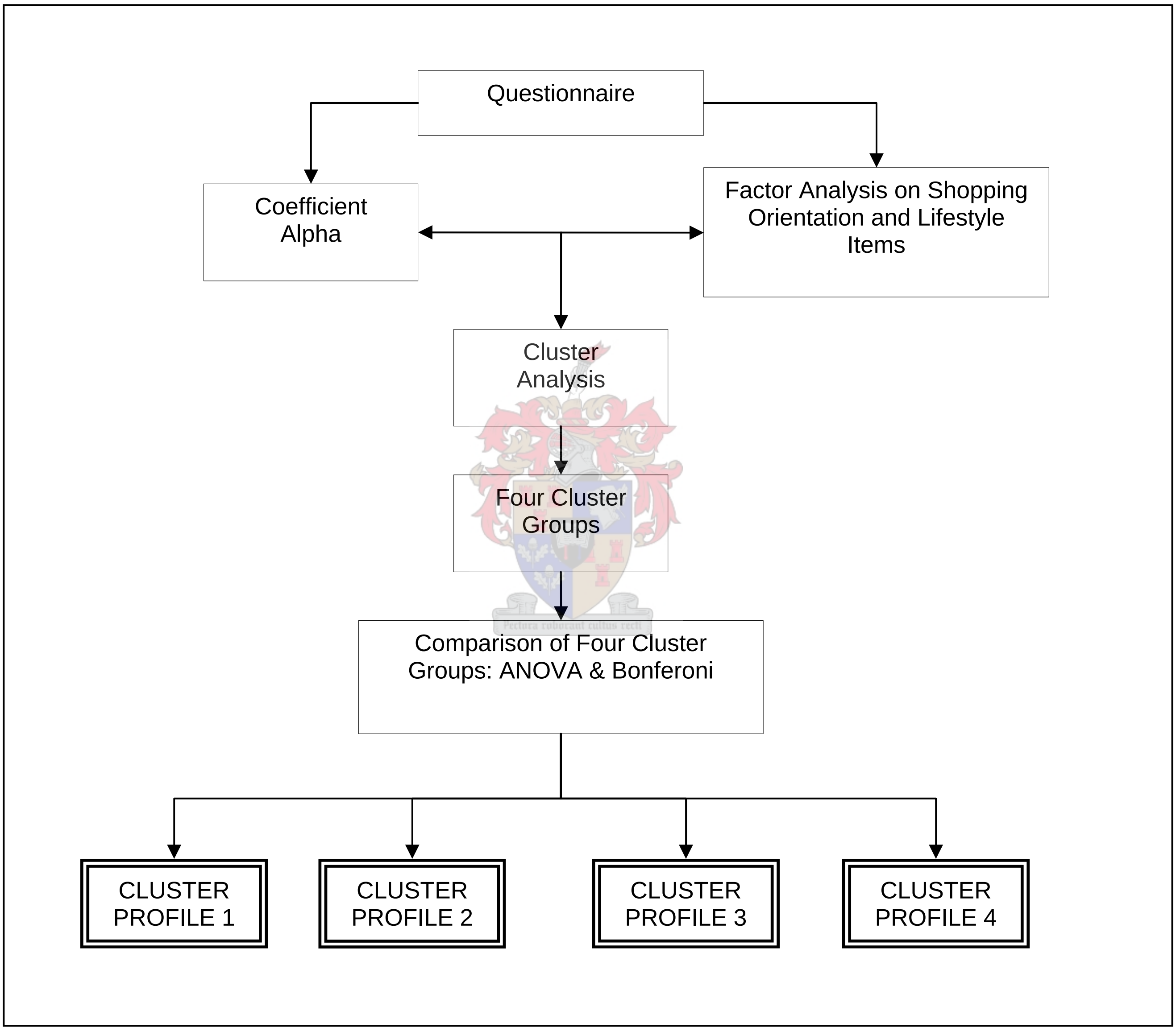

FIGURE 3.1: SCHEMATIC SUMMARY OF THE STATISTICAL PROCEDURE

3.8 CONCLUDING REMARKS

For this research project the researcher planned the empirical study by using the study objectives as point of departure. The appropriate systematic, reliable, and scientifically sound research methodology and statistical analyses were primarily considered in designing the study. Sample selection, compiling and testing the measuring instrument, as well as data gathering, were done with utmost circumspection. Statistical analyses were done in collaboration with and under the guidance of a qualified statistician. In Chapter 4 the results of the study will be presented and discussed.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 INTRODUCTION

This explorative study was designed to investigate whether apparel consumers could be clustered according to their lifestyle, shopping orientation and patronage behaviour, and to determine whether these clusters also differ according to selected demographic characteristics. In the previous chapter the methodology of the study was discussed with reference to the sample selection, the measurement instrument, the data gathering and the data analysis employed in this study. This chapter reports the results of the investigation. The objectives set for the study (see Section 1.4) will guide the presentation of the results.

4.2 DESCRIPTION OF SAMPLE

In the following section the description of the sample will be dealt with by focusing on their demographic characteristics.

4.2.1 Demographic profile of total sample

A total of 297 male apparel consumers were selected and interviewed. The demographic characteristics of the total sample are summarised in Table 4.1. The highest percentages are highlighted.

The group of respondents reflected a young male buyer, with a majority of 56.6% between the ages of 20 and 24 years (see Table 4.1), i.e. Generation X (Mulrooney, 2001:26). Limited research is available on age-related shopping mall behaviour of consumers. Seo *et al.* (2001:211) found that young people are more involved in apparel than older adults, and that people from different age categories also have different preferences for apparel. According to Chowdhary (1999:130), age has an impact on shopping behaviour, especially with regard to the purchasing of apparel. The influence of reference and peer groups is also more dominant in younger consumer groups, especially teenage groups, and the impact thereof can be seen in the apparel shopping behaviour of these consumer groups (Schiffman & Kanuk, 2004:129, Anderson *et al.,* 2003:59; Berry *et al.,* 2002:89; Wakefield & Baker, 1998:38).

According to Du Plessis and Rousseau (2003:335), population groups in South Africa have specific buying patterns and specific preferences. In the Western Cape the ratios of the population groups are as follows: Coloureds (54%), Africans (27%), Whites (18%), and Indians/Asians (1%) (Statistics South Africa, 2005).

TABLE 4.1: DEMOGRAPHIC CHARACTERISTICS OF SAMPLE

Demographic Variable	n	%
Age		
20-24 yrs	168	56.6
25-29 yrs	81	27.3
30-35 yrs	48	16.2
Total	*297*	*100.0*
Population Group		
African	37	12.5
Asian	15	5.1
Coloured	144	48.5
White	101	34.0
Total	*297*	*100.0*
First Language		
Afrikaans	92	31.0
English	172	57.9
isiXhosa	23	7.7
Setswana	6	2.0
isiZulu	4	1.3
Total	*297*	*100.0*
Marital Status		
Married	61	20.5
Single / Never Married	220	74.1
Divorced	14	4.7
Widower	2	0.7
Total	*297*	*100.0*
Highest Level of Education		
Primary	1	0.3
Grade 10 (Std 8)	22	7.4
Grade 12 (Std 10)	123	41.4
Diploma	81	27.3
B.Degree	51	17.2
Post-graduate	19	6.4
Total	*297*	*100.0*
Occupation		
Unemployed	41	13.8
Clerical, technician, secretarial	53	17.8
Salesperson, middle management (etc.)	62	20.9
Corporate (manager)	31	10.4
Professional	51	17.2
Other (including students)	59	19.9
Total	*297*	*100.0*
Total Monthly Income Before Tax and Deductions		
R0 - R999	67	22.6
R1 000 - R2 999	48	16.2
R3 000 - R4 999	57	19.2

R5 000 - R6 999	45	15.2
R7 000 - R8 999	23	7.7
R9 000 - R14 999	37	12.5
R15 000 - R19 999	11	3.7
R20 000 and more	9	3.0
Total	*297*	*100.0*
Average Monthly Apparel and Accessories Spending		
R0 - R99	12	4.0
R100 - R199	27	9.1
R200 - R299	43	14.5
R300 - R399	48	16.2
R400 - R499	49	16.5
R500 and more	118	39.7
Total	*297*	*100.0*

In this study, the dominant population group was Coloured (48.5%), replicating the Western Cape population ratios. This was followed by White (34%), African (12.5%) and Asian (5.1%) (see Table 4.1).

The respondents were thus mainly from two population groups. Their first language was either English (57.9%) or Afrikaans (31.0%). This could be attributed to the geographical area in which the study was conducted where English and Afrikaans are the predominant languages. isiXhosa (7.7%), Setswana (2%) and isiZulu (1.3%) were spoken least, which could also be attributed to the geographical area selected for this study (see Table 4.1).

Almost three-quarters (74.1%) of the respondents were single/never married. Marital status could have an influence on the respondents' disposable monthly income and their shopping behaviour (Assael, 1995:331; Gilbert, 1999:57; Hawkins *et al.,* 1995:31; Morgenstein & Strangin, 1992:86). The education level of the sample is relatively high. Only 8% of respondents had not completed their high school education. The dominant level of education was Grade 12 (41.4%), followed by a diploma of some kind (27.3%). This level of education, however, is not reflective of the South African consumer society as a whole (see Section 2.4.3). A possible explanation for the high education level could be the location of the shopping malls from which the sample was drawn, being urban and near educational institutions, as well as the high percentage of the respondents in the age group 20-24 years.

The occupation of the respondents ranged from 10.4% in the corporate category, to 20.9% being salespersons or in middle management. Of the total sample, 13.8% were unemployed. This figure is low in comparison with the national unemployment rate of 21.38% of the total population (Statistics South Africa, 2005). According to Cassil and Drake (1987a:32), employment status is an important variable which influences consumer behaviour and consumption patterns.

Almost 60% of the respondents earned less than R5 000 per month, while 22.6% earned less than R1 000 per month. However, nearly 40% of all respondents indicated that they spent more than R500 per month on apparel and accessories. One could argue that since 19.9% of all respondents had 'other' occupations, and even specified that they were full-time students, their apparel and accessories expenditure was not necessarily funded from their own income, but from sources such as parents or bursaries. It is presumed that young males who shop at Markham, like to buy fashionable clothing that is usually more expensive and therefore requires a large proportion of disposable income. Seen against this background, a monthly expenditure in the region of R500 or more is not exceptional for a consumer with a relatively low income – especially when additional sources of income are provided. This could also be attributed to the fact that traditionally younger consumers tend to be more fashion conscious than older consumers, and spend more on apparel. Since fashionable apparel is in general more expensive than core apparel, more money is spent when apparel purchases are made. Also, in this age group (20- 35 years), consumers tend to express their identity and socio-economic status through apparel and accessories.

As evident from the above, occupation, income and expenditure are closely related and should therefore be studied collectively. In the following section the demographic characteristics of the respondents will be discussed in relation to each shopping mall.

4.2.2 Demographic profiles across shopping malls

Since it was assumed that the three shopping malls attracted consumers with different demographic characteristics, it was deemed significant to consider the relevant statistics. Table 4.2 (highest percentages are highlighted) summarises the demographic characteristics of the respondents across the three shopping malls. According to the data summarised in Table 4.2 the age distribution across the three malls reflects a rather young male apparel buyer, with Cavendish Square having the highest percentage of respondents between the ages of 20 and 24 years (66.7%), followed by Canal Walk (55.6%) and N1 City with the lowest percentage at 47.5%. Within each shopping mall there were more young (20-24 yrs) than older (30-35 yrs) respondents. This coincides with the age distribution of the respondent group as a total (see Table 4.2).

TABLE 4.2: DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS ACROSS SHOPPING MALLS

Demographic Variable	N1 City		Canal Walk		Cavendish	
	n	%	n	%	n	%
Age						
20-24 yrs	47	47.5	55	55.6	66	66.7
25-29 yrs	34	34.4	26	26.3	21	21.2
30-35 yrs	18	18.1	18	18.1	12	12.1
Population Group						
African	7	7.1	5	5.0	25	25.3
Asian	2	2.0	7	7.1	7	7.1
Coloured	63	63.6	45	45.5	33	33.3
White	27	27.3	42	42.4	34	34.3
First Language						
Afrikaans	42	42.4	22	22.2	27	27.3
English	53	53.5	69	69.7	50	50.5
isiXhosa	3	3.1	3	3.0	18	18.2
Setswana	1	1.0	5	5.1	0	0.0
isiZulu	0	0.0	0	0.0	4	4.0
Marital Status						
Married	31	31.3	21	21.2	9	9.1
Single / Never Married	61	61.6	69	69.7	90	90.9
Divorced	6	6.1	8	8.1	0	0.0
Widower	1	1.0	1.0	1.0	0	0.0
Education						
Primary	0	0.0	1	1.0	0	0.0
Grade 10 (Std 8)	10	10.1	5	5.1	7	7.1
Grade 12 (Std 10)	44	44.4	40	40.3	39	39.4
Diploma	26	26.3	33	33.3	22	22.2
B.Degree	15	15.2	15	15.2	21	21.2
Post-graduate	4	4.0	5	5.1	10	10.1
Occupation						
Unemployed	8	8.1	8	8.1	24	24.2
Clerical, technician, secretarial	27	27.3	17	17.2	10	10.1
Salesperson, middle management	16	16.2	28	28.2	19	19.2
Corporate (manager)	14	14.1	10	10.1	7	7.1
Professional	18	18.1	17	17.2	16	16.2
Other	16	16.2	19	19.2	23	23.2
Monthly Income Before Tax and Deductions						
R0 - R999	15	15.2	14	14.1	37	37.3
R1 000 - R2 999	17	17.2	20	20.2	13	13.1
R3 000 - R4 999	24	24.2	17	17.2	15	15.2
R5 000 - R6 999	15	15.2	13	13.1	16	16.2
R7 000 - R8 999	10	10.1	7	7.1	6	6.1

Demographic Variable	N1 City		Canal Walk		Cavendish	
	n	**%**	**n**	**%**	**n**	**%**
R9 000 - R14 999	10	10.1	17	17.2	10	10.1
R15 000 - R19 999	4	4.0	7	7.1	1	1.0
R20 000 and more	4	4.0	4	4.0	1	1.0
Monthly Apparel Spending						
R0 - R99	4	4.0	2	2.0	6	6.1
R100 - R199	12	12.1	4	4.0	11	11.1
R200 - R299	7	7.1	15	15.2	21	21.2
R300 - R399	19	19.2	18	18.2	11	11.1
R400 - R499	18	18.2	19	19.2	12	12.1
R500 and more	39	39.4	41	41.4	38	38.4

The dominant population group for both N1 City and Canal Walk was Coloureds (respectively 63.6% and 45.5%), and Whites (34.3%) and Coloureds (33.3%) were almost equally represented for Cavendish Square. The African and Asian population groups were in the minority at all three malls, but the percentage of Africans (25.3%) was considerably higher than those at the other two shopping malls. Canal Walk had an almost equal representation of the Coloured (45.5%) and White (42.4%) population groups. These differences could be attributed to the location of the shopping malls being in the near vicinity of suburbs that had been reserved for Coloureds and Whites in the previous political dispensation.

Language distribution of the respondents across the malls reflected in general that of the respondent group as a whole (see Table 4.2). English was dominant in all three malls, followed by Afrikaans. isiXhosa, Setswana and isiZulu were spoken least. Although English and Afrikaans (in this order) were recorded as first languages, the percentages differed across the three shopping malls. The percentage of English-speaking respondents was much higher than Afrikaans-speaking respondents at both Canal Walk (69.7% as opposed to 22.2%) and Cavendish Square (50.5% as opposed to 27.3%).

The majority of respondents (61.6%) were single/never married. Although the same tendency is evident from the results in Table 4.2, the percentage of single male respondents at Cavendish Square (90.9%) was much higher than those for Canal Walk (69.7%) and N1 City (61.6%). The education level of the respondents differed slightly. The percentages of respondents who had obtained tertiary education were higher at Cavendish Square (53.5%) and Canal Walk (53.6%) than those at N1 City (45.5%).

The highest percentage (27.3%) of consumers at N1 City were in the clerical and technical occupation group. A similar percentage (28.2%) of respondents at Canal Walk were in the middle management occupation group. It is, however, difficult to explain the occupation profile of respondents at Cavendish Square (see Table 4.2). It is possible that students from the nearby University of Cape Town frequent this shopping mall. Since the data gathering was done over a weekend, students who generally like to browse for relaxation during this time of the week could have been interviewed. It is assumed that since the questionnaire did not provide a 'student' option under occupation, students probably selected either 'unemployed' or 'other' when answering this section of the questionnaire.

A respondent's level of occupation reflects his/her level of socio-economic status and income, and thus his/her buying power (Assael, 1995:351). However, the income distribution of the respondents across the three shopping malls contradicts this. The majority (24.2%) of respondents at N1 City earned R3 000-R4 999 per month, whilst the most (20.2%) of Canal Walk's respondents earned R1 000-R2 999 per month and Cavendish Square's respondents indicated that the greater part (37.3%) of their respondents earn R0 - R999 per month. This could be associated with the assumption that the area in which the study was conducted has a high concentration of students, who usually have a fairly low monthly income, but can afford to spend larger amounts of money on consumer goods because they are financially supported by their parents. Thus even though educational levels of respondents seem high, their income levels are fairly low. Given that higher levels of education can generally be related to higher levels of income (Assael, 1995:352), this might not have been the case since the respondents could have been students.

4.3 SHOPPING MALL BEHAVIOUR

Shopping mall behaviour as a variable could not be included in the clustering process and did not form part of the profiles. It was therefore regarded appropriate to summarise the shopping mall behaviour of the respondents per total group and across the three shopping malls (see Appendix 13).

To facilitate the interpretation of the large volume of data it is visually displayed in Figure 4.1. When the reasons for visiting a shopping mall were compared across the three shopping malls, the respondents at Canal Walk and Cavendish Square considered 'Variety of stores' (61.6% and 62.6% respectively) as of most importance, compared to respondents at N1 City who indicated 'Proximity to home' (60.6%) as the most important reason for frequenting the shopping mall. These N1 City respondents also indicated that they 'Know the mall well' (52.5%) and consequently shop at the shopping mall.

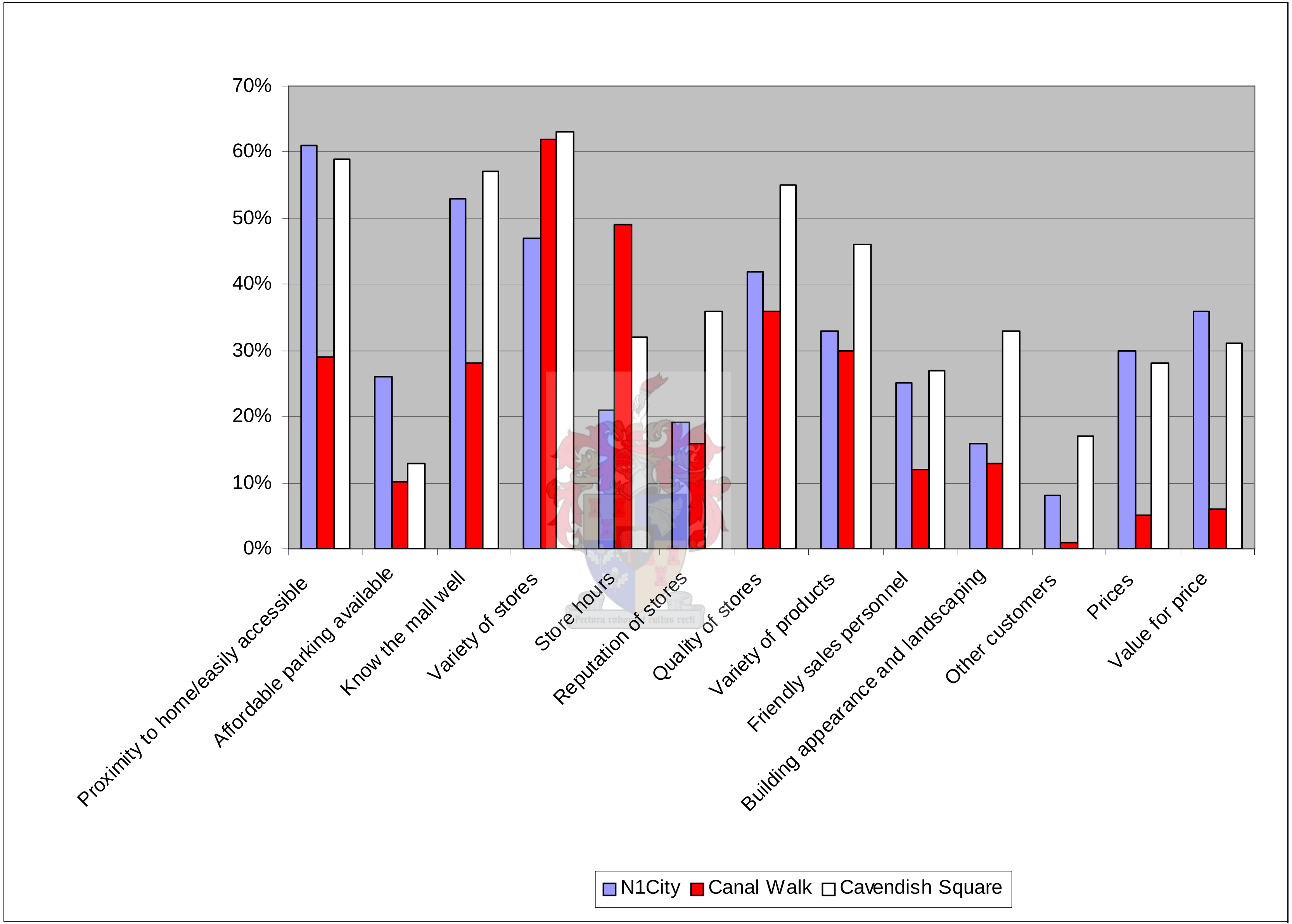

FIGURE 4.1: SHOPPING MALL BEHAVIOUR AS PORTRAYED IN REASONS FOR VISITING THE SHOPPING MALL

Respondents at Cavendish Square gave three additional reasons that could be considered as important to them, namely 'Proximity to home' (58.6%), 'Know the mall well' (56.6%) and 'Quality of stores' (54.4%). Carpenter and Moore (2005:1) refer to various researchers (Baker & Haytko, 2000:34; Kinley *et al.,* 2000:68; Wakefield & Baker, 1998:30; Wang *et al.,* 2000; and Anderson *et al.,* 2003:52) who confirmed the importance of the variety and quality of stores available in the destination shopping mall. Appendix 13 shows that most (56.9%) of the respondents (total sample) regarded the variety of stores as the main determinant when choosing a shopping mall.

The respondents as a whole group indicated their wives or girlfriends (49.2%) or friends (42.8%) as their company when visiting shopping malls (see Appendix 13). The majority of respondents at N1 City and Canal Walk also regarded their girlfriends or wives (57.6% and 55.6% respectively) as their company when visiting a shopping mall. However, the majority (53.5%) of Cavendish Square respondents regarded their friends as their shopping company, and wives and girlfriends (34.3%) were in the second position. This could be due to the fact that 66.7% of the Cavendish Square respondents were in the age category 20-24 years, thus a young market segment that would tend to visit shopping malls with their friends. Mangleburg *et al.* (2004:114) reported in their study that "shopping with friends" could be regarded as a global phenomenon amongst mall shoppers, and that most people prefer to shop with their friends because they can "hang out together in the mall" and engage in activities other than shopping, such as seeing a movie or visiting a theme park.

Recent research (Carpenter & Moore, 2005:6; Baker & Haytko, 2000: 54; Kinley *et al.,* 2003:70) found that young people visit shopping malls that provide escapist experiences such as an amusement parks, skating, theatres, live music shows and fashion shows. Large proportions indicates that N1 City (49.5%) and Cavendish Square (71.7%) regarded shopping mall entertainment, like going to the cinema or a fun park, as relatively important activities in the shopping malls. Canal Walk respondents, on the other hand, preferred to shop for a variety of products when visiting the shopping mall. The main activities of the respondents when visiting a shopping mall in general are to shop for apparel, shoes and accessories (Sample: 73.4%; N1 City: 81.8%; Canal Walk: 57.6%; Cavendish Square: 80.8%).

As evident in Appendix 13, a large percentage of respondents spend up to three hours in the shopping mall per visit (Sample: 79.1%; N1 City: 83.9%; Canal Walk: 73.8%; Cavendish Square: 79.8%). The time spent on buying apparel per visit ranges from one to two hours. The majority of the respondents (more than 80% for the whole sample and the three shopping malls respectively) shop for a variety of products including apparel. Nearly 43% of N1 city respondents spent one to two hours in the shopping mall per visit, compared to the majority of Canal Walk and Cavendish Square respondents (36.4% and 40.4% respectively) who spent two to three hours per visit.

During their time in the mall, the majority, namely 80.8% respectively of N1 City and Cavendish Square, and 87.9% of Canal Walk respondents, shop for a variety of products including apparel (see Appendix 13). Nearly half (51.25%) of the total group of respondents at the three shopping malls entered Markham to browse for apparel. This is not surprising, since more than 80% of respondents shop for a variety of products at all three malls. They would therefore visit a variety of stores to browse for and purchase a variety of products. An average of 30.6% of respondents across the three shopping malls entered Markham specifically to buy apparel.

Just more than half (51.2%) of respondents who entered Markham were account holders (see Appendix 13). This could serve as explanation for their high apparel expenditure per month. Thus, even though they indicate that their apparel and accessories spending is approximately R500 or more per month, most of this could be charged to their account, and not paid for in cash. Of the three malls, Cavendish Square had the lowest percentage of account holders (38.4%), Canal Walk the second lowest (52.5%) and N1 City the highest (62.6%). Across the three shopping malls, 53.2% of the respondents indicated that they visited apparel stores only before entering Markham, and 47.5% of them intended to visit apparel stores only when leaving Markham (see Appendix 13).

Even though shopping mall behaviour did not form part of the clustering process, it provided useful background information regarding male apparel consumers and their consumer behaviour. This also provides valuable information to Markham for constructing their marketing strategies and composing a marketing mix. Subsequently, in the following section variables included in the clustering analyses will be discussed.

4.4 LIFESTYLE

Lifestyle is a pattern of living that can be identified by activities, interests and opinions together with involvement in community and cultural activities, social interaction and media usage (Assael, 1995:384; Du Preez, 2001:185). The lifestyle section of the questionnaire comprised 29 items on activities and interests (9 items), apparel specific lifestyle (7 items), family and social involvement items (5 items), church and community involvement items (3 items), and media usage items (5 items) (see Appendix 8 and Section 3.5).

4.4.1 Mean scores of lifestyle across shopping malls

Mean scores were calculated for each of the items in the lifestyle section of the questionnaire. This was done to illustrate broad differences between the respondents of the shopping malls. The items were listed in Table 4.3 from the highest to the lowest mean score for the total sample. The highest and lowest mean scores were also highlighted as follows: green = highest, yellow = second highest, pink = third highest and blue = lowest. The mean scores portrayed in Table 4.3 give a broad overview of those activities in which the respondents engage, their interests and opinions, as well as their media usage. The scores of the respondents of the three shopping malls could also be compared. The items that rated highest were in the 'Media' category. 'Listen to the radio' had the highest mean score for the total sample and the three shopping malls. Sample: 4.37; N1City: 4.57; Canal Walk: 4.16 and Cavendish Square: 4.57. 'Watch television' and 'reading newspapers' obtained the second and third ranking in the total sample (4.22 and 4.06 respectively) as well as among N1 City respondents (3.99 and 3.94 respectively). Respondents from Canal Walk and Cavendish Square respectively 'read magazines' (4.01) or 'read the newspaper' (4.35) more often than all the other activities (with the exception of listening to the radio). N1City and Canal Walk respondents regarded visiting an art museum or gallery as the activity they rarely engaged in (1.58 and 1.87 respectively) and Cavendish respondents rarely attended 'Ballet, opera or musical shows' (1.96).

In the lifestyles category 'Activities and interests', the item 'Play Sport/physical exercise' received the highest mean score (Total sample: 3.85; N1 City: 3.75; Canal Walk: 3.83 and Cavendish Square: 3.97). Of the seven apparel specific items, 'Shop for apparel' received the highest score more often than the other activities. Most respondents regarded themselves as more entertainment- oriented because they engaged in 'Entertaining friends at home' or indicated that they enjoyed 'family meetings'. However, they rarely engaged in 'School and community projects'.

4.4.2 Reliability and multi-dimensionality of lifestyle

In order to determine the internal structure (construct validity) of the lifestyle questionnaire and to reduce the 29 items to a meaningful number of underlying dimensions, a factor analysis was performed.

TABLE 4.3: LIFESTYLE PROFILE IN TOTAL AND ACROSS SHOPPING MALLS (MEAN SCORES)

Lifestyle Activity	Total	N1 City	Canal Walk	Cavendish Square
27. Listen to radio	4.37	4.57	4.16	4.57
26. Watch television	4.22	3.99	3.99	4.31
28. Read newspaper	4.06	3.94	3.89	4.35
29. Read magazines/journals	4.03	3.9	4.01	4.17
1. Play sport / physical exercise	3.85	3.75	3.83	3.97
16. Make an effort to dress stylish	3.78	3.85	3.69	3.81
18. Entertain friends at home (e.g. *braai*)	3.69	3.73	3.76	3.59
19. Have dinner at friends	3.65	3.56	3.57	3.83
10. Shop for apparel	3.56	3.71	3.41	3.55
7. See a movie	3.52	3.39	3.41	3.76
20. Go to dinner at a restaurant	3.52	3.59	3.53	3.43
17. Read magazines that include fashion (e.g. GQ,	3.49	3.3	3.65	3.52
14. Window-shop	3.41	3.42	3.4	3.39
4. Travel for work	3.36	3.61	3.31	3.17
11. Shop for apparel at sale	3.26	3.43	3.1	3.24
23. Attend church or church activities	3.25	3.48	3.03	3.22
3. Travel for pleasure	3.11	3.15	3.17	3.17
6. Hobbies e.g. craftsmanship, fishing	3.05	3.12	2.84	3.18
15. Try on apparel	2.97	2.9	2.95	3.06
21. Family meetings	2.95	2.93	3.02	2.9
5. Cook	2.93	2.84	2.9	3.04
2. Attend sport matches	2.92	2.82	2.91	3.04
22. Shop with friends in order to socialise	2.81	2.65	2.91	2.88
12. Shop for apparel at boutiques/signature stores	2.46	2.41	2.55	2.43
13. Shop for apparel at designers	2.39	1.93	2.77	2.46
25. School involvement	2.19	2.12	2.16	2.28
24. Community projects (e.g. collecting money for	2.14	2.11	2.04	2.27
9. Ballet/Opera/Musical shows	1.86	1.64	1.98	1.96
8. Art museum or gallery	1.85	1.58	1.87	2.11

This was followed by a reliability analysis to determine the internal consistency of the extracted dimensions by means of coefficient alphas. When a factor analysis with the Principle component method as the method of factor extraction, the "eigenvalue > 1" as stopping criterion, and varimax as the method of orthogonal rotation were used, altogether 11 factors were extracted (see Appendix 14). The extracted factors (or components) accounted for a satisfying total of 64.1% of the variability in the original 29 items. However, there were certain shortcomings with this factor structure. Two items were factorially complex, i.e. they loaded significantly on more than one factor (items B7 and B16), and were subsequently dropped.

Furthermore, the Measures of Sampling Adequacy (MSAs) for the individual items (see Table 4.4) were not all satisfactory, according to the following MSAs interpretation scale of Hair *et al.* (1998:99-100):

>0.90 = marvellous

0.80-0.89 = meritorious

0.70-0.79 = middling

0.60-0.69 = mediocre

0.50-0.59 = miserable

<0.50 = unacceptable

TABLE 4.4: MEASUREMENT OF SAMPLE ADEQUACY: LIFESTYLE ITEMS

Item	MSA	Item	MSA	Item	MSA
B1	0.688	B11	0.702	B21	0.714
B2	0.687	B12	0.754	B22	0.756
B3	0.671	B13	0.577	B23	0.653
B4	0.445	B14	0.570	B24	0.712
B5	0.809	B15	0.685	B25	0.620
B6	0.735	B16	0.872	B26	0.663
B7	0.745	B17	0.717	B27	0.700
B8	0.730	B18	0.782	B28	0.697
B9	0.714	B19	0.730	B29	0.641
B10	0.742	B20	0.550		

Based on the MSAs, items B4, B13, B14 and B20 were dropped (MSA<0.50). Factor analysis was repeated on the remaining 23 items. This yielded a second factor structure of eight factors (see Appendix 15), which explained 59.3% of the variance in the 23 input variables. This factor structure was also very “clean” because each item has only one practical and statistical significant loading on one component. ‘Practically’ and ‘statistically significant’ loadings are those ranging from 0.40 to 0.89 (Hair *et al.,* 1998:111-112). A Cronbach’s Alpha of .5 was regarded as acceptable for this research project (Hair *et al.,* 1998:99-100). However, other researchers in this field regarded .60 (Bagozzi & Yi, 1988:411) and .70 (Nunnally & Bernstein, 1994) as acceptable.

Reliability, measured as internal consistency (coefficient alpha) is a function of both the correlations between items and the number of items. The reliability of the lifestyle components was determined by coefficient alphas. Since the number of items per component was limited (two to four items), it is reasonable to expect coefficients alpha of a low magnitude. These coefficient alphas are depicted in Table 4.5.

TABLE 4.5: RELIABILITY: LIFESTYLE SCALE

Lifestyle	Items	Coefficient Alpha
Component 1:	4	0.58
Component 2	3	0.55
Component 3	2	0.64
Component 4	2	0.55
Component 5	3	0.53
Component 6	2	0.61
Component 7	3	0.49
Component 8	4	0.48
Total scale	**23**	**0.76**

The Spearman-Brown formula was used to predict the effect of hypothetically adding more items to the components on the reliability of the components. If the number of items per component were to be doubled, one would expect the reliability coefficient reported in Table 4.6. For instance, Component 1 originally comprised four items. If this component consisted of eight items, the coefficient alpha would have been significantly improved (from 0.58 to 0.73).

TABLE 4.6: RELIABILITY: LIFESTYLE SCALE ACCORDING TO SPEARMAN-BROWN FORMULA

Lifestyle	Conversion of Items	Coefficient Alpha
Component 1	4 to 8	from 0.58 to 0.73
Component 2	3 to 6	from 0.55 to 0.71
Component 3	2 to 4	from 0.64 to 0.78
Component 4	2 to 4	from 0.55 to 0.71
Component 5	3 to 6	from 0.53 to 0.69
Component 6	2 to 4	from 0.61 to 0.76
Component 7	3 to 6	from 0.49 to 0.66
Component 8	4 to 8	from 0.48 to 0.65

Subsequently, to reduce the 23 items to their underlying components, a total score was calculated for each component (not for each respondent). This was done to ease interpretation and was calculated by:

- changing the value for each item on a five point scale (1 to 0; 2 to 1; 3 to 2, 4 to 3, and 5 to 4);

- adding up the item scores for each component (e.g. Component 1 is the sum of scores for items 10, 11, 15 and 22). Thus, the highest possible score for Component 1 would be 16 and the lowest 0. However, the highest possible score (i.e. maximum count) for the various components differed, depending on the number of items;
- the empirical or obtained scores for each component were changed into percentages by dividing each obtained score by the highest score possible, multiplied by 100. This was done to ensure that the scores for each component would range from 0-100. Thus, a comparison of mean component scores was possible.

The item-total correlations, in other words the correlations between the component scores and the individual item scores, are given in Table 4.7 (highest percentages are highlighted). The correlations between a component total and the items comprising that component are relatively high, implying that the items underlying a particular component are measuring the same construct.

The eight components represent eight different lifestyles. Labels were assigned to each of these lifestyle components on the basis of the contents of the individual items that loaded on the components (see Appendix 15), for instance, four items loaded on Component 1 (*Shop for apparel; Shop for apparel at a sale; Shop with friends in order to socialise*; and *Try on apparel*). These items were all apparel/shopping-related, hence the lifestyle label. The rationale behind the labelling of the eight factors will be discussed below.

Lifestyle component 1: Apparel-oriented lifestyle

Items 10, 11, 15, and 22 loaded on Component 1, reflecting a distinctive apparel-oriented lifestyle. Respondents who scored high on Component 1 could thus be classified as respondents representing an apparel-oriented lifestyle.

Lifestyle component 2: Visual and performing arts oriented lifestyle

Items 8, 9, and 12 loaded on Component 2. These items included cultural activities and interests, such as visiting an art museum or gallery, or attending ballet, opera, and musical shows. Item 12 refers to visiting boutiques and signature stores that complicate labelling this component appropriately. However, apparel is a form of visual art and thus interest in and visiting of boutiques and signature stores could reflect an arts-oriented lifestyle. Lifestyle Component 2 reflects a visual and performing arts-oriented lifestyle. Respondents who scored high on this component will appreciate culture as an important part of their life.

TABLE 4.7: ITEM-TOTAL CORRELATIONS BETWEEN LIFESTYLE COMPONENT SCORES AND INDIVIDUAL ITEM SCORES

Individual Items	Lifestyle Components							
	C1	C2	C3	C4	C5	C6	C7	C8
10. Shop for apparel	.704*	.272*	.212*	.203*	.142*	.206*	.138*	.184*
11. Shop for apparel at sale	.696*	.142*	.199*	.073	.044	.042	.044	.209*
22. Shop with friends in order to socialise	.673*	.063	.070	.053	.129*	.220*	-.007	.196*
15. Try on apparel	.620*	.202*	.131*	.178*	.101	.169*	.179*	.173*
8. Art museum or gallery	.090	.777*	-.067	.202*	.167*	.214*	.312*	.171*
9. Ballet/Opera/Musical shows	.154*	.736*	-.015	.186*	.089	.157*	.307*	.146*
12. Shop for apparel at boutiques/signature stores	.265*	.674*	.107	.164*	.222*	.177*	.040	.127*
26. Watch television	.150*	-.035	.870*	.080	.088	.150*	.115*	.087
27. Listen to radio	.226*	.070	.843*	.055	.078	.280*	.178*	.123*
18. Entertain friends at home (e.g. *braai*)	.184*	.173*	.096	.841*	.252*	.197*	.294*	.232*
19. Have dinner at friends	.126*	.240*	.043	.820*	.166*	.148*	.211*	.173*
2. Attend sport matches	.179*	.204*	.147*	.231*	.789*	.189*	.047	.194*
1. Play sport/physical exercise	.065	.125*	.027	.119*	.710*	.164*	.127*	.048
3. Travel for pleasure	.083	.145*	.025	.186*	.651*	.066	.157*	.096
17. Read magazines that include fashion)	.275*	.274*	.237*	.196*	.188*	.875*	.160*	.146*
29. Read magazines/journals	.123*	.143*	.179*	.146*	.144*	.824*	.368*	.147*
5. Cook	.090	.269*	.113	.293*	.137*	.206*	.771*	.151*
6. Hobbies (e.g. craftsmanship, fishing)	.079	.198*	.022	.126*	.024	.116*	.696*	.156*
28. Read newspaper	.098	.133*	.251*	.228*	.164*	.344*	.641*	.229*
23. Attend church or church activities	.186*	.032	.249*	.162*	.110	.136*	.167*	.687*
24. Community projects (e.g. collecting money for charity)	.187*	.223*	-.024	.152*	.153*	.211*	.217*	.650*
25. School involvement	.127*	.166*	.018	.065	.017	.119*	.023	.590*
21. Family meetings	.217*	.102	.034	.232*	.133*	-.040	.225*	.570*

* Correlation is significant at the 0.05 level.

Lifestyle component 3: Media-oriented lifestyle

Items 26 and 27 loaded on Component 3. These items refer to media, such as watching television and listening to radio. From this one could conclude that respondents who had a high score on Component 3 would regard this type of media stimulation as important, and could therefore be identified as respondents with a media-oriented lifestyle.

Lifestyle component 4: Socialising-oriented lifestyle

Items 18 and 19 loaded on Component 4. These items included social involvement such as entertaining friends at home with a *braai* (barbeque), or having dinner with friends. According to the high scores of Component 4, being social with friends is important to these respondents. It could subsequently be concluded that they tend to have a socialising-oriented lifestyle.

Lifestyle component 5: Sport-oriented lifestyle

Items 1, 2 and 3 loaded on Component 5. These items indicated activities and interests that involve sport, such as playing sport, doing physical exercise, or just attending sport matches. Travel for pleasure is also involved. From this it can be deduced that the lifestyle items loading on Component 5 reflects a typical sport-oriented lifestyle. Respondents having a high score on these items could be classified as a group of respondents who portray a sport-oriented lifestyle.

Lifestyle component 6: Published information-oriented lifestyle

Items 17 and 29 loaded on Component 6. These items included media usage, specifically reading magazines and journals, as well as magazines that include fashion. Because these two items loaded significantly high on Component 6, one can argue that these respondents' knowledge-oriented habits cluster them into a group of respondents with a published information-oriented lifestyle.

Lifestyle component 7: Relaxing-oriented lifestyle

Items 5, 6 and 28 loaded on Component 7. These items included activities and interests performed to relax, such as cook, craftsmanship or fishing as hobbies, or reading a newspaper. Lifestyle Component 7 indicates that respondents who scored high on this component regard relaxation by means of different activities as important element of a their life, and could therefore be regarded as respondents with a relaxing-oriented lifestyle.

Lifestyle component 8: Family/community-oriented lifestyle

Items 21, 23, 24, and 25 loaded on Component 8. These items included attending family meetings, church or church activities, being involved in community projects like collecting money for charity, or school involvement. From this it could be concluded that a family- and/or community-oriented lifestyle is the preferred way of living for these respondents. Respondents who scored high on lifestyle Component 8 could thus be regarded as respondents with a family/community-oriented lifestyle.

The overall results of the reliability testing applicable to this section of the questionnaire were acceptable as this was an exploratory study. The data were subjected to factor analysis, and confirmed eight separate dimensions. The results of the factor analysis were satisfactory as the total amount of variance explained was moderate (eight factors explained 59.3% of the variance). The coefficient alphas for the different components were satisfactory for exploratory research (ranging from 0.48-0.64).

4.5 SHOPPING ORIENTATION

Shopping orientation is a multifaceted and complex concept that can be defined as a shopper's style that places particular emphasis on a shopping specific lifestyle, encompassing shopping activities, interests and opinions, and reflecting a view of shopping as a complex social, recreational and economic phenomenon (Hawkins *et al.,* 1995:3; Lumpkin *et al.,* 1986:65; Shim & Bickle, 1994:11). The shopping orientation section of the questionnaire comprised 22 items, namely enjoyment and interest (4 items), shopping confidence (3 items), fashion orientation (3 items), time convenience (2 items), finance (4 items), brand-conscious (3 items) and patronage (3 items) (see Appendix 8 and Section 3.5).

4.5.1 Mean scores of shopping orientation across shopping malls

Mean scores were calculated for each of the items in the shopping orientation section of the questionnaire. This was done to illustrate broad differences between the respondents of the shopping malls. The highest and lowest mean scores were highlighted as follows: green = highest, yellow = second highest, pink = third highest and blue = lowest. The items were listed in Table 4.8 from the highest to the lowest mean score for the total sample.

The mean scores portrayed in Table 4.8 give a broad overview of those shopping orientations applied by consumers. The scores of the respondents of the three shopping malls could also be compared. The items that rated highest were in the 'Shopping confidence' category. "Ability to choose the right apparel" had the highest mean score for the total sample and the three shopping malls (Sample: 3.97; N1 City: 4.01; Canal Walk: 3.79; Cavendish Square: 4.12). "I am interested in apparel shopping" and "I feel confident in my ability to shop for apparel" obtained the second and third ranking of the total sample (3.96 and 3.86 respectively).

TABLE 4.8: SHOPPING ORIENTATION ACROSS SHOPPING MALLS (MEAN SCORES)

Shopping Orientation	Total	N1 City	Canal Walk	Cavendish Square
18. I have the ability to choose the right apparel for myself	3.97	4.01	3.79	4.12
5. I am interested in apparel shopping	3.96	3.75	3.57	3.76
12. I feel confident in my ability to shop for apparel	3.86	3.94	3.68	3.95
14. One can save by shopping around for bargains	3.84	3.96	3.76	3.79
4. I think I am a good apparel shopper	3.81	3.87	3.70	3.88
11. I enjoy shopping for apparel	3.75	3.87	3.65	3.75
21. I pay more attention to apparel prices than before	3.68	3.68	3.67	3.70
13. Apparel shopping puts me in a good mood	3.64	3.69	3.59	3.65
3. Local apparel stores are nice places to shop	3.63	3.60	3.72	3.59
11. I enjoy shopping and walking around in shopping malls	3.61	3.73	3.51	3.61
8. I shop where it saves me time	3.59	3.60	3.59	3.60
20. A well-known brand means good quality	3.58	3.64	3.51	3.59
10. Local stores offer me good quality for the price	3.54	3.66	3.51	3.44
17. Local apparel stores meet my shopping needs	3.45	3.70	3.40	3.25
16. I pay attention to brand names	3.42	3.33	3.44	3.47
6. It is important to buy well-known apparel brands	3.32	3.45	3.48	3.03
22. I try to keep my wardrobe up-to-date with the newest trends	3.23	3.13	3.30	3.26
15. I give fashion information to my friends	3.11	3.00	3.10	3.23
1. It takes too much time to shop	3.10	3.04	3.11	3.16
9. It is good to have charge accounts/credit cards	3.09	3.15	3.09	3.02
7. I buy new fashions earlier than most other people	3.05	3.09	3.14	2.92
2. I often pay with my credit card	2.60	2.66	2.71	2.42

Respondents from N1 City and Canal walk demonstrated that they believed that “One can save by shopping around for bargains” by agreeing to this statement more than any other statements (3.96 and 3.76 respectively). Cavendish Square respondents, on the other hand, felt more confident in their ability to shop for apparel (3.95). “I often pay with my credit card” has the lowest mean score for the total sample and the three shopping malls (Sample: 2.6; N1 City: 2.66; Canal Walk: 2.71; Cavendish Square: 2.42). In order to determine the internal structure of the shopping orientation questionnaire and to reduce the 22 items to a meaningful number of underlying dimensions, a factor analysis was performed. This was followed by a reliability analysis to determine the internal consistency of the extracted dimensions.

4.5.2 Reliability and multi-dimensionality of shopping orientation

In order to determine internal structure of the shopping orientation component of the questionnaire and to reduce items to a meaningful number of underlined dimensions, a factor analysis was performed. This was followed by a reliability analysis to determine the internal consistency of the extracted dimensions. When a factor analysis with the Principle component method as the method of factor extraction, the "eigenvalue > 1" as stopping criterion, and varimax as the method of orthogonal rotation were used, altogether five factors were extracted (see Appendix 16). The correlations between the component totals and the items underlying that particular component are relatively high, implying that these items measure the same construct. These components resulted in a specific shopping orientation type comprising various shopping dimensions.

The extracted factors (or components) accounted for a satisfying total of 52.0% of the variability in the original 22 items. However, there were certain shortcomings with this factor structure. Two items were factorially complex, i.e. they loaded significantly on more than one factor (items C1 and C15) (see Table 4.9), and were subsequently omitted. Given the Hair MSA interpretation scale (Hair *et al.,* 1998:99-100), an MSA score below 0.59 is regarded as 'miserable', and <0.50 as 'unacceptable'. Based on these MSAs items C2, C3 and C8 were removed as their MSAs were too low at 0.397, 0.57 and 0.43 respectively (see Table 4.9), which would jeopardise the internal consistency of the subscale. Items C13, C15 and C19 loaded >0.90, which is regarded as 'marvellous' by Hair *et al.* (1998:99-100).

TABLE 4.9: MEASUREMENT OF SAMPLE ADEQUACY FOR INDIVIDUAL SHOPPING ORIENTATION ITEMS

Item	MSA	Item	MSA	Item	MSA	Item	MSA
C1	0.752	C7	0.817	C13	**0.904**	C19	**0.912**
C2	0.397	C8	0.430	C14	0.652	C20	0.828
C3	0.570	C9	0.795	C15	**0.903**	C21	0.701
C4	0.834	C10	0.733	C16	0.860	C22	0.844
C5	0.854	C11	0.878	C17	0.667		
C6	0.836	C12	0.871	C18	0.867		

Factor analysis was repeated on the remaining 17 items. This yielded a second factor structure of five factors (see Appendix 17), accounting for 59.9% of the variability. Still, one item (C14) loaded on more than one factor and was therefore eliminated in a subsequent analysis. This resulted in a four-factor solution, explaining 56.0% of the variability in the 16 items used (see Appendix 18). Factor 4 had only one item loading (C21), which was therefore also omitted, and the factor analysis was repeated. Thus, 15 items were factor analysed. The final factor structure had three components (see Appendix 19) altogether explaining

52.3% of the variability. Again this was a 'clean' structure, as each item had only one practical and statistical significant loading on one component.

The reliability of the shopping orientation components was determined by coefficient alphas. Since the number of items per component were limited, it is reasonable to expect coefficient alphas of a low magnitude. These coefficient alphas (internal reliabilities) for the three components are reported in Table 4.10.

TABLE 4.10: RELIABILITY: SHOPPING ORIENTATION SCALE

Shopping Orientation	**Items**	**Coefficient Alpha**
Component 1	7	0.84
Component 2	6	0.75
Component 3	2	0.53
Total scale	**15**	**0.84**

Subsequently, to reduce the 15 items to their underlying components, a total score was calculated for each component (for each respondent). This was calculated by:

- changing the value for each item (1 to 0; 2 to 1; 3 to 2 and 4 to 3, and 5 to 4);
- adding up the item scores for each component. Thus, the highest possible score for Component 1 would be 28, and 24 for Components 2 and 3. However, the highest possible score for the various components differed, depending on the number of items;
- changing the total score for each component into a percentage score [Score obtained/highest score possible x 100]. This was done to ensure that the scores for each component would range from 0-100. Thus, a comparison of mean component scores was possible.

Component 1 had the greatest (0.84) internal consistency and component reliability, compared to Component 3 (0.53) which had the lowest. The internal consistency for the total scale could be considered as sufficient. The item-total correlations, in other words the correlations between the component scores and the individual item scores, are depicted in Table 4.11 (highest percentages are highlighted). The correlations between a component total and the items comprising that component were relatively high, implying that the items underlying a particular component are all measuring that construct.

The three components represent three different shopping orientations. Labels were assigned to each of these shopping orientation components on the basis of the contents of the individual items that loaded on the components (see to Appendix 19).

TABLE 4.11: ITEM-TOTAL CORRELATIONS BETWEEN SHOPPING ORIENTATION COMPONENT SCORES AND INDIVIDUAL ITEM SCORES

Individual Items	Components		
	1	2	3
19. I enjoy shopping for apparel	.777*	.437*	.222*
5. I am interested in apparel shopping	.725*	.412*	.165*
12. I feel confident in my ability to shop for apparel	.725*	.270*	.148*
13. Apparel shopping puts me in a good mood	.716*	.462*	.190*
4. I think I am a good apparel shopper	.709*	.305*	.187*
11. I enjoy shopping and walking around in shopping malls	.680*	.322*	.255*
18. I have the ability to choose the right apparel for myself	.664*	.368*	.188*
22. I try to keep my wardrobe up-to-date with the newest trends	.457*	.745*	.100
6. It is important to buy well-known apparel brands	.347*	.734*	.140*
16. I pay attention to brand names	.335*	.702*	.157*
7. I buy new fashions earlier than most other people	.403*	.674*	.037
20. A well-known brand means good quality	.331*	.621*	.046
9. It is good to have charge accounts/credit cards	.200*	.525*	.129*
17. Local apparel stores meet my shopping needs	.190*	.072	.844*
10. Local stores offer me good quality for the price	.267*	.188*	.806*

* Correlation is significant at the 0.05 level.

For instance, the seven items loading on Component 1 portray shopping self-confidence and enjoyment, hence the label ‘Shopping self confidence and enjoyment’. The rationale behind the labelling of the three factors will be discussed below.

Shopping orientation component 1: Shopping self confidence and enjoyment

Items 4, 5, 11, 12, 13, 18, and 19 loaded on Component 1. These items included a combination of the shopping self-confidence and shopping enjoyment dimensions, such as confidence in shopping for apparel, the ability to choose the right apparel and being interested in shopping for apparel. From this it could be concluded that respondents who scored high on Component 1 enjoyed shopping and showed confidence in shopping for the correct apparel. They could therefore be regarded as respondents who reflected a shopping orientation of shopping self-confidence and enjoyment.

Shopping orientation component 2: Credit prone, brand conscious and fashion innovating

Items 6, 7, 9, 16, 20 and 22 loaded on Component 2. These items were a combination of the finance, brand conscious and fashion orientation dimensions, and revealed that the respondents with this shopping orientation were brand conscious (i.e. had a strong brand appeal and the opinion that a well-known brand implied good quality), were fashion-oriented (i.e. adopted fashion at an early stage and kept his wardrobe updated with the latest trends), as well as finance-oriented (i.e. had a positive attitude towards credit cards and charge account usage). Component 2 revealed a credit prone, brand and fashion conscious shopping orientation. Respondents who scored high on this component would make use of credit purchasing by means of a credit card or charge account. They were also fashion-oriented by keeping their wardrobes up to date with the current fashion trends, and were conscious about the clothing brand names they purchased and the quality thereof. They could therefore be regarded as respondents who reflected a credit prone, brand conscious and fashion innovating shopping orientation.

Shopping orientation component 3: Local store patronage

Items 10 and 17 loaded on Component 3, which could be regarded as a local store patronage shopping orientation. These items included a combination of the store patronage dimension, which indicated that local stores offered good value-for-money products, and shopping needs were met by the local stores. Respondents who scored high on this component would be valuable customers for stores in local shopping malls and could be regarded as *in-shoppers* by marketers.

These results confirmed the findings of previous researchers, that shopping orientation is a multi-dimensional construct. The three shopping orientation components identified supported many of the original component labels reported in the work of Du Preez (2001:196); Darden and Howell (1987:60), Gutman and Mills (1982:71); Lumpkin (1985:279); Lumpkin, Allen and Greenberg (1981:167); Shim and Bickle (1994: 11); Shim and Chen (1996: 211) as well as Shim and Kotsiopulos (1993:82). It was interesting that the respondents did not portray a strong finance orientation. This could partly confirm that Markham is patronized by image and quality conscious consumers who are not price sensitive or price oriented when shopping for apparel products.

Consumers with different shopping orientations have different consumer characteristics and market behaviour. Their needs and preferences for information sources, store attributes and store preferences differ, also resulting in differences regarding store choice. The following section focus on the patronage behaviour of the respondents.

4.6 PATRONAGE BEHAVIOUR

Table 4.12 summarizes the respondents' patronage behaviour in total and as per shopping mall. Mean scores were calculated to determine how often the respondents visited the different stores as stipulated in the questionnaire (Appendix 8). The highest and lowest scores are highlighted in Table 4.13 (green = highest, yellow = second highest, pink = third highest and blue = lowest).

TABLE 4.12 CONSUMER PATRONAGE BEHAVIOUR ACROSS SHOPPING MALLS (MEAN SCORES)

Store Visited	Total	N1 City	Canal Walk	Cavendish Square
Markham	3.55	3.71	3.49	3.44
Edgars	3.10	3.09	3.17	3.05
Truworths Man	2.94	2.84	2.96	3.03
RJL	2.60	2.81	2.60	2.38
Woolworths	2.78	2.67	2.88	2.79
Exact!	1.96	2.10	1.88	1.91
Mr Price	2.02	2.08	2.02	1.96
Jet	1.65	1.86	1.55	1.56
Young Designer's Emporium	2.20	1.82	2.52	2.25
Aca Joe	2.19	1.79	2.60	2.19
Ackermans	1.69	1.75	1.83	1.48

Respondents tended to visit Markham very often as a total group (3.55), but also across the three shopping malls. Edgars and Truworths were in the second and third position respectively. Jet was the store least frequented by respondents as a group and those interviewed at Canal Walk. Ackermans was regarded as a store where respondents interviewed at N1City and Cavendish Square seldom shopped. According to these figures, Markham consumers who participated in the study were in general more prone to shop at certain speciality stores (e.g. Markham and Truworths Man) and Edgars, a departmental store. These three stores represent different retailing companies and could be considered as competition to each other. Jet, a discount store, seemed to be unpopular. The N1 City respondents rarely frequented the signature store, Aca Joe.

4.7 CLUSTERS ANALYSIS

Cluster analysis is a statistical method that explains a collection of variables to determine if the respondents included in the study could be clustered into a natural system of groups (Kirkwood, 1988:72; SPSS 8.0 Base Application Guide, 1998:293). The aim of this research project was to determine to what extent male apparel consumers could be clustered according to their lifestyle, shopping orientation and patronage behaviour (see section, 1.4, Objective 5). In order to obtain the results pertaining to this objective Ward's method as the hierarchical cluster analysis procedure was applied and the Squared Euclidean distance as the measure of similarity. The Squared Euclidian method determines the most dissimilar points contained in the clusters at each stage, as provided by the agglomeration schedule. Z-score transformations were used (mean = 0 and standard deviation = 1) to standardize the lifestyle, shopping orientation and patronage behaviour variables. This was necessary in order to equalize the effects of these variables because the scores for the eight lifestyle and three shopping orientation components ranged between 0 and 100, whereas those for the patronage behaviour items ranged between one and five.

According to Hair *et al.* (1998:499), the number of clusters extracted, or cluster solutions, could be based on interpretation, pragmatic reasons and the agglomeration schedule. In order to determine the appropriate number of clusters to be extracted for further analysis, these solutions were subsequently assessed in terms of the extent of differentiation between the mean scores on the 22 clustering variables (i.e. the 8 lifestyles, 3 shopping orientation, and 11 patronage behaviour variables). A total of four cluster solutions were requested, including two, three, four and five clusters. These solutions were subsequently assessed in terms of the extent of differentiation between the mean scores of the 22 clustering variables. This, together with ease of interpretability, resulted in the four cluster solution being selected because it yielded the most interpretable option. Table 4.13 presents the frequency statistics of the four clusters.

TABLE 4.13: CLUSTER FREQUENCY STATISTICS

Cluster	n	%
One	111	37.4
Two	57	19.2
Three	90	30.3
Four	39	13.1
Total	**297**	**100.0**

From the cluster analysis it can be surmised that male apparel consumers included in this study are not one uniform market but could be effectively segmented into different groups with variations in behavioural patterns. Previous researchers clustered female (Darden & Howell, 1987:53; Pessemier, 1980:94; Shim & Bickle, 1994:11; Swinyard, 1998:167; Visser *et al.,* 1996:5) and male (Birtwistle *et al.,* 1999:251; May, Shim & Kotsiopulos, 1992:34) apparel consumers according to their lifestyle, shopping orientation and patronage behaviour, separately or in combination with other variables. The findings of this research project confirm that this method could be applied to male apparel consumers.

4.7.1 One-way ANOVA and Bonferoni tests

One-way ANOVA procedures were applied to establish whether the four cluster groupings differ significantly with regard to the mean scores on each of the clustering variables (the 8 lifestyle components, 3 shopping orientation components and 11 patronage behaviour items). From the results in Table 4.14 it is clear that, with the exception of "Local store patronage", significant cluster differences were found on each of the clustering variables (p<0.01). F scores are highlighted as follows: green = highest, yellow = second highest and blue = lowest).

TABLE 4.14: ONE-WAY ANOVA RESULTS

Variable		**Df**	**Mean Square**	**F**	**Sig**
Lifestyle					
Apparel-oriented	Between groups Within groups	3 293	7611.841 279.294	27.254	.000*
Visual and performing arts-oriented	Between groups Within groups	3 293	6269.974 387.759	16.17	.000*
Media-oriented	Between groups Within groups	3 293	3650.513 489.439	7.459	.000*
Socialising-oriented	Between groups Within groups	3 293	6929.650 402.597	17.212	.000*
Sport-oriented	Between groups Within groups	3 293	6062.638 494.636	12.257	.000*
Published information-oriented	Between groups Within groups	3 293	8818.456 557.203	15.826	.000*
Relaxing-oriented	Between groups Within groups	3 293	7626.797 526.210	14.494	.000*
Family/community-oriented	Between groups Within groups	3 293	5610.989 389.443	14.408	.000*
Shopping Orientation					
Shopping self-confidence and enjoyment	Between groups Within groups	3 293 296	5482.728 202.824	27.032	.000*
Credit prone, brand conscious and fashion innovating	Between groups Within groups	3 293 296	13385.845 253.413	52.822	.000*
Local store patronage	Between groups Within groups	3 293 296	680.067 359.902	1.890	.131
Patronage Behaviour					
Mr Price	Between groups Within groups	3 293 296	27.604 1.028	26.864	.000*

Variable		Df	Mean Square	F	Sig
Jet	Between groups Within groups	3 293 296	35.459 .699	50.705	.000*
Markham	Between groups Within groups	3 293 296	18.997 .889	21.362	.000*
Truworths Man	Between groups Within groups	3 293 296	20.728 1.528	13.561	.000*
Exact!	Between groups Within groups	3 293 296	61.343 .855	71.733	.000*
RJL	Between groups Within groups	3 293 296	49.678 1.544	32.169	.000*
Ackermans	Between groups Within groups	3 293 296	27.300 .846	32.256	.000*
Edgars	Between groups Within groups	3 293 296	19.237 1.256	15.314	.000*
Woolworths	Between groups Within groups	3 293 296	13.448 1.369	9.826	.000*
YDE	Between groups Within groups	3 293 296	63.846 1.533	41.651	.000*
Aca Joe	Between groups Within groups	3 293 296	39.500 1.541	25.630	.000*

*p<0.01

The results of the one-way ANOVA analyses indicated that the four cluster groups differ statistically significantly according to their mean scores on 21 of the 22 clustering variables (excluding “Local store patronage”). As a result of the one-way ANOVA analysis, the null hypothesis (see Section 3.7.4) of no difference between the clusters was rejected. Therefore, a series of *post hoc* tests, namely Bonferoni multiple comparisons, was conducted to identify the cluster groups that are responsible for the significant differences on each variable. The results are presented in Table 4.15.

The results from the Bonferoni tests contributed to the process of grouping the clusters, since those variables that vary statistically significantly (p<0.05) across all the cluster groupings, should be given a greater value than those that did not differ across all cluster groups. From the above results discussed in Section 4.7 it is evident that Objectives 6 and 7 have been achieved, namely to determine which of the variables (lifestyles, shopping orientation and patronage behaviour) attributed to differences between clusters and to determine between which of the clusters these differences occur.

TABLE 4.15: SIGNIFICANT DIFFERENCES BETWEEN CLUSTERS: BONFERONI RESULTS

Variables	**Significant Differences between Clusters (p<0.05)**
Lifestyles	
Apparel-oriented	1<2,3,4 ; 4<2,3
Visual and performing arts-oriented	1<2,3 ; 4<2,3
Media-oriented	1<3 ; 4<2,3
Socialising-oriented	4<2 ; 1,2,4 < 3
Sport-oriented	4<1,2,3 ; 1<3
Published information-oriented	4,2,1 < 3
Relaxing-oriented	4<1,2,3 ; 1<3
Family/community-oriented	1<2,3 ; 4<2,3
Shopping Orientation	
Self confidence and enjoyment	1<2,3,4 ; 4<2,3
Credit prone, brand conscious and fashion innovating	1<2,3,4
Patronage Behaviour	
Mr Price	3,4<1,2 ; 1<2
Jet	3,4,1 < 2 ; 3<1
Markham	1<2,3,4
Truworths Man	1<2,3 ; 4<2
Exact!	1<2,3 ; 3,4<2
RJL	1<2,3,4
Ackermans	1,3,4 < 2 ; 3<2
Edgars	1<2,3,4 ; 1,3 <2
Woolworths	4<1,2,3
Young Designers' Emporium	1,2,4<3 ; 1<2
Aca Joe	1<2,3,4 ; 3<2

The F statistic gives an indication of the size of the differences between groups. The results indicate that the four clusters differed most based on an "Apparel oriented" (F=27.254), and secondly a "Socialising" (F=17.212) lifestyle. They least differed based on a "Media oriented" (F=7.459) lifestyle. Regarding shopping orientation, the four clusters showed the biggest difference regarding their "Shopping self-confidence and enjoyment" (F=27.032) and secondly their "Credit prone, brand conscious and fashion innovating" (F=52.822) orientation. Across the four clusters their "Local store patronage" (F=1.890) shopping orientation had the lowest F score. The four clusters also differed based on their patronage behaviour, with "Exact!" (F=71.733) being the store with the highest F score, "Jet" (F=50.705) with the second highest and "Woolworths" (F=9.826) the lowest.

4.7.2 Cluster profiles according to mean scores

The mean scores of the four cluster profiles are presented in Table 4.16 according to their lifestyle, shopping orientation and patronage behaviour. With regard to lifestyles, respondents of all four clusters described

TABLE 4.16: COMPARISONS OF MEAN SCORES FOR CLUSTERS ACCORDING TO CLUSTERABLE VARIABLES

Variable	Cluster 1 n=111 37.4%	Cluster 2 n=57 19.2%	Cluster 3 n=90 30.3%	Cluster 4 n=39 13.1%
Lifestyle (0-100)				
Apparel-oriented	43.1	63.8	60.9	52.4
Visual and performing arts-oriented	19.4	32.1	35.7	16.6
Media-oriented	79.0	87.7	88.0	70.8
Socialising-oriented	62.3	65.1	78.1	53.2
Sport-oriented	56.2	60.2	64.7	39.3
Published information-oriented	62.9	67.5	82.5	56.7
Relaxing-oriented	56.5	63.3	66.7	38.8
Family/community-oriented	36.4	50.0	46.1	27.0
Shopping Orientation (0-100)				
Self confidence and enjoyment	60.0	76.4	75.9	68.1
Credit prone, brand conscious and fashion innovator	42.1	63.1	67.7	65.7
Local store patronage	59.9	66.2	61.3	65.7
Patronage Behaviour (1-5)				
Mr Price	2.3	2.77	1.43	1.49
Jet	1.59	2.82	1.16	1.28
Markham	2.99	4.02	3.79	3.9
Truworths Man	2.46	3.61	3.23	2.67
Exact!	1.4	3.54	1.78	1.69
RJL	1.71	3.46	3.04	2.82
Ackermans	1.62	2.72	1.28	1.31
Edgars	2.59	3.74	3.17	3.49
Woolworths	2.8	3.26	2.8	1.95
Young Designers' Emporium	1.4	2.25	3.32	1.79
Aca Joe	1.44	2.32	2.97	2.36

themselves as mainly having a media oriented lifestyle (watching television and listening to the radio) and the use of published information (journals and fashion magazines). They were least likely to reflect a visual and performing arts oriented lifestyle e.g. visiting art museums or galleries. As far as shopping orientations are concerned, most respondents in all four clusters portrayed self confidence and enjoyment as their dominant shopping orientation. They differed with regard to the other two shopping orientations. However, it should be kept in mind that ‘Local store patronage’ did not differ significantly across the four clusters (see Table 4.14). Although the four clusters all favoured Markham (which could be due to the reason that the fieldwork was done in this store), they differed pertaining to preferences for the other stores.

In Figures 4.2, 4.3 and 4.4, the mean score for the different lifestyle, shopping orientation and patronage variables (respectively) are portrayed graphically. Cluster 2 and 3 had the highest mean scores for all the lifestyle variables while Cluster 4 had the lowest mean scores, with the exception of ‘Apparel oriented’. Although the mean scores differ they are correlated as illustrated in Figure 4.2.

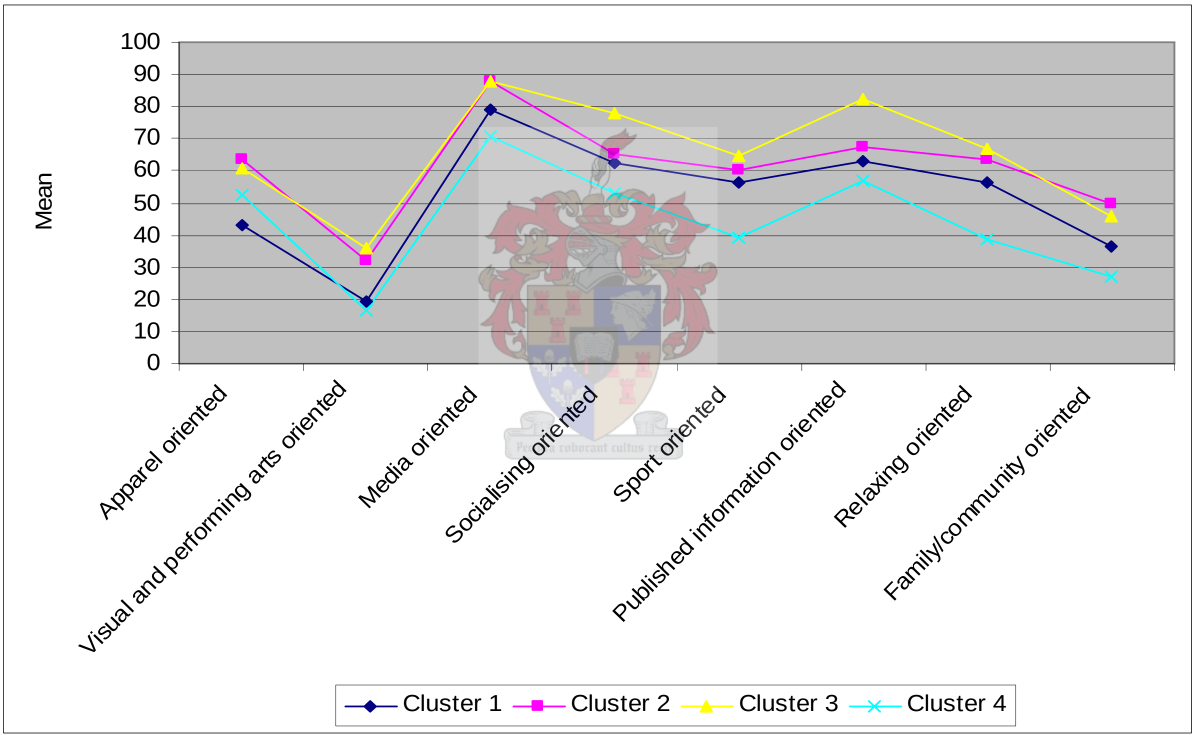

FIGURE 4.2: MEAN LIFESTYLE SCORE PER CLUSTER

From Figure 4.2 it is evident that the four clusters differed based on the eight lifestyle variables. Cluster 1 differed from the other three clusters, except for the “Visual and performing arts oriented” lifestyle, which was similar to Cluster 4. Cluster 2 showed similarities with Cluster 3 regarding “Apparel oriented”, “Visual and performing arts oriented” as well as “Sports oriented”, “Relaxing oriented” and “Family/community oriented” lifestyles. However, these two clusters differed considerably regarding their “Socialising” and “Published information oriented” lifestyles. With the exception of “Apparel oriented” lifestyle, Cluster 4 seemed to load the lowest on all the variables. In totality, the four clusters seemed to show differences based on their "Relaxing" and "Family/community" oriented lifestyles.

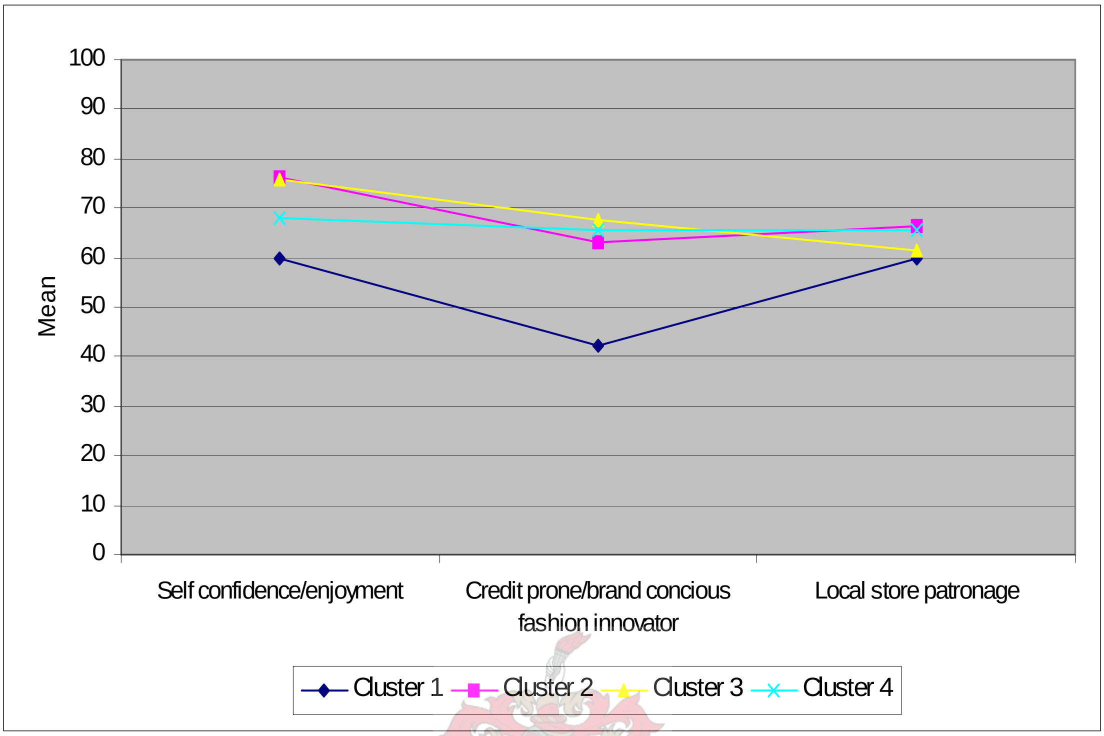

FIGURE 4.3: MEAN SHOPPING ORIENTATION SCORE PER CLUSTER VARIABLE

Figure 4.3 portrays the differences in shopping orientation among the four clusters. "Shopping self-confidence and enjoyment" obtained the highest mean scores across all four clusters. Cluster 1 had the lowest mean scores for all the three shopping orientation variables. Cluster 2 and 3 showed similar tendencies. In contrast, Cluster 3 displayed mean scores decreasing from 75.9 to 67.7 and 61.3 for the three shopping orientations respectively. Cluster 4 has the same value for two out of the three shopping orientations.

Figure 4.4 below is a summary of the mean scores for the different patronage behaviour per cluster variables. Cluster 1 differed from Clusters 2, 3 and 4 that seemed to be correlated. Cluster 1 loaded the lowest on all the chain speciality stores (Markham, Truworths Man, Exact! and RJL) and signature stores (Young Designers' Emporium). With the exception of Young Designers' Emporium and Aca Joe, Cluster 2 loaded the highest on all the apparel retail stores, and differenced from the other three clusters regarding Jet, Exact!, Ackermans and Young Designers' Emporium. Cluster 2 and 4 showed very similar mean scores regarding their store patronage towards Mr Price, Jet, Exact!, RJL and Ackermans, but had exceptionally different mean scores for Young Designers' Emporium.

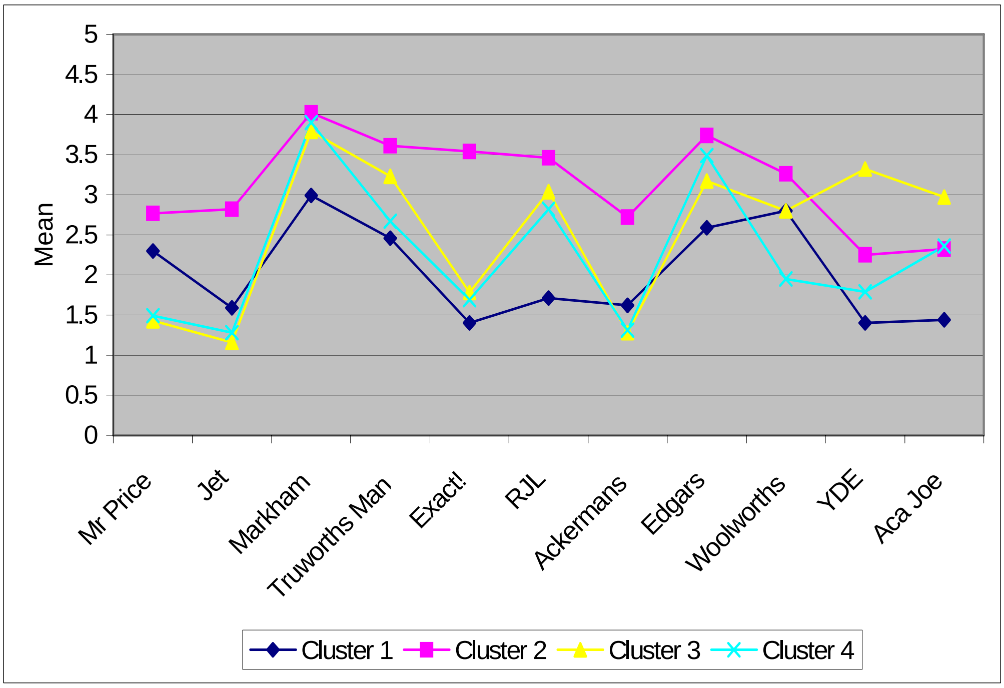

FIGURE 4.4 MEAN PATRONAGE BEHAVIOUR SCORE PER CLUSTER VARIABLE

Researchers found that lifestyle influences a consumer's patronage behaviour (Booher, 1996:203; Meoli, Feinberg & Westgate; 1991:441; Shim & Kotsiopulos, 1992b:63). A relationship between shopping patronage behaviour and shopping orientation has been identified (Engel *et al.,* 1995:76; Darden & Howell, 1987:57; and Shim & Kotsiopulos, 1992a&b:56,63).

4.8 CLUSTERS PROFILES OF MALE APPAREL CONSUMERS

One of the objectives of this research (Objective 8) was to profile different clusters of male apparel consumers that share the same characteristics according to the differentiation variables. Cluster analysis was performed as discussed in the previous section. Four clusters were considered appropriate based on the various statistical procedures. All the variables, with the exception of one of these shopping orientations, differed significantly across the clusters. These variables can therefore be used in the typology of the cluster groupings.

4.8.1 Demographic profile of clusters

A summary of all clusters' demographic characteristics is provided in Table 4.17 (highest percentages are highlighted). The interpretation of the results given in Table 4.17 will be discussed under each applicable cluster. The cross-tabulation of cluster membership and marital status were not statistically significant

TABLE 4.17: SUMMARY OF THE CLUSTERS' DEMOGRAPHIC PROFILE

Variable	Cluster 1 n = 111 37.4%		Cluster 2 n = 57 19.2%		Cluster 3 n = 90 30.3%		Cluster 4 n = 39 13.1%	
	n	%	n	%	n	%	n	%
Age								
20-24 yrs	45	40.5	35	61.4	60	66.7	28	71.8
25-29 yrs	39	35.1	13	22.8	20	22.2	9	23.1
30-35 yrs	27	24.3	9	15.8	10	11.1	2	5.1
Population Group								
African	6	5.5	16	28.1	12	13.5	2	5.1
Asian	9	8.3	1	1.8	4	4.5	1	2.6
Coloured	45	41.3	32	56.1	38	42.7	28	71.8
White	49	45.0	8	14.0	35	39.3	8	20.5
First Language								
Afrikaans	43	40.6	15	26.3	19	21.3	13	33.3
English	60	56.6	29	50.9	58	65.2	24	61.5
isiXhosa/Setswana/isiZulu	3	2.8	13	22.8	12	13.5	2	5.1
Highest Level of Education								
Grade 10 (Std 8)	9	8.1	6	10.5	2	2.2	5	13.2
Grade 12 (Std 10)	41	36.9	21	36.8	41	45.6	20	52.6
Diploma	26	23.4	23	40.4	21	23.3	11	28.9
B. Degree	23	20.7	6	10.5	21	23.3	1	2.6
Post-Graduate	12	10.8	1	1.8	5	5.6	1	2.6
Occupation								
Unemployed	10	11.6	9	20.0	19	25.7	2	6.7
Clerical, technician, etc.	20	23.3	16	35.6	9	12.2	8	26.7
Salesperson, middle	21	24.4	9	20.0	19	25.7	12	40.0
Corporate (manager)	10	11.6	5	11.1	12	16.2	4	13.3
Professional	25	29.1	6	13.3	15	20.3	4	13.3
Total Monthly Income before Tax and Deductions								
R0 - R999	22	20.0	14	24.6	22	24.4	8	21.1
R1 000 - R2 999	6	5.5	13	22.8	18	20.0	11	28.9
R3 000 - R4 999	20	18.2	13	22.8	15	16.7	9	23.7
R5 000 - R6 999	20	18.2	4	7.0	16	17.8	4	10.5
R7 000 - R8 999	15	13.6	5	8.8	2	2.2	1	2.6
R9 000 - 14 999	21	19.1	4	7.0	8	8.9	4	10.5
R15 000 - R19 999	6	5.5	4	7.0	9	10.0	1	2.6
Average Apparel and Accessories Spending per Month								
R0 - R99	7	6.3	1	1.8	3	3.3	1	2.6
R100 - R199	13	11.7	2	3.5	10	11.1	2	5.3
R200 - R299	21	18.9	6	10.5	8	8.9	8	21.1
R300 - R399	22	19.8	4	7.0	17	18.9	5	13.2

Variable	Cluster 1 n = 111 37.4%		Cluster 2 n = 57 19.2%		Cluster 3 n = 90 30.3%		Cluster 4 n = 39 13.1%	
	n	%	n	%	n	%	n	%
R400 and more	48	43.2	44	77.2	52	57.8	22	57.9

(p=0.169 and >0.05). The typology of the different cluster groupings will concentrate on comparing the various clusters with each other. This was regarded as a suitable methodology as the aim of cluster profiling is to describe and compare different cluster groupings and to highlight the differences between clusters.

4.8.2 Profiling the clusters

In some cases the description of the different clusters was challenging due to small standard deviations. This could be attributed to the use of a 5-point Likert type scale in stead of a 7-point Likert type scale (the reasoning behind this is explained in more detail in Section 3.5.1). By following a holistic approach, clusters of male apparel consumers were labelled. By doing this, the relevant consumer group was placed within a margin of certain consumer characteristics.

4.8.2.1 Cluster 1: Traditionalists

Demographic profile: Cluster 1 was the largest (n=111) of the four clusters. Nearly two-thirds (59.4%) of the respondents were between the ages of 25 and 35 years, and could be regarded as the older male apparel consumer bracket as demarcated for the purposes of this research project. They are, however, still regarded as young respondents in the greater apparel consumer market. This cluster comprised mainly Whites (45%) and Coloureds (41.3%). Even though Asian respondents were in the minority in the total sample, this cluster had the largest percentage of Asians (8.3%). As can be expected, most respondents within this cluster spoke English (56.6%) and Afrikaans (40.6%), compared to the African languages that had poor representation (2.8%).

Respondents in this cluster were distributed across the different levels of education. More than half (54.9% in total) of respondents of Cluster 1 had had tertiary education, and more than a third (36.9%) had attained Grade 12. These figures could be attributed to the fact that education in general was more accessible to white South Africans in the previous political dispensation. Only 8.1% of Cluster 1 indicated Grade 10 as their highest level of education. These figures were on par with the level of education of the total South

African population, which indicated that 91.55% of the South African population had obtained Grade 12 (Statistics South Africa, 2005).

According to Schiffman and Kanuk (2004:79), income can be positively related to occupation and level of education. Cluster 1 members earned the highest monthly income (before tax) of the four clusters with more than half of the cluster total (56.4%) which earned more than R5 000 per month. The results were further substantiated by the lowest percentage (20%) of respondents compared to the other three clusters in the lower income bracket (0-R999 per month). The largest portion (29.1%) of Cluster 1 members reported themselves as professionals, possibly due to their high level of education, 24.4% of respondents were in sales or middle management positions, and 23.3% were either in a clerical or technical occupation. Only 11.6% of these respondents were unemployed.

Only Cluster 1-members' income per month was directly proportionate to their apparel spending per month, contributing to their rather 'conservative' image. All the other clusters' members' apparel spending per month formed a much larger percentage of their income, contributing to their 'younger' and 'less conservative' image. A large part (43.2%) of this cluster's members spent more than R400 per month on apparel and accessories, followed by 19.8% who spent R300-R399 per month on apparel, compared to 6.3% who spent R0-R99 on these products per month. Given the previous results of education, occupation and income, these results confirmed the profile of Cluster 1 being socio-economic higher class consumers who spent their money conservatively in comparison to the other clusters. The consumers within this cluster could be considered as members of the ***Established Market*** (*Lifestyle Level 4* of Consumer Scope)(see Appendix 6), given their demographic characteristics and high level of living.

Lifestyle: The mean scores for Cluster 1 pertaining to the various lifestyle variables were: Component 1: Apparel oriented ($\overline{X}$ = 43.1), Component 2: Visual and performing arts oriented ($\overline{X}$ = 19.4); Component 3: Media oriented ($\overline{X}$ = 79); Component 4: Socialising ($\overline{X}$ = 62.3); Component 5: Sport oriented ($\overline{X}$ = 56.2); Component 6: Published information oriented ($\overline{X}$ = 62.9); Component 7: Relaxing oriented ($\overline{X}$ = 56.5) and Component 8: Family/community oriented ($\overline{X}$ = 36.4) (see Table 4.15).

From these mean scores it could be reasoned that members of Cluster 1 were mainly Media and published information oriented since they regarded media (radio, television, magazines and journals) as an important part of their lives. This is in accordance with Lifestyle Level 4 of Consumer Scope (2005), as members of this level's main source of media contact is a wide range of commercial radio stations, most free and subscription TV channels (including SABC 1, 2, 3, e-TV, M-Net, and DSTV), as well as a selection of daily and weekly newspapers and magazines. These respondents did not regard themselves as Visual and performing arts oriented, in other words, they did not necessarily regard cultural activities such as attending a ballet act, visiting an art museum or gallery, or attending an opera or musical show as important. They also seldom visited boutiques or signature stores. Of all the clusters, this cluster loaded the lowest on an Apparel oriented lifestyle ($\bar{x}$ = 43.1). However, these respondents engaged in socialising activities such as entertaining friends at home. Subsequently, one can argue that these respondents would probably not shop for apparel often or try apparel on in stores when browsing, or spend time with their friends by shopping for apparel. These respondents were Relaxing and Sport oriented and regarded these activities as more important than those connected with a Family/community orientation. To a certain extent these characteristics reflect the description of Lifestyle Level 4 as delineated by Consumer Scope (2005).

Shopping orientation: The mean scores for Cluster 1 with regard to the shopping orientation components were: Component 1: Self confidence and enjoyment ($\bar{x}$ = 60.0) and Component 2: Credit prone, brand conscious and fashion innovator ($\bar{x}$ = 42.1). From these mean scores it was clear that respondents regarded themselves as confident consumers who were interested in and enjoyed shopping for apparel. However, of the four clusters, they had the lowest mean score for Shopping confidence and enjoyment. They also did not make use of credit on a regular basis, which could possibly be attributed to their higher income and more settled career. Members of this cluster grouping did not place a high priority on new trends in fashion and they were not very brand conscious, granting them a rather conservative image. In comparison with the other three clusters they had the lowest mean score fir "Credit prone, brand consciousness and fashion innovator". According to the description of consumers in *Lifestyle Level 4*, they tended to buy products that protect themselves and/or their families and they belonged to a customer loyalty programme (Consumer Scope, 2005), confirming their rather traditional orientation towards shopping. This further substantiates the fact that Cluster 1 could be predominantly considered as Consumer Scope's *Lifestyle Level 4* members.

Store patronage: The mean scores for Cluster 1 with regard to the various store patronage variables were: Component 1: Mr Price ($\bar{x}$ = 2.3); Component 2: Jet ($\bar{x}$ = 1.59); Component 3: Markham ($\bar{x}$ = 2.99); Component 4: Truworths Man ($\bar{x}$ = 2.46); Component 5: Exact! ($\bar{x}$ = 1.40); Component 7: RJL (1.71); Component 8: Ackermans ($\bar{x}$ = 1.62); Component 9: Edgars ($\bar{x}$ = 2.59); Component 10 = Woolworths ($\bar{x}$ = 2.8); Component 11: Young Designers' Emporium ($\bar{x}$ = 1.40) and Component 12: Aca Joe ($\bar{x}$ = 1.44). From this it was evident that these conservative consumers mainly frequented speciality stores (Markham and Truworths Man), department stores (Edgars and Woolworths) and discount stores (Mr Price), when shopping for apparel. Markham was regarded as the store frequented most, as can be expected given that the store-intercept interviews were conducted within this store. This tendency occurs across all four clusters. Of the four clusters these consumers least shopped at signature stores (Young Designers' Emporium and Aca Joe). Edgars and Woolworths are stores patronised by these cluster members that corresponds with Consumer Scope (2005) *Lifestyle Level 4*, which members patronise Edgars, Woolworths, Mr Price and Ackermans. These cluster members can thus be categorised as members of this *Lifestyle Level,* namely the *Established Market* (see Appendix 6). Compared to the VALS2 classification system, these consumers could to a certain extent be considered as ***Thinkers*** (see Appendix 3).

4.8.2.2 Cluster 2: Shopping enthusiasts

Demographic profile: The majority (61.4%) of this cluster (n=57) were between the ages of 20 and 24 years, compared to only 38.6% that were between 25 and 35 years. Most Cluster 2 members were Coloureds (56.1%), followed by Africans (28.1%). Whites (14%) and Asians (1.8%) were the minority groups. Most respondents within this cluster spoke English (50.9%), followed by Afrikaans (26.3%) and isiXhosa/Setswana/isiZulu that were spoken the least (22.8%).

Up to 40.4 % of this cluster grouping had a diploma, 10.5% a university degree, and 1.8% had obtained postgraduate qualifications. Based on their educational qualifications, they could be considered as educated and informed consumers. As evident in Cluster 1, level of education determines occupation, hence most consumers of Cluster 1 found themselves in clerical positions. Twenty per cent of Cluster 2 members were in sales or middle management positions and 24.4% in managerial or professional positions. Of the respondents, 20% were unemployed. Since 19.8% of all respondents had 'other' occupations, which could include being a full-time student, it might be that these respondents were not really unemployed, but economically inactive due to the fact that they were still preparing for employment (see Table 4.17).

The income level of the largest portion (24.6%) of Cluster 2 members was R0-R999 per month, followed by 22.8% earning R1 000-R2 999 and 22.8% earning R3 000 - R4 999 per month. Altogether 77.2% of these respondents spent more than R500 on apparel and accessories per month, compared to 43.2% of Cluster 1, 57.8% of Cluster 3 and 57.9% of Cluster 4. In contrast with Cluster 1, Cluster 2 tends to spend substantially more on apparel and accessories, even though the majority of this cluster earns less than R1000 per month.

Consequently, it could be concluded that they are enthusiastic shoppers who tend to spend their money less conservative than the other clusters.

Lifestyle: Regarding the various lifestyle variables the mean scores for Cluster 2 were: Component 1: Apparel oriented ($\overline{X}$ = 63.8); Component 2: Visual and performing arts oriented ($\overline{X}$ = 32.1); Component 3: Media oriented ($\overline{X}$ = 87.7); Component 4: Socialising oriented ($\overline{X}$ = 65.1); Component 5: Sport oriented ($\overline{X}$ = 60.2); Component 6: Published information oriented ($\overline{X}$ = 67.5); Component 7: Relaxing oriented ($\overline{X}$ = 63.3) and Component 8: Family/community oriented ($\overline{X}$ = 50).

Like members of all the other clusters, and according to the mean scores indicated, respondents from this Cluster were mainly Media and Published information oriented since they regarded media stimulation from television (including SABC 1, 2, 3, e-TV, M-Net, and DSTV), radio, magazines and journals as important. They also enjoyed socialising with friends or relaxing (e.g. read newspapers or engaged in hobbies). They were the most Apparel- and Family/community -oriented (the highest mean score for the four clusters) and could be expected to enjoy shopping for apparel, also with friends to socialise. This could account for their high expenditure on apparel and accessories. They also lacked interest in Visual and performing arts (ballet/opera) and visiting art museums or galleries. In comparison with the other clusters, this group had the highest mean score for Family/community oriented.

Shopping orientation: The mean scores for the respondents of Cluster 2 pertaining to the shopping orientation components were: Component 1: Self confidence and enjoyment ($\overline{X}$ = 76.4) and Component 2: Credit prone, brand conscious and fashion innovator ($\overline{X}$ = 63.1). Even though these respondents did not necessarily have the means, they were the most shopping oriented of the four clusters. They were interested in apparel shopping and browsing in shopping malls. They were also confident in their ability to shop for apparel, hence their relatively high spending on apparel per month regardless of their rather average level of income (77.2% spent R400 and more monthly – the highest percentage of the four clusters). These were shopping enthusiasts who tend to be credit prone, brand conscious and fashion innovating, although to a lesser extent than Cluster 3 and 4. This contributes to the fact that Cluster 2 could be considered as Consumer Scope's *Lifestyle Level 3* members.

Store patronage: The mean scores for Cluster 2 with regard to the various store patronage variables were: Component 1: Mr Price ($\overline{X}$ = 2.77), Component 2: Jet ($\overline{X}$ = 2.82), Component 3: Markham ($\overline{X}$ = 4.02), Component 4: Truworths Man ($\bar{x}$ = 3.61), Component 5: Exact! ($\bar{x}$ = 3.54), Component 7: RJL (3.46), Component 8: Ackermans ($\bar{x}$ = 2.72), Component 9: Edgars ($\bar{x}$ = 3.74), Component 10 = Woolworths ($\bar{x}$ = 3.26), Component 11: Young Designers' Emporium ($\bar{x}$ = 2.25) and Component 12: Aca Joe ($\bar{x}$ = 3.32). It was evident that this group mainly frequented speciality stores (Markham, Truworths Man and Exact!) as well as department stores (Edgars and Woolworths) when shopping for apparel. Signature stores were not visited often. Markham was regarded as the store frequented most. As with Cluster 1, this could be due to the fact that the interviews were conducted in Markham stores, which might have biased the respondents' answers, or they might have felt pressured to seem fond of Markham. According to Consumer Scope (2005) *Lifestyle Level 3* members patronise Edgars, and therefore consumers within this cluster could thus be considered as members of the this *Lifestyle Level,* namely the ***Emerging Market*** (see Appendix 6). It seems difficult to match the patronage behaviour of Cluster 2 with Consumer Scope's *Lifestyle Levels*. However, *Consumer Scope Lifestyle Level 3* corresponds to a certain extent with the profile of Cluster 2. Compared to the VALS2 classification system, these consumers could to a certain extent be considered as ***Strivers*** (see Appendix 3).

4.8.2.3 Cluster 3: Dynamics

Demographic profile: Like Cluster 2 (n=90), these respondents represented a rather young consumer group with two-thirds (66.7%) being between the ages of 20-24 years, and only 11.1% being 30-35 years old. They were mostly Coloured (42.7%) and White (39.3%), with a rather small percentage (13.5%) Black. Most respondents (65.2%) in this cluster regarded English as their first language. The largest portion of Cluster 3 respondents (45.6%) had earned a high school education (Grade 12). In general, these cluster members were well educated (23.3% had a diploma, 23.3% had earned a Bachelor's degree, while 5.6% had completed postgraduate studies).

These respondents were mainly employed in middle management positions (25.7%) or were unemployed (25.7%). Again, since 25.7% of all respondents had 'other' occupations, which could include being a full-time student, it might be that these respondents were not really unemployed, but economically inactive due to the fact that they were still preparing for employment. More than half (61.1%) of this cluster earn up to R4999 per month. Nearly 58% of the cluster members spend more than R400 per month on apparel and accessories, contributing to their image consciousness (see Table 4.17).

Lifestyle: The mean scores for Cluster 3 with regard to the various lifestyle variables were: Component 1: Apparel-oriented ($\bar{x}$ = 60.9), Component 2: Visual and performing arts- oriented ($\bar{x}$ = 35.7); Component 3:

Media-oriented ($\bar{x}$ = 88), Component 4: Socialising-oriented ($\bar{x}$ = 78.1), Component 5: Sport-oriented ($\bar{x}$ = 64.7), Component 6: Published information-oriented ($\bar{x}$ = 82.5), Component 7: Relaxing-oriented ($\bar{x}$ = 66.7) and Component 8: Family/community-oriented ($\bar{x}$ = 46.1). Members of Cluster 3 were mainly Media and Published information-oriented since they regarded media stimulation (e.g. radio, newspaper) as important. They were also Socialising as well as Relaxing oriented and therefore spent time with friends, engaged in hobbies and read newspapers or magazines. Cluster 2 portrayed the highest percentage of the four clusters for the Sport oriented lifestyle and would consequently attend sport matches and/or play sport or do physical exercise more so than the other cluster members. These respondents were more inclined to engage in the above-mentioned lifestyle activities than to spend time with relatives or be involved in community projects. Of the four clusters, Cluster 3 members are the most Visual and performing arts-oriented (35.7). When comparing the lifestyle variables across all four clusters, it was evident Cluster 3 portrayed the highest scores on six out of eight lifestyle components. This indicated that the members of this cluster could be considered as consumers with many interests and activities.

Shopping orientation: The mean scores for Cluster 3 with regard to the shopping orientation components were: Component 1: Self confidence and enjoyment ($\bar{x}$ = 75.9) and Component 2: Credit prone, brand conscious and fashion innovator ($\bar{x}$ = 67.7). These respondents regarded themselves as interested in apparel shopping. They enjoyed shopping for apparel and felt confident in their abilities to select apparel for themselves. Of the four clusters they loaded the highest on the shopping orientation component Credit, brand conscious and fashion innovator. Consequently they could be expected to have a strong brand appeal, to adopt fashion at an early stage and kept their wardrobes updated with the latest trends. These respondents could also be considered as credit prone (use a credit card or charge account).

Store patronage: The mean scores for Cluster 3 with regard to the various store patronage variables were: Component 1: Mr Price ($\bar{x}$ = 1.43), Component 2: Jet ($\bar{x}$ = 1.16), Component 3: Markham ($\bar{x}$ = 3.79), Component 4: Truworths Man ($\bar{x}$ = 3.23), Component 5: Exact! ($\bar{x}$ = 1.78), Component 7: RJL (3.04), Component 8: Ackermans ($\bar{x}$ = 1.28), Component 9: Edgars ($\bar{x}$ = 3.17), Component 10 = Woolworths ($\bar{x}$ = 2.8), Component 11: Young Designers' Emporium ($\bar{x}$ = 3.32) and Component 12: Aca Joe ($\bar{x}$ = 2.97). Because these respondents were brand conscious and enjoyed shopping it could be expected that they tended to shop around. They preferred speciality stores (Markham and Truworths Man), and least preferred discount stores (Mr Price and Jet). Of the four clusters, this cluster loaded highest on signature stores (Young Designers' Emporium and Aca Joe), which confirmed their awareness of fashion and trends.

Because signature store merchandise usually sell at much higher price points, this could have contributed to the fact that these respondents tended to make use of credit when purchasing apparel products. Even though Consumer Scope (2005) do not indicate all stores included in this research project, such as Young Designers' Emporium or RJL, members of *Lifestyle Levels 3* and 4 both patronise Edgars. Consumers within this cluster could therefore be considered members of the ***Emerging Market*** as well as the ***Established Market*** (see Appendix 6). Compared to the VALS2 classification system, these consumers could to a certain extent be considered as ***Experiencers*** (see Appendix 3).

4.8.2.4 Cluster 4: Laggards

Demographic profile: Almost 72% of this cluster (n=39) were aged 20-24 years, which made this the youngest cluster. They are also the smallest cluster of the four and had the largest percentage (71.8%) of Coloured respondents. White respondents comprised the second largest portion of this cluster forming only 20.5% of the total group of respondents. The larger portion (61.5%) of this cluster spoke English, followed by Afrikaans (33.3%).

The largest portion (52.6%) of this cluster had obtained high school education while 28.9% had achieved a diploma. A mere 5.2% of these respondents had graduated from a university, making it the least educated consumer group on tertiary level. This cluster showed the smallest percentage (6.7%) of unemployment of the four clusters. The majority of these respondents occupied a middle management (40.0%) or clerical positions (26.7%) at work, while only 13.3% had a management position or regarded themselves as professionals (13.3%). Almost three-quarters (73.7%) of these cluster members earned less than R4 999 per month. Only 2.6% earned a salary in the R15 000-R19 999 bracket, which could be attributed to limited educational levels. Like the other three clusters, more than half (57.9%) of the Cluster 4 members spent more than R400 per month on apparel and accessories.

Lifestyle: The mean scores for Cluster 4 with regard to the various lifestyle variables were: Component 1: Apparel oriented ($\overline{X}$ = 52.4), Component 2: Visual and performing arts oriented ($\overline{X}$ = 16.6); Component 3: Media oriented ($\overline{X}$ = 70.8), Component 4: Socialising oriented ($\overline{X}$ = 53.2); Component 5: Sport oriented ($\overline{X}$ = 39.3); Component 6: Published information oriented ($\overline{X}$ = 56.7); Component 7: Relaxing oriented ($\overline{X}$ = 38.8) and Component 8: Family/community oriented ($\overline{X}$ = 27.0). From these mean scores it could be deduced that members of Cluster 4 were similar to members of Clusters 1, 2 and 3 mainly Media and Published information oriented since they regarded media stimulation (e.g. watching television, listening to radio, and reading news papers and magazines) as important. Respondents in this cluster were also Socialising oriented and but in comparison with the other clusters the least socialising. They were also less Apparel-oriented that Clusters 2 and 3 (see Table 4.16). Spending time with family members or being involved in community projects are activities they rarely engaged in. They had the lowest mean score for Visual and Performing arts-oriented when compared with the other clusters (see Tables 4.15 and 4.16).

Respondents in this cluster could be considered as apathetic apparel consumers with fewer interests and activities compared to the other clusters. Apart from the Apparel oriented variable, this cluster had the lowest mean scores on the other seven lifestyle variables in comparison with Clusters 1, 2 and 3.

Shopping orientation: The mean scores for Cluster 4 with regard to the shopping orientation components were: Component 1: Self confidence and enjoyment ($\overline{X}$= 68.1) and Component 2: Credit prone, brand conscious and fashion innovator ($\overline{X}$= 65.7). These respondents did not have a distinctive shopping orientation like the other three clusters, due to the mean scores of the above-mentioned variables being close to each other. These respondents were not only interested in shopping, but also felt confident in their ability to choose the right apparel for themselves. Compared to the other clusters, this consumer group tended to be credit prone, which could be attributed to their fairly low monthly income (73.7% earned less than R4 999 per month). They were also fashion conscious.

Store patronage: The mean scores for Cluster 4 pertaining to the various store patronage variables were: Component 1: Mr Price ($\overline{X}$= 1.49); Component 2: Jet ($\overline{X}$= 1.28); Component 3: Markham ($\overline{X}$ = 3.9); Component 4: Truworths Man ($\overline{X}$= 2.67); Component 5: Exact! ($\overline{X}$= 1.69); Component 7: RJL (2.82); Component 8: Ackermans ($\overline{X}$= 1.31); Component 9: Edgars ($\overline{X}$= 3.49); Component 10 = Woolworths ($\overline{X}$= 1.95); Component 11: Young Designers' Emporium ($\overline{X}$= 1.79) and Component 12: Aca Joe ($\overline{X}$= 2.36). Apart from Markham which is a speciality store, the most preferred store was Edgars, which is a departmental store. These cluster members least preferred discount stores (e.g. Mr Price and Jet). Of the four clusters, this cluster loaded lowest on Woolworths (a department store). Edgars is the only store patronised by these cluster members that corresponds with Consumer Scope (2005) *Lifestyle Level 2*, which members also patronise Pep, Ackermans and Jet. However, given other characteristics pertaining to *Lifestyle Level 2,* these cluster members could be categorised as members of this *Lifestyle Level,* namely the ***Mass Market***. Compared to the VALS2 classification system, these consumers could to a certain extent be considered as ***Survivors*** (see Appendix 3).

4.9 SUMMARY OF THE FOUR CLUSTER PROFILES

When the four identified cluster profiles were viewed holistically, it was regarded as appropriate to suggest labels to identify them. Label names were created for the four clusters based on their most prominent characteristics. Names most suitable derived from *VALS2* lifestyle classification system (see Appendix 3) and Consumer Scope South Africa (2005) (see Appendix 6) were also allocated in extension of the new labels. Cluster labels were as follows: ***Traditionalists*** (Cluster 1), ***Shopping enthusiasts*** *(Cluster 2),* ***Dynamics*** (Cluster 3) and ***Laggards*** (Cluster 4). These labels enable the reader to create a mental picture of each cluster's consumer characteristics and behavioural patterns. As the four clusters have been described and discussed extensively in Section 4.8, a summary is provided in Table 4.18. This serves as an overview of the cluster typologies, highlighting the most fundamental characteristics.

TABLE 4.18: SUMMARY OF CLUSTER PROFILES

	CLUSTER 1 (38%) = *TRADITIONALISTS*	**CLUSTER 2 (19%) = *SHOPPING ENTHUSIASTS***	**CLUSTER 3 (30%) = *DYNAMICS***	**CLUSTER 4 (13%)= *LAGGARDS***
Demographic characteristics	• 25 to 35 years • Whites and Coloureds • Afrikaans and English • Highest education – post-graduates • Earn R5 000pm and more • Professionals, managers • Spend R300-400pm on apparel and accessories	• 20–24 years • Coloureds and Africans • English • Diploma • Earn up to R4 999pm • Clerical, middle management, unemployed • Spend R400 pm+ on apparel and accessories	• 20–24 years • Coloured and White • English • Diploma, bachelors degree • Earn up to R6 999 pm • Middle management, unemployed • Spend R400 pm+ on apparel and accessories	• 20-24 years • Coloured • English • Diploma • Earn up to R4 999pm • Clerical, middle management, unemployed • Spend R400 pm+ on apparel and accessories
Lifestyles	• Media oriented • Published information oriented • Socialising oriented • Relaxing oriented • Sport oriented	• Media oriented • Published information oriented	• Most visual and performing arts oriented • Most media oriented • Most socialising oriented • Most sport oriented • Most published information oriented • Most relaxing oriented	• Media oriented • Socialising oriented • Not interested in many activities

	CLUSTER 1 (38%) = ***TRADITIONALISTS***	**CLUSTER 2 (19%) =** ***SHOPPING ENTHUSIASTS***	**CLUSTER 3 (30%) =** ***DYNAMICS***	**CLUSTER 4 (13%)=** ***LAGGARDS***
Shopping Orientation	• Shopping enjoyment/confidence oriented	• Shopping enjoyment/convenience oriented • Confident consumers • Shop trotting • Bargain hunters • Brand conscious	• Shopping enjoyment/confidence oriented • Most credit prone • Most brand conscious • Most fashion innovators	• Credit prone • Brand conscious
Patronage Behaviour	• Speciality stores (Markham, Truworths Man) • Department stores (Edgars, Woolworths) • Discount stores (Mr Price)	• Speciality stores (Markham, Truworths Man, Exact!) • Department stores (Edgars, Woolworths)	• Speciality stores (Markham, Truworths Man) • Highest on signature stores (YDE, Aca Joe)	• Speciality stores (Markham) • Department stores (Edgars)

4.10 CONCLUDING REMARKS

Chapter 4 presented the results of the empirical study. The demographic profile and shopping mall behaviour of the 297 respondents were described as well as the results regarding the validity and reliability of the questionnaire. Cluster analysis was done and four clusters were identified, based on lifestyle, shopping orientation and patronage behaviour. Demographic characteristics with distinct differences in their profiles were added to develop profiles for the clusters. Although limited due to the nature and scope of this exploratory study, the results of this investigation indicated that all the set objectives for the empirical study had been met. The conclusions, implications and recommendations of the study will follow in Chapter 5.

CHAPTER 5

CONCLUSIONS, IMPLICATIONS, LIMITATIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

Male apparel shopping behaviour is a complex phenomenon with a multitude of interacting variables. This exploratory study was designed to investigate male apparel consumers' demographic characteristics, lifestyle, shopping orientation, patronage behaviour and shopping mall behaviour. The results make a contribution to data on male apparel shopping behaviour in particular.

In Chapter 1 the importance of this study was emphasised. Introductory perspectives on the research problem and research objectives, which would become the foundation of the research project, were discussed. Chapter 2 set out to identify concepts that influence male apparel shopping behaviour and an in-depth literature review was provided to establish the theoretical point of departure for the study. Theoretical models were used to design an expanded conceptual framework of variables influencing male apparel shopping behaviour (see Figures 2.1-2.4). The concepts portrayed in this framework were discussed.

In the third chapter the research methodology which supported the attainment of the research objectives for the empirical part of this exploratory study was explained. A convenience sample of male apparel consumers was selected. Data were gathered by means of a store-intercept method and the measurement instrument, a questionnaire, was based on previous research. Questionnaire development, fieldworker selection and training, data gathering and statistical analysis were discussed.

The data were analysed and discussed in the fourth chapter. A comprehensive profile of the sample was presented. The reliability of the questionnaire was found to be acceptable for an explorative study. The factor analysis yielded eight lifestyle components and three shopping orientation components. The clusters of male apparel consumers, as well as the patronage behaviour items and demographic characteristics, were created according to these components. Shopping mall behaviour was excluded from the cluster discussions as this was a non-clusterable variable. The conclusions will be discussed in the next section.

5.2 CONCLUSIONS

Within South Africa's multifaceted marketing milieu, and with a growing market of male apparel buyers, it was imperative to gain knowledge on the key variables as depicted in the expanded conceptual framework (see Section 1.3). Despite the fact that an increasing percentage of all apparel spending is done by males, research on their apparel consumer behaviour is limited. Therefore it was regarded as vital that this market segment should be investigated. Male apparel consumers are regarded as a growing segment of the apparel retail market and may be considered as one of the fastest growing consumer groups in the retail markets in South Africa. In order to target the male apparel market efficiently and meet the needs of this diverse target market, retailers should be able to comprehend the influence of the key variables researched.

The research question was the following: To what extent could male apparel consumers be clustered according to their lifestyles, shopping orientations and patronage behaviour, and do the clusters differ according to selected demographic characteristics and shopping mall behaviour? In order to answer this research question, various research objectives were set (see Section 1.4).

The following conclusions could be made:

- **Demographic characteristics** were classified as consumer-dominated variables, as all consumers will differ regarding these variables, and the market cannot influence them. The age, gender, population group, first language, marital status, education, occupation, monthly income and socio-economic status of consumers will influence the male apparel consumers' shopping behaviour and the general way in which they behave in the marketing environment. Marketers should therefore become acquainted with the influence of these variables on their target market.

- The **lifestyle** of male apparel consumers was classified as a consumer-dominated variable. Lifestyle is a complex phenomenon that is related to, amongst others, demographic, economic and psychological dimensions of individuals (refer to Section 2.5.2). Data on the lifestyle section of the questionnaire was factor analysed and resulted in eight components, each displaying a lifestyle pattern, namely Apparel-oriented lifestyle, Culturally-defined lifestyle, Media-oriented lifestyle, Socialising lifestyle, Sport-oriented lifestyle, Published information-oriented lifestyle, Relaxing-oriented lifestyle and lastly Family/community-oriented lifestyle. The most prominent lifestyle seemed to be Media-oriented, Socialising-oriented, Apparel-oriented and Published information-oriented. Visual and performing arts- as well as Family/community-oriented lifestyles seemed to be least engaged in. Clusters 1 and 3 were most Sport- and Relaxing-oriented, and of the four clusters Cluster 3 was the only one that did not prefer to have a socialising-oriented lifestyle. Clusters 1 and 2 portrayed a published information-oriented lifestyle.

- Three **shopping orientation** components were identified, but only two differed substantially, namely Local store patronage shopping orientation and Credit prone, brand conscious and fashion innovating shopping orientation. The conclusion can therefore rightly be made that shopping orientation is a multi-faceted construct. The knowledge gained on shopping orientation could be beneficial to the retailing and marketing environments.

  Clusters 1 and 3 enjoyed shopping the most and had confidence in their ability to shop for apparel. Of the four clusters, Cluster 3 was the most fashion innovating and brand conscious, compared to Cluster 1 which was the only cluster that did not have a brand conscious shopping orientation, that could contribute to the rather conservative image of this cluster. Cluster 4 was the most credit prone of the four clusters. Cluster 2 members were the most active shoppers with the most credit proneness and brand consciousness.

- The **patronage behaviour** of male apparel consumers was included in this study and was investigated across three shopping malls. All four clusters identified preferred to shop at speciality stores, including Markham and Truworths Man. Cluster 1, 2 and 4 also tended to patronise department stores, such as Edgars (Clusters 1, 2 and 4) and Woolworths (Clusters 1 and 2). Only members of Cluster 1 preferred to shop at discount stores (e.g. Mr Price), and Cluster 3 members were the only consumers across the four clusters that shopped at signature stores such as Young Designers' Emporium and Aca Joe.

- **Shopping mall behaviour**: This study found that consumers within different shopping malls have different shopping patterns and show different behaviour within the shopping mall. They could therefore be regarded as different target customers. Consumers choose to shop at a specific shopping mall for a variety of reasons (see Appendix 13). Respondents indicated that their main reasons were, amongst others, the variety of stores offered by the shopping mall; the proximity to their home or whether the shopping mall is easily accessible, and whether they know the shopping mall well. The store hours and the variety of products offered at the stores were also indicated as deciding factors when choosing a shopping mall. Most respondents indicated that they are usually accompanied by their wife or girlfriend, or friends when visiting a shopping mall. The main activities when visiting a shopping mall include shopping for apparel, shoes and accessories and seeing a movie or going to the fun park.

From the above conclusions it is evident that a variety of role players in the apparel industry will be influenced by consumers' behaviour. The following section will focus on the implications of each of these role players.

5.3 IMPLICATIONS FOR APPAREL RETAILERS AND MARKETERS

The results of the study can contribute to the database that can practically benefit the two key players of the apparel market. The apparel market, namely the marketers who sell the brand image and concepts to the consumer, and the retailers in shopping malls who sell the products to the apparel consumers, must adhere to the needs and demands of the consumer. The consumer is regarded as the dynamic force behind the roles of these key players. Without acknowledging the consumer's needs and wants, marketers' and retailers' roles would be superfluous. Once the male apparel consumer's needs are met, he will not only acknowledge the apparel retailer, its image and what it has to offer in the market place, but will also in the long run become dedicated to the brand. In the current South African retailing environment competition is fierce and consumers are aware of international trends. Consumers prefer to make informed decisions on how to spend their hard-earned money, and do not feel obliged to remain loyal to a brand, as there is a vast array of products available to them in the apparel retail market. In order to become not only a surviving competitor in the apparel industry, but a prominent performer, the following implications for the various parties involved can be taken into consideration in order to gain insight into South African male consumers' apparel shopping behaviour:

- **Marketers**

Marketers ought to identify market segments, uncover new product opportunities, and develop product as well as promotional strategies that focus on their markets. They must create effective advertising communications based on a comprehensive portrait of their target consumer. This will improve the general understanding of their target markets by providing substance to fill out the framework of profiles provided by demographic characteristics.

Marketers need to segment their male apparel market according to the variables distinguishing them from one another. In the past, gender has been used as main determinant to target markets, but in today's diverse consumer audience, it is important to take into account the many variables influencing a consumer's target profile. Recently men have become global team players on the fashion forefront, and it is therefore imperative that they are targeted differently from the traditional consumer. The identified cluster profiles (based on demographic, lifestyle, shopping orientation and patronage behaviour differences) can be used to segment the target market of Markham. Advertising should also be adapted according to the target these different target profiles.

From the four clusters identified it is evident that consumers have different needs. They demand uncomplicated and trouble-free shopping, as well as easy access to choice that can fit their different lifestyles and diverse shopping behaviours.

Promotional campaigns should communicate effectively with the increasingly important male fashion-oriented consumers. They must be integrated and aimed at the individual who has a media-oriented lifestyle such as reading magazines, watching television and listening to the radio. These are important vehicles for reaching the customer and informing him of new products and/or brands. Since this market segment tends to be socialising-, relaxing-oriented and young, fashion promotions and media events should not be associated with family activities, but reflect the lifestyle desired by these consumers.

The lifestyles that are portrayed by this segment included media usage, social and sport involvement, as well as a shopping-oriented lifestyle. They showed a low interest in performing arts and culture, community and family-related activities. Consequently the following should be considered:

- Promotion campaigns should be integrated and aimed at the individual who enjoys reading magazines and newspapers, watching television and listening to the radio.
- Advertisements should be used as source of information for sales and bargains as there is a customer group that hunts for bargains.
- Fashion promotions and media events could be coupled with sports and social activities.

- **Retailers and shopping mall management**

The profiles of the four male apparel clusters identified can contribute towards the relevant role players' understanding of the actual market of Markham. Consequently these role players can comprehend each consumer group as a consumer identity with unique characteristics. From this research it is evident that not all male apparel consumers are alike, and it is therefore advisable to identify the groups of customers to target, such as the four types of Markham consumers recognised in this study. These consumers differ in their consumer profile (demographic characters), their way of living (lifestyle), and their manner of shopping (shopping orientation) and also the type of stores where they prefer to purchase apparel (patronage behaviour). From the results it seems that these concepts are interrelated and should consequently not be seen in isolation when designing marketing strategies. The expanded conceptual framework created for this research project could be used by male apparel retailers when developing a marketing strategy and marketing mix with the purpose of using a more scientific point of departure.

In general, male apparel consumers have a variety of criteria when selecting a shopping mall for an apparel shopping/browsing outing. Since they regard proximity to the shopping mall as important, the shopping mall management must have awareness campaigns in the nearby surrounding areas to draw customers to the shopping mall, such as pamphlets that indicate new longer trading hours.

This study proved that most apparel consumers visit shopping malls with either a partner (such as a girlfriend or wife) or a friend. These partners could influence their partner's shopping behaviour, and should consequently be targeted in an indirect way, by means of detailed window displays or visually pleasing in-store displays.

When present in a shopping mall, male apparel consumers browse, 'window shop', and shop for a variety of products, including apparel, shoes and accessories. Markham consumers that responded to the interview indicated that they spend between one to three hours in the shopping mall, of which a maximum of two hours is spent on buying apparel. The correct product specific and in-store marketing and customer service are therefore vital to ensure sales, and create customer loyalty. Since retailers cater for a consumer group of various socio-economic and educational backgrounds, it is essential that the marketing strategies they use appeals to a broad spectrum of consumers.

From the above one can conclude that it is vital for manufacturers, retailers and shopping mall management, as well as marketers, to understand male apparel shopping behaviour. Once they can successfully identify, describe, understand and influence their target market they will enhance their performance in the apparel marketplace. This study aimed at providing them with scientific information that could be applied to do that.

5.4 LIMITATIONS

The delimitation of the scope of this exploratory study was discussed in Section 1.6. The study was conducted with constraints, such as finance, time and feasibility. The limitations that defined the scope of the study included the following:

- Geographical area of data collection: Three shopping malls in Cape Town were selected for data collection, namely N1 City, Canal Walk and Cavendish Square. Even though the population distribution of the respondents is representative of the Western Cape population, it does not reflect the entire South African population distribution.

- Menswear retailer: The research findings cannot be generalised to all male apparel consumers of all age and gender groups and geographical locations, but should be interpreted with circumspection due to the fact that a convenience sample was used. The study has been limited to Markham, a leading menswear retailer.

- Sample population: The sample population included all male apparel consumers who entered the chosen menswear retailer, aged 20-35 years. All consumers outside this bracket were therefore excluded.

- Time of data gathering: Due to financial constraints, data gathering took place on the weekend only, which limited the researcher to weekend shoppers only. However, since it is regarded that many male apparel consumers mainly visit shopping malls during weekends only, one could assume that this limitation did not have a significant effect on the quality of the data gathered.

- Language: it could be a limitation that the questionnaire was only available in English and Afrikaans. It was, however, argued that most consumers interviewed should be able understand one of the languages to a certain extent.

5.5 RECOMMENDATIONS FOR FUTURE RESEARCH

The recommendations for further research in the field of male apparel shopping behaviour encourage researchers to build knowledge and theory with regard to male apparel shopping behaviour in South Africa. These researchers could focus on doing the following:

- To further analyse shopping mall behaviour as it appears not to have been investigated in depth in South Africa.

- To extend statistical analyses on the gathered data, for example by means of applying exploratory and confirmatory factor analyses to examine the factor structure and psychometric properties of certain items.

- To investigate the influence of the remaining variables in the expanded conceptual framework on male apparel shopping behaviour, which were not included in this research project.

- To research the shopping mall behaviour of male apparel consumers in conjunction with a variety of consumer behaviour variables (such as those included in the study) and not in isolation as seen in literature from previous research projects in this field.

- To examine the relationship between the variables postulated in the conceptual framework. The variables chosen in the model were researched in isolation from each other.

- To be able to meet the needs of diverse population groups, researchers need to incorporate ethnicity in the consumer behaviour paradigm. Marketers need to evaluate the potential of ethnic marketing. The inclusion of more ethnic groups when studying male apparel behaviour is thus essential. Data should be gathered by using, or developing if necessary, instruments available in languages other than English or Afrikaans.

- To compare male apparel shopping behaviour between population groups, given that this study focused on a variety of population groups. A comparison could be made between Blacks, Coloureds and Whites, as they are dominant population groups in South Africa.

- To repeat the study in the teenage consumer market. Given that teenagers' spending on apparel products forms the greater part of their consumer spending, this market segment is regarded as very lucrative and more information could improve retail and market strategies and consequent sales growth.

- To conduct a similar study specifically excluding students so that data on income and occupation could be interpreted more realistically. A high percentage of students' money is spent on purchasing apparel and other image-related products in order for them to maintain a fashionable image amongst their peers.

A separate study could thus be done on male student apparel consumers, since this is regarded as a financially rewarding market segment.

- Retailers could benefit from further research regarding the profile of various consumers with different shopping behaviour patterns in shopping malls, as well as the profiles regarding the types of consumer shopping at a specific time of month, week or day.

- To conduct a similar study in accordance with a variety of retailers who specialise in a specific product, e.g. sports or outdoor apparel stores.

5.6 CONCLUDING REMARKS

The South African retail market serves a dynamic and unique environment that changes constantly and becomes increasingly complex and diverse. The key is thus to gain sufficient knowledge of a segmented target market regarding all aspects that could influence them as a niche market, in order to have a focused marketing strategy in place. One of the important factors to consider is the increasing buying power of the male shopper in the fashion apparel domain. The general change in attitude amongst male apparel consumers regarding apparel and fashionability, more specifically general image management and awareness of international outerwear trends, could also be taken into account. Retail marketing strategies should be targeted to address the needs of this heterogeneous and growing market segment, for retailers to simultaneously gain market share in the male apparel industry.

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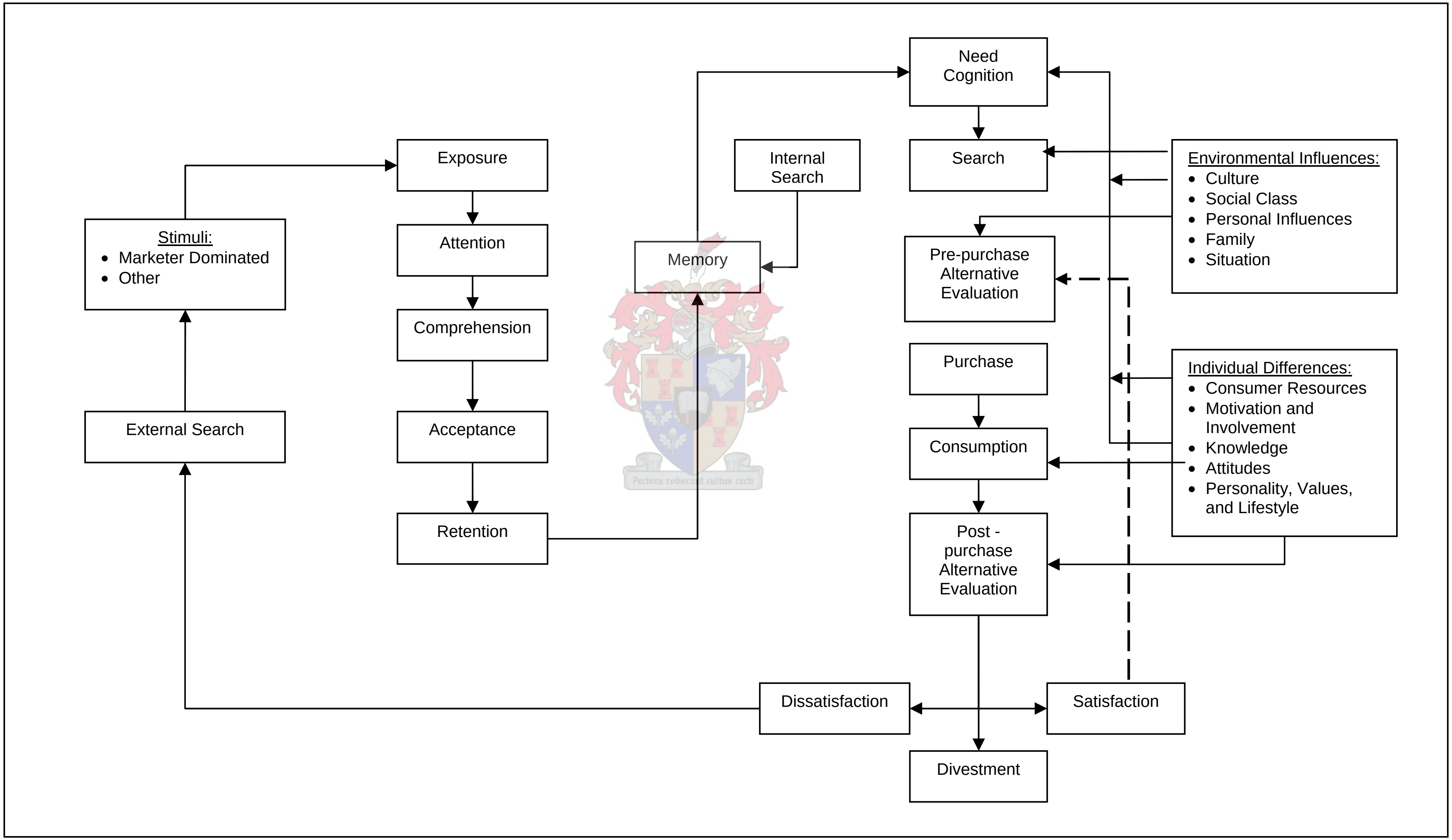
APPENDICES

APPENDIX 1: ENGEL-BLACKWELL-MINIARD MODEL OF DECISION-PROCESS BEHAVIOUR (EBM MODEL)

(Engel, Blackwell & Miniard, 1995:150)



APPENDIX 2: GENERATIONAL MODEL OF SOUTH AFRICAN CONSUMERS (MULROONEY, 2001:25)

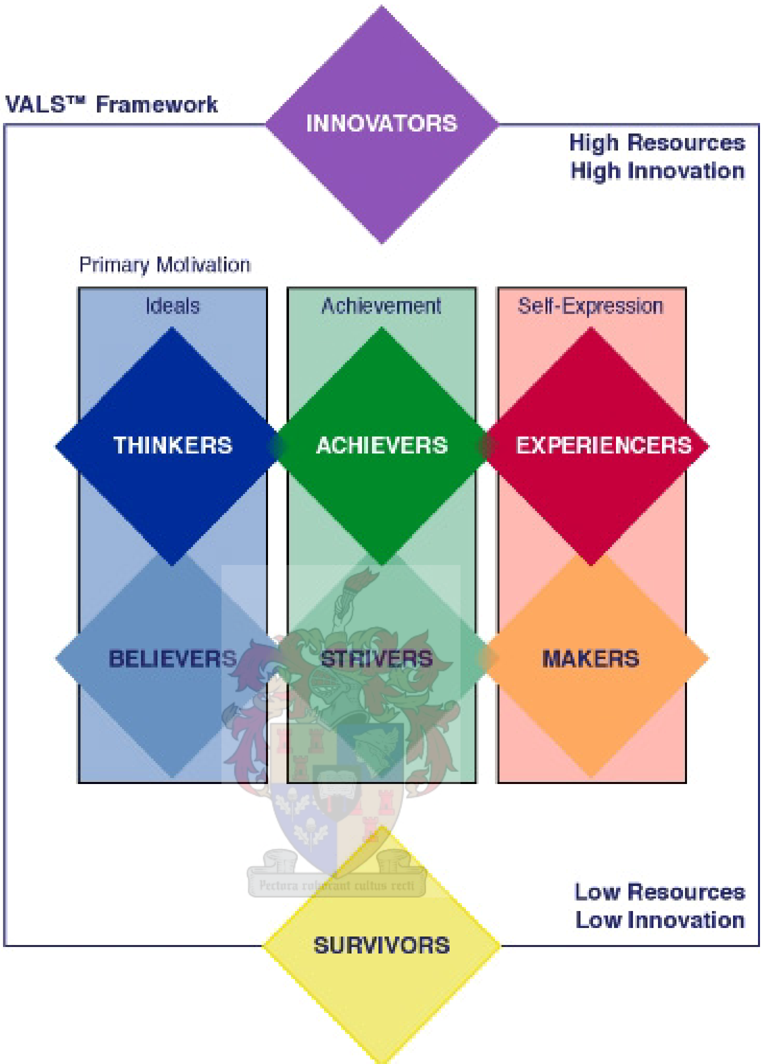
While the LSM classification system may be used to obtain a preliminary view of a market and provide a better picture of targets – particularly from the point of view of consumer expenditure – the LSM groups still display a strong demographic basis. Apart from these methods used to segment South African consumers, Mulrooney (2001:24) classified consumers according to the factors that have shaped their lives and that continue to influence their everyday decisions. The segmentation is done according to consumer value systems, the most deep-rooted causes of, or reason for, people's actions. This method of segmentation is based on age, with an underlying assumption that people develop these value systems at an early age and leave them mostly intact for the rest of their lives. Therefore, people with the same value systems tend to react to messages in the same way.

	SILENT **(born 1930s-1940s)**	**BOOMER** **(born 1950s-1960s)**
Key market theme	• We're not old	• Give us control and meaningful rewards • We deserve it
Characteristics	• Respect opinions of experts • Enjoy reading but have limited time • Like to help others • Value strength and achievement • Value security and longevity • Value their grandchildren and will invest in their future • Not ageing, but enjoy a second middle age	• They believe they know better than everyone else • Not interested in products targeted or endorsed by other generation • Fanatically self-absorbed • Distrust authority, communicate in an honest and straightforward way • Celebrity endorsements and image attract them • Busy and want convenience, which they'll pay for • Products must appeal to conscious consumption (quality)

		• They're 'moralities' and 'value' people • Nostalgia best for sales • Like music that appeal to them
Vehicles for selling	• Scientific proof • Detailed specification	• Celebrity endorsements, image, reward schemes, brands
	GENERATION X **(born 1970s-1980s)**	**MILLENNIAL** **(born 1990s-2000s)**
Key market theme	• I'm not a target market	• We can….
Characteristics	• Attracted by the visual, musical and dynamic • They're smart and savvy • Get bored easily, like innovative ideas • Work on multiple levels simultaneously • They're holistic, aware of operating environment of the products involved • Value friendship, but want to be treated as individuals • Value choices, customisation and interactive media • Never loyal to a product, only to a concept or a lifestyle • Have no heroes • Value family and home	• They have a huge influence on family spending • Overprotected, which can lead to naivety • Confident, treat like kids • They're plugged in and want messages in sound-bytes on modern media in an up-to-date language. • Look for heroes, like endorsements • Time more precious than money – pay for convenience • Fairly homogeneous • Brand aware • Want a 'drill down' approach to information, where limited info is available at first with an option to get more later
Vehicles for selling	• The benefits, mass customisation, personalisation, 'dark' and 'ironic' humour	• Everybody's using it, so it's cool, brands

APPENDIX 3: VALS2 LIFESTYLE SYSTEM

Vals2, 2005.



VALS grouping	Description
Innovators **(formerly Actualisers)**	• Successful, sophisticated, take-charge people with high self-esteem • Abundant resources • Change leaders; most receptive to new ideas and technologies • Very active consumers; purchases reflect cultivated tastes for upscale, niche products and services • Image regarded as important – not as evidence of status or power but as an expression of taste, independence and personality

VALS grouping	Description
	• Established and emerging leaders in business and government • Continue to seek challenges • Lives characterised by variety of possessions and recreation, which reflect cultivated taste for finer things in life
Thinkers **(formerly Fulfilleds)**	• Motivated by ideals • Mature, satisfied, comfortable consumers • Value order, knowledge and responsibility • Tend to be well educated and actively seek out information in the decision-making process • Well-informed about world and national events and are alert to opportunities to broaden their knowledge • Have a moderate respect for the status quo institutions of authority and social decorum, but are open to considering new ideas • Incomes allow them many choices, yet they're conservative, practical consumers • Look for durability, functionality, and value in products
Achievers	• Status oriented, thus support a move to enhance their position or support the move to another position in the social setting • Successful in career and family life; seek recognition in these areas • Committed to their work; family and social activities are a reflection thereof • Attracted to premium products and are the prime target for a wide variety of products
Experiencers	• Action-oriented; young, vital, and impulsive • Strictly follow fashion and fads • Spend much of disposable income on socialising • Buy on impulse • Attend to advertising • Listen to rock music

VALS grouping	Description
Believers	• Slow to change habits • Look for bargains • Watch TV more than average • Read magazines on retirement, home and garden, as well as general interest
Strivers	• Image conscious • Limited discretionary incomes, but carry credit balances • Spend on apparel and personal care products • Prefer TV to reading
Makers	• Shop for comfort, durability and value • Unimpressed by luxuries; buy the basics • Listen to radio • Read magazines on cars, homes, mechanics, fishing, and the outdoors
Survivors **(formerly Strugglers)**	• Brand loyal • Use coupons and watch for sales • Trust advertising • Watch TV often • Read tabloids and women's magazines

APPENDIX 4: ACNIELSEN SOCIOMONITOR

(ACNielsen, 2003)

YESTERYEARS (17.2% of adult population)	**BELONGERS** (21.4% of adult population)	**ENHANCERS** (18.7% of adult population)	**ACHIEVERS** (18.3% of adult population)	**TODAYERS** (24.5% of adult population)
Psychographics				
• Draw from known • Resist change • Culture • Language and race group intact • African family culture and religion	• Traditional values • Acceptability important • Not comfortable with new technology • Price important • Little technology	• Modern • Self-development • Beauty and style • Embrace technology • Individualistic	• Middle-of-the-road • Self-achievement • Price-conscious • Practical • Health and exercise • Novelty brands	• Don't care stimulants • Relaxants • Material aspirations without personal responsibility • Low self-esteem • Disempowered
Demographics				
• Female • 35 yrs + • Black, Coloured, White Afrikaans, Nguni • Low education • LSM 1, 7-8	• Female • 55 yrs + • Black • Nguni, • Sotho • Low education	• Youngest • Female • Indian, Coloured, Black • English • High educational levels • LSM 6-8	• Males • Young • White, Coloured, Indian and Black • Afrikaans, English • High educational levels	• 35-49 yrs • Black, Sotho, • C income • LSM 3, 5-6

YESTERYEARS (17.2% of adult population)	**BELONGERS** (21.4% of adult population)	**ENHANCERS** (18.7% of adult population)	**ACHIEVERS** (18.3% of adult population)	**TODAYERS** (24.5% of adult population)
• B and C income	• Lower LSM • C and D income	• A and B income	• LSM 7-8 • A and B income	
Lifestyle				
• Little activity • Home • Religion • Little sport	• Restricted to home-bound and group activities • Little sport	• Active at home and social activities • Niche hobbies	• Active • Sport • Niche sport with novelty and risk	• Below average in all • Watch live sport • Bars, shebeens, pubs
Possessions				
• Average • Home-bound	• Few durables and applications	• Most durables • Modern gadgets	• Most durables and applications	• Below average
Media usage				
• Below average	• Least television • Below average other	• Above average	• High media usage • Most newspapers and magazines	• Average

APPENDIX 5: SAARF LSM GROUPS

(SAARF, 2005)

There are 10 SAARF LSM groups (refer to the table below), ranging from Group 10, which has the highest living standards, to Group 1, with the lowest living standards (SAARF LSM, 2005). The groupings make use of 29 socio-economic indicators to specify the socio-economic status. Instead of approaching social class from demographic differences, the LSM quantifies the ownership of certain durable goods, access to services, and the like, to yield a composite measure of social class. The following attributes are included to define the LSM measure, and where indicated, replacements have been made to the SAARF 2001 version due to development and change in the marketplace:

1. Hot running water
2. Fridge/freezer in the home
3. Microwave oven
4. Flush toilet in house or on plot
5. VCR in household
6. Vacuum cleaner / floor polisher
7. Have a washing machine
8. Have a computer at home
9. Have an electric stove
10. Have TV set(s)
11. Have a tumble dryer
12. Have a Telkom phone
13. Hi-fi / music centre

14. Built-in kitchen sink
15. Home security service
16. Have a deep freezer
17. Water in home / on stand
18. Have M-Net / DSTV subscription
19. Have a dishwasher
20. Metropolitan dweller (replacing “electricity”)
21. Have a sewing machine
22. DVD player (replacing “Gauteng”)
23. House cluster / house / town house (replacing “traditional hut”)
24. One (or more) motor vehicle in household
25. No domestic worker
26. No cell phone in household (replacing “Western Cape”)
27. Less than two radio sets per household
28. No radio or only one radio
29. Living in a non-urban area

The presence, or otherwise, of these attributes are coded and subjected to a formula, which will yield a score for the respondents, that will determine their LSM group. The items are not necessarily causal.

	SAARF LSM 1	SAARF LSM 2	SAARF LSM 3	SAARF LSM 4	SAARF LSM 5
Demographics	• Female • 16-24, 50+ yrs • Up to some primary • Rural – house • R748 per month	• 16-24 yrs • Up to primary complete • Rural – house • R895 per month	• 16-49 yrs • Up to some high • Rural – house • R1 113 per month	• 16-34 yrs • Schooling up to some high • Urban: house cluster / house / town house • R1 595 per month	• 16-34 yrs • Some high to Grade 12 • Urban: house cluster / house / town house • R2 289 per month
Media	• Radio below but still strongest • African Language Services (ALS) • No cell phone in household	• ALS stations • No cell phone in household	• Radio – ALS stations and Radio Bop • SABC 1 TV • Outdoor	• Radio – ALS stations, Radio Bop, Metro fm, YFM • TV – SABC 1,2, Bop TV • Outdoor	• Radio – ALS stations, Radio Bop, Metro fm, KAYA FM, YFM • TV-SABC 1,2,3, Bop TV, e-TV • Weekly newspapers, magazines • Outdoors
General	• Minimum access to services • Minimum ownership of durables, except radio sets	• Water on plot • Minimum ownership of durables, except radio set and stoves • Activities – gardening	• Water on plot • Minimal ownership of durables, except radio sets and stoves • Activities – minimal	• Water on plot, flush toilet • TV sets, hi-fi/radio set, stove, fridge • Activities – “stokvel”	• Water, flush toilets • TV sets, hi-fi/radio set, stove fridge • Activities – started exercising, painted

	• Activities – gardening		• Metropolitan dweller	meeting, lottery tickets • Metropolitan dweller	interior of house, *stokvel* meeting, bought tapes, lottery tickets • Metropolitan dweller
	SAARF LSM 6	**SAARF LSM 7**	**SAARF LSM 8**	**SAARF LSM 9**	**SAARF LSM 10**
Demographics	• 16-34 yrs • Up to post Grade 12, not university • Urban: house cluster / house / town house • R3 731 per month	• Male • 35+ yrs • Grade 12 and higher • Urban: house cluster / house / town house • R5 495 per month	• 35+ yrs • Grade 12 and higher • Urban: house cluster / house / town house • R7 407 per month	• Male • 35+ yrs • Grade 12 and higher • Urban: house cluster / house / town house • R9 743 per month	• 35+ yrs • Grade 12 and higher • Urban: house cluster / house / town house • R13 406 per month
Media	• Wide range of commercial radio stations plus community radio • TV – SABC 1,2,3, e-TV • Daily and weekly newspapers,	• Wide range of commercial radio stations plus community radio • TV – SABC 1,2,3, e-TV, M-Net • DVD player • Daily and weekly	• Wide range of commercial radio stations plus community radio • TV – SABC 1,2,3, e-TV, M-Net, DSTV • DVD player • Daily and weekly	• Wide range of commercial radio stations plus community radio • TV – SABC 1,2,3, e-TV, M-Net, DSTV • Daily and weekly newspapers,	• Wide range of commercial radio stations plus community radio • TV- SABC 1,2,3,e-TV, M-Net, DSTV • Daily and weekly newspapers,

	Magazines • Cinema • Outdoor	newspapers, magazines • Accessed Internet 4 weeks • Cinema • Outdoors	newspapers, magazines • Accessed Internet 4 weeks • Cinema • Outdoors	magazines • DVD player • Accessed Internet 4 weeks • Cinema • Outdoor	magazines • DVD player • Accessed Internet 4 weeks • Cinema • Outdoor
General	• Hot running water, flush toilets • Ownership of a number of durables plus cell phone • Participated in a number of activities • Metropolitan dweller	• Full access to services • Increased ownership of durables plus motor vehicle • Participation in all activities	• Full access to services • Full ownership of durables, including PC and satellite dish • Increased participation in activities	• Full access to services • Full ownership of durables, including PC and satellite dish • Increased participation in activities, excluding *stokvel* meetings	• Full access to services • Full ownership of durables, including PC and satellite dish • Increased participation in activities, excluding *stokvel* meetings

APPENDIX 6: CONSUMER SCOPE LIFESTYLE LEVELS

(Consumer Scope, 2005)

	LIFESTYLE LEVEL 1: **BOTTOM MARKET** LSM groupings 1, 2, 3 (34% of SA households)	**LIFESTYLE LEVEL 2:** **MASS MARKET** LSM groupings 4 & 5 (28% of SA households)	**LIFESTYLE LEVEL 3:** **EMERGING MARKET** LSM groupings 6, 7 & 8 (25% of SA households)	**LIFESTYLE LEVEL 4:** **ESTABLISHED MARKET** LSM groupings 9 & 10 (13% of SA households)
Demographics	• 51.5% Female; 48.5% Male • 16-24 yrs (31%); 25-34 yrs (23%); 35-49 yrs (24%); 50 yrs + (22%) • R0-R895 per month • Traditional hut; rural house, shack / informal dwelling • Up to primary school complete; up to some high school complete	• 51% Female, 49% Male • 16-24 yrs (27%); 25-34 yrs (27%); 35-49 yrs (27%); 50 yrs + (19%) • R896-R1403 per month • Standard township matchbox; 2-3 room RDP -type house; shack / informal dwelling; farm house; traditional hut • Up to some high school complete; up to Grade 12 complete	• 49% Female, 51% Male • 16-24 yrs (24%); 25-34 yrs (26%); 35-49 yrs (28%); 50 yrs + (22%). • R1404 – R2734 per month • Standard suburban house; improved township house; standard township matchbox • Up to post Grade 12 and higher	• 49% Female, 51% Male • 16-24 yrs (20%); 25-34 yrs (19%); 35-49 yrs (31%); 50 yrs + (31%). • R2735+ per month • Large suburban house; standard suburban house; farm house • Grade 12 and higher

	LIFESTYLE LEVEL 1: **BOTTOM MARKET** LSM groupings 1, 2, 3 (34% of SA households)	**LIFESTYLE LEVEL 2:** **MASS MARKET** LSM groupings 4 & 5 (28% of SA households)	**LIFESTYLE LEVEL 3:** **EMERGING MARKET** LSM groupings 6, 7 & 8 (25% of SA households)	**LIFESTYLE LEVEL 4:** **ESTABLISHED MARKET** LSM groupings 9 & 10 (13% of SA households)
Media	• Radio – ALS stations, Radio Bop, Metro fm, KAYA FM, YFM, Bop • TV-SABC 1,2,3, Bop TV, e-TV • Weekly newspapers, magazines • No cell phone in household • Outdoor	• Radio – ALS stations, Radio Bop, Metro fm, KAYA FM, YFM • TV-SABC 1,2,3, Bop TV, e-TV • Weekly newspapers, magazines • Outdoors	• Wide range of commercial radio stations and community radio • TV – SABC 1,2,3, e-TV, M-Net, DSTV • Daily & weekly newspapers, Magazines • DVD player • Accessed Internet 4 weeks • Cinema • Outdoors	• Wide range of commercial radio stations and community radio • TV- SABC 1,2,3,e-TV, M-Net, DSTV • Daily & weekly newspapers, Magazines • DVD player • Accessed Internet 4 weeks • Cinema • Outdoor
General	• Minimum access to services: Electricity (50%); tap water in house (28%); flush toilet (4%); hot running water (1%); built-in kitchen sink	• Limited access to service: Electricity (97%); tap water in house (82%); flush toilet (54%); hot running water (20%); built-in kitchen sink	• Full access to services: Electricity (100%); tap water in house (99%); flush toilet (96%); hot running water (84%); built-in kitchen sink	• Full access to services: Electricity (100%); tap water in house (100%); flush toilet (100%); hot running water (100%); built-in kitchen sink

	LIFESTYLE LEVEL 1: **BOTTOM MARKET** LSM groupings 1, 2, 3 (34% of SA households)	**LIFESTYLE LEVEL 2:** **MASS MARKET** LSM groupings 4 & 5 (28% of SA households)	**LIFESTYLE LEVEL 3:** **EMERGING MARKET** LSM groupings 6, 7 & 8 (25% of SA households)	**LIFESTYLE LEVEL 4:** **ESTABLISHED MARKET** LSM groupings 9 & 10 (13% of SA households)
	(0%); home security service (0%) • Minimum ownership of durables, except radio set and stoves • Activities – minimal; gardening • Metropolitan dweller • Means of transport: Minibus/taxi; walking	(4%); home security service (1%) • TV sets, hi-fi/radio set, stove, fridge • Activities – lottery tickets, started exercising, painted interior of house, *stokvel* meeting, bought tapes • Metropolitan dweller • Means of transport: Minibus/taxi; walking	(55%); home security service (4%) • Increased ownership of a number of durables plus cell phone, motor vehicle, and PC • Increased participation in all activities • Metropolitan dweller • Means of transport: Minibus/taxi; walking; bus	(100%); home security service (40%) • Full ownership of durables, including cell phone, motor vehicle, PC and satellite dish • Increased participation in activities, excluding *stokvel* meetings • Means of transport: own / family car; walking
Top 4 retailers	• Pep, Jet, Mr Price, Ackermans	• Jet, Ackermans, Pep, Edgars	• Edgars, Jet, Mr Price, Ackermans	• Edgars, Woolworths, Mr Price, Ackermans
Expenditure mindsets	• Buy products to protect self / family (58%)	• Buy products to protect self / family (62%)	• Buy products to protect self / family (65%)	• Buy products to protect self / family (48%)

	LIFESTYLE LEVEL 1: **BOTTOM MARKET** LSM groupings 1, 2, 3 (34% of SA households)	**LIFESTYLE LEVEL 2:** **MASS MARKET** LSM groupings 4 & 5 (28% of SA households)	**LIFESTYLE LEVEL 3:** **EMERGING MARKET** LSM groupings 6, 7 & 8 (25% of SA households)	**LIFESTYLE LEVEL 4:** **ESTABLISHED MARKET** LSM groupings 9 & 10 (13% of SA households)
	• Always spend more than can afford (50%) • Important to have right brands to be accepted (46%) • Usually first to try new brands (11%) • Belong to a customer loyalty programme (10%)	• Always spend more than can afford (62%) • Important to have right brands to be accepted (48%) • Usually first to try new brands (22%) • Belong to a customer loyalty programme (18%)	• Always spend more than can afford (56%) • Important to have right brands to be accepted (44%) • Usually first to try new brands (21%) • Belong to a customer loyalty programme (24%)	• Always spend more than can afford (29%) • Important to have right brands to be accepted (20%) • Usually first to try new brands (15%) • Belong to a customer loyalty programme (37%)
Top 4 sports interested in	• Soccer, boxing/wrestling, dancing, basketball/netball	• Soccer, boxing/wrestling, basketball/netball, cricket	• Soccer, cricket, rugby, boxing/wrestling	• Cricket, rugby, walking/hiking, swimming
Socio-psychological mindsets	• Confidence in Nelson Mandela (98%); Satisfaction comes from being with family (95%); Important people in my life respect/value me (94%)	• Confidence in Nelson Mandela (98%); Satisfaction comes from being with family (95%); Important people in my life respect/value me (94%)	• Confidence in Nelson Mandela (97%); Satisfaction comes from being with family (97%); Important people in my life respect/value me (96%)	• Confidence in Nelson Mandela (95%); Satisfaction comes from being with family (98%); Important people in my life respect/value me (96%)

APPENDIX 7: CLASSIFICATION OF SHOPPING ORIENTATIONS

(Visser & Du Preez, 2001:79)

Category	**Researchers**
Enjoyment	Lumpkin and Greenberg, 1982
	Lumpkin, 1985
	Gutman and Mills, 1982
	Shim and Bickle, 1994
Interest and activities	Lumpkin and Greenberg, 1982
	Lumpkin, 1985
	Shim and Kotsiopulos, 1992a and b
	Shim and Kotsiopulos, 1993
	Shim and Chen, 1996
Confidence vs Confusion orientation	Lumpkin and Greenberg, 1982
	Lumpkin, 1985
	Shim and Kotsiopulos, 1992a and b
	Shim and Bickle, 1994
	Shim and Chen, 1996
Opinion leadership	Lumpkin and Greenberg, 1982
	Lumpkin, 1985
Fashion orientation	Gutman and Mills, 1982
	Lumpkin, 1985
	Shim and Kotsiopulos, 1992a and b
	Shim and Kotsiopulos, 1993
	Shim and Bickle, 1994
Shopping convenience	Lumpkin and Greenberg, 1982
	Lumpkin, 1985
	Gutman and Mills, 1985
Time convenience	Lumpkin and Greenberg, 1982
	Gutman and Mills, 1982
	Lumpkin, 1985

Category	Researchers
	Shim and Kotsiopulos, 1992a and b
	Shim and Kotsiopulos, 1993
	Shim and Chen, 1996
Finance and credit orientation	Lumpkin and Greenberg, 1982
	Lumpkin, 1985
	Gutman and Mills, 1982
	Shim and Kotsiopulos, 1992a and b
	Shim and Kotsiopulos, 1993
	Shim and Bickle, 1994
	Shim and Chen 1996
Brand conscious	Shim and Kotsiopulos, 1992a and b
	Shim and Kotsiopulos, 1993
Patronage	Shim and Kotsiopulos, 1992a and b
	Shim and Kotsiopulos, 1993
	Shim and Bickle, 1994

APPENDIX 8: QUESTIONNAIRES (ENGLISH AND AFRIKAANS)

ENGLISH QUESTIONNAIRE

PROFILING MALE APPAREL CONSUMERS: DEMOGRAPHIC CHARACTERISTICS, LIFESTYLE, SHOPPING ORIENTATION, PATRONAGE BEHAVIOUR AND SHOPPING MALL BEHAVIOUR

QUESTIONNAIRE # ☐☐☐

SHOPPING MALL CODE ☐

Shopping mall	Code
N1 City	1
Canal Walk	2
Cavendish Square	3

TIMESLOT CODE ☐☐

Timeslot	Code
09:00 – 10:00	1
10:00 – 11:00	2
11:00 – 12:00	3
12:00 – 13:00	4
13:00 – 14:00	5
14:00 – 15:00	6
15:00 – 16:00	7
16:00 – 17:00	8
09:00 – 10:00	9
10:00 – 11:00	10
11:00 – 12:00	11

There are no right and wrong answers. I am interested in your shopping behaviour in this mall. Therefore, it is important that you answer all the questions as accurately as possible.

SECTION A: MARKHAM CONSUMERS' SHOPPING MALL BEHAVIOUR

The following questions relate to your behaviour within this shopping mall. Please check the relevant box(es).

1. Why do you shop at this specific shopping mall?

☐ Proximity to home/easily accessible
☐ Affordable parking available
☐ Know the mall well
☐ Variety of stores
☐ Store hours
☐ Reputation of stores
☐ Quality of stores
☐ Variety of products
☐ Friendly sales personnel
☐ Building appearance and landscaping
☐ Other customers
☐ Prices
☐ Value for price
☐ Other____

2. Who accompanies you when shopping at this mall?

☐ Wife/Girlfriend
☐ Family members
☐ Friend(s)
☐ No one
☐ Other____

3. What are your typical activities when visiting this mall?

☐ Shopping for apparel, shoes and accessories
☐ Shopping for groceries
☐ Shopping for a variety of products
☐ Having something to drink, a snack or a meal
☐ Having a service done, e.g. haircut or photos developed
☐ Entertainment, e.g. movies, fun park
☐ Browsing / window-shopping
☐ Routine activities, e.g. always have breakfast here on Saturdays
☐ Family outing
☐ Other____

4. Approximately how much time do you spend in the shopping mall per visit?

☐ 0-1 hour
☐ 1-2 hours
☐ 2-3 hours
☐ 3-4 hours
☐ 4+ hours

5. Approximately how much time do you spend buying apparel per visit?

☐ 0-1 hour
☐ 1-2 hours
☐ 2-3 hours
☐ 3-4 hours
☐ 4+ hours

6. When visiting this shopping mall do you:

☐ Shop for apparel only
☐ Shop for a variety of products, including apparel?

7. Why have you decided to enter Markham?
- ☐ Buying apparel
- ☐ Browsing for apparel
- ☐ Attracted by window displays
- ☐ Sale
- ☐ Other____

8. Do you have an account with Markham?
- ☐ Yes
- ☐ No

9. Which stores did you visit before coming into Markham?
- ☐ Apparel stores
- ☐ Other stores

10. Which stores do you plan to visit after leaving Markham?
- ☐ Apparel stores
- ☐ Other stores

SECTION B: LIFESTYLES

How often do you engage in the following activities or visit each of the following places? Please check the relevant box.

	Never	**Rarely** (every 6 months)	**Seldom** (every 2 months)	**Often** (once a month)	**Very often** (once a week)
1. Play sport / physical exercise	☐	☐	☐	☐	☐
2. Attend sport matches	☐	☐	☐	☐	☐
3. Travel for pleasure	☐	☐	☐	☐	☐
4. Travel for work	☐	☐	☐	☐	☐
5. Cook	☐	☐	☐	☐	☐
6. Hobbies, e.g. craftsmanship, fishing	☐	☐	☐	☐	☐
7. See a movie	☐	☐	☐	☐	☐
8. Art museum or gallery	☐	☐	☐	☐	☐
9. Ballet/Opera/Musical shows	☐	☐	☐	☐	☐
10. Shop for apparel	☐	☐	☐	☐	☐
11. Shop for apparel at sale	☐	☐	☐	☐	☐
12. Shop for apparel at boutiques/signature stores	☐	☐	☐	☐	☐
13. Shop for apparel at designers	☐	☐	☐	☐	☐
14. Window-shop	☐	☐	☐	☐	☐
15. Try on apparel	☐	☐	☐	☐	☐
16. Make an effort to dress stylishly	☐	☐	☐	☐	☐
17. Read magazines that include fashion (e.g. GQ, FHM)	☐	☐	☐	☐	☐
18. Entertain friends at home (e.g. *braai*)	☐	☐	☐	☐	☐
19. Have dinner at friends' home	☐	☐	☐	☐	☐
20. Go to dinner at a restaurant	☐	☐	☐	☐	☐
21. Family meetings	☐	☐	☐	☐	☐
22. Shop with friends in order to socialise	☐	☐	☐	☐	☐
23. Attend church or church activities	☐	☐	☐	☐	☐
24. Community projects (e.g. collecting money for charity)	☐	☐	☐	☐	☐
25. School involvement	☐	☐	☐	☐	☐
26. Watch television	☐	☐	☐	☐	☐
27. Listen to radio	☐	☐	☐	☐	☐
28. Read newspaper	☐	☐	☐	☐	☐
29. Read magazines/journals	☐	☐	☐	☐	☐

SECTION C: SHOPPING ORIENTATION

Please indicate your agreement or disagreement with the following statements. Please check the relevant box.

	Strongly disagree	Disagree	Not sure	Agree	Strongly agree
1. It takes too much time to shop	☐	☐	☐	☐	☐
2. I often pay with my credit card	☐	☐	☐	☐	☐
3. Local apparel stores are nice places to shop	☐	☐	☐	☐	☐
4. I think I am a good apparel shopper	☐	☐	☐	☐	☐
5. I am interested in apparel shopping	☐	☐	☐	☐	☐
6. It is important to buy well-known apparel brands	☐	☐	☐	☐	☐
7. I buy new fashions earlier than most other people	☐	☐	☐	☐	☐
8. I shop where it saves me time	☐	☐	☐	☐	☐
9. It is good to have charge accounts/credit cards	☐	☐	☐	☐	☐
10. Local stores offer me good quality for the price	☐	☐	☐	☐	☐
11. I enjoy shopping and walking around in shopping malls	☐	☐	☐	☐	☐
12. I feel confident in my ability to shop for apparel	☐	☐	☐	☐	☐
13. Apparel shopping puts me in a good mood	☐	☐	☐	☐	☐
14. One can save by shopping around for bargains	☐	☐	☐	☐	☐
15. I give fashion information to my friends	☐	☐	☐	☐	☐
16. I pay attention to brand names	☐	☐	☐	☐	☐
17. Local apparel stores meet my shopping needs	☐	☐	☐	☐	☐
18. I have the ability to choose the right apparel for myself	☐	☐	☐	☐	☐
19. I enjoy shopping for apparel	☐	☐	☐	☐	☐
20. A well-known brand means good quality	☐	☐	☐	☐	☐
21. I pay more attention to apparel prices than before	☐	☐	☐	☐	☐
22. I try to keep my wardrobe up-to-date with the newest trends	☐	☐	☐	☐	☐

SECTION D: PATRONAGE BEHAVIOUR

Please indicate how often you do apparel shopping at one of the following stores. Please check the relevant box.

		Never	**Rarely** (every 6 months)	**Seldom** (every 2 months)	**Often** (once a month)	**Very often** (once a week)
Discount	Mr Price	☐	☐	☐	☐	☐
	Jet	☐	☐	☐	☐	☐
Chain speciality	Markham	☐	☐	☐	☐	☐
	Truworths Man	☐	☐	☐	☐	☐
	Exact!	☐	☐	☐	☐	☐
	RJL	☐	☐	☐	☐	☐
Departmental	Ackermans	☐	☐	☐	☐	☐
	Edgars	☐	☐	☐	☐	☐
	Woolworths	☐	☐	☐	☐	☐
Signature Stores	Young Designers' Emporium	☐	☐	☐	☐	☐
	Aca Joe	☐	☐	☐	☐	☐

SECTION E: DEMOGRAPHIC INFORMATION

The following questions relate to your personal particulars. They are only for research purposes and will be handled confidentially and anonymously. Please check the relevant box.

1. Age?
- ☐ 20-24
- ☐ 25-29
- ☐ 30-35

2. Population group?
- ☐ Black
- ☐ Coloured
- ☐ Indian
- ☐ White
- ☐ Asian
- ☐ Other (specify in boxes below)

3. First language?
- ☐ Xhosa
- ☐ Tswana
- ☐ Afrikaans
- ☐ English
- ☐ Other (specify in boxes below)

4. Marital status?
- ☐ Married
- ☐ Single/Never married
- ☐ Divorced
- ☐ Widower

5. Highest level of education achieved by yourself?
- ☐ Primary
- ☐ Diploma(s)
- ☐ Grade 10 (Std.8)
- ☐ B. Degree (first degree)
- ☐ Grade 12 (Std.10)
- ☐ Post-graduate (Hons., M. and/or PhD.)

6. Occupation?
- ☐ Unemployed
- ☐ Professional
- ☐ Clerical, technician, secretarial
- ☐ Homemaker
- ☐ Salesperson, middle management (teacher, male nurse)
- ☐ Retired
- ☐ Corporate (manager)
- ☐ Other (specify in boxes below)

7. Total monthly income before tax and deductions?
- ☐ 0-R999
- ☐ R5 000-R6 999
- ☐ R15 000-R19 999
- ☐ R1 000-R2 999
- ☐ R7 000-R8 999
- ☐ R20 000 and more
- ☐ R3 000-R4 999
- ☐ R9 000-R14 999

8. How much money (approximately) do you spend on **apparel per month** including shoes and accessories?
- ☐ R0-R99
- ☐ R200-R299
- ☐ R400-R499
- ☐ R100-R199
- ☐ R300-R399
- ☐ R500 and more

AFRIKAANSE VRAELYS

DIE PROFILERING VAN MANS- KLEREVERBRUIKERS: DEMOGRAFIESE EIENSKAPPE, LEWENSTYL, KOOPORIËNTASIE, WINKELVOORKEURGEDRAG EN WINKELSENTRUMGEDRAG

WINKELSENTRUMKODE ☐

Winkelsentrum	Kode
N1 City	1
Canal Walk	2
Cavendish Square	3

VRAELYS # ☐☐☐

TYDGLEUF KODE ☐☐

Tydgleuf	Kode
09:00 – 10:00	1
10:00 – 11:00	2
11:00 – 12:00	3
12:00 – 13:00	4
13:00 – 14:00	5
14:00 – 15:00	6
15:00 – 16:00	7
16:00 – 17:00	8
09:00 – 10:00	9
10:00 – 11:00	10
11:00 – 12:00	11

Daar is geen regte of verkeerde antwoorde nie. Ek is geïnteresseerd in u winkelsentrumgedrag in hierdie winkelsentrum. Dit is daarom belangrik dat u al die vrae so akkuraat as moontlik beantwoord.

AFDELING A: MARKHAM-VERBRUIKERS SE WINKELSENTRUMGEDRAG
Die volgende vrae hou verband met jou gedrag binne hierdie winkelsentrum. Maak asb 'n kruisie in die toepaslike blokkie(s).

1. Waarom koop u by hierdie spesifieke winkelsentrum?
☐ Nabyheid aan huis/maklik toeganklik
☐ Bekostigbare parkering beskikbaar
☐ Ken die winkelsentrum goed
☐ Verskeidenheid van winkels
☐ Winkel-ure
☐ Winkelreputasie
☐ Winkelkwaliteit
☐ Verskeidenheid van produkte
☐ Vriendelike verkoopspersoneel
☐ Gebou se voorkoms en tuinuitleg
☐ Ander kliënte
☐ Pryse
☐ Waarde vir geld
☐ Ander____

2. Wie vergesel u wanneer u hierdie winkelsentrum besoek?
☐ Vrou/Meisie
☐ Familielede
☐ Vriend(e)/Vriendin(ne)
☐ Niemand
☐ Ander____

3. What is u tipiese aktiwiteite wanneer u hierdie winkelsentrum besoek?
☐ Inkopies doen vir klere, skoene en bykomstighede
☐ Inkopies doen vir kruideniersware
☐ Inkopies doen vir 'n verskeidenheid van produkte
☐ Nuttig iets te drinke, 'n versnapering of maaltyd
☐ Maak gebruik van 'n diens, bv. haarkapper of foto-ontwikkeling
☐ Ontspanning, bv. fliek, genotpark
☐ Rondkyk/winkelvenster-inkopies (*window-shopping*)
☐ Roetine-aktiwiteite, bv. kom elke Saterdag hierheen vir ontbyt
☐ Familie-uitstappie
☐ Ander____

4. Hoeveel tyd spandeer u gemiddeld in die winkelsentrum per besoek?
☐ 0-1 uur
☐ 1-2 ure
☐ 2-3 ure
☐ 3-4 ure
☐ 4+ ure

5. Hoeveel tyd spandeer u gemiddeld aan klere-aankope per besoek?
☐ 0-1 uur
☐ 1-2 ure
☐ 2-3 ure
☐ 3-4 ure
☐ 4+ ure

6. Wanneer u die winkelsentrum besoek, doen u:
☐ Klere-inkopies alleenlik
☐ Klere en algemene inkopies gekombineer?

7. Waarom het u besluit om Markham te besoek?

☐ Klere-aankope
☐ Rondkyk vir klere
☐ Aangetrek deur winkelvensteruitstallings
☐ Uitverkoping
☐ Ander____

8. Het u 'n rekening by Markham?

☐ Ja
☐ Nee

9. Watter winkels het u besoek **voor** u Markham binnegekom het?

☐ Klerewinkels
☐ Ander winkels

10. Watter winkels beplan u om te besoek **ná** u Markham verlaat?

☐ Klerewinkels
☐ Ander winkels

AFDELING B: LEWENSTYL

Hoe gereeld neem u deel aan die volgende aktiwiteite of besoek u die volgende plekke? Maak asb 'n kruisie in die toepaslike blokkie.

	Nooit	**By uitsondering** (elke 6 mnde)	**Soms** (elke 2 mnde)	**Gereeld** (1 keer per mnd)	**Baie gereeld** (1 keer per week)
	1	2	3	4	5
1. Beoefen sport/fisiese oefening	☐	☐	☐	☐	☐
2. Woon sportbyeenkomste by	☐	☐	☐	☐	☐
3. Reis vir plesier	☐	☐	☐	☐	☐
4. Reis vir werk	☐	☐	☐	☐	☐
5. Kook of bak	☐	☐	☐	☐	☐
6. Stokperdjies, bv. houtwerk, visvang	☐	☐	☐	☐	☐
7. Fliek	☐	☐	☐	☐	☐
8. Kunsmuseum of gallery	☐	☐	☐	☐	☐
9. Ballet/Opera/Musiekvertonings	☐	☐	☐	☐	☐
10. Inkopies doen vir klere	☐	☐	☐	☐	☐
11. Klere-aankope wat op uitverkoping is	☐	☐	☐	☐	☐
12. Klere-aankope by boetieks/handelsnaamwinkels	☐	☐	☐	☐	☐
13. Klere-aankope by ontwerpers	☐	☐	☐	☐	☐
14. Winkelvenster inkopies doen (*Window-shopping*)	☐	☐	☐	☐	☐
15. Aanpas van klere	☐	☐	☐	☐	☐
16. Moeite doen om stylvol aan te trek	☐	☐	☐	☐	☐
17. Lees van tydskrifte wat modes insluit (bv. GQ, FHM)	☐	☐	☐	☐	☐
18. Onthaal vriende tuis (bv. braai)	☐	☐	☐	☐	☐
19. Uiteet by vriende	☐	☐	☐	☐	☐
20. Uiteet by 'n restaurant	☐	☐	☐	☐	☐
21. Familiebyeenkomste	☐	☐	☐	☐	☐
22. Doen inkopies saam met vriende vir sosialisering	☐	☐	☐	☐	☐
23. Kerkbywoning en aktiwiteite	☐	☐	☐	☐	☐
24. Gemeenskapsprojekte (bv.geldinsameling vir liefdadigheid)	☐	☐	☐	☐	☐
25. Skoolbetrokkenheid	☐	☐	☐	☐	☐
26. Kyk televisie	☐	☐	☐	☐	☐
27. Luister radio	☐	☐	☐	☐	☐
28. Lees koerante	☐	☐	☐	☐	☐
29. Lees tydskrifte/joernale	☐	☐	☐	☐	☐

AFDELING C: KOOPORIËNTASIE

Dui asb aan of u met die volgende stellings saam stem of nie. Maak asb 'n kruisie in die toepaslike blokkie.

	Stem beslis nie saam nie 1	Stem nie saam nie 2	Onseker 3	Stem saam 4	Stem beslis saam 5
1. Dit neem te veel tyd om inkopies te doen	☐	☐	☐	☐	☐
2. Ek betaal gereeld met my kredietkaart	☐	☐	☐	☐	☐
3. Plaaslike klerewinkels is aantreklike plekke om inkopies te doen	☐	☐	☐	☐	☐
4. Ek dink ek doen goeie klere-inkopies	☐	☐	☐	☐	☐
5. Ek is geïnteresseerd in klere-inkopies	☐	☐	☐	☐	☐
6. Dit is belangrik om klere met 'n bekende handelsnaam te koop	☐	☐	☐	☐	☐
7. Ek koop nuwe modes vroeër in die seisoen as die meeste mense	☐	☐	☐	☐	☐
8. Ek koop waar ek tyd spaar	☐	☐	☐	☐	☐
9. Dit is goed om rekeninge en/of kredietkaarte te hê	☐	☐	☐	☐	☐
10. Plaaslike winkels bied vir my goeie kwaliteit vir die prys	☐	☐	☐	☐	☐
11. Ek geniet inkopies en om deur winkelsentrums te loop	☐	☐	☐	☐	☐
12. Ek vertrou my vermoë om klere-inkopies te doen	☐	☐	☐	☐	☐
13. Klere-inkopies plaas my in 'n goeie bui	☐	☐	☐	☐	☐
14. 'n Mens kan spaar indien jy rondkyk vir winskopies	☐	☐	☐	☐	☐
15. Ek gee mode-inligting vir my vriende	☐	☐	☐	☐	☐
16. Ek gee aandag aan produkname	☐	☐	☐	☐	☐
17. Plaaslike klerewinkels voldoen aan my inkopie-behoeftes	☐	☐	☐	☐	☐
18. Ek beskik oor die vermoë om die regte klere vir my te kies	☐	☐	☐	☐	☐
19. Klere-inkopies is lekker	☐	☐	☐	☐	☐
20. 'n Bekende produknaam beteken goeie kwaliteit	☐	☐	☐	☐	☐
21. Ek geen nou meer aandag aan klerepryse as vantevore	☐	☐	☐	☐	☐
22. Ek probeer om my klerekas op datum te hou volgens die nuutste modeneigings	☐	☐	☐	☐	☐

AFDELING D: WINKELVOORKEURGEDRAG

Dui asb. aan hoe gereeld u klere-aankope doen by die volgende winkels. Maak asb 'n kruisie in die toepaslike blokkie.

		Nooit	**By uitsondering** (elke 6 mnde)	**Soms** (elke 2 maande)	**Gereeld** (1 keer per mnd)	**Baie gereeld** (1 keer per week)
Afslag	Mr Price	☐	☐	☐	☐	☐
	Jet	☐	☐	☐	☐	☐
Kettingspesialis	Markham	☐	☐	☐	☐	☐
	Truworths Man	☐	☐	☐	☐	☐
	Exact!	☐	☐	☐	☐	☐
	RJL	☐	☐	☐	☐	☐
Departmenteel	Ackermans	☐	☐	☐	☐	☐
	Edgars	☐	☐	☐	☐	☐
	Woolworths	☐	☐	☐	☐	☐
Handelsnaamwinkels	Young Designers' Emporium	☐	☐	☐	☐	☐
	Aca Joe	☐	☐	☐	☐	☐

AFDELING E: DEMOGRAFIESE INLIGTING

Die volgende vrae hou verband met u persoonlike inligting. Dit is vir die doeleindes van die navorsing en sal kofidensiëel en anoniem hanteer word. Maak asb 'n kruisie in die toepaslike blokkie.

1. Ouderdom? ☐ 20-24 ☐ 25-29 ☐ 30-35

2. Bevolkingsgroep?
   - ☐ Swart ☐ Kleurling ☐ Indiër
   - ☐ Wit ☐ Asiër
   - ☐ Ander (spesifiseer in onderstaande blokkies)

3. Eerste Taal?
   - ☐ Xhosa ☐ Tswana
   - ☐ Afrikaans ☐ Engels
   - ☐ Ander (spesifiseer in onderstaande blokkies)

4. Huwelikstatus?
   - ☐ Getroud ☐ Enkellopend/nog nooit getroud
   - ☐ Geskei ☐ Wewenaar

5. Hoogste vlak van opleiding bereik deur u self?
   - ☐ Laerskool ☐ Diploma(s)
   - ☐ Graad 10 (St.8) ☐ B. Graad (eerste graad)
   - ☐ Graad 12 (St.10) ☐ Nagraads (Hons., M. & PhD.)

6. Beroep?
   - ☐ Werkloos ☐ Professioneel
   - ☐ Klerklik, tegnies, sekretarieel ☐ Tuistesteskepper
   - ☐ Verkoopspersoon, middelbestuursvlak (onderwyser, verpleër) ☐ Afgetree
   - ☐ Korporatief (bestuurder) ☐ Ander (spesifiseer in onderstaande blokkies)

7. Totale maandelikse inkomste voor belasting en aftrekkings?
   - ☐ 0 - R999 ☐ R5 000-R6 999 ☐ R15 000-R19 999
   - ☐ R1 000-R2 999 ☐ R7 000-R8 999 ☐ R20 000 en meer
   - ☐ R3 000-R4 999 ☐ R9 000-R14 999

8. Hoeveel geld (gemiddeld) spandeer u op **klere per maand** insluitend skoene en bykomstighede?
   - ☐ R0-R99 ☐ R300-R399
   - ☐ R100-R199 ☐ R400-R499
   - ☐ R200-R299 ☐ R500 en meer

APPENDIX 9: OVERVIEW OF DIFFERENT RETAILING FORMATS

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
1. DEPARTMENT STORES			
The target market includes: • Middle to upper income consumers who like to shop in a mall • The stores attempt to develop a strong fashion oriented store image to local consumer markets	• Cater for multiple needs of several groups of consumers • Offer a wide variety of merchandise at different price ranges • Largest sales are in clothing and related fashion lines • Different kinds of merchandise, in separate sections of department (e.g. clothing home furnishing) • Sell clothing, home furnishings, appliances, jewellery, sporting goods, toys and cosmetics	• Most department stores emphasise new fashions and higher-quality • Higher prices • Brand name fashions • Fashion orientated • Full mark-up policy • Nationally branded merchandise • Operate in large stores and could be shopping centre anchors	• Variety of advertising and promotional activities • Extensive displays • Personal salesmanship and consumer services, (e.g. gift wrapping, shipping, clubs, wedding registry, pick-up service, sales associates) • Customers move around freely
Cox & Brittain (1993:16); Donnellan (1996:30); Evans & Berman (1992:406); Frings (1999:306); Jernigan & Easterling (1990:331); Lee & Johnson (1997:29); Rabolt & Miler, (1997:3); Rath, *et al.* (1994:334); Shim & Kotsiopulos, (1992b:62); Sproles (1979:77); Terblanché (1998:350)			
***2.* SPECIALITY STORES**			
The target market is a particular kind of customer. The specific market segments emphasise the store's fashion image and quality of products. Other important attributes include price	• Focus extensively on marketing one specific category of related clothing merchandise • Provide a narrow focus of unique merchandise for specific tastes	• Most current trends in fashions • Specialise in a narrow line of products • Expensive high line of fashion • Merchandise within a certain price	• Specific promotional strategies (fashion image and quality of products) • Return policy • Knowledgeable sales associates

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
and return policy and appearance management.	• *Single-line* stores carry one category of merchandise • *Limited-line* stores carry related categories of merchandise (such as boutiques) • Private label retailers produce own clothing under store name.	range, as well as in a specific category • Exclusive private labels	• Personal attention/ Personalised service • Unique merchandise • Unintrusive service
Donnellan (1996:36); Frings (1999:304, 305); Shim & Kotsiopulos, (1992b:62); Sproles (1979:77); Evans & Berman (1992:403); Jernigan & Easterling (1990:332); Lee & Johnson (1997); Rabolt & Miler (1997:4); Rath *et al.* (1994:341); Terblanché (1998:350)			
3. CHAIN STORES			
Target market includes: • Lower and middle income consumer (large segment of the population) high-volume • Low-cost locations in most of the major shopping centres alongside other multiple unit stores	• Centrally organised and operated groups of stores similar to one another in marketing practices and lines of merchandise • Marketing activities of each store in a chain directed from centralised headquarters • Relative range of merchandise (for example furniture, clothing, books and periodicals)	• Moderately prized clothing of well-established fashions • Private brand names • Catalogue and mail order emphasise low prices and convenience ordering • Centralised buying	• Promote a fashion image • Basic styles sold in large volumes • Engage in catalogue or mail order marketing of fashions (basic styles with variety of choice in colours, fabrics and standard sizes) • Fast-moving lines • National advertising • Open in-store displays • Few services or alternatively optional charge services • Strong corporate identity noticeable in storefront, fascias, in-store fittings and advertising
Cox & Brittain (1993:13); Frings (1999:313); Sproles (1979:77); Evans & Berman (1992:400); Jernigan & Easterling (1990:342); Rath *et al.* (1994:338);			

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
Terblanché (1998:350)			
4. MASS MERCHANTS: Retailers sell commodity merchandise in a multi store/department store format. Consumers buy products in bulk at lower prices.			
4.1 DISCOUNT STORES			
Target market: Price-conscious/ economic shoppers Important store image attributes: quality/ variety, price/ return policies, credit user, appearance management	• Large variety of merchandise in different categories	• Merchandise at lower than average prices • Lower mark-ups or by buying larger quantities • Turning merchandise quickly • Expenses down with no-frills atmosphere • Store's own brand names and national brand names	• Minimise services and other expensive promotional activities • Fashion advertising and promotions to lure profits • Select merchandise on self-service basis • Return policy • Many registers • Merchandise assortment • Low-cost fitting • No free delivery services • Lower prices • Convenient shopping hours • Parking location near residence
Cox & Brittain (1993:18); Donnellan (1996:38); Evans & Berman (1992:406); Frings (1999: 307); Jernigan & Easterling (1990:336); Lee & Johnson (1997); Rabolt & Miler (1997:4); Shim & Kotsiopulos (1992b:62); Sproles (1979:77); Rath *et al.* (1994:340); Terblanché (1998:350)			
4.2 OFF-PRICE RETAILERS			
	• Merchandise at lower prices by offering special buys (closeouts, overruns, last season goods, off-colours)		

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
	• Manufacturers' returns		
Donnellan (1996:41); Frings (1999:308); Rabolt & Miler (1997:4)			
4.3 OUTLET STORES			
	• Some department and specialty stores opened their own outlet stores		
Donnellan (1996:44); Frings (1999:308)			
4.4 WAREHOUSE CLUBS			
	• Large discounts on general merchandise, with charge of a small membership fee • Primarily casual or active sportswear		
Donnellan (1996:45); Frings (1999:308); Rabolt & Miler (1997:4)			
4.5 PROMOTIONAL STORES			
	• Special buys • Frequent sales • Speciality stores • Department stores or mass merchants		
Frings (1999:308)			

<table>
<tr><th>TYPE OF RETAILERS</th><th>CHARACTERISTICS</th><th>FASHIONABILITY AND PRICE</th><th>SERVICES</th></tr>
<tr><td colspan="4">5. NON-STORE RETAILING</td></tr>
<tr><td colspan="4">The retailer and the consumer communicate without the use of a retailing facility. Traditional non-store retailers include mail order shopping, in-home shopping, catalogue buying, door to door selling and street hawkers. Non-store retailers (modern) emerged from technology development that includes communication and selling over internet and those who operate electronic kiosks. Customers do not have to visit fixed shop premises. Non-store retailers are classified in accordance with the extent to which consumers depend on the location or available time for a transaction.
Target market include consumers with:
• Higher level of income
• Higher status occupation than store shoppers
• Young consumers
• Upper-income suburbs
• Significantly less buying than store consumers
• A liberal attitude towards credit
• Different values and attitudes
• A more cosmopolitan style and value-consciousness
• Less price-consciousness and concern with lowest prices
• More flexible and venturesome than traditional shoppers
• A willingness to take a risk and less concerned about social approval
• A dislike for inconvenience caused by traffic, parking locations, crowds, shopping from store to store
• A need to buy clothes and accessories quickly and efficiently
Enhance store image through:
• Promotion of convenience
• Ease of ordering by phone or mail
• Minimising the risk of ordering wrong items
• Careful attention to merchandise quality and competitive prices</td></tr>
<tr><td colspan="4">Donnellan (1996:53); Frings (1999:308); Gillett (1970:40); Gillet (1976:85); Kim, Feather & McEnally (1996:39); Kwon, Paek & Arzeni (1991:17); Rabolt & Miler</td></tr>
</table>

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
(1997:4); Solomon (1996:315);Terblanché (1998:350)			
5.1 MAIL-ORDER AND CATALOGUE RETAILING			
Target market includes: • Working women outside the home • Mostly elderly consumers • Fashion-conscious consumers	• Work directly with manufacturers in developing the kind of merchandise they want for their stores • Merchandise offer in a letter, brochure, catalogue or videologue, with a wide selection • Aimed at consumers who compare merchandise, brands and prices at home • Consumers with lack of time • Consumers who demand more service and convenience in shopping • Consumers who do not enjoy shopping as leisure activity • Consumers who are sensitive to price and merchandise assortment • Economic shoppers with less impulsive buys		
Cox & Brittain (1993:21); Donnellan (1996:49); Frings (1999:309); Harden (1996:58); Jasper & Lan (1992:275); Jernigan & Easterling (1990:348); Korgaonkar (1981:86); Rabolt & Miler (1997:4); Shim & Kotsiopulos (1992b:62); Terblanché (1998: 355)			
5.2 ELECTRONIC RETAILING			

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
	Work directly with manufacturers in developing the merchandise they want, for example: • Cable television shopping • Computer shopping (Internet) • Video shopping/ Infomercials • Tele-retailing • The consumers are not pressured to buy immediately, can take time to consult others and compare prices		
Frings (1999:310); Harden (1996:61); Jernigan & Easterling (1990:348); Rabolt & Miler (1997:4); Terblanché (1998:352 & 357)			
5.3 DIRECT SELLING			
	Form of direct marketing that uses personal explanation or demonstration to sell a product. Two types: • Person-to-person selling • Party plan		
Evans & Berman (1992:406); Jernigan & Easterling (1990:346); Donnellan (1996:57); Rabolt & Miler (1997:4); Terblanché (1998:351)			
5.4 OTHER EXAMPLES			
• Street hawkers • Informal markets • Electronic kiosk • Magazine/ newspaper retailing	• All retail activities that generate sales from advertisements • Consumers place orders through telephone, mail or fax		

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
• Radio and television retailing • Vending machines			
Evans & Berman (1992:408); Rath *et al.* (1994:347); Terblanché (1998:352, 356 & 359)			

APPENDIX 10: FIELDWORKER MANUAL (AFRIKAANS)

The *Fieldworker Manual* is only provided in Afrikaans because all fieldworkers' first language is Afrikaans / Die *Handleiding vir Veldwerkers* is slegs beskikbaar in Afrikaans aangesien al die veldwerkers se eerste taal Afrikaans is.

HANDLEIDING VIR VELDWERKERS

NAVORSINGSPROJEK:

DIE PROFILERING VAN MANS- KLEREVERBUIKERS: DEMOGRAFIESE EIENSKAPPE, LEWENSTYL, KOOPORIËNTASIE, WINKELVOORKEURGEDRAG EN WINKELSENTRUMGEDRAG

PROFILING MALE APPAREL CONSUMERS: DEMOGRAPHIC CHARACTERISTICS, LIFESTYLE, SHOPPING ORIENTATION, PATRONAGE BEHAVIOUR AND SHOPPING MALL BEHAVIOUR

NAVORSINGSPAN:

L. ZIETSMAN

PROF E.M. VISSER

ME M.E. VAN DER MERWE

DEPT VERBRUIKERSWETENSKAP

UNIVERSITEIT VAN STELLENBOSCH

1. INLEIDING

Verbuikerswetenskap as vakgebied sluit Verbuikersgedrag in, wat as studieveld op sy eie gesien kan word. Vir die doel van hierdie studie sal manlike klereverbruikers se aankoopgedrag bestudeer word. Die meeste navorsing wat alreeds gedoen is oor dié onderwerp, is gedoen in die Verenigde State en die Verenigde Koninkryk (Bellenger, Robertson & Greenberg, 1977; Bellenger & Korgaonkar, 1980; Birtwistle & Siddiqui 1995:20; Chen-Yu & Seock, 2002; Gentry & Burns, 1977-1978; Reynolds, Ganesh & Luckett, 2002). Dit is dus noodsaaklik dat daar ook in Suid-Afrika aandag aan hierdie groeiende marksegment geskenk moet word.

Markham, een van die kleinhandelaars wat klere verkoop, is besonder geïnteresseerd in inligting rondom onder meer mans se klere-aankoopgedrag in winkelsentrums asook die invloed van faktore soos hul winkelvoorkeurgedrag, kooporiëntasie en demografiese eienskappe en hulle klere-aankoopgedrag.

2. DOEL VAN DIE NAVORSING

2.1. Om te bepaal wat die invloed is van faktore soos demografiese eienskappe, lewenstyl, kooporiëntasie en winkelvoorkeurgedrag op manlike klereverbruikers se aankoopgedrag.

2.2. Om te bepaal of manlike klereverbruikers op grond van verskille in hierdie veranderlikes in verskillende groepe verdeel kan word.

2.3. Om profiele op te stel van hierdie onderskeie groepe verbruikers.

2.4. Om die implikasies van hierdie navorsing voor te lê aan Markham met die oog daarop dat dit hul kennis t.o.v hul verbuikers kan verryk, en sodoende hul bemarkingstrategieë daarvolgens aanpas.

3. VRAELYSTE

Die vraelyste is in Engels, en Afrikaans op die keersy. Dit bestaan uit die volgende vyf afdelings:

Afdeling A: Winkelsentrumgedrag

Afdeling B: Lewenstyl

Afdeling C: Kooporiëntasie

Afdeling D: Winkelvoorkeurgedrag

Afdeling E: Demografiese inligting

Voltooing van vraelyste: Die vraelyste moet op die volgende manier hanteer word:

3.1. Vraelyste word in ‘n **onderhoudsituasie** ingevul. Met ander woorde, die veldwerker stel die vraag aan die respondent. Die respondent het die keuse of hy self die vraelys wil invul, of dat die veldwerker dit vir hom invul. Indien die respondent verkies dat die veldwerker die vraelys vir hom invul, moet die respondent by Afdelings B en C slegs die toepaslike skaalnommer as antwoord gee. Die veldwerker maak dan die kruisie in die toepaslike blokkie. Gebruik die potlood wat vir dié doel voorsien is.

3.2. Respondente moet al die vrae beantwoord, soos gespesifiseer:

3.2.1. By **Afdelings A, D en E:** Vra aan die respondent die vraag, en maak ‘n kruisie in die toepaslike blokkie (Voorbeeld: ☒). Indien die respondent ‘n antwoord gee wat nie gelys is nie, moet dit neergeskryf word op die lyn langs “Other” of “Ander”.

3.2.2. By **Afdelings B en C:** Die respondente moet op elke vraag antwoord deur ‘n keuse uit te oefen op ‘n vyf-punt Likert-tipe skaal. Maak weereens ‘n kruisie in die toepaslike blokkie (Voorbeeld: ☒).

- Byvoorbeeld by Afdeling B sal u vra "*Hoe gereeld neem u deel aan aktiwiteite?"* Die respondent moet dan kies uit die vyf moontlike opsies (1 – nooit, 2 – by uitsondering, 3 – soms, 4 – gereeld, 5 – baie gereeld).
- Byvoorbeeld vir Afdeling C sal u dus vra "*In hoe 'n mate stem u saam dat dit te veel tyd neem om inkopies te doen?"* Hy moet dan kies uit die vyf moontlike opsies (1 – stem beslis nie saam nie , 2 – stem nie saam nie, 3 – onseker, 4 – stem saam, 5 – stem beslis saam).

Gee aan die respondent die **skaalblad** sodat hy net die nommer kan aandui, eerder as om die hele omskrywing van die skaal te herhaal. Een skaalbladsy is vir u ingesluit en dit moet vir alle respondente gegee word vir gebruik, en weer geneem word as die onderhoud voltooi is.

3.3. Dit is **baie belangrik** dat die respondent **AL** die vrae moet beantwoord. Indien dit nie gebeur nie, is die vraelys onbruikbaar en is u eie tyd gemors, en sal u nie R15 vir daardie vraelys vergoed word nie.

3.4. Moet op geen manier die respondent **lei** in die beantwoording van die vrae nie. Vra die vraag heeltemal objektief en noteer net die antwoord. Moet onder geen omstandighede u eie opinie met die respondent deel of hom oortuig om anders te kies nie.

3.5. **Verduidelik** by elke afdeling waaroor dié afdeling handel, en maak seker dat die respondent die skaal asook die manier van antwoord verstaan.

3.6. Op die voorblad is blokkies aangedui vir die spesifieke sentrum, vraelysnommer en tydgleuf. **Vul asb net die tydgleuf-blokkies in.** Die kodifisering van die tydgleuf is onder die blokkies wat voorsien is, aangedui. Maak asb seker dat u die tydgleuf korrek aandui, aangesien dit baie belangrik is vir statistiese doeleindes.

KODIFISERING VAN TYDGLEUWE

Tydgleuf	**Kode**
09:00 – 10:00	1
10:00 – 11:00	2
11:00 – 12:00	3
12:00 – 13:00	4
13:00 – 14:00	5
14:00 – 15:00	6
15:00 – 16:00	7
16:00 – 17:00	8

Tydgleuf	Kode
09:00 – 10:00	9
10:00 – 11:00	10
11:00 – 12:00	11

3.7. Om te verseker dat die opname wetenskaplik korrek gedoen word, moet u asseblief streng hou by die tydgleuwe en kwotas soos hieronder aangedui. U sal ‘n tydgleuf en kwotarooster ontvang waarop u die aantal voltooide en aantal onvoltooide vraelyste vir daardie tydgleuf moet invul.

ROOSTER VIR TYDGLEUWE EN KWOTAS

DAG	TYDGLEUF	KWOTA / AANTAL VRAELYSTE WAT ELKE VELDWERKER MOET VOLTOOI
SATERDAG	09:00 – 10:00	3
	10:00 – 11:00	3
	11:00 – 12:00	3
	12:00 – 13:00	3
	13:00 – 14:00	3
	14:00 – 15:00	3
	15:00 – 16:00	3
	16:00 – 17:00	3
SONDAG	09:00 – 10:00	3
	10:00 – 11:00	3
	11:00 – 12:00	3
TOTAAL	**11 ure**	**33**

- Die navorser sal die betrokke winkelsentrums tydens die veldwerk besoek. Indien u op enige tydstip onseker is of advies benodig, kan u kontak maak met die navorser of mevrou Van der Merwe, studieleier vir die projek. Alle kontakbesonderhede is op die agterblad van hierdie handleiding.
- Moet asb. nie die vraelyste vir iemand anders gee om te voltooi nie.
- Handig alle vraelyste (voltooid of onvoltooid) in by die veldwerkleier van die betrokke winkelsentrum ná afloop van die veldwerk vir die betrokke dag, m.a.w. Saterdag 1 November 2003 se vraelyste moet om 17:00 ingehandig word, en Sondag 2 November 2003 se vraelyste moet om 12:00 ingehandig word. Na afloop van Sondag 2 November 2003 se veldwerk, sal die navorser en veldwerkers bymekaarkom by Canal Walk winkelsentrum vir finale inhandiging en kontrolering van vraelyste. Die veldwerkleiers vir die betrokke sentrums is soos volg:

Winkelsentrum	Leier
N1 City	Neill Kemp
Canal Walk	Hannes Loubser
Cavendish	Marica Koegelenberg

4. VEREISTES WAARAAN RESPONDENTE MOET VOLDOEN

- U gaan onderhoude voer met **mans** tussen die ouderdomme van **20-35 jaar** van **alle rassegroepe** wat die winkel betree. ‘n Speling van 1 jaar ouer of jonger as dié beperking sal toegelaat word, m.a.w. indien die respondent 19 of 36 jaar oud is, kan hy steeds die onderhoud volltooi.
- Om die groep respondente verteenwoordigend te maak van verbruikers wat op verskillende tye inkopies doen, word **kwotas** volgemaak vir elke tydgleuf (sien rooster vir tydgleuwe en kwotas).
- U moet seker maak dat die respondente **Afrikaans** of **Engels** magtig is, en sal verstaan wat u vra in Afrikaans of Engels, en ook sinvol sal kan antwoord in een van dié twee tale.

5. SELEKSIE VAN RESPONDENTE

- U neem stelling in aan die **binnekant** van die winkel wat aan u toegeken is.
- Nader mans wat oënskynlik aan die **kriteria vir respondente** voldoen.
- Stel uself voor en noem dat u betrokke is by ‘n navorsingsprojek waarvoor u die betrokke persoon se hulp benodig. Rig dus ‘n vriendelike versoek aan hom om die vraelys te beantwoord.
- Wys aan hom ‘n **bekendstellingsbrief** (hierby ingesluit) en indien nodig, noem dat die winkel goedkeuring verleen het aan die Universiteit van Stellenbosch om voort te gaan met die opname.
- Noem dat hy ‘n klein **blyk van waardering** (sleutelhouer) sal ontvang indien hy die vraelys voltooi. Indien hy nie instem om voort te gaan met die onderhoud nie, bedank hom vir sy tyd en aanvaar dit met ‘n positiewe gesindheid. **Moet asb. niemand verplig om die vraelys te voltooi nie!**
- Noem dat die **inligting** wat verskaf is **vertroulik en anoniem** hanteer sal word.
- Indien die persoon instem om deel te neem aan die opname, voltooi die vraelys soos reeds verduidelik.
- Hierna wag u vir die volgende persoon wat die winkel betree en volg dieselfde proses totdat die kwota vir daardie tydgleuf vol is. **Moenie meer as drie vraelyste per uur voltooi om dit so gou moontlik te voltooi nie! Slegs drie vraelyste mag per uur voltooi word.**
- Hou asb. **rekord** van u veldwerk op die kwotarooster en handig dit op Sondag 2 November 2003 by u veldwerkerleier in ná afloop van die dag se veldwerk.

6. WINKELS BETROKKE BY NAVORSING

- Drie takwinkels van Markham, nl. **N1 City**, **Canal Walk** en **Cavendish**, is gekies.
- Hierdie winkels is amptelik versoek om by die opname betrokke te wees en hul fasiliteite beskikbaar stel.
- Die **tye** waarop u inligting van hierdie winkels se kliënte moet verkry, is op die meegaande kwotarooster aangedui.
- Elke veldwerker het ‘n tydgleufrooster wat aandui watter tye hy/sy by die winkel moet wees vir die opname. Hou asb. streng hierby sodat die opname wetenskaplik korrek gedoen kan word.

7. VELDWERKER SE VOORKOMS EN GEDRAG

- Veldwerkers moet netjies voorkom: lang hare moet skoon en netjies wees en **hande en naels moet te alle tye skoon wees.**
- Velwerkers moet ‘n **wit bostuk** en **swart/donker onderstuk** dra.
- Dra **gemaklike skoene** aangesien dit lang ure is.
- Neem genoeg **vloeistowwe** en iets te **ete** saam.
- Tree te alle tye **professioneel** op. U is ‘n verteenwoordiger van die Universiteit van Stellenbosch en ‘n goeie beeld moet te alle tye geprojekteer word.

8. VERGOEDING

Die vergoeding van die veldwerkers is bereken op **R15.00** per **korrek voltooide** en **volledige** vraelys. U sal dus **R495.00** ontvang indien u die **33** vraelyste **volledig** en **korrek voltooid** terugbring. U vergoeding sal bereken word op grond van die aantal korrek voltooide en volledige vraelyste, en **die bedrag sal 10 dae ná afloop van die veldwerk in u bankrekening inbetaal word.** Die navorser sal u per sms laat weet wanneer die bedrag inbetaal is.

BAIE DANKIE VIR U SAMEWERKING

NAVORSINGSPAN VAN DIE DEPARTEMENT VERBRUIKERSWETENSKAP,

UNIVERSITEIT VAN STELLENBOSCH

Lucille Zietsman* **Mrs M.E. van der Merwe*** **Prof E.M. Visser***

*Nota: telefoonnommers was voorsien.

APPENDIX 11: LETTER OF INTRODUCTION (ENGLISH AND AFRIKAANS)

MALE CONSUMERS' APPAREL SHOPPING BEHAVIOUR: LIFESTYLE, SHOPPING ORIENTATION, PATRONAGE BEHAVIOUR AND SHOPPING MALL BEHAVIOUR

This is part of a research project done by a master's student from the University of Stellenbosch in co-operation with Markham stores at the N1 City, Canal Walk and Cavendish Square shopping malls. The shopping behaviour of male apparel shoppers will be investigated.

All data will be handled confidentially and anonymously. If you are willing to contribute to this research project and therefore to the body of knowledge in this study field, please answer the questions asked by the fieldworker. It is of utmost importance that all questions be answered as honestly as possible to ensure that the information can be regarded as scientific, valid and reliable.

If you need any information regarding this research project, please do not hesitate to contact one of the following persons at the Department of Consumer Sciences, University of Stellenbosch.

Thank you for your interest.

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Lucille Zietsman	**Prof E.M. Visser**	**Mrs M.E. vd Merwe**
Researcher*	Study leader & lecturer*	Study leader & lecturer*

*Note: Telephone numbers were provided.

MANSKLEREVERBUIKERS SE KLERE-KOOPGEDRAG

Hierdie is deel van ‘n navorsingsprojek gedoen deur ‘n magisterstudent aan die Universiteit van Stellenbosch in oorleg met die Markham winkels by N1 City, Canal Walk en Cavendish winkelsentrums. Mansklereverbruikers se koopgedrag word bestudeer.

Alle data sal vertroulik en anoniem hanteer word. Indien u ‘n bydrae tot die navorsingsprojek wil maak en sodoende die kennis in dié vakgebied uitbrei, word u vriendelik versoek om die vrae te beantwoord wat die veldwerker u sal vra. Dit is uiters noodsaaklik dat u alle vrae so deeglik en eerlik as moontlik sal beantwoord om die inligting wetenskaplik, geldig en betroubaar te maak.

Indien u enige inligting benodig i.v.m. die navorsingsprojek kan die onderstaande persone gekontak word by die Departement Verbuikerswetenskap, Universiteit van Stellenbosch.

Dankie vir u belangstelling.

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Lucille Zietsman*	**Prof E.M. Visser***	**Mrs M.E. vd Merwe***
Navorser	Studieleier en dosent	Studieleier en dosent

*Nota: telefoonnommers was voorsien.

APPENDIX 12: QUESTIONNAIRE SCALE SHEETS (ENGLISH AND AFRIKAANS)

PROFILING MALE APPAREL CONSUMERS: DEMOGRAPHIC CHARACTERISTICS, LIFESTYLE, SHOPPING ORIENTATION, PATRONAGE BEHAVIOUR AND SHOPPING MALL BEHAVIOUR

QUESTIONNAIRE SCALE SHEET

SECTION B: LIFESTYLE &

SECTION D: PATRONAGE BEHAVIOUR

1= Never

2= Rarely (every 6 months)

3= Seldom (every 2 months)

4= Often (once a month)

5= Very often (once a week)

SECTION C: SHOPPING ORIENTATION

1= Strongly disagree

2= Disagree

3= Not sure

4= Agree

5= Strongly agree

DIE PROFILERING VAN MANS- KLEREVERBRUIKERS: DEMOGRAFIESE EIENSKAPPE, LEWENSTYL, KOOPÖRIENTASIE, WINKELVOORKEURGEDRAG EN WINKELSENTRUMGEDRAG

VRAELYS-SKAALBLAD

AFDELING B: LEWENSTYL &

AFDELING D: WINKELVOORKEURGEDRAG

1= Nooit

2= By uitsondering (elke 6 maande)

3= Soms (elke 2 maande)

4= Gereeld (1 keer per maand)

5= Baie gereeld (1 keer per week)

AFDELING C: KOOPORIËNTASIE

1= Stem beslis nie saam nie

2= Stem nie saam nie

3= Onseker

4= Stem saam

5= Stem beslis saam

APPENDIX 13: CONSUMER SHOPPING MALL BEHAVIOUR IN TOTAL AND ACROSS SHOPPING MALLS

Shopping Mall Behaviour	Total Sample		Shopping Mall		
			N1 City	Canal Walk	Cavendish Square
	n	%	%	%	%
Reasons for shopping at this specific shopping mall					
Proximity to home/easily accessible	146	49.2	60.6	28.3	58.6
Affordable parking available	49	16.5	26.3	10.1	13.1
Know the mall well	136	45.8	52.5	28.3	56.6
Variety of stores	169	56.9	46.5	61.6	62.6
Store hours	101	34.0	21.2	48.5	32.3
Reputation of stores	70	23.6	19.2	16.2	35.4
Quality of stores	131	44.1	41.4	36.4	54.4
Variety of products	108	36.4	33.3	30.3	45.5
Friendly sales personnel	64	21.5	25.3	12.1	27.3
Building appearance and landscaping	62	20.9	16.2	13.1	33.3
Other customers	26	8.8	8.1	1.0	17.2
Prices	63	21.2	30.3	5.1	28.3
Value for price	72	24.2	35.4	6.1	31.3
Company when shopping					
Wife/Girlfriend	146	49.2	57.6	55.6	34.3
Family members	81	27.3	29.3	29.3	23.2
Friend(s)	127	42.8	32.3	42.4	53.5
No-one	65	21.9	20.2	18.2	27.3
Main activities					
Shopping for apparel, shoes and accessories	218	73.4	81.8	57.6	80.8
Shopping for groceries	84	28.3	39.4	26.3	19.2
Shopping for a variety of products	126	42.4	48.5	38.4	40.4
Having something to drink, a snack or a meal	121	40.7	37.4	37.4	47.5
Having a service done, e.g. haircut	27	9.1	5.1	7.1	15.2
Entertainment, e.g. movies, fun park	154	51.9	49.5	34.3	71.7
Browsing /“window-shopping	111	37.4	27.3	33.3	51.5
Routine activities	26	8.8	6.1	6.1	14.1
Family outing	26	8.8	7.1	7.1	12.1

	Total Sample		Shopping Mall		
			N1 City	Canal Walk	Cavendish Square
Approximate time spent in mall per visit					
0-1 hour	30	10.1	15.2	8.1	7.1
1-2 hours	103	34.7	42.4	29.3	32.3
2-3 hours	102	34.3	26.3	36.4	40.4
3-4 hours	37	12.5	7.1	15.2	15.2
4+ hours	25	8.4	9.1	11.1	5.1
Approximate time spent buying apparel per visit					
0-1 hour	148	49.8	65.7	39.4	44.4
1-2 hours	107	36.0	26.3	38.4	43.4
2-3 hours	32	10.8	8.1	18.2	6.1
3-4 hours	6.0	2.0	0.0	2.0	4.0
4+ hours	4.0	1.3	0.0	2.0	2.0
Product choice					
Shop for apparel only	49	16.5	19.2	12.1	18.2
Shop for a variety of products including apparel	248	83.5	80.8	87.9	80.8
Reason for entering Markham					
Buying apparel	91	30.6	27.3	33.3	31.3
Browsing for apparel	152	51.2	41.4	52.5	59.6
Attracted by window displays	40	13.5	11.1	12.1	17.2
Sale	33	11.1	10.1	12.1	11.1
Accountholders at Markham					
No	145	48.8	37.4	47.5	61.6
Yes	152	51.2	62.6	52.5	38.4
Stores visited before entering Markham					
None	50	16.8	22.2	14.1	14.1
Apparel stores only	158	53.2	44.4	52.5	62.6
Apparel and other stores	23	7.7	7.1	8.1	8.1
Other stores only	66	22.2	26.3	25.3	15.2
Stores visited after entering Markham					
None	76	25.6	27.3	23.2	26.3
Apparel stores only	141	47.5	40.4	50.5	51.5
Apparel and other stores	22	7.4	10.1	7.1	5.1
Other stores only	58	19.5	22.2	19.2	17.2

APPENDIX 14: ROTATED COMPONENT MATRIX: LIFESTYLE (11 COMPONENTS)

Lifestyle	**Component**										
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**
Ballet/opera/musical shows	.749										
Art museum or gallery	.726										
Cook	.545										
Hobbies, e.g. craftsmanship, fishing	.522										
Shop for apparel at sale		.708									
Shop for apparel		.669									
Shop with friends in order to socialise		.541									
See a movie		.520								.511	
Make an effort to dress stylish		.427	.407								
Entertain friends at home (e.g. *braai*)			.753								
Have dinner at friends			.707								
Shop for apparel at designers				.675							
Shop for apparel at boutiques or signature stores				.637							
Read newspaper				-.436							
Watch television					.805						
Listen to radio					.729						
Read magazines/journals						.781					
Read magazines that include fashion (e.g. GQ, FHM)						.739					
Community projects (e.g. collecting money for charity)							.693				
Attend church or church activities							.676				
School involvement							.487				
Family meetings							.470				
Play sport/physical exercise								.781			
Attend sport matches								.752			
Window-shop									.722		
Try on apparel									.569		
Go to dinner at restaurant										.775	
Travel to work											.842
Travel for pleasure											.624

Extraction: Principle component analysis

Rotation method: Varimax with Kaizer normalisation

Rotation converged in 11 iterations

APPENDIX 15: ROTATED COMPONENT MATRIX FOR LIFESTYLE (8 COMPONENTS)

Lifestyle	**Component**							
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**
Shop for apparel	.740							
Shop for apparel at sale	.711							
Shop with friends in order to socialise	.621							
Try on apparel	.486							
Art museum or gallery		.779						
Ballet/opera/musical shows		.731						
Shop for apparel at boutiques or signature stores		.412						
Watch television			.826					
Listen to radio			.749					
Entertain friends at home (e.g. *braai*)				.739				
Have dinner at friends				.738				
Play sport/physical exercise					.763			
Attend sport matches					.737			
Travel for pleasure					.531			
Read magazines/journals						.793		
Read magazines that include fashion (e.g. GQ, FHM)						.738		
Read newspaper							.611	
Hobbies, e.g. craftsmanship, fishing							.581	
Cook							.484	
Attend church or church activities								.681
Community projects (e.g. collecting money for charity)								.617
School involvement								.614
Family meetings								.401

Extraction: Principle component analysis

Rotation method: Varimax with Kaizer normalisation

Rotation converged in 9 iterations

APPENDIX 16: ROTATED COMPONENT MATRIX FOR SHOPPING ORIENTATION (5 COMPONENTS)

Question	**Component**				
	1	**2**	**3**	**4**	**5**
I feel confident in my ability to shop for apparel	.766				
I think I am a good apparel shopper	.732				
I am interested in shopping for apparel	.688				
I enjoy shopping for apparel	.670				
I have the ability to choose the right apparel for myself	.603				
Apparel shopping puts me in a good mood	.586				
I enjoy shopping and walking around in shopping malls	.574				
It is important to buy well-known apparel brands		.722			
I pay attention to brand names		.700			
I try to keep my wardrobe up-to-date with the latest trends		.697			
I buy new fashion earlier than most other people		.633			
A well-known brand means good quality		.544			
I give fashion information to my friends	.409	.529			
It is good to have charge accounts or credit cards		.450			
Local stores offer me good quality for the price			.701		
Local apparel stores meet my shopping needs			.666		
I often pay with my credit card			.484		
I shop where it saves me time				.608	
Local apparel stores are nice places to shop				.586	
It takes too much time to shop			-.469	.496	
One can save by shopping around for bargains					.777
I pay more attention to apparel prices than before					.483

Extraction: Principle component analysis

Rotation method: Varimax with Kaizer normalisation

Rotation converged in 10 iterations

APPENDIX 17: ROTATED COMPONENT MATRIX FOR SHOPPING ORIENTATION (5 COMPONENTS MINUS 5 ITEMS)

Question	Component				
	1	2	3	4	5
I feel confident in my ability to shop for apparel	.784				
I think I am a good apparel shopper	.742				
I enjoy shopping for apparel	.696				
I am interested in shopping for apparel	.659				
I have the ability to choose the right apparel for myself	.634				
I enjoy shopping and walking around in shopping malls	.601				
Apparel shopping puts me in a good mood	.596				
It is important to buy well-known apparel brands		.735			
I try to keep my wardrobe up-to-date with the latest		.714			
I buy new fashion earlier than most other people		.671			
I pay attention to brand names		.666			
Local stores offer me good quality for the price			.804		
Local apparel stores meet my shopping needs			.773		
It is good to have charge accounts or credit cards				.652	
A well-known brand means good quality				.571	
One can save by shopping around for bargains				.562	.442
I pay more attention to apparel prices than before					.868

Extraction: Principle component analysis

Rotation method: Varimax with Kaizer normalisation

Rotation converged in 10 iterations

APPENDIX 18: ROTATED COMPONENT MATRIX FOR SHOPPING ORIENTATION (4 COMPONENTS)

Question	Component			
	1	2	3	4
I feel confident in my ability to shop for apparel	.789			
I think I am a good apparel shopper	.745			
I enjoy shopping for apparel	.695			
I am interested in shopping for apparel	.671			
I have the ability to choose the right apparel for myself	.631			
Apparel shopping puts me in a good mood	.601			
I enjoy shopping and walking around in shopping malls	.597			
It is important to buy well-known apparel brands		.717		
I pay attention to brand names		.714		
A well-known brand means good quality		.627		
I try to keep my wardrobe up-to-date with the latest trends		.620		
I buy new fashion earlier than most other people		.574		
It is good to have charge accounts or credit cards		.518		
Local stores offer me good quality for the price			.826	
Local apparel stores meet my shopping needs			.714	
I pay more attention to apparel prices than before				.893

Extraction: Principle component analysis

Rotation method: Varimax with Kaizer normalisation

Rotation converged in 5 iterations

APPENDIX 19: ROTATED COMPONENT MATRIX FOR SHOPPING ORIENTATION (3 COMPONENTS)

Item	Component		
	1	2	3
I feel confident in my ability to shop for apparel	.787		
I think I am a good apparel shopper	.747		
I enjoy shopping for apparel	.703		
I am interested in shopping for apparel	.699		
I have the ability to choose the right apparel for myself	.622		
Apparel shopping puts me in a good mood	.598		
I enjoy shopping and walking around in shopping malls	.573		
It is important to buy well-known apparel brands		.748	
I pay attention to brand names		.711	
A well-known brand means good quality		.672	
I try to keep my wardrobe up-to-date with the latest trends		.606	
I buy new fashion earlier than most other people		.581	
It is good to have charge accounts or credit cards		.486	
Local stores offer me good quality for the price			.827
Local apparel stores meet my shopping needs			.712

Extraction: Principle component analysis

Rotation method: Varimax with Kaizer normalisation

Rotation converged in 5 iterations.