Consumer Decision Making Styles when purchasing laundry washing powder

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ABSTRACT

Detergent products are universal products used in many of South African households across all demographics, irrespective of social standing. They are also relatively higher priced compared to other fast moving consumer goods (FMCG). For this reason the detergents market is significant in terms of value and a percentage of household spending (Thaker & Copestake, 2012).

In South Africa, for many years the laundry washing powder market has been dominated by multinationals, manufacturing and distributing many national brands to households for many generations, some for more than 100 years. In recent years, many local manufacturers, including retailers have begun to venture into this market.

It is not clear what decision styles influence consumer perceptions, attitudes, intentions towards laundry washing powder, thereby making it difficult for new entrants to become formidable market players. It is therefore important for manufacturers and marketers to understand consumer perceptions, attitudes and behaviours towards shopping, as this leads to correct segmentation, targeting and positioning in a fight for the consumer’s share of the wallet.

This study used the Consumer Styles Inventory (CSI) methodology as developed in the USA by (Sproles & Kendall, 1986) to understand the South African consumer personality when purchasing laundry washing powder, using qualitative and quantitative methods to collect data from consumers in the Johannesburg area. The research instrument was adapted from the original instrument developed by (Sproles & Kendall, 1986).

This research found that South African consumers are influenced by 4 of the 8 factors identified by (Sproles & Kendall, 1986). The key message manufacturers, markets and retailers is that washing powder consumers are habitual-brand loyal consumers who prefer quality brands; however they are willing to try new brands as long as they are perceived as meeting quality standards. Although they look for value for money, they are not willing to sacrifice quality for price savings. They also engage in impulsive buying, using promotions and discounts to purchase their favourite quality brands.

DECLARATION

I, Khanyisa Yvonne Mhlongo, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other university.

Khanyisa Yvonne Mhlongo

Signed at ……………………………………………………

On the …………………………….. day of ………………………… 2014

DEDICATION

This research report is dedicated to my most favourite people in the whole world, my husband Lufuno Gwambe, and my girls Luvha and Rivoni Gwambe. I am totally blessed to have you in my life.

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I wish to acknowledge the following people for the assistance, guidance and support throughout my studies.

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1 INTRODUCTION

1.1 Purpose of the study

The purpose of this research is to establish the applicability of the consumer styles inventory (CSI) in the South Africa context, particularly when purchasing laundry washing powder.

The CSI was developed in the USA (Sproles & Kendall, 1986) and has since been tested by numerous researchers in many countries and various contexts, representing a systematic approach to measuring consumer decision making styles. The countries that it has been validated in include a multi country investigation between New Zealand, Greece, India and the USA (Lysonki, Durvasula, & Zotos, 1996), Britain (Bakewell & Mitchell, 2003), China (Baoku, Cuixia, & Weimin, 2010; Wang, Siu, & Hui, 2004), Korea (Youn Hahn & Kean, 2009), Singapore (Bae, Pyun, & Lee, 2010), Irania (Kavkani, Seyedjavadain, & Saadeghvaziri, 2011), and South Africa (Radder, Li, & Pietersen, 2006).

The CSI has also been applied in various contexts, for instance:

i. In countries with varying levels of economic and social development;
ii. Various product categories including fashion, personal care, electronic appliances, as well as
iii. Various consumer segments including Y generation females, high school students, undergraduate college students, ((Bae et al., 2010; Bakewell & Mitchell, 2003; Baoku et al., 2010; Kavkani et al., 2011; Lysonki et al., 1996; Wang et al., 2004))

The previous studies have found varying results for the CSI and concluded that it cannot be generalised. The researchers suggested that the CSI be tested in various countries, contexts and product categories.

(Bakewell & Mitchell, 2003) suggested that the CSI be replicated for staples like groceries which have a different degree of involvement, hence the purpose of this study.

A more similar study to this one was performed in Greece on consumer attitudes and perceptions regarding their intentions to buy detergent retail brands (Lymperopoulos, Chaniotakis, & Rigopoulou, 2010), although the study was not within the context of the CSI methodology. The study found that the intention to buy detergent retail brands is affected by consumer attitudes towards these brands, which in turn is affected by the perceived benefits such as price, efficiency and value. The authors suggested that further research be conducted to include country specific characteristics of buying behaviour with respect to detergent products, as well as other variables that influence consumer perceptions attitudes and intentions.

This study aims to fill a gap as no previous known study has tested the consumer attitudes towards buying fast moving consumer goods like laundry washing powder in the South African context.

1.2 Context of the study

1.2.1 *Fast Moving Consumer Goods (FMCG)*

Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG) (Babaria & Dharod, 2009). Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars (Babaria & Dharod, 2009). These products are utilitarian or functional in nature (Lymperopoulos et al., 2010).

Utilitarian products are consumed for their usefulness, while hedonic products are goods that are consumed for their ability to provide pleasure (Senturaman & Cole, 1999). Hedonic products are products in which the evaluation of benefits provided is a matter of taste rather than functionality, e.g. appetizers, candies and songs (Rartner & Kahn, 2002), whereas utilitarian products are evaluated on functionality, like cleaning efficiency in detergents, and thickness in tomato juice (Zeithaml, 1988).

1.2.2 *The detergents market*

The decision to focus on the detergent category for this study is informed by various factors as explained below:

First the powder detergent product is a universal product used in many of South African households across all demographics, irrespective of social standing. For this reason the detergents market is significant in terms of value and a percentage of household spending (Thaker & Copestake, 2012). In 2008, the South African market for detergent powder was estimated at $97.69m,representing 1% of world value for powder detergents (Parker, 2009).

Secondly, detergents possess differential technologically-based attributes related to cleaning efficiency that are difficult for consumers to judge, therefore they are treated as being high involvement product category (Lymperopoulos et al., 2010). High involvement products are products that are purchased after a long and careful consideration, due to the risk associated with the product.

Thirdly, detergents are higher priced compared to other FMCG categories, adding to the higher involvement nature of the product (Lymperopoulos et al., 2010) as the monetary sacrifice is higher for consumers (Volckner & Hofmann, 2007).

Given the role that the detergents market play in the South African consumer landscape, it is important to understand how consumers make decisions when purchasing detergent products like laundry washing powder.

In South Africa, for many years the laundry washing powder market has been dominated by multinational companies, which manufacture and distribute many national brands to households. These brands have been used in South Africa for many generations, some for more than 100 years. According to (Unilever, 2011), the four main products under the Unilever brand are Omo, Surf, Sunlight and Skip. Omo is the leading detergent brand in South Africa (Unilever, 2012).

In recent years, many local manufacturers, including retail store brands or private labels have entered the detergents market. Bliss Chemicals is a local manufacturer of Maq branded products and recent entrant who has made headways in the market. Another new entrant is Ariel brand, manufactured by Procter and Gamble, a multinational company. The main retailers that have introduced their own brand of detergent include Pick n Pay, Checkers, Shoprite, Spar. These brands are referred to as store brands or private label brands. These retailers are also the main distribution channel for Unilever and other manufacturers (Thaker & Copestake, 2012), therefore fulfilling a dual role as distribution channels for manufacturers and markers of their own store brands.

Despite the long history with certain brands, South African consumers seem to have adopted and embraced the new brands in the market as the local manufacturers and retail labels have gained acceptance and market share (Beneke, Greene, Lok, & Mallett, 2012; Sekgobela, 2011).

The theory of consumer behaviour suggests that there are various factors influencing consumer purchasing behaviour, including cultural, social, personal and psychological factors (Ailawadi, Neslin, & Gedenk, 2001; Kotler & Keller, 2012; Senturaman & Cole, 1999).

The introduction of new brands has offered consumers variety and choice when making purchasing decisions. This is expected to increase competition among brands, however, little is known about how South African consumers make decision when purchasing their detergents.

It is important for marketers to understand consumer attitudes and behaviours towards shopping, as this leads to correct segmentation, targeting and positioning (Ailawadi et al., 2001; Kotler & Keller, 2012; Senturaman & Cole, 1999) in a fight for the consumer's share of the wallet.

(Sproles & Kendall, 1986) developed the consumer styles inventory (CSI) in 1986, which is a set of eight characteristics that consumers use to make buying decisions.

(Sproles & Kendall, 1986) defined consumer decision making style as a mental orientation characterising a consumer's approach to making choices; a basic consumer personality.

The study uses the CSI methodology as developed by (Sproles & Kendall, 1986) to understand the South African consumer personality when purchasing FMCG products like laundry washing powder.

1.3 Problem statement

1.3.1 ***Main problem***

The main problem is to validate the applicability of the CSI methodology for South African consumers, when purchasing laundry washing powder products.

It is not clear what decision styles influence consumer perceptions, attitudes, intentions towards laundry washing powder, thereby making it difficult for new entrants to become formidable market players.

1.3.2 ***Sub-problems***

The sub-problem is to establish the extent to which the following decision making styles as identified by (Sproles & Kendall, 1986) are able to influence buying behaviour of South African consumers, in particular within the laundry washing powder category.

1. Perfectionism or high-quality consciousness,
2. Brand consciousness,
3. Novelty-fashion consciousness,
4. Recreational, hedonistic shopping consciousness,
5. Price and ‘value for money’ shopping consciousness,
6. Impulsiveness,
7. Confusion from over choice, and
8. Habitual, brand-loyal orientation towards consumption.

1.4 Significance of the study

The study contributes to the body of knowledge on decision making styles by South African consumers, and has been used to identify topics for additional research in the area of consumer buying behaviour.

The study fills a gap in that there are limited documented studies where the CSI has been validated in South Africa, and Africa as a whole. The study is expected to provide guidance to researchers in understanding consumer behaviour in the FMCG category within the South African context, which has different levels of economic and social development compared to the countries where the CSI has already been validated.

It further fills the gap that there are limited documented studies where the CSI methodology has been applied in the FMCG category like laundry washing powder as previous studies focused mainly on fashion.

The study will further benefit marketers, manufacturers and retailers on the correct positioning of their products as well as develop and implement marketing mix strategies. It is important for businesses to identify these factors and understand the consumer attitudes and behaviours towards their products, as this leads to correct segmentation, targeting and positioning (Kotler & Keller, 2012; Senturaman & Cole, 1999).

1.5 Delimitations of the study

The research is limited to buying behaviour towards laundry washing powder and does not look at the other products within the detergents category.

The study does not analyse the influence of culture or demographics on the decision making styles.

1.6 Definition of terms and abbreviations

Table 1.1 Definitions of terms and abbreviations

Brand	A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler & Keller, 2012).
Consumer Styles Inventory (CSI)	Consumer Styles Inventory (CSI) is a quantitative instrument developed by (Sproles & Kendall, 1986) for classifying decision making styles into discreet categories of orientation.
Fast Moving Consumer Goods (FMCG)	Fast moving consumer goods are products that are sold quickly and at relatively low cost (Babaria & Dharod, 2009). These products are utilitarian/functional in nature (Lymperopoulos, Chaniotakis, & Rigopoulou, 2010).
Hedonic products	Hedonic products are products that are consumed for their ability to provide pleasure (Senturaman & Cole, 1999). Hedonic products are products in which the evaluation of benefits provided is a matter of taste rather than functionality, e.g. appetizers, candies and songs (Rartner & Kahn, 2002).
High involvement products	High involvement products are products that are purchased after a long and careful consideration, due to the risk associated with the product. Risk can be in the form of financial, social, psychological, performance, or Physical.
Spaza shops	Spaza shops are small retail enterprises operating from a residential stand or home and engaged in the trading of consumer goods.
Utilitarian products	Utilitarian products are products that are consumed for their usefulness (Senturaman & Cole, 1999). Utilitarian products are evaluated on functionality, like cleaning efficiency in detergents, and thickness in tomato juice (Zeithaml, 1988).

1.7 Assumptions

- The samples has sufficient knowledge on purchasing laundry washing powder and are able to clearly articulate answers to the questions.
- The total number of respondents was sufficient to gain adequate data.

- The factors influencing decision making styles were conveyed honestly and truthfully by the respondents. False data could have a severely detrimental effect on the study's results.

2 LITERATURE REVIEW

2.1 Introduction

The literature review commences by explaining the process that consumers engage in when making buying decisions. The consumer styles inventory model is then explained and then each of the eight CSI characteristics reviewed individually while making propositions about South African consumers when purchasing laundry washing powder.

2.2 The buying process

The buying process starts long before the actual purchase and has consequences that last long afterwards (Cunningham, Gerlach, Harper, & Young, 2005; Kotler & Keller, 2012; Puccinelli et al., 2009). The buying process can be viewed as a series of five stages, per figure 1 below:

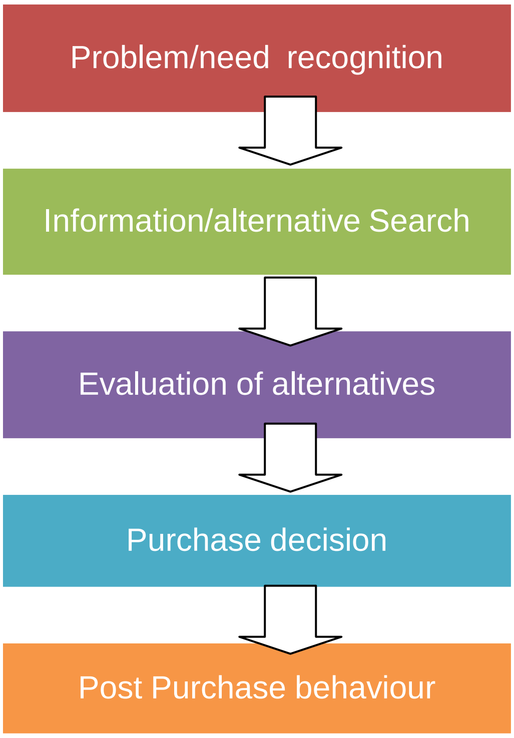

Figure 2.1: Five Stage Model of the Consumer Buying Process (Kotler & Keller, 2012)

Consumers do not always go through all the stages when buying products; they may skip or reverse some stages (Kotler & Keller, 2012). Consumers have been found to use the buying process to mitigate perceived risk associated with buying a particular product (Cunningham et al., 2005). Perceived risk is an expectation that certain negative results or events may occur (Rubio, Oubiña, & Villaseñor, 2014). The different kinds of risks include functional, financial, social, psychological and physical (Rubio et al., 2014).

The buying process starts with recognition of a need due to intrinsic (e.g. hunger) or extrinsic (e.g. marketing communication) factors (Puccinelli et al., 2009). Once the need has been recognised, the consumer starts searching for information using various information sources (Kotler & Keller, 2012). The relative amount and influence of these sources vary with the buyer's characteristics (Kotler & Keller, 2012) as well as the perceived risk associated with product category. Perceived risk occurs at each stage of the consumer buying process, and found to intensify at the point of purchase. Consumers use information search to reduce the levels of perceived risks (Cunningham et al., 2005).

The intention to buy a particular brand or product is affected by consumer attitudes towards the product (Lymperopoulos et al., 2010). An individual consumer, looking for certain benefits from a product will evaluate the alternatives based on what has been learned. Consumer preference and purchase intentions are not completely reliable predictions of purchase behaviour (Kotler & Keller, 2012) as circumstances at the point of purchase such as product availability and prices may influence a purchase decision (Chikweche & Fletcher, 2011).

Finally, consumers assign reasons for their purchases, which can affect their overall evaluation of the of the product, satisfaction with the purchase experience, and intention to repurchase (Puccinelli et al., 2009).

Understanding of consumers, their needs and their purchasing behaviour is integral to successful marketing (Peter & Donnelly, 1997) and leads to correct segmentation, targeting and positioning (Kotler & Keller, 2012) . Consumers are said to have decision making styles or shopping styles; a mental orientation characterising a consumer's approach to making choices (Sproles & Kendall, 1986). The authors state that this is a basic consumer characteristic similar to personality in psychology. These shopping characteristics are called consumer styles inventory known as CSI.

2.3 Consumer Styles Inventory

Consumer styles inventory (CSI) is a quantitative instrument developed by (Sproles & Kendall, 1986) for classifying decision making styles into discreet categories of orientation.

Consumer literature suggests three ways to characterise consumer styles: the psychographic/lifestyle approach, the consumer typology approach, and the consumer characteristics approach (Sproles & Kendall, 1986).

The consumer characteristic approach deals with cognitive and affective orientations of consumers in their process of making decisions. The cognitive orientation refers to mental processes of perception, memory, judgement and reasoning, whereas the affective orientation refers to expression of emotion or feeling.

The consumer characteristic approach assumes that decision making styles can be determined by identifying general orientations towards shopping and buying.

(Sproles & Kendall, 1986) identified the eight CSI characteristics as follows:

1. Perfectionism or high quality consciousness,
2. Brand consciousness,
3. Novelty-fashion consciousness,
4. Recreational, hedonistic shopping consciousness,
5. Price and ‘value for money’ shopping consciousness,
6. Impulsiveness,
7. Confusion from over choice, and
8. Habitual, brand-loyal orientation towards consumption.

The literature relating to each of the factors is reviewed in the sections that follow.

2.4 Perfectionism or high-quality consciousness

Perfectionism or high quality consciousness is a measure of the consumer's search for the very best quality in products (Bae et al., 2010; Baoku et al., 2010; Kavkani et al., 2011; Sproles & Kendall, 1986).

2.4.1 *Perceived quality*

Perceived quality is defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose (Zeithaml, 1988), and relative to alternatives (Aaker, 1991), meaning that evaluations of quality take place in comparison context depending on the consumers' assessment of competing products (Kenyon & Sen, 2012).

Perceived quality is different from manufacturing quality, it involves a subjective response of consumers to objects (Kenyon & Sen, 2012; Zeithaml, 1988). A product's appearance that is attractive can be a measure of quality from a consumer's perspective, this consideration of physical appearance might lead a consumer to prefer attractive but unreliable product over the one that is unattractive but reliable (Stone-Romero & Stone, 1997). In certain instances perceived quality is associated with the prestige and respect that a brand holds (Aaker, 1996). The product's capacity to enhance the status of it possessor through its uniqueness, distinctiveness and luxuriousness can be a measure of product quality (Stone-Romero & Stone, 1997).

Perceived quality is product specific and varies from category to category, for example, durability may be more important than elegance in power tools, whereas elegance may be the most important factor for evening wear (Stone-Romero & Stone, 1997). (Zeithaml, 1988) states that even within a product category, different attributes may provide different signals about quality, for example, thickness is related to high quality in tomato juice but not in fruit flavoured children's juice. For laundry washing powder, consumers may use attributes like foam or cleaning efficiency to evaluate product quality (Lymperopoulos et al., 2010; Zeithaml, 1988).

2.4.2 *Role of perceived quality in buying decision*

Perceived quality has been found to influence the willingness to purchase, and leads to purchase decisions unless other factors are more important than quality (Senturaman & Cole, 1999; Stone-Romero & Stone, 1997; Zeithaml, 1988).

In a study of grocery product categories between national and store brands consumer's perceived quality differential was found to be a major factor influencing the purchase of national brands over store brands (Senturaman & Cole, 1999).

Perceived benefits of a product are a reflection of quality as perceived by consumers (Lymperopoulos et al., 2010). Consumers use both intrinsic and extrinsic product attributes to evaluate quality or perceived benefits of a product in comparison to other products (Stone-Romero & Stone, 1997; Zeithaml, 1988).

Intrinsic or direct attributes are the product's inherent characteristics, such as flawlessness, durability, and appearance, flavour, colour, texture; foam and cleaning efficiency in laundry detergent (Stone-Romero & Stone, 1997; Zeithaml, 1988). They involve the physical composition of the product and are consumed as the product is consumed.

Extrinsic or indirect attributes refer to non-physical product characteristics that can be changed without altering the fundamental nature of the product, such as price, brand name, advertising, or store name, etc (Stone-Romero & Stone, 1997; Tse Biu, 1999; Zeithaml, 1988).

Consumers depend on extrinsic attributes when intrinsic attributes are not available, and for experience or credence products (Akdeniz, Calantone, & Voorhees, 2013; Zeithaml, 1988). The quality or superiority of laundry washing powder may not be easy to evaluate using intrinsic or direct attributes like foam or cleaning efficiency until the point of consumption. Therefore consumers may rely more on extrinsic attributes like price, brand, packaging, store name to evaluate quality.

The reliance on extrinsic cues is expected to be moderated by product familiarity as consumers become familiar with the product performance due to purchase frequency of the product (Senturaman & Cole, 1999).

Literature suggests that perceived quality is a subjective measure from the consumer's perspective using intrinsic and extrinsic attributes and can influence purchase decisions.

Detergents possess differential technologically-based attributes related to cleaning efficiency that are difficult for consumers to judge, therefore they are treated as being high involvement product category (Lymperopoulos et al., 2010). This performance risk associated with laundry washing powder is expected to influence consumers to consider quality before making a purchase decision.

Laundry detergents are priced higher than other grocery products (Lymperopoulos et al., 2010), therefore the financial risk associated with the products is expected to influence consumers to consider quality when buying laundry detergents to mitigate the risk of financial loss (Senturaman & Cole, 1999).

Based on literature reviewed consumers of laundry washing powder are expected to consider quality unless certain factors become more important (Kumar, Kim, & Pelton, 2009; Walsh, Shiu, & Hassan, 2012).

Proposition 1: South African consumers are expected to be quality conscious when purchasing laundry washing powder.

2.5 Price and 'value for money' shopping consciousness

Price consciousness refers to consumer's orientation toward lower priced and value for money (Bae et al., 2010; Baoku et al., 2010; Kavkani et al., 2011; Sproles & Kendall, 1986), it is a degree to which consumers focus on value or paying low prices (Jin & Gu Suh, 2005; Valls, Andrade, & Arribas, 2011).

The role of price in consumer decision making is very diverse, it can play both a positive and a negative role in influencing behaviour (Volckner & Hofmann, 2007).Consumers differ in how much they are willing to pay for a given product (Ramirez & Goldsmith, 2009), this preference is influenced by various factors including product categories, perceived quality differentials, price quality inference, demographic variables such as income and age (Senturaman & Cole, 1999) as well as product involvement (Ramirez & Goldsmith, 2009).

Consumers are more likely to pay a higher price for hedonic products compared to functional or utilitarian products as they expect higher emotional value for hedonic products (Senturaman & Cole, 1999).

Product involvement is also a determinant of price sensitivity (Ramirez & Goldsmith, 2009). The authors found that as consumers become more involved with a product category, they become more innovative and more aware of the differences between brands, as a results less price sensitive. Less innovative consumers see fewer differences between brands, and are less loyal and are more price-sensitive.

If consumers perceive quality differential to be high within a product category, they are more likely to buy a more expensive brand as these consumers believe higher price reduces performance risk (Senturaman & Cole, 1999). For less frequently purchased products, consumers are more likely to pay a higher price (Volckner & Hofmann, 2007) to mitigate performance risk as well the risk that consequences for non performance may last a longer period. This reliance on price was found to be lower on frequently purchased products as consumers gain more experience with repeated purchase (Volckner & Hofmann, 2007).

Consumers' perception of financial risk is higher when price levels are higher; meaning the risk of financial loss is higher should a product not perform to expectations. Consumers were found to be more willing to pay a higher price in high priced product categories(Senturaman & Cole, 1999; Volckner & Hofmann, 2007). This risk management attitude was also found within the low income earners as making a wrong choice meant a financial loss.

2.5.1 *Orientation towards lower prices*

Price plays an important role as a monetary sacrifice (Volckner & Hofmann, 2007); it is a major determinant of buyer choice, mainly in poorer nations, among poorer groups or with commodity type products (Kotler & Keller, 2012). Price is a decisive factor in the decision making process; it is a purchase discriminator as consumers continue to seek value for money (Valls et al., 2011).

(Ramirez & Goldsmith, 2009) defined price sensitivity as the individual reactions to price. It refers to how consumers perceive the price; as high, low or fair. This in turn will affect consumers perceptions of value, and ultimately their willingness to buy a product (Huq, 2005). Price shoppers are not willing to pay more for any added value.(Valls et al., 2011), and are generally associated to low cost channels or private labels.

(Valls et al., 2011) found that price is very important in decision making for household product consumption, as supported by a generalised trend towards search for lower prices, price reductions, discounts, promotions, abandoning of favourite brands for cheaper private labels. In another study private label use was found to be associated with price consciousness (Ailawadi et al., 2001).

In South Africa, there is high awareness and sensitivity towards grocery prices (Nielson, 2012b). Majority of South Africans are reported to know prices of most items they buy on a regular basis, therefore notice price fluctuations and are constantly seeking promotions (Nielson, 2012b).Given the high rate of food inflation (Thaker & Copestake, 2012), South Africans are said to be very price sensitive when purchasing household consumption products.

2.5.2 *Orientation towards value for money*

Consumers infer value based on their evaluation of product quality and monetary sacrifice (Agarwal & Teas, 2001). Therefore value-conscious consumers do not evaluate quality or price in isolation, they evaluate quality in relation to price (Zeithaml, 1988); a trade off between the give and get components of a product (Chiu, Hsu, Lai, & Chang, 2012). Value shoppers are those who demand high quality/price ratio (Valls et al., 2011).

In certain circumstance, perceived value was found to be more important than perceived quality (Aaker, 1996). Consumers vary with respect to their level of value consciousness; perceived value includes both monetary and non-monetary sacrifice by a consumer (Chiu et al., 2012; Zeithaml, 1988). Therefore consumers may be willing to pay a higher price if they perceive other non-monetary benefits. In a study of consumer perceptions of value, consumers considered a ready to serve fruit juice as great value for money as they did not have to reconstitute the juice, some wanted self-serve for children (Zeithaml, 1988).

Value consciousness was found to be a strong predictor of purchase intention (Chiu et al., 2012; Kwon, Lee, & Kwon, 2008). Consumer's value judgements affect perception of satisfaction, which has an impact of purchase intentions (Chiu et al., 2012).

In a study of consumer attitudes towards detergent retail brands, the authors found that attitudes to purchase a detergent retail brand are formed on the basis of favourable price-quality-ratio, i.e. the value that consumers expect to get from buying a detergent product (Lymperopoulos et al., 2010). Consumer attitudes towards detergent products are affected by perceived benefits such as price, efficiency, and value (Lymperopoulos et al., 2010); the more positive the attitude, the more likely the intention to buy.

Not all consumers want to buy the highest quality item in every category (Zeithaml, 1988), price conscious consumers focus on saving money, even at the expense of quality (Ailawadi et al., 2001).

What consumers seek is sufficiently well communicated and clear value proposition in which a mix of benefits are more clearly in line with the value and the price they are willing to pay (Chiu et al., 2012; Valls et al., 2011).

Although South African consumers are expected to be quality conscious, they are also expected to be price and value conscious. This is supported by the finding that despite the long history with certain brands, South African consumers seem to have adopted and embraced the new brands in the market as the local manufacturers and retail labels have gained acceptance and market share (Sekgobela, 2011). This finding is consistent with the recent trend which found that substantial percentage of consumers perceived the private label/store brands to be equal in quality to that of the national brands (Senturaman & Cole, 1999).

The rise of the store brands could be due to consumers' price sensitivity which has encouraged them to try out store brands and acquire knowledge about quality differentials (Senturaman & Cole, 1999). Therefore:

Proposition 2: South African consumers are expected to be price and value conscious when purchasing laundry detergent powder.

2.6 Brand consciousness and loyalty

Brand consciousness measures the consumer's orientation towards buying the more expensive well known national brands (Bae et al., 2010; Baoku et al., 2010; Kavkani et al., 2011; Sproles & Kendall, 1986). According to (Sproles & Kendall, 1986), this factor is also measures " price equals quality" characteristic.

2.6.1 *Price equals quality*

Consumers use price as a signal of quality. (Volckner & Hofmann, 2007) found that there is a positive relationship between price and quality perceptions of products, i.e. consumers associate higher priced products with better quality. A study by (Rao & Monroe, 1989) on frequently purchased, relatively low priced consumer products, showed that price was consistently found to be a strong quality cue.

Another study found that consumers are more likely to place more reliance on price as a quality indicator for products that are relatively expensive and purchased infrequently, like durable goods (Senturaman & Cole, 1999; Volckner & Hofmann, 2007). Consumers perception of financial risk is higher when price levels are higher as the risk of monetary loss is higher should the product not perform as expected.

If the price differential is high between brands, consumers infer perceived quality differential and will therefore attribute lower prices with poorer quality (Senturaman & Cole, 1999; Volckner & Hofmann, 2007), and will more likely purchase a more expensive brand.

Consumers are generally exposed to multiple quality cues, which seldom operate in isolation (Akdeniz et al., 2013). Consumers usually process one product cue in relation to another, e.g. price of a product along with brand name (Akdeniz et al., 2013). Price will be relied upon as a quality cue in the absence of other cues (Rao & Monroe, 1989;

Volckner & Hofmann, 2007). They found that amount and type of other information available reduced consumer dependence on price.

2.6.2 *National brands vs. other competing brands*

Brand conscious consumers generally believe that products sold in department stores are of better quality, and that national brands are of better quality than respective competing brands, therefore, they would be more willing to pay higher prices for national rather than store branded products. National brands were found to be associated with better quality in products where consumers perceived quality differential to be high (Rubio et al., 2014; Senturaman & Cole, 1999).

However, the national brand perception is moderated by other factors like product familiarity and awareness. As consumers become familiar with a product category through repeated purchase and usage of store brands, then the perceived performance risk decreases because uncertainty is reduced (Senturaman & Cole, 1999). Consumers also use brand awareness as a risk reduction strategy, the more aware they are of a brand, the greater is the perceived quality inference (Rubio et al., 2014).

Other moderating factors include purpose of consumption; that is whether the product purchased for hedonic or utilitarian value can influence brand consciousness. (Senturaman & Cole, 1999) found that consumers attribute high performance risk to store brands in hedonic product categories because they worry that such products cannot deliver the desired emotional benefits.

Other moderating factors include frequency of purchase. For less frequently purchased products consumers were found to be willing to prefer national brands over store brands as the adverse consequences of buying a lower quality brand can last for a longer period of time (Senturaman & Cole, 1999).

2.6.3 *Brand loyalty*

Brand loyalty is defined as a deeply held commitment to re-buy or re-patronise a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Chaudhuri & Holbrook, 2001). Habitual, brand loyal consumers have favourite brands and have formed habits in choosing them (Chiu et al., 2012; Sproles & Kendall, 1986). Brand loyalty reflects habitual purchasing and requires less decision making (Mitchell, Walsh, & Yamin, 2005). Habit has a significant impact on repeat purchase intentions(Chiu et al., 2012).

Consumers will be loyal to a brand that they trust and elicit favourable emotions (Chaudhuri & Holbrook, 2001; Chiu et al., 2012). The concept of brand trust is relevant in situation of uncertainly (Chiu et al., 2012) , e.g. where greater differences among brands occur (Chaudhuri & Holbrook, 2001). Trust has a significant impact on repeat purchase intentions (Chiu et al., 2012).

(Bakewell & Mitchell, 2003) identified consumers showing a high degree of brand loyalty, and were not attracted to lower prices and discounts. These consumers use discounts to buy their favourite brands. In another study price sensitivity was found to be negatively related to brand loyalty (Ramirez & Goldsmith, 2009). The authors found that loyal buyers are less price sensitive compared to non loyal buyers, as loyal buyers are willing to pay more for their favourite brand. Consumer who are price/value for money conscious tend to be less brand loyal as they search for a combination of quality and price (Garretson, Fisher, & Burton, 2002).

(Chiu et al., 2012) identified satisfaction, value and product familiarity as antencendents of habitual purchasing. Once a product reaches a certain evaluation criteria in the eyes of cosuemrs, they develop habit based on the level of satisfaction and value.

Brands are important to consumers when making purchasing decisions (Akdeniz et al., 2013), although the circumstances at the point of purchase, including prices may dilute their importance (Chikweche & Fletcher, 2011). Also, brand loyalty leads to repeat purchase (Aaker, 1996; Chaudhuri & Holbrook, 2001; Chiu et al., 2012).

Literature suggests that brand consciousness and loyalty is influenced by many factors, including price differential, purpose of consumption, familiarity with product category, purchase frequency, perceived quality differential, brand trust and price sensitivity, among other factors.

South African consumers are expected to be price and value conscious, however, with the long history with a few brands it is expected that once consumers find their favourite brands, they will stick to them. Although consumers are moving towards lower priced products, they remain brand-focused (Valls et al., 2011); either continuing to buy the same name brands or turning to lower priced products in the same brands' portfolio, or using discounts to buy their favourite brands (Bakewell & Mitchell, 2003). Therefore:

Proposition 3: South African consumers are expected to be brand conscious when purchasing laundry detergent powder.

Proposition 4: South African consumers are expected to be brand-loyal when purchasing laundry detergent powder.

2.7 Fashion consciousness

Fashion consciousness is a measure of consumer's orientation towards seeking variety as well as new and latest styles (Bae et al., 2010; Baoku et al., 2010; Kavkani et al., 2011; Sproles & Kendall, 1986).

2.7.1 *Innovativeness*

Fashion conscious consumer segment can be also be defined as innovators. Consumer innovativeness is regarded as a personality trait of consumers who are venturesome and enjoy being on the cutting edge (Park, Yu, & Zhou, 2010; Youn Hahn & Kean, 2009). These consumers are eager to try new and exciting things. Innovative conscious consumers prefer emotional value to functional value; they are willing to compromise quality for emotional value. For them emotional value increases purchase intention (Knight & Kim, 2007).

Innovative consumers make higher number of shopping trips, enjoy greater spending and prefer style more than practicality (Knight & Kim, 2007). They also use relevant media to learn about new developments. Chinese peasant consumers were found to be fashion conscious when purchasing durable appliances. The authors found that the consumers were capable of obtaining excitement and fun on the process of searching for new products (Baoku et al., 2010).

2.7.2 *Need for uniqueness*

Fashion consciousness is also associated with the need for uniqueness and avoidance of similarity. It means going for unpopular choice (Knight & Kim, 2007). Fashion conscious consumers identified in the Korean study were found to be trying to emphasize their unique individuality (Youn Hahn & Kean, 2009). They were less likely to hold a price conscious decision making style when buying clothing. Korean consumers were found to express uniqueness and self expression by searching for high quality, novelty products (Youn Hahn & Kean, 2009). These consumers were also not attracted to lower prices and discounts. This is a contrast to the trend setting consumer segment identified by (Bakewell & Mitchell, 2003), these consumers were price-value conscious.

2.7.3 *Variety seeking*

Fashion consciousness is also associated with variety seeking. Variety seeking behaviour refers to situations where brand switching occurs for the sake of variety rather than dissatisfaction (Kotler & Keller, 2012). Variety seeking is a tendency of an individual to seek change over time, mainly due to anticipated or experienced satiation or an expectation that others prefer varied assortments (Rartner & Kahn, 2002).

Variety seeking is associated with hedonic returns like shopping enjoyment, innovativeness and impulsiveness (Ailawadi et al., 2001). These consumers are trend setting, they do not believe that a brand has to be well known to be a good choice (Bakewell & Mitchell, 2003). They also exhibit a brand-loyal style as they tend to visit the same stores and buy the same brands. Factors influencing variety seeking behaviour include interpersonal influences (Rartner & Kahn, 2002). In their study the authors found that consumers incorporated more variety on public rather than private consumption in order to make a favourable impression on others. In the same study consumers were found to be more willing to stick to their favourite items even in public consumption in cases where there's a social cue that it is appropriate to stick to one's favourite.

Literature suggests that fashion consciousness is associated with high emotional value, sometimes at the expense of quality. Fashion conscious consumers are not likely to be price sensitive, although they might be looking for value for money.

Innovativeness requires risk taking. Lower income consumers were found to avoid taking risks when purchasing groceries, as making a wrong choice could mean loss for money (Senturaman & Cole, 1999).

Variety seeking is an important determinant of consumer choice, characterised as hedonic purchase behaviour associated with feelings and psychological motivations rather than thinking and functional benefits (Sharma, Sivakumaran, & Marshall, 2010).

South African consumers are said to be price conscious (Nielson, 2012a) and therefore not expected to go for emotional value when purchasing laundry washing powder. Also, due to the functional rather than hedonic nature of the product, consumers are not expected to compromise quality for variety or emotional value. The product is also consumed in private rather than public space, therefore consumers of laundry washing powder are not subjected to public or peer pressure. Another contributing factor is the low proliferation of retailer and consumer product brands; resulting in the same brands introducing product variations. This is expected to have further entrenched the brand loyalty shopping style as consumers look within the familiar brands for variety.

Proposition 5: South African consumers are not likely to be variety seeking when purchasing laundry washing powder.

2.8 Recreational, hedonistic shopping consciousness

Recreational or hedonistic shopping consciousness refers to consumers who find pleasure in shopping, they shop for fun and entertainment (Bae et al., 2010; Baoku et al., 2010; Kavkani et al., 2011; Sproles & Kendall, 1986).

2.8.1 *South African retail environment*

In South Africa, the large sophisticated retailers are located in shopping complexes, although some big name retailers are slowly entering the townships (Thaker & Copestake, 2012) which were previously dominated by spaza shops.

South Africa has the largest retail market is sub-Saharan Africa, and the 20th globally (Thaker & Copestake, 2012). In 2003, in Sub-Saharan Africa, South Africa had roughly 55% share of supermarkets in overall food retail with 1,700 supermarkets (Reardon, 2003). The shopping environment has developed rapidly since the end of apartheid in 1994.

The spending patterns of South African consumers have shifted in recent years, owing to the emergence of a black middle class, high rates of urbanisation and the proliferation of store cards offering credit (Thaker & Copestake, 2012).

Around 80% of retailers are food retailers, including supermarkets, hypermarkets, discount stores, convenience stores, independent grocers and food specialists (Thaker & Copestake, 2012). There are also a lot of informal trading operations, with hawkers selling goods on the street corners and pavements of cities, as well as an estimation of over 100,000 spaza shops.

As commercial global integration unfolds in the world's market places, decision making is becoming increasingly complex for consumers (Lysonki et al., 1996). The abundance of choice and retail outlets creates massive array of choice for consumers (Lysonki et al., 1996), with varying stimuli all aimed at getting the consumers' share of the wallet.

2.8.2 *Shopping for pleasure*

Consumers have non utilitarian shopping motives (Tsang, Zhuang, Li, & Zhou, 2003), they use shopping to satisfy a number of needs including entertainment, exploration, and self expression (Ailawadi et al., 2001), fun, novelty, and variety (Hausman, 2000).

Non utilitarian shoppers spend more time in the malls, and visit shopping malls more frequently compared to utilitarian shoppers (Tsang et al., 2003).Some consumers go to the malls specially to browse with no intention of buying and are more likely to be social while at the mall (Bloch, Ridgway, & Nelson, 1991). However, when they purchase, they plan their purchase in advance, therefore they are more likely to use browsing to plan for future purchases (Millan & Howard, 2007).

Certain types of stores hold more appeal to browsers than others (Bloch et al., 1991). The pleasure induced by store environment appears to be a strong cause of consumers spending extra time in the store (Donovan & Rossiter, 1994).

2.8.3 *Shopping for utilitarian reasons*

On the other hand there are consumers who do not find shopping pleasurable. A study on Hungarian consumers found some consumers who considered shopping as work (Millan & Howard, 2007). This task orientated behaviour was supported by (Youn Hahn & Kean, 2009), who found some Korean consumers who were more focused on accomplishing the shopping task than enjoying shopping.

(Bakewell & Mitchell, 2003) identified a segment of consumers who are shopping "uninterested". They do not find shopping pleasurable and focus on conserving time and energy while shopping.

Singaporean consumers of sports products were not likely to be recreational while shopping, the authors attributed this behaviour to consumers being too busy and therefore not having enough time to shop just for fun (Bae et al., 2010).

Literature suggests that certain consumers view a shopping activity as pleasurable, (Bakewell & Mitchell, 2003; Sproles & Kendall, 1986; Tsang et al., 2003), while others view it as work (Millan & Howard, 2007); and that certain shopping environments produce pleasurable emotions; and that certain products are consumed for pleasure; all of these factors can directly influence consumer buying behaviour.

Given the functional nature of the washing powder products, consumers are more likely to be task orientated when purchasing laundry washing powder. Therefore:

Proposition 6: South African consumers are not likely to be recreational shoppers while purchasing laundry washing powder.

2.9 Impulsiveness

Impulsive consumers are defined as those who do not plan their shopping, and are less concerned about how much they spend or the best buys (Bae et al., 2010; Baoku et al., 2010; Kavkani et al., 2011; Sproles & Kendall, 1986).

Impulse buying occurs when a consumer experiences a sudden, often powerful and persistent urge to buy something immediately with diminished regard for its consequences (Rook, 1987). The author further states that it is more spontaneous than cautious, forceful and urgent, it is complex and more emotional than rational.

2.9.1 *Store environment*

Consumers emotional state within the store can predict actual purchase independent of cognitive variables such as quality and price perceptions (Donovan & Rossiter, 1994). The pleasure induced by store environment appears to be a strong cause of consumers spending extra time in the store (Donovan & Rossiter, 1994). Certain types of stores hold more appeal to browsers than others (Bloch et al., 1991). In-store promotion has been found to have direct impact on the propensity of consumers to engage in impulse buying (Hultén & Vanyushyn, 2011).

Consumers vary in their impulse buying propensity (Hultén & Vanyushyn, 2011; Rook, 1987). A study by (Hultén & Vanyushyn, 2011) found that Sweden consumers tend to do more impulse purchases more frequently than France shoppers when purchasing groceries (Hultén & Vanyushyn, 2011).

2.9.2 *Consequences of impulsive buying*

Impulse buying may stimulate emotional conflict (Rook, 1987). Consumers have reported experiencing hedonic rewards (Hausman, 2000) and in certain instances negative consequences ranging from over spending, disappointment with the product, feelings of guilt and self consciousness (Rook, 1987; Trocchia & Janda, 2002).

Impulse buying also results in unplanned purchases (Millan & Howard, 2007). Consumers with shopping list make fewer impulse purchases when shopping for groceries than shoppers without such list (Hultén & Vanyushyn, 2011). This was true for both Swedish and French consumers. Impulse buying consumers may also have shopping lists, although theirs are more open and receptive to sudden, unexpected buying ideas (Rook & Fisher, 1995).

Impulsive buying consumers are attracted to in-store promotions (Hultén & Vanyushyn, 2011) and are not likely to be price sensitive as they are less concerned with how much they spend (Sproles & Kendall, 1986), resulting in possible overspending (Donovan & Rossiter, 1994).

A study by (Rook, 1987) confirmed prevalence of impulsive buying in the retail environment, across a broad range of product categories irrespective of product involvement or price levels. Impulsive buying behaviour has also been confirmed in France and Sweden for grocery purchases (Hultén & Vanyushyn, 2011).

In the post industrial world, consumers are exposed to abundance of products, stores, commercials, and payment options (Hultén & Vanyushyn, 2011; Rook, 1987), further stimulating consumers to engage in impulse buying.

South African consumers are not immune to these factors. Availability of credit (Thaker & Copestake, 2012) and innovative payment methods encourage the behaviour of having it now (Rook, 1987). Integrated store formats that include groceries, electronics and clothes under one roof imply that South African consumers are more predisposed to engaging in impulse buying. Therefore:

Proposition 7: South African consumers are more likely to be impulsive when purchasing laundry washing powder.

2.10 Confusion from over choice

This factor refers to consumers who experience information over-load from the many brands and stores from which to choose, and have difficulty making choices (Sproles & Kendall, 1986).

Consumers are provided with an increasing amount of information, more products and brands, more distribution channels, and promoted in more ways (Mitchell et al., 2005); this can overload and confuse consumers.

This consumer trait was confirmed in the consumption of sport products and appliances (Bae et al., 2010; Baoku et al., 2010).

2.10.1 *Antecedents and consequences of consumer confusion*

Some of the antecedents of consumer confusion include too similar information, too much information and/or too ambiguous information (Mitchell et al., 2005), as well as consumer characteristics and product type (Balabanis & Craven, 1997).

Some of the confusion is due to consumer characteristics. Consumers lacking experience in the consumption of goods are more likely to get confused by the similarity of stores; these consumers are more likely to perceive brands and stores of the same kind of goods to look almost the same (Baoku et al., 2010).

(Balabanis & Craven, 1997) found a positive relationship between consumer characteristics and the proneness to confusion, i.e. consumers who are less reflective are more likely to be confused. They also found that consumers who have low involvement with a product are more likely to be confused.

Confused consumers are more likely to experience unpleasant emotions like frustration, irritation, anxiety, anger (Mitchell et al., 2005), which could lead to consumers postponing their purchase, abandoning or seeking more information. Confused consumers cannot make effective purchase decisions.

Confusion can also result in potential misuse of a product, which can lead to consumer dissatisfaction, lower repeat sales, more returned products, reduced customer loyalty and poorer brand image (Mitchell & Papavassiliou, 1999).

However, in another study, the availability of a wide choice of brands between original national brands and retailers' look alike did not result in confusion for Britain consumers when purchasing groceries (Balabanis & Craven, 1997). The authors found that those consumers who purchased look-alike brands were conscious and confident of their choice that they purchased the intended brand.

In South Africa, with innovative advertising stimuli there is a chance that consumers might suffer from confusion. However, this is expected to be moderated by stronger decision making styles like brand loyalty. Also, South African consumers are expected to be familiar with their favourite stores and brands, due to the frequency at which groceries products like laundry washing powder are purchased. Therefore:

Proposition 8: South African consumers are not likely to be confused by over choice when buying laundry washing powder.

2.11 Conclusion of Literature Review

There is extensive research on consumer buying behaviour. Consumers vary in the manner in which they make buying decisions depending on various factors. Literature shows that some consumers may prefer quality products; while other may prefer value for money.

Brand consciousness and brand loyalty are some of the factors that play a role in consumer decision making.

Some consumers have been found to shop for pleasure, while others shop for utilitarian reasons. There are consumers who engage in impulse buying, whereas some consumers prefer variety, fashion and individuality. While brands and stores are competing to get the attention of consumers, this may lead to some confusion by abundance of choice and information overload.

South African consumers in particular, have been exposed to many stores and many brands more especially since the end of apartheid. Groceries are reported to make about 25% of household spending, and set to grow in Rands and volumes over the next few years (Thaker & Copestake, 2012).

It is for this reason that this study aims to identify the consumer decision making styles when purchasing laundry washing powder.

The literature review leads to the following propositions to be tested:

2.11.1 *Proposition 1*

South African consumers are expected to be quality conscious when purchasing laundry washing powder.

2.11.2 *Proposition 2*

South African consumers are expected to be price and value conscious when purchasing laundry detergent powder.

2.11.3 *Proposition 3*

South African consumers are expected be brand consciousness when purchasing laundry washing powder.

2.11.4 *Proposition 4*

South African consumers are expected to be brand loyal when purchasing laundry washing powder.

2.11.5 *Proposition 5*

South African consumers are not likely to be variety seeking when purchasing laundry washing powder.

2.11.6 *Proposition 6*

South African consumers are not likely to be recreational shoppers while purchasing laundry washing powder.

2.11.7 *Proposition 7*

South African consumers are more likely to be impulsive when purchasing laundry washing powder.

2.11.8 *Proposition 8*

South African consumers are not likely to be confused by over choice when purchasing laundry washing powder.

3 RESEARCH METHODOLOGY

This section describes the methodology followed to identity factors influencing decision making styles for South African consumers when purchasing laundry washing powder, how the data was collected, analysed and interpreted.

3.1 Research methodology

For this research, quantitative and qualitative research methods were used.

Quantitative approach employs closed ended questions and numeric data to test and verify theories and explanations. This approach observes and measures information numerically. The advantage of this method is that all respondents are asked the same set of questions (Kalof, Dan, & Dietz, 2008). Another advantage is that information can be gathered in the form that allows what is observed to be captured by numbers (Kalof et al., 2008). The quantitative approach was suitable for this research as the problem was identifying factors that influence an outcome (Creswell, 2003), in this case the outcome being consumer decision making styles.

Qualitative methods employ open ended questions where respondents are allowed to answer freely without a set of pre-designated responses; qualitative methods make use of words rather than numbers (Kalof et al., 2008). Qualitative research is suitable when the goal is to understand processes, experiences, and meanings people assign to things (Kalof et al., 2008).

This research included two open ended questions aimed at soliciting information from respondents in terms of the latest washing powder brand they purchased, as well as any other reason they choose the washing powder brand they buy.

The data was collected on an instrument that measures attitudes, and the information collected was analysed using statistical procedures (Creswell, 2003). The instrument was adapted from the original CSI instrument designed by (Sproles & Kendall, 1986).

3.2 Research Design

A survey was conducted to collect the data through a structured questionnaire in order to determine consumer decision making styles when purchasing laundry washing powder.

A survey consisted of a series of statements that individuals answered through an interview conducted by a trained interviewer. In an interview the interviewer reads the set of questions from an interview guide to a respondent and records the response (Kalof et al., 2008).

Surveys are suitable for quantitative research, and can be used to study a variety of topics including attitudes, beliefs, characteristics, traits, knowledge and anything else that can be reported by respondents (Kalof et al., 2008).

The survey included two open ended questions aimed at soliciting exploratory information from the respondents, focusing on the latest washing powder brand they purchased and any other reason they choose the washing powder brand they purchase.

3.3 Population and sample

3.3.1 *Population*

The population for this study comprised of all consumers, male and female of all races across all income groups from the age of 18 who are purchasers of washing powder in their households and have previously purchased laundry washing powder.

3.3.2 *Sample and sampling method*

The research surveyed 149 consumers; after reviewing the questionnaires 125 responses were usable indicating 84% response rate.

The sampling method used was random sampling. Random sampling refers to when every member of a population is given an equal chance of being included in the sample (Kalof et al., 2008).

The respondents were recruited randomly using mall intercepts in 3 cities around Johannesburg.

3.4 The research instrument

A structured questionnaire which included closed-and open-ended statements was used to collect the data required for this research.

Closed ended questions ask the respondents to select from a series of pre-designated choices, whereas open ended questions allow for respondents to answer in their own words (Kalof et al., 2008).

The main advantages of closed ended questions are that the responses are standardised, as such they can be administered to bigger samples compared to open ended questionnaires, also responses are easy to analyse and compare responses (Kalof et al., 2008). The main advantage of open ended questions are that respondents offer additional information and can capture consumer feelings, attitudes and perceptions without any restrictions (Kalof et al., 2008).

The questionnaire for this research was adapted from the instrument used by (Sproles & Kendall, 1986) to develop the CSI. The questionnaire comprised of 22 closed ended questions across the eight decision making styles, as well two open ended questions aimed at soliciting additional information from the respondents. The original questionnaire was designed for the clothing category; therefore the questionnaire for this research was modified to be suitable for the laundry washing powder product category, e.g. wardrobe was replaced with cupboard/pantry, outfits was replaced with items, fashions was replaced with features. In certain instances where the original instrument stated product this was adapted to state laundry washing powder.

Respondents were requested to answer the 22 statements pertaining to the 8 factors using a 5 point likert scale with each number representing the following:

1 - Strongly Agree
2 - Agree
3 - Neither agrees nor disagrees
4 - Disagree

5 - Strongly Disagree

The questionnaire was made up of two sections. The first section was the actual CSI questionnaire as modified. The second section focused on demographical data. The actual instrument is included in Annexure A.

3.5 Procedure for data collection

Surveys can be administered in various ways including mail, telephone, in person and over the internet (Kalof et al., 2008). The data for this study was collected in person through mall intercepts in three cities around the Johannesburg area. The researcher employed the services of research assistants to intercept and interview shoppers in Braamfontein, Randburg and Johannesburg Central Business District (CBD). The data was collected over a period of a week in April 2014.

The sampling method used is random sampling where every member of the population has an equal chance of being selected (Kalof et al., 2008).

The disadvantage of this technique is sampling error, which refers to the possibility of drawing a higher proposition of one group than exists in the population (Kalof et al., 2008). This may affect the extent to which the findings may be generalised to the entire population.

This is mitigated by dividing the population into strata, and then random samples drawn within each strata (Kalof et al., 2008). For this research, strata groupings were pre determined for gender and race groups to ensure proportional representation.

3.6 Data analysis and interpretation

The data was analysed using exploratory factor analysis, descriptive statistics and content analysis.

Factor analysis is defined as a class of procedures primarily used for data reduction and summarisation (Malhotra, 1996). Factor analysis can be utilised to examine the underlying patterns or relationships for a large number of variables, and to determine whether the information can be condensed or summarised into smaller set of factors or components (Hair, Black, Babin, & Anderson, 2010). In summarisation, factor analysis derives underlying dimensions (factors) that describe the data in a much smaller number of concepts than the original individual variables.

This technique was suitable for this research as it was used to identify underlying factors that explain the correlation among various statements. Factor analysis was used to determine the optimum number of factors that could be extracted from the 22 statements the respondents were asked to respond to.

Content analysis refers to the process of classifying words, phrases, sentences, and other units of text into a series of meaningful categories (Hair et al., 2010). Content analysis was used to extract the main themes or motivation for choosing a washing powder brand. This was an open ended question where respondents were asked to specify any reason why they choose the brand that they purchase. Responses were grouped together based on the key themes from the respondents' statements.

3.7 Limitations of the study

The data was collected in Johannesburg only. This may affect the extent to which the findings may be generalised to the entire population. However, the Johannesburg area is very diverse in terms of the population living in the area.

Role and influence of demographic data on decision making styles was not investigated. South Africa being so diverse in terms of race, age, income groups, education levels, this may affect the extent to which the findings may be generalised to the entire population.

Lack of qualitative explanations for the decision making styles may hinder the in-depth understanding of how consumers shop in the manner that they do.

3.8 Validity and reliability

Validity is concerned with congruency, or 'a goodness of fit' between the details of the research, the evidence and the conclusion drawn (Kalof et al., 2008).

3.8.1 *External validity*

External validity is the ability to generalise from a study to a larger population (Kalof et al., 2008).

Although the study was conducted in the Johannesburg area only, the study is expected to capture the diversity of South Africa’s population due to the diverse population living in Johannesburg.

The study interviewed 125 respondents, which is statistically significant to be considered as a representative of the general population. Laundry washing powder is a universal product used by the majority of households who make purchases at a regular interval. Therefore the study is expected to have the ability to be generalised to a larger population.

3.8.2 *Internal validity*

Internal validity means that the study is drawing appropriate conclusions from the data at hand (Kalof et al., 2008). Internal validity is concerned with the cause and effect relationship to ensure that the variables in the study measure what they were intended to measure as described by the theory.

The validity of the CSI has been tested many times, and in many cases has been found to be stable in various populations with varying degrees of economic and social development, as well as various product categories. This instrument has also been tested in South Africa (Radder et al., 2006) where it was found to be valid for measuring consumer decision making styles.

The internal validity if this study was confirmed with the exploratory factor analysis. Exploratory factor analysis (EFA) was performed to determine the optimum number of factors to be extracted from the data. These statements were then rotated to determine which factor each statement is most correlated to. This analysis was able to confirm the validity of the study and to allow the researcher to draw cause-and-effect relationships within the data. The factors explained 62.8% variability which compares well with previous CSI studies.

3.8.3 *Reliability*

Reliability is concerned with consistency (Kalof et al., 2008). Research findings are considered reliable if similar findings are revealed time after time to in repeated applications of the research (Kalof et al., 2008).

The reliability of the CSI has been tested many times in previous research, and in many cases has been found to be reliable in various populations with varying degrees of economic and social development, as well as various product categories. This instrument has also been tested in South Africa (Radder et al., 2006) where it was found to be reliable for measuring consumer decision making styles.

The CSI questionnaire ensures reliability by asking multiple questions on the same decision making style. These multiple observations are combined into an overall measure which is more reliable than any other question would be by itself.

a. *Reliability tests*

Cronbach's alpha coefficient was calculated on the factors identified using item analysis, to determine the reliability of the items. The guidelines for the Cronbach's alpha are that values between 0.6-0.8 are acceptable, and values above 0.8 are very good (Hair et al., 2010). All the factors had a Cronbach's alpha >0.6, therefore have all met the reliability test.

4 PRESENTATION OF RESULTS

4.1 Introduction

The chapter is about presenting and describing the results of the field study. The chapter starts by presenting the demographic profile of the respondents, followed by the addressing the research questions per literature review.

4.2 Demographic profile of respondents

Figure 4.1 Demographic profile of respondents

a) Gender

The respondents comprised of 70% female and 30% male.

b) Race

The majority of the respondents were black (73%), followed by white (14%), then coloured (9%) and Indian (4%).

c) Age Group

Majority of the respondents were in the 25-34 age group (42%), followed by 35-49 (36%), 18-24 (14%) and over 50 years (8%).

d) Education

Respondents with some tertiary education were 44%, followed by those with matric (43%) and then those with high school education (12%) and those with primary schooling (1%).

e) Monthly household Income

Majority of the respondents were in the R5 000 - R10 000 income bracket (31%), followed by 21% of those earning R10 000 - R15 000, then 20% of those earning less than R5000, and lastly those 14% of those earning R15 000- R20 000 and another 14% of those earning over R20 000.

f) Employment Status

Majority of the respondents were full time employed (57%), followed by 20% of those that were not employed, then 13% part time employed and 10% students.

4.3 Brand choice

Respondents were asked to specify the washing powder brand they last purchased. 35% of the respondents stated that they purchased Sunlight, with 30% choosing OMO, followed by Ariel 12%, Surf 9%, Maq 6%, Skip 6% and the other brands 2%.

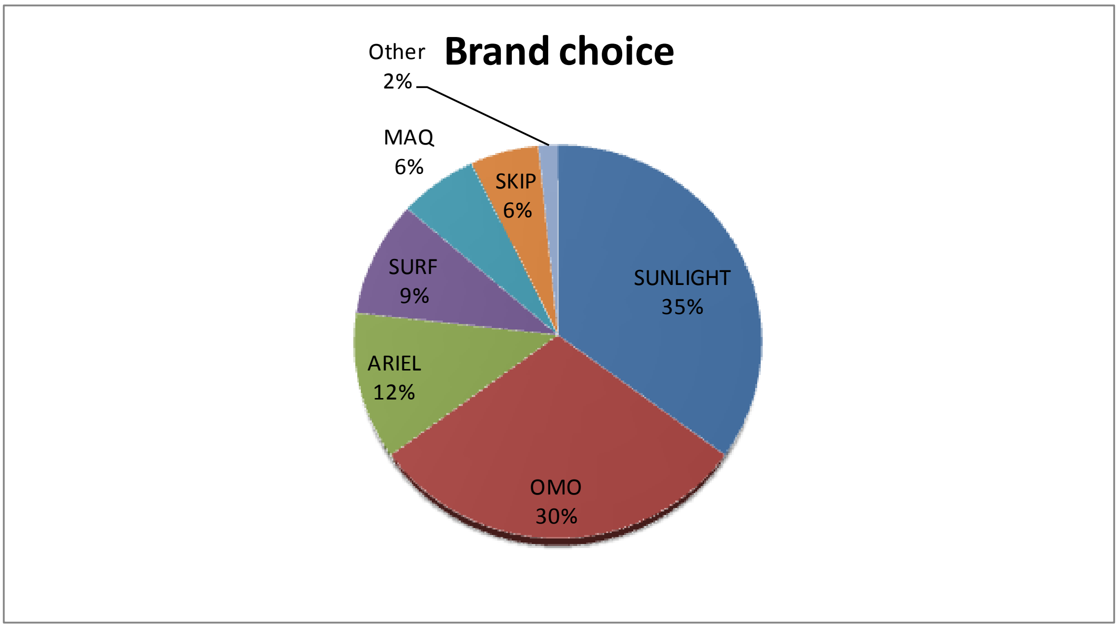

Figure 4.2 Washing powder brand Choice

Respondents were asked to specify any other reasons for buying a washing powder brand. Data was analysed to extract main themes, the summary of which is below:

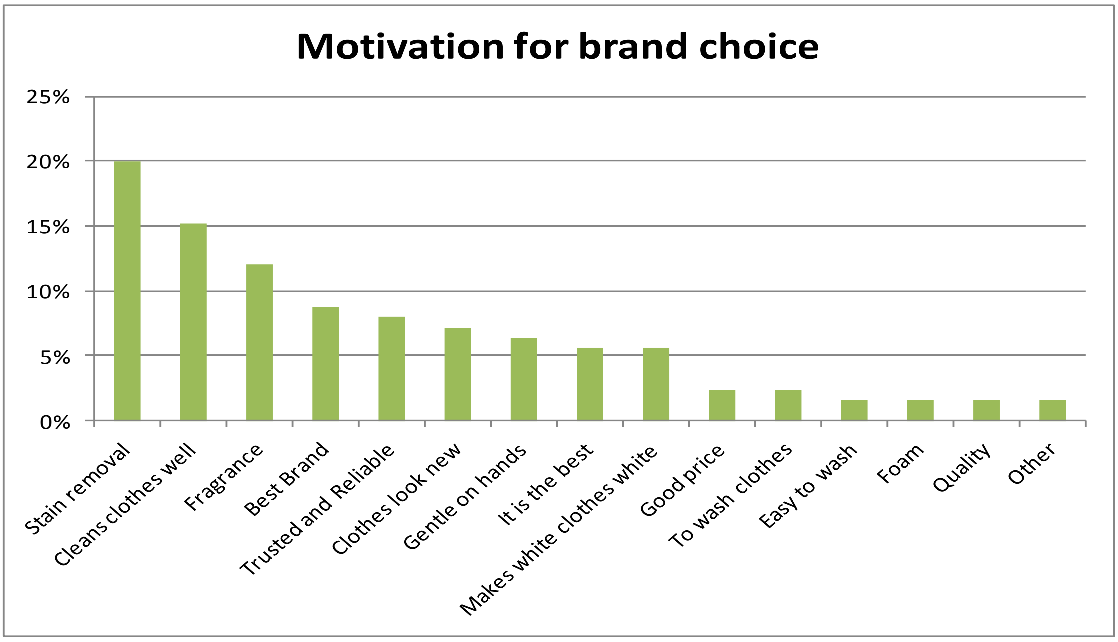

Figure 4.3 Motivation for brand choice

The top 5 reasons are stain removal, cleaning efficiency, good fragrance, best brand, and trust and reliability of the product.

4.4 Results pertaining to Research Question 1: To validate the applicability of the CSI methodology

The main problem is to validate the applicability of the CSI methodology for South African consumers, when purchasing laundry washing powder.

Respondents were requested to respond to 22 statements pertaining to the 8 CSI factors using a 5 point likert scale with each number representing the following:

1 - Strongly Agree
2 - Agree
3 - Neither agrees nor disagrees
4 - Disagree
5 - Strongly Disagree

When collecting the data, the statements were not coded nor referenced to any factor. The factor naming and coding below is for ease of reference in the presentation, analysis and discussion of the results. The factor names are based on the original CSI instrument per (Sproles & Kendall, 1986).

Table 4.1 Factors and related statements

Factor	Factor code	Statements
Quality	Q1	When it come to washing powder, getting very good quality is very important to me.
	Q2	I shop quickly, buying the first washing powder brand product or brand I find that seems good enough.
	Q3	My standards and expectations for the washing powder I buy are very high.
Brand	B1	The well known national brands of washing powder are best for me.
	B2	The higher the price of a washing powder, the better its quality.
	B3	I have favourite washing powder brands I buy over and over.
	B4	I change the washing powder brands I buy regularly.
Price	P1	I buy as much washing powder as possible at sale prices.
	P2	The lower priced washing powder products are usually my choice.
	P3	I look carefully to find the very best value for money.
Impulsive	I1	I should plan my washing powder shopping more carefully than I do.
	I2	I carefully watch how much I spend on washing powder.
	I3	Often I make careless purchases I later wish I had not.
Variety	V1	I usually have one or more items of the very newest washing powder brands.
	V2	I keep my cupboard/pantry up to date with the changing features/brands.
	V3	To get variety, I shop different stores and choose different brands.
Recreationa	R1	Shopping for washing powder is a fun and enjoyable activity to me.
	R2	I make my shopping trips for washing powder fast.
	R3	Shopping the stores for washing powder wastes my time.
Confusion	C1	There are so many brands to choose from that I often feel confused.
	C2	The more I learn about washing powder products, the harder it seems to choose the best.
	C3	All the information I get on different products confuses me.

4.4.1 *Factor analysis*

a. *Exploratory factor analysis (EFA)*

The purpose of the exploratory factor analysis (EFA) was to determine the optimum number of factors to be extracted from the data (Hair et al., 2010).

Literature suggests that there are criteria that can be used to, i.e. Eigenvalue, Cumulative percentage variance criterion, and the Scree test criterion (Hair et al., 2010).

Figure 4.4 Results of the exploratory factor analysis

Number of Components	Eigenvalue	Percent	Cumulative Percent		Number of Components	Eigenvalue	Percent	Cumulative Percent
1	4.89	22.22	22.22		12	0.56	2.56	84.31
2	2.79	12.69	34.91		13	0.54	2.47	86.78
3	2.09	9.51	44.42		14	0.47	2.14	88.92
4	1.52	6.91	51.34		15	0.45	2.06	90.98
5	1.43	6.52	57.86		16	0.39	1.76	92.73
6	1.09	4.95	62.80		17	0.37	1.70	94.43
7	1.03	4.66	67.47		18	0.31	1.41	95.85
8	0.93	4.22	71.69		19	0.27	1.22	97.06
9	0.82	3.73	75.42		20	0.25	1.14	98.21
10	0.75	3.43	78.85		21	0.21	0.97	99.18
11	0.64	2.90	81.75		22	0.18	0.82	100.00

a) Eigenvalue

The Eigenvalue guidelines state that the value of greater than 1 is significant (Hair et al., 2010). The results of the exploratory analysis per table 4.2 above show that the optimum number of factors that can be extracted from the data is up to 7 factors, which is all components with Eigenvalue of >1. All factors above 8 have an Eigenvalue of <1.

b) Cumulative percentage variable criterion

The cumulative percentage variable explained guidelines for social research state that the number of factors must explain at least 60% of the variability for the factors to be considered adequate (Hair et al., 2010). The results of the exploratory factor analysis per table 4.2 above show that the appropriate number of components acceptable is 6 or more. 6 components explain 62.8% of the variability, with 7 factors explaining 67.47% variability.

Based on the Eigen value methods and the cumulative % variable criterion, the optimum number of factors/components is either 6 or 7.

c) Scree test criterion

The scree test criterion plots the Eigenvalues and the number of components that explain the variability of the data.

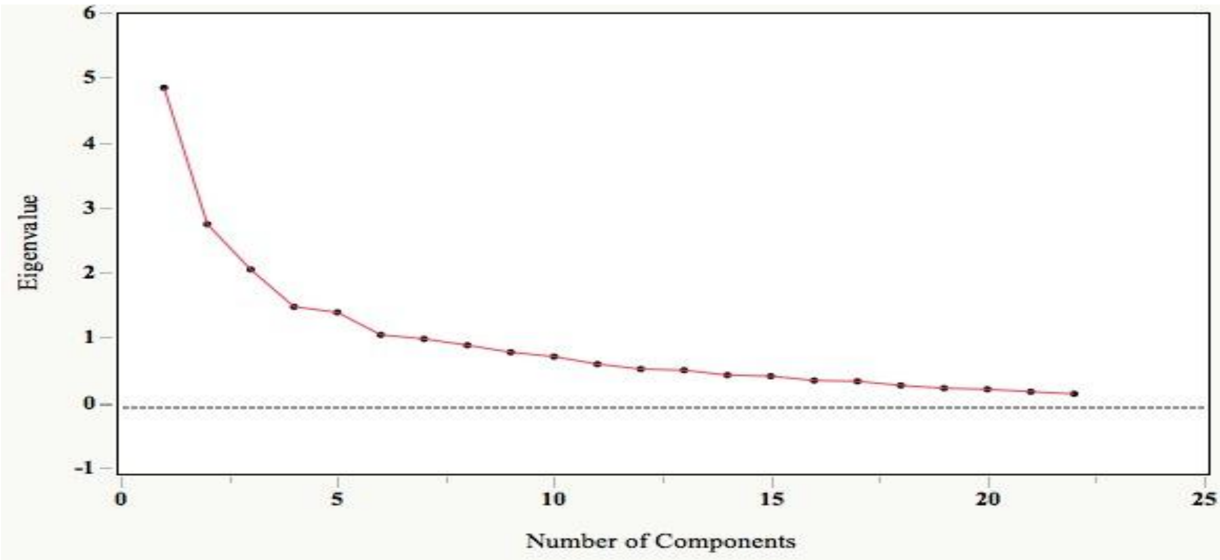

Figure 4.5 Scree test results

The slope of the scree plot is steep for components 1 – 6, and becomes flatter from component 7 which suggests that the factors 7 onwards do not explain much variability.

Based on the 3 tests conducted, i.e. the Eigenvalue, the cumulative % variability criterion, and the scree test criterion, the researcher concluded that the optimum number of factors to be extracted from the data is 6. The 6 factors explain 62.8% variability, which compares well with previous CSI studies.

b. ***Factor loading rotation***

The purpose of the factor loading was to determine how much each question/item loads on to a particular factor. The guideline is that any loading, positive or negative, of equal of greater or equal to 0.4 is acceptable (Hair et al., 2010). The results of the rotated factor loading are presented on the table below, highlighting the correlation between statements and factors:

Table 4.2 Rotated factor loading

Code	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor #
C1	0.63	0.34	0.20	0.07	0.21	0.08	Factor 1
C2	0.79	0.18	0.00	0.05	0.01	0.05	Factor 1
C3	0.80	0.03	-0.20	0.17	-0.10	0.24	Factor 1
Q2	0.02	-0.40	0.19	0.00	-0.10	0.06	Factor 2
B3	-0.10	-0.70	0.23	-0.10	0.19	0.00	Factor 2
B4	0.34	0.59	0.02	0.05	-0.10	0.10	Factor 2
P2	0.37	0.55	0.00	0.08	0.13	0.22	Factor 2
V2	0.30	0.42	0.23	0.27	0.04	0.29	Factor 2
Q3	-0.10	-0.10	0.62	0.09	0.17	0.00	Factor 3
B1	0.05	-0.20	0.55	0.17	-0.20	0.14	Factor 3
B2	0.05	0.00	0.76	0.00	0.00	-0.10	Factor 3
V1	0.27	0.33	0.36	0.49	0.22	0.26	Factor 4
V3	0.22	0.03	0.03	0.94	0.16	0.05	Factor 4
R1	-0.10	0.04	0.15	0.47	0.14	0.25	Factor 4
I1	0.07	-0.10	0.05	0.17	0.47	0.29	Factor 5
I2	0.09	0.12	0.10	0.02	0.71	0.09	Factor 5
I3	0.12	0.23	-0.20	0.19	0.54	0.26	Factor 5
R3	-0.10	-0.10	-0.10	0.11	0.43	0.03	Factor 5
P1	0.15	0.20	0.00	0.14	0.17	0.66	Factor 6
P3	0.15	-0.10	0.00	0.12	0.19	0.77	Factor 6
Q1	-0.10	-0.30	0.27	0.06	-0.10	0.16	
R2	0.17	0.13	0.06	-0.10	0.17	0.00	

Of the 22 items, 20 items loaded on at least 1 factor with a loading > 0.4. The two items that did not load on any factor are Q1 relating to a quality factor and R2 relating to a recreational factor; therefore these items will be excluded from further analysis.

All items loaded on to 1 factor, meaning there was no cross loadings. Cross loading refers to instances where an individual question loads on more than 1 factor, which could be an indication of ambiguity (Hair et al., 2010).

The items that loaded on to the same factor were grouped together per the table above. The majority of the items did not load on their original CSI factors as suggested by (Sproles & Kendall, 1986). Therefore the factors will be renamed based on the items with the highest loading per factor, and what the statements mainly refer to (Hair et al., 2010).

Factor 1 is made up of statements C1, C2 and C3 per table below:

C1	There are so many brands to choose from that I often feel confused.
C2	The more I learn about washing powder products, the harder it seems to choose the best.
C3	All the information I get on different products confuses me.

All the 3 items loaded properly and relate to the same factor which relate to confusion as suggested by the findings of the original CSI instrument. This factor will be referred to as ***Confusion.***

Factor 2 is made up of Q2, B3, B4, P2, and V2 per table below:

Q2	I shop quickly, buying the first washing powder brand product or brand I find that seems good enough.
B3	I have favourite washing powder brands I buy over and over.
B4	I change the washing powder brands I buy regularly.
P2	The lower priced washing powder products are usually my choice.
V2	I keep my cupboard/pantry up to date with the changing features/brands.

This factor combines items from 4 different factors from the original CSI instrument, i.e. 1 item from a quality factor, 2 items from brand factor, 1 item from price and 1 item from variety seeking. Looking at the individual statements, the behaviour relates to either brand switching or habitual shopping, together in conjunction with price. The new factor will be named ***Habitual, brand-loyal shopping orientation.***

Factor 3 is made up of statements Q3, B1 and B2 per table below:

Q3	My standards and expectations for the washing powder I buy are very high.
B1	The well known national brands of washing powder are best for me.
B2	The higher the price of a washing powder, the better its quality.

This factor includes 2 items from brand consciousness factor, and 1 item from a quality conscious factor. The quality item loading with the brand items could be as a result of well known brands being associated with high quality. The factor will be named ***Quality-Brands consciousness.***

Factor 4 is made up of statements V1, V3, and R1 per table below:

V1	I usually have one or more items of the very newest washing powder brands.
V3	To get variety, I shop different stores and choose different brands.
R1	Shopping for washing powder is a fun and enjoyable activity to me.

This factor includes 2 items from a variety factor and 1 item from a recreational shopping factor per the original CSI instrument. Variety seeking entails shopping at various stores, various brands or new styles; also associated with shopping enjoyment (Ailawadi et al., 2001), which correlates well with the recreational shopping factor. The factor will be named ***Recreational-Variety shopping orientation.***

Factor 5 is made up of statements I1, I2, I3 and R3 per table below:

I1	I should plan my washing powder shopping more carefully than I do.
I2	I carefully watch how much I spend on washing powder.
I3	Often I make careless purchases I later wish I had not.
R3	Shopping the stores for washing powder wastes my time.

This factor is includes 3 items from an impulsive factor and 1 item from a recreational shopping factor per original CSI instrument. The recreational factor correlated well with the 3 items from impulsive factor. The correlation makes sense as store environment has been found to have an impact on the propensity of consumers to engage in impulsive buying (Hultén & Vanyushyn, 2011). The new factor will be named ***Impulsive shopping.***

Factor 6 is made up of statements P1 and P3 B2 per table below:

P1	I buy as much washing powder as possible at sale prices.
P3	I look carefully to find the very best value for money.

This factor will be named ***Price-and 'value-for-money' consciousness.***

c. *Reliability tests*

Cronbach's alpha was calculated on the new factors using item analysis, to determine the reliability of the items. The guidelines for the Cronbach's alpha are that values between 0.6-0.8 are acceptable, and values above 0.8 are very good (Hair et al., 2010).

All the 6 factors had a Cronbach's alpha >0.6, therefore have all met the reliability test. Reliability is concerned with consistency (Kalof et al., 2008). Research findings are considered reliable if similar findings are revealed time after time to in repeated applications of the research (Kalof et al., 2008).The results of the item analysis and the summary of which items loaded onto which factor are presented on the table below:

Table 4.3 Reliability test of the new factors

New item grouping	New factor name	Cronbach's alpha
C1, C2, C3	Confusion	0.7959
Q2, B3,B4,P2,V2	Habitual, brand-loyal shopping orientation	0.7153
Q3,B1,B2	Quality brands	0.6895
V1,V3,R1	Recreational-Variety	0.7312
I1,I2,I3,R3	Impulsive	0.6604
P1,P3	Price-and ‘value for money’	0.7140

d. ***Final reliability***

Some of the statements were reversed to ensure that the responses within the same factor were in the same direction. The Cronbach’s was recalculated; all factors maintained their reliability scores except for factor 4 which had a very low reliability. Statement R3 was excluded to improve the reliability of factor 4, the final reliability scores per factor are presented on the table below:

Table 4.4 Final reliability scores

Factors	New item grouping	New factor name	Cronbach's alpha
Factor 1	C1, C2, C3	Confusion	0.7959
Factor 2	Q2, B3,B4,P2,V2	Habitual, Brand-loyalty shopping orientation	0.7153
Factor 3	Q3,B1,B2	Quality brands	0.6895
Factor 4	V1,V3,R1	Recreational-Variety	0.7312
Factor 5	I1,I2,I3,R3	Impulsiveness	0.6327
Factor 6	P1,P3	Price and value-for-money	0.7140

4.4.2 *Summary of the factor analysis*

Based on the 3 tests conducted, i.e. the Eigenvalue, cumulative % variability explained, and the scree test, the results of the exploratory factor analysis yielded 6 factors similar to those identified by (Sproles & Kendall, 1986), with 2 factors being eliminated. The 2 factors that did not load are (1) Perfectionism or high-quality consciousness, and (2) recreational, hedonistic shopping consciousness.

The new factors that will be further discussed are therefore as follows:

1) Confusion
2) Habitual, brand-loyal
3) Quality-Brands
4) Recreational-Variety
5) Impulsiveness
6) Price-and 'value for money'

4.5 Results pertaining to Research Question 2: The extent to which decision making styles influence buying behaviour

The sub-problem per literature review is to establish the extent to which the eight(8) decision making styles as identified by (Sproles & Kendall, 1986) are able to influence buying behaviour of South African consumers, in particular when purchasing laundry washing powder.

The results of the exploratory factor analysis yielded 6 factors similar to those identified by (Sproles & Kendall, 1986), with 2 factors being eliminated. Of the 6 factors that loaded, the majority of the items/statements loaded differently from those in the original CSI.

a. ***Mean scores***

The mean scores for each factor were calculated to establish the extent to which each factor is able to influence the buying behaviour of laundry washing powder consumers. When conducting data analysis the likert scale was reversed to go in the opposite direction with each number representing the following:

1 - Strongly Disagree
2 - Disagree
3 - Neither agrees nor disagrees
4 - Agree
5 - Strongly Agree

This was to ensure that the high mean scores can be interpreted as "agree" and low mean scores as "disagree".

The factors were then ranked according to the value of the mean, with the highest value representing the highest ranked and the most influential factor and the low mean representing the lowest ranked and the least influential factor. The results of the means and the ranking are presented on the table below:

Table 4.5 Mean scores and factor rankings

Factors	New item grouping	New factor name	Mean scores
Factor 1	C1, C2, C3	Confusion	2.64
Factor 2	Q2, B3,B4,P2,V2	Habitual, Brand-loyalty shopping orientation	3.86
Factor 3	Q3,B1,B2	Quality brands	3.72
Factor 4	V1,V3,R1	Recreational-Variety	2.73
Factor 5	I1,I2,I3	Impulsiveness	3.03
Factor 6	P1,P3	Price and value-for-money	3.54

The 6 factors will be discussed in the section below.

4.5.2 *Factor 1: Confusion*

The confusion factor is made up of statements C1, C2 and C3; below is a presentation of each statement and the descriptive statistics of how the respondents responded.

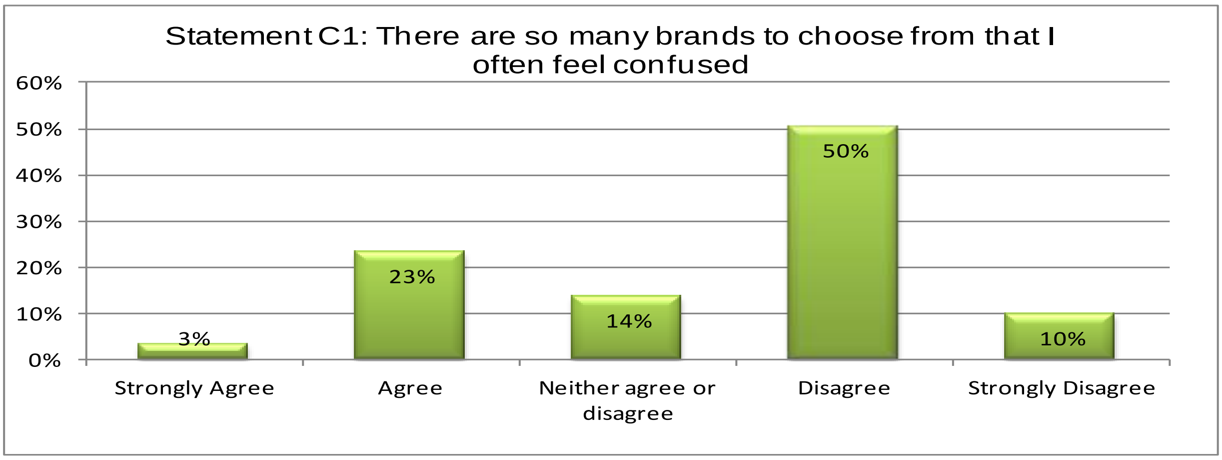

Figure 4.6 Descriptive statistics for Statement: There are so many brands to choose from that I often feel confused

A total of 60% of the respondents disagreed with the statement that there are so many brands to choose from that they often feel confused, whereas 26% of the respondents' agreed.14% of the respondents neither agreed nor disagreed.

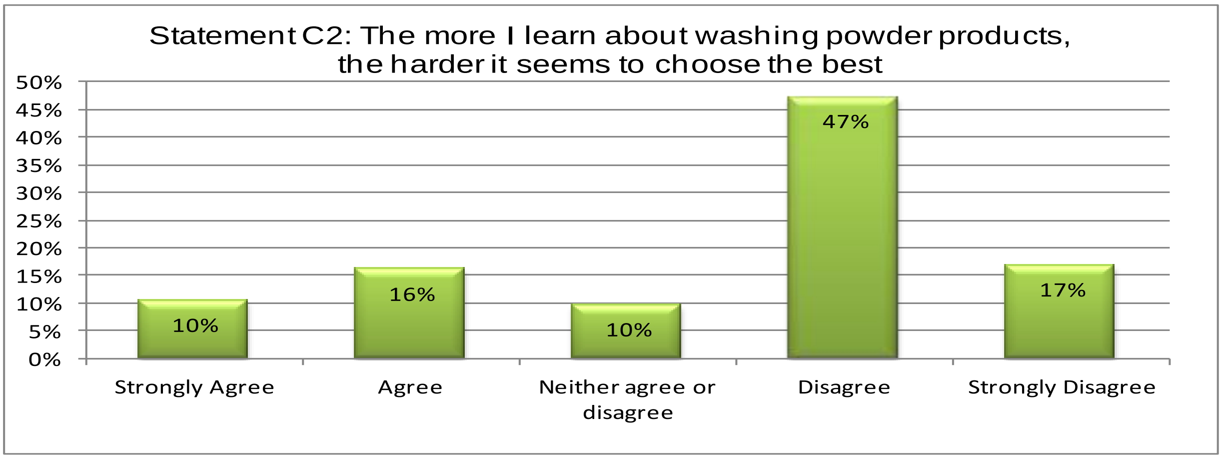

Figure 4.7 Descriptive statistics for Statement: The more I learn about washing powder products, the harder it seems to choose the best

A total of 64% of the respondents disagreed with the statement that the more they learn about washing powder products, the harder it seems to choose the best. 26% of the respondents agreed whereas 10% neither agreed nor disagreed.

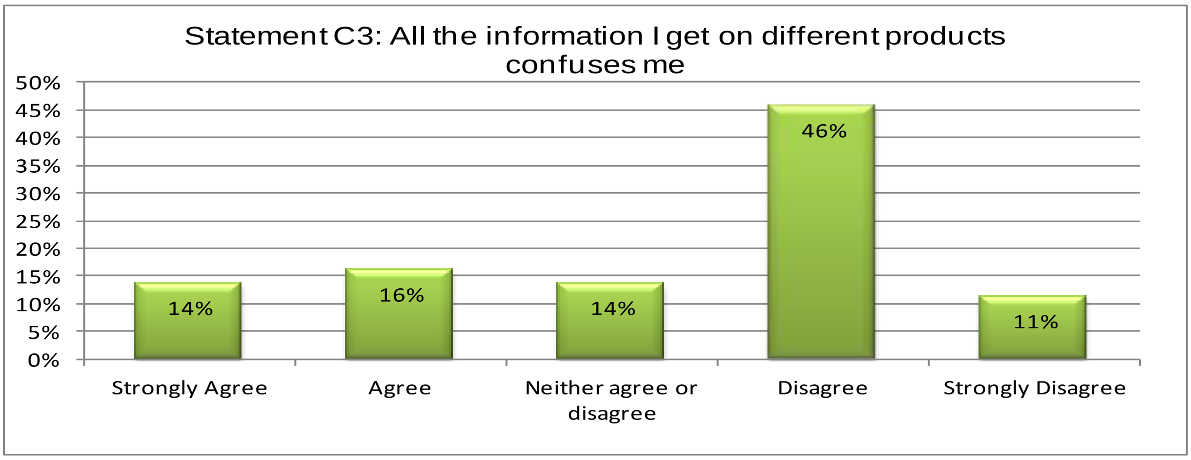

Figure 4.8 Descriptive statistics for Statement: All the information I get on different products confuses me

A total of 57% of the respondents disagreed with the statement that all the information they get on different products confuses them. 30% of the respondents agreed whereas 14% neither agreed nor disagreed.

The confusion factor had the lowest mean score of 2.64 compared to the other 5 factors, suggesting that it is the least influential factor for laundry washing powder consumers.

4.5.3 *Factor 2: Habitual, brand-loyal shopping orientation*

The habitual, brand-loyal factor is made up of statements Q2, B3, B4, P2, and V2. Below is a presentation of each statement and the descriptive statistics of how the respondents responded.

a) I shop quickly, buying the first washing powder brand product or brand I find that seems good enough.

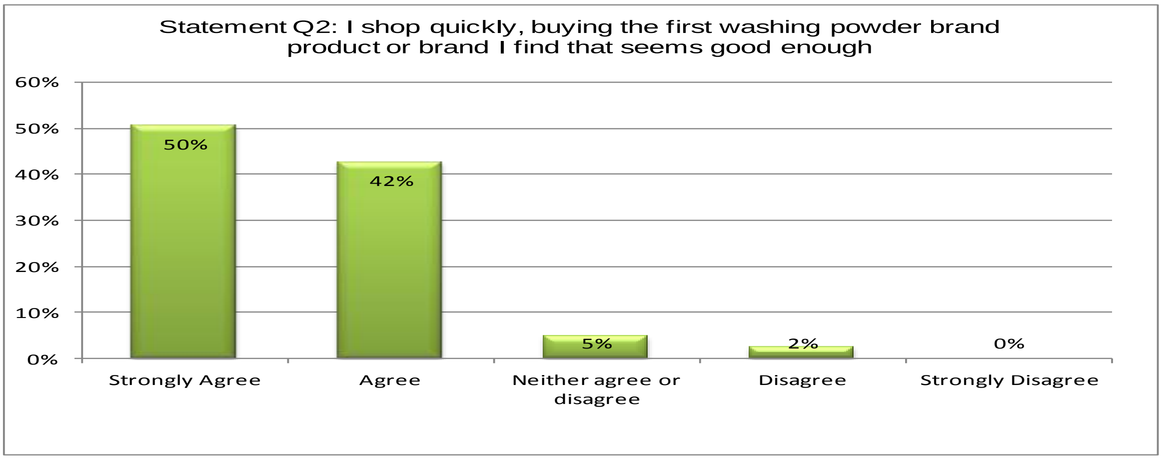

Figure 4.9 Descriptive statistics for Statement: I shop quickly, buying the first washing powder brand product or brand I find that seems good enough

An overwhelming 92% of the respondents stated that they shop quickly, buying the first washing powder brand product or brand they find that seems good enough. 50% of the respondents strongly agreed with the statement while 42% agreed. Only 2% disagreed and 5% neither agreed nor disagreed.

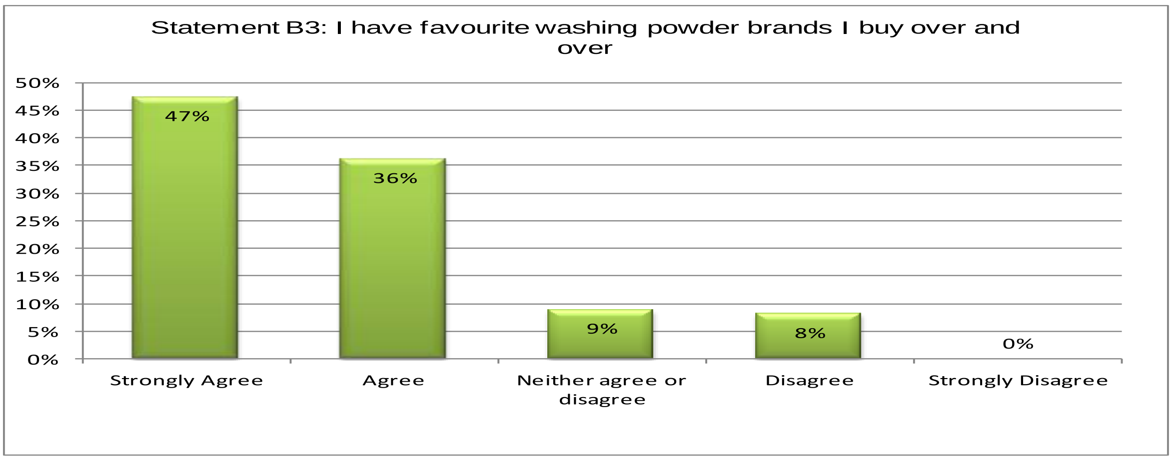

Figure 4.10 Descriptive statistics for Statement: I have favourite washing powder brands I buy over and over

Majority of the respondents agreed with the above statement, with 47% strongly agreeing and 36% agreeing, resulting in a total of 83% stating that they have favourite washing powder brands that they buy over and over. 9% neither agreed nor disagreed and the remaining 8% did not agree with the statement.

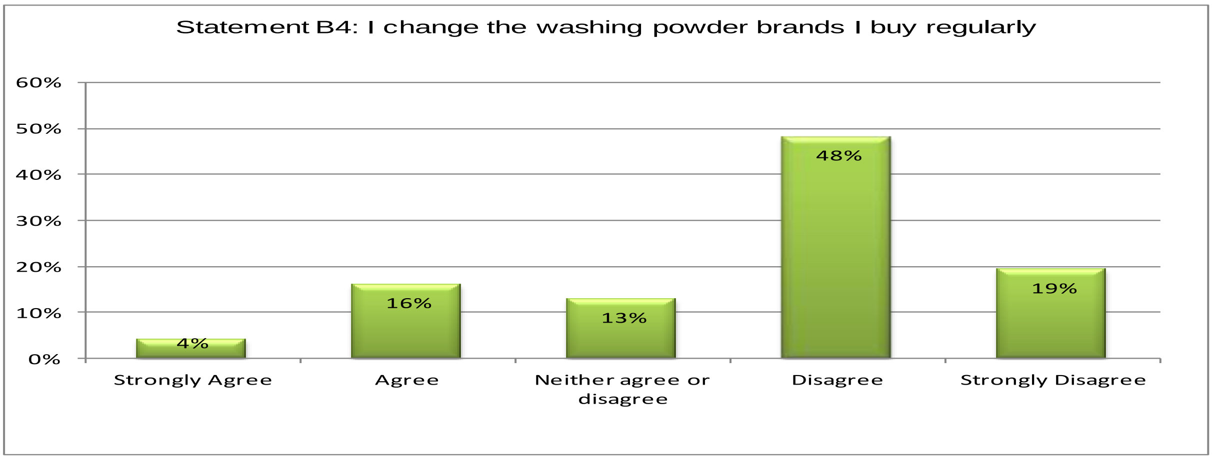

Figure 4.11 Descriptive statistics for Statement: I change the washing powder brands I buy regularly

Majority of the respondents did not agree with the above statement, with 19% strongly disagreeing, and 48% disagreeing, resulting in a total of 67% stating that they do not change washing powder brands they buy regularly. 13% neither agreed nor disagreed and a small group of 20% agreed with the statement that they change the brands they buy regularly.

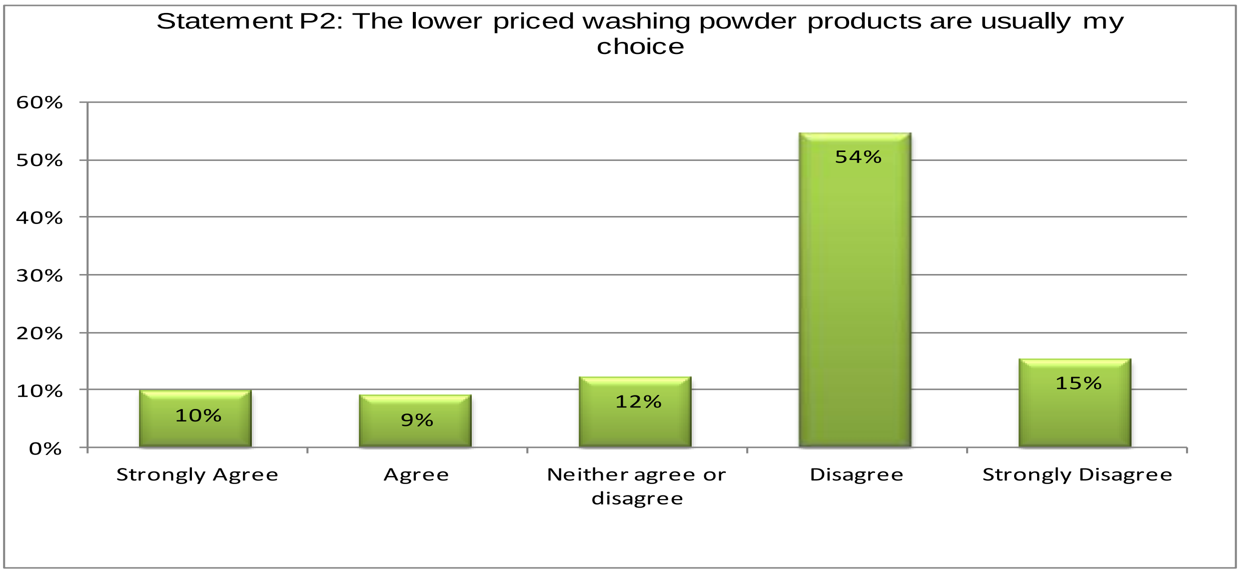

Figure 4.12 Descriptive statistics for Statement: The lower priced washing powder products are usually my choice

Majority of the respondents did not agree with the above statement, with 15% strongly disagreeing and 54% agreeing, resulting in a total of 69% stating that the lower priced products are not usually their choice. 12% neither agreed nor disagreed and a small group of 19% agreed with the statement.

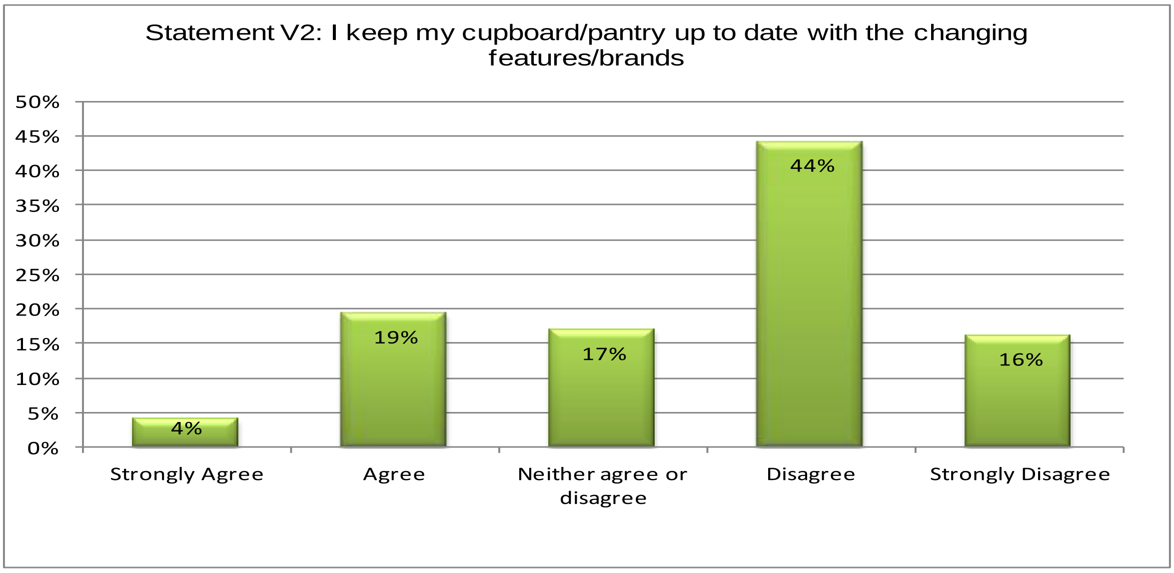

Figure 4.13 Descriptive statistics for Statement: I keep my cupboard/pantry up to date with the changing features/brands

Majority of the respondents did not agree with the above statement, with 16% strongly disagreeing and 44% disagreeing, resulting in a total of 60% stating that they do not keep their cupboards or pantries up to date with the changing features or brands. 17% neither agreed nor disagreed and a total of 23% agreed with the statement that they keep their cupboards or pantries up to date with the changing features or brands.

The habitual, brand-loyal factor has the highest mean score of 3.86, suggesting that it's the most influential factor for laundry washing powder consumers.

4.5.4 *Factor 3: Quality-brands shopping orientation*

The quality-brands factor is made up of statements Q3, B1 and B2. Below is the presentation of each statement and the descriptive statistics of how the respondents responded.

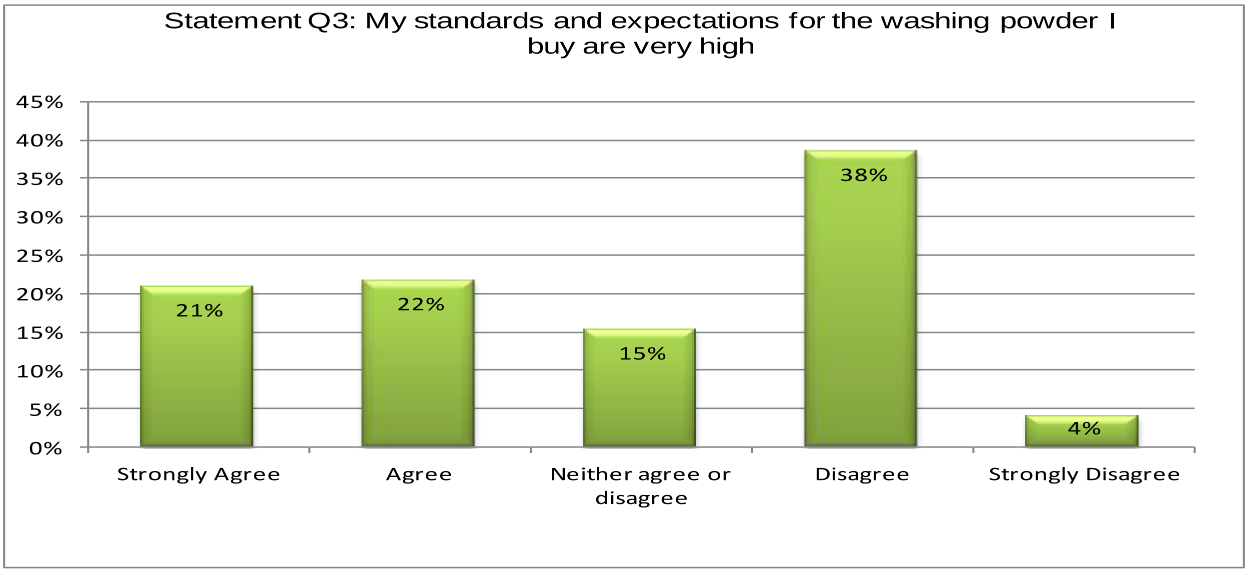

Figure 4.14 Descriptive statistics for Statement: My standards and expectations for the washing powder I buy are very high

When responding to statement Q3, 21% strongly agreed and 22% agreed, resulting in a total of 43% of the respondents stating that that their standards and expectations for the washing powder they buy are very high. A total of 42% of the respondents did not agree with the statement and 15% neither agreed nor disagreed.

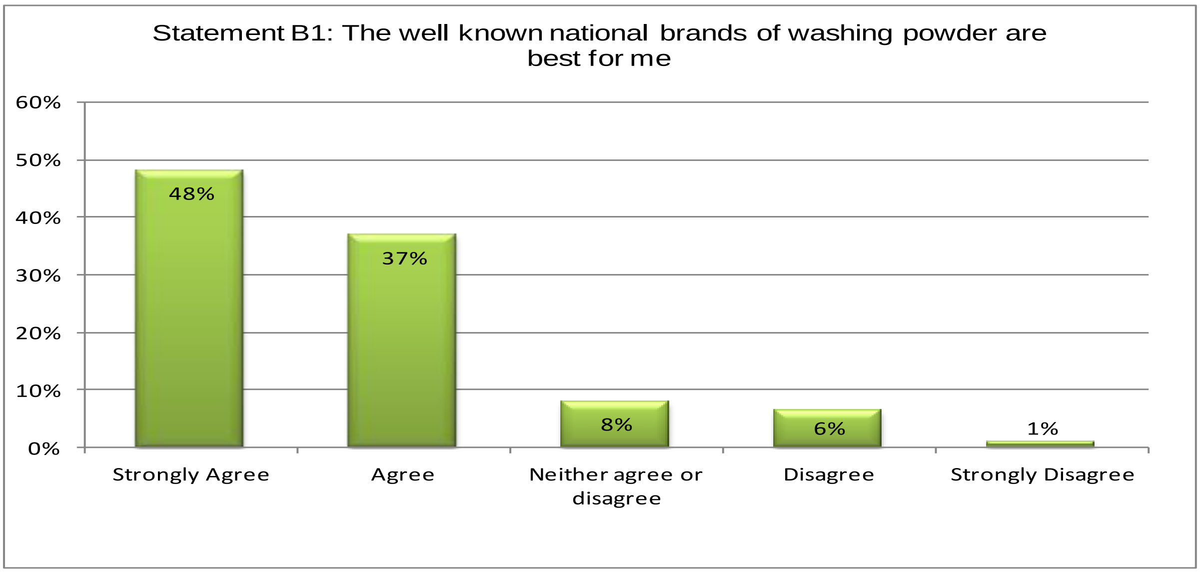

Figure 4.15 Descriptive statistics for Statement: The well known national brands of washing powder are best for me

Majority of the respondents agreed with the above statement, with 48% strongly agreeing and 37% agreeing, resulting in a total of 85% stating that the well known brands of washing powder are best for them. 8% neither agreed nor disagreed and the remaining 7% did not agree with the statement.

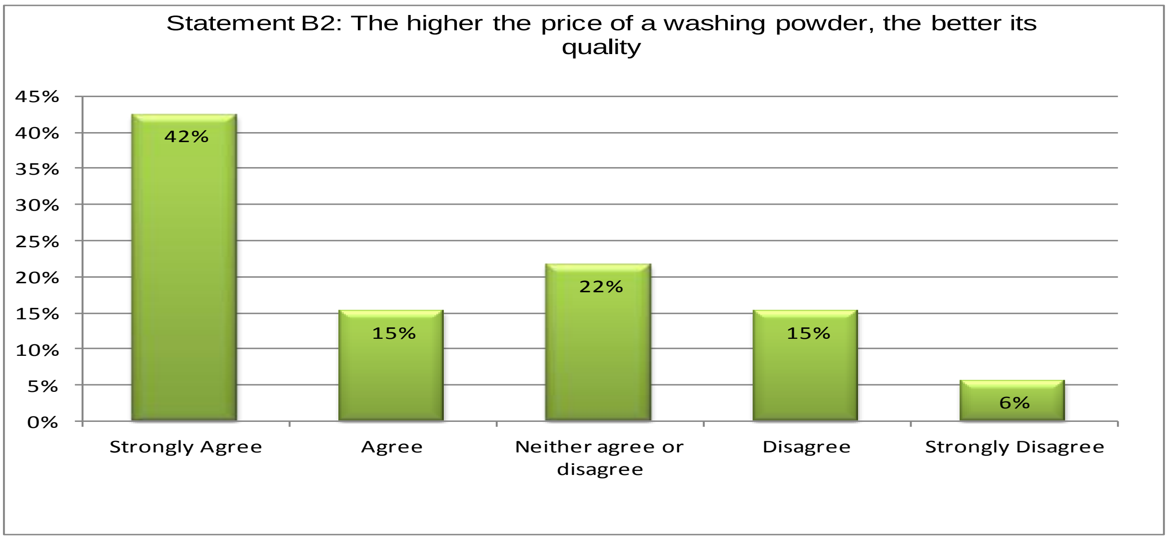

Figure 4.16 Descriptive statistics for Statement: The higher the price of a washing powder, the better its quality

Majority of the respondents agreed with the above statement, with 42% strongly agreeing and 15% agreeing, resulting in a total of 57% stating that the higher the price of a washing powder, the better its quality. 22% neither agreed nor disagreed and the remaining 21% did not agree with the statement.

The quality-brands factor had the second highest mean score of 3.72; suggesting that it is the second most influential factor for purchasing laundry washing powder.

4.5.5 *Factor 4: Recreational-variety seeking*

The recreational-variety seeking factor is made up of statements V1, V3, and R1. Below is the presentation of each statement and the descriptive statistics of how the respondents responded.

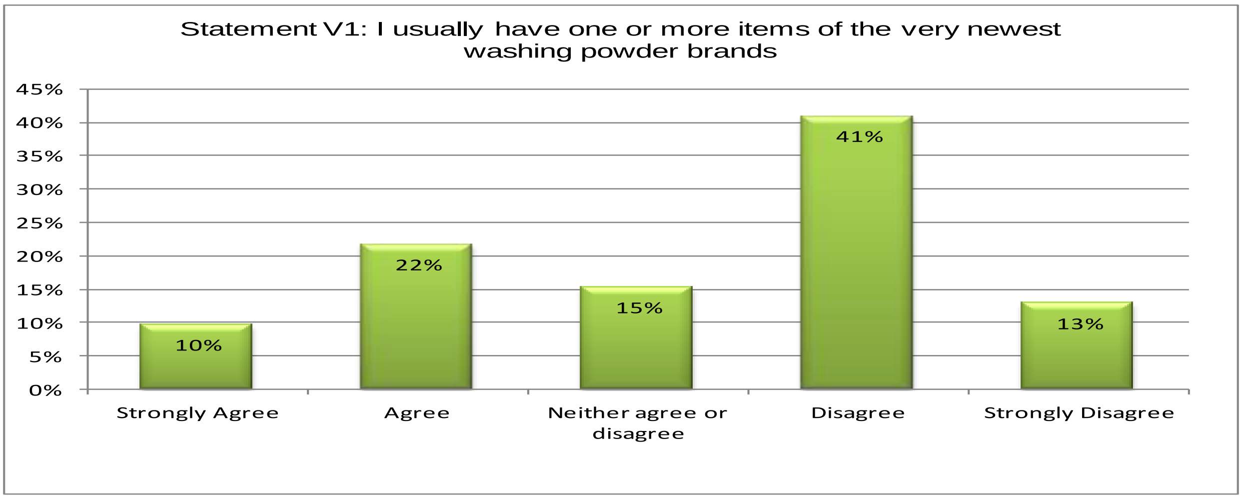

Figure 4.17 Descriptive statistics for Statement: I usually have one or more items of the very newest washing powder brands

Majority of the respondents did not agree with the above statement, with 13% strongly disagreeing, and 41% disagreeing, resulting in a total of 54% stating that they do not have one or more items of the very newest washing powder brands. 15 % neither agreed nor disagreed and a total of 32% agreed with the statement that they usually have one or more items of the very newest washing powder brands.

Figure 4.18 Descriptive statistics for Statement: To get variety, I shop different stores and choose different brands

A large group of respondents did not agree with the statement, with 15% strongly disagreeing, and 34% disagreeing, resulting in a total of 49% stating that they do not shop different stores nor choose different brands. 25% neither agreed nor disagreed and a total of 26% agreed with the statement that they shop different stores and choose different brands to get variety.

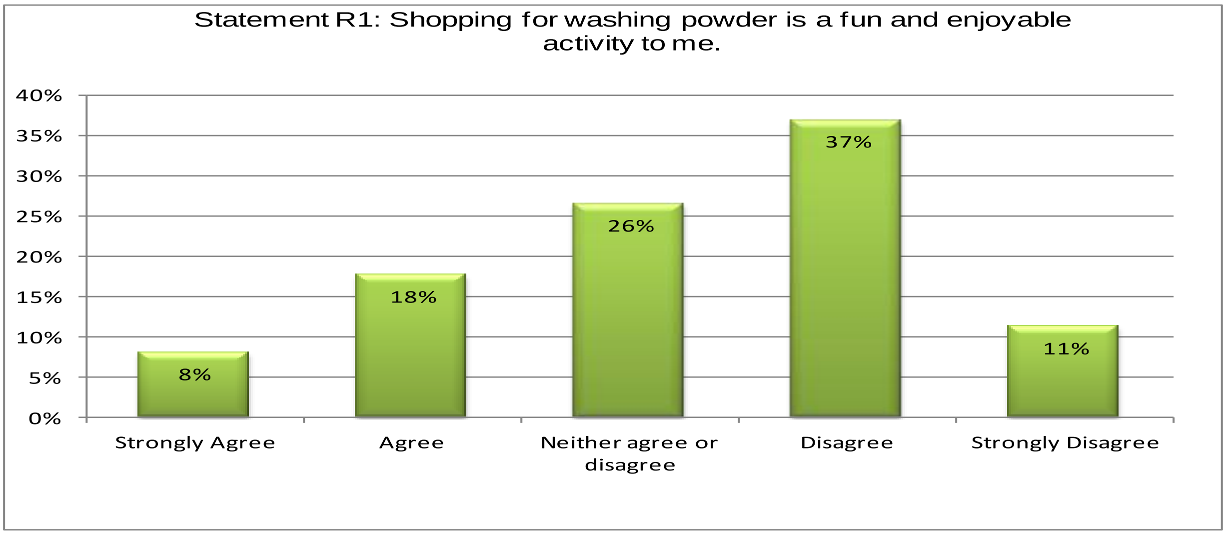

Figure 4.19 Descriptive statistics for Statement: Shopping for washing powder is a fun and enjoyable activity to me

A large group of respondents did not agree with the above statement, with 11% strongly disagreeing and 37% disagreeing, resulting in a total of 47% not agreeing with the statement that shopping for washing powder is a fun and enjoyable activity to them. 26% neither agreed nor disagreed and a total of 26% agreed with the statement that shopping for washing powder is a fun and enjoyable activity to them.

The recreational-variety factor was ranked 5th with a mean score of 2.73; suggesting that it is the second least influential factor for purchasing laundry washing powder.

4.5.6 *Factor 5: Impulsive*

The impulsive factor is made up of items I1, I2, I3. Below is the presentation of each statement and the descriptive statistics of how the respondents responded.

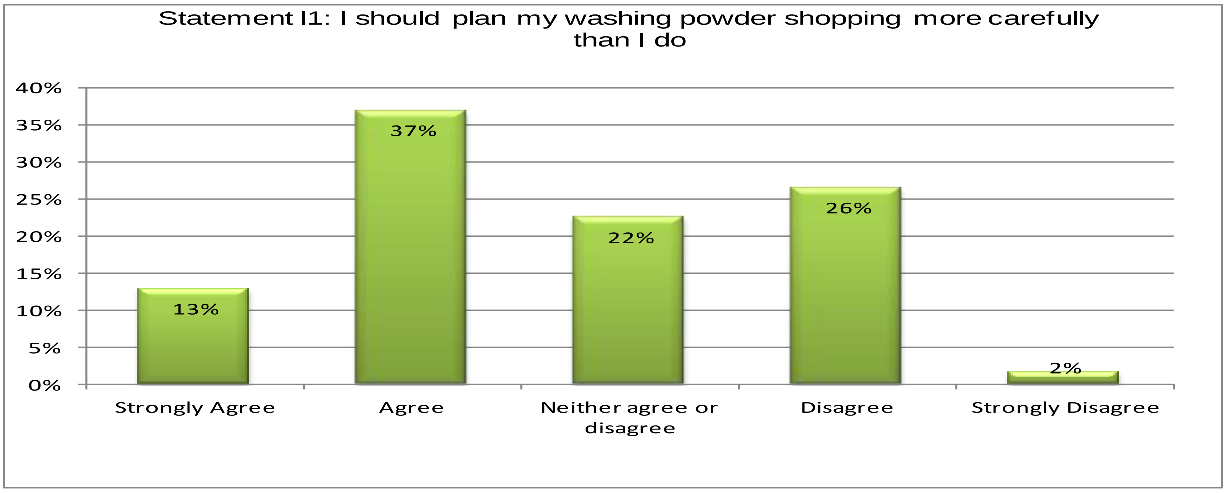

Figure 4.20 Descriptive statistics for statement: I should plan my washing powder shopping more carefully than I do

A total of 50% of the respondents agreed with the statement that they should plan their washing powder shopping more carefully than they do, whereas a total of 28% disagreed. 22% of the respondents neither agreed nor disagreed.

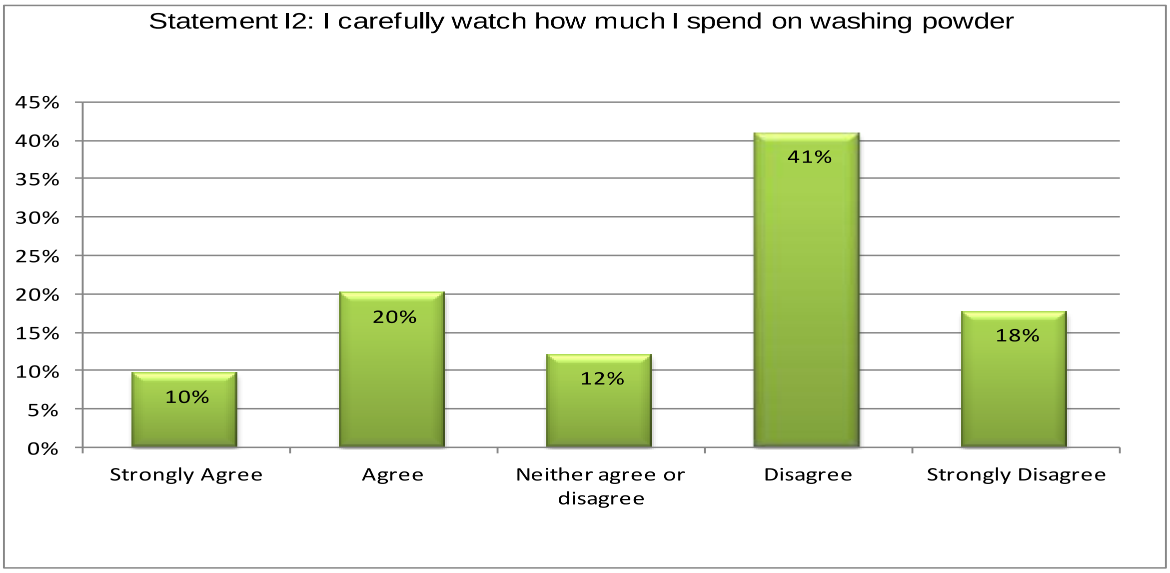

Figure 4.21 Descriptive statistics for Statement: I carefully watch how much I spend on washing powder

A total of 59% of the respondents disagreed with the statement that they carefully watch how much they spend on washing powder, whereas a total of 30% agreed.12% of the respondents neither agreed nor disagreed.

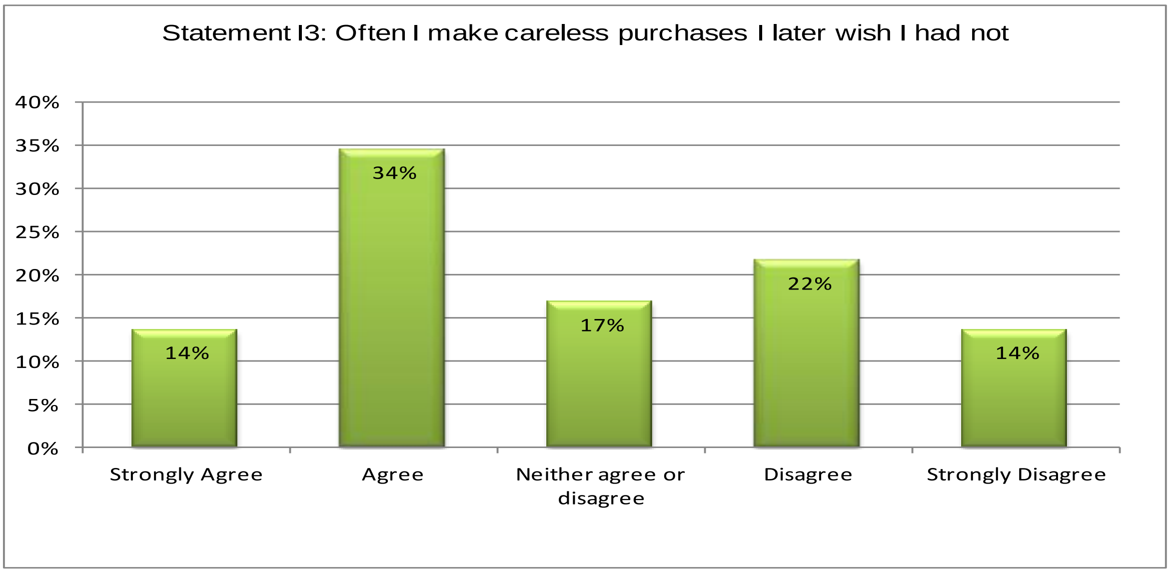

Figure 4.22 Descriptive statistics for Statement: Often I make careless purchases I later wish I had not

A total of 48% of the respondents agreed with the statement that they often make careless purchases they later wish I had not, whereas a total of 36% disagreed.17% of the respondents neither agreed nor disagreed.

The impulsive factor had a mean score of 3.03; suggesting that it is the fourth most influential factor for purchasing laundry washing powder.

4.5.7 *Factor 6: Price and value for money*

The price and value-for-money factor is made up of items P1 and P3. Below is the presentation of each statement and the descriptive statistics of how the respondents responded.

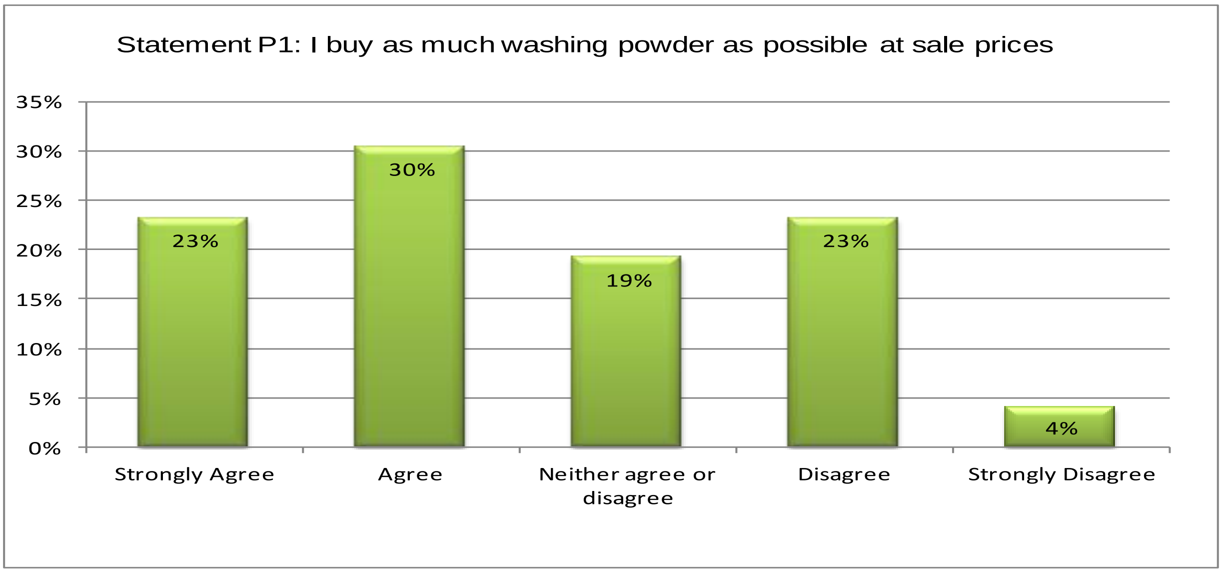

Figure 4.23 Descriptive statistics for Statement: I buy as much washing powder as possible at sale prices

Majority of the respondents agreed with the above statement, with 23% strongly agreeing and 30% agreeing, resulting in a total of 53% stating that they buy as much as possible at sale prices. 19% neither agreed nor disagreed and the remaining 27% did not agree with the statement.

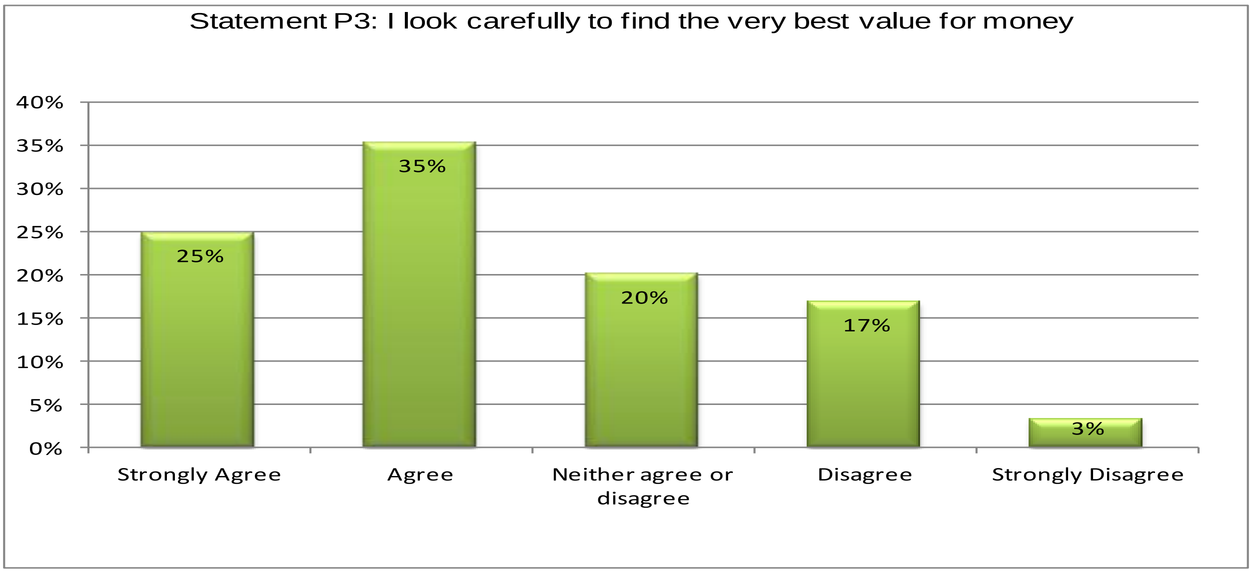

Figure 4.24 Descriptive statistics for Statement: I look carefully to find the very best value for money

Majority of the respondents agreed with the above statement, with 25% strongly agreeing and 35% agreeing, resulting in a total of 60% stating that they look carefully to find the very best value for money. 20% neither agreed nor disagreed and the remaining 20% did not agree with the statement.

The price and value-for-money factor had a mean score of 3.54; suggesting that it is the third most influential factor for purchasing laundry washing powder.

4.6 Summary of the results

The demographic profile of the respondents is as follows:

The gender profile was dominated by females; the race profile was 73% blacks. In terms of age group, education, household income and employment status the respondents were spread across various brackets with 42% of them in the 25-34 age group, 43% with matric, 44% with tertiary education, 57% full time employed, 20% unemployed, 20% earning less than R5000 and 14% earning more than R20000 a month.

The top 3 washing powder brands preferred by consumers are Sunlight (35%), OMO (30%) and the recently launched Ariel (12%).

The top 5 reasons for choosing a washing powder brand are stain removal, fragrance, cleaning efficiency, brand and the ability to keep clothes new.

The summary of the final factors, the mean scores and the ranking in terms of the extent to which they are able to influence washing powder consumers are presented below:

Table 4.6 Final Factor rankings

Ranking	New factor name	Mean
1	Habitual, brand-loyal shopping orientation	3.86
2	Quality brands	3.72
3	Price-and ‘value for money’	3.54
4	Impulsiveness	3.03
5	Recreational-Variety	2.73
6	Confusion	2.64

The discussion of these results is presented in the next chapter.

5 DISCUSSION OF THE RESULTS

5.1 Introduction

This section is the discussion of the result, starting with the demographic information, followed by discussion of results pertaining to the applicability of the CSI instrument in South Africa. The last section discusses the 6 factors that emerged, while focusing on each of the 8 propositions per literature review.

5.2 Demographic profile of respondents

The respondents comprised of 70% female and 30% male. Females are traditionally the primary shoppers in the households.

The race profile of 73% black, 14% white, 9% coloured and 4% Indian is a representation of the South African population.

Majority of the respondents were in the 25-34 age group (42%), followed by 35-49 (36%), this is a reflection of the population profile of the Johannesburg city, economic hub of the country, which is young and vibrant. It is equally not surprising that the majority of the respondents are literate, with a tertiary or Matric qualification. 20% of the respondents were unemployed. The household income is evenly spread across all brackets.

5.3 Brand Choice

The top 3 washing powder brands preferred by consumers are Sunlight (35%), OMO (30%) and Ariel (12%). Sunlight and OMO brands have been used in South Africa for many years, however Ariel was recently launched. It would be interesting to understand what influences consumers to choose a newly launched brand, over older brands like Surf, Maq, and Skip.

Some of the insights offered by respondents as to why they choose the brands they choose are stain removal, cleaning efficiency, fragrance, best brand, trusted and reliable product and the ability to keep clothes new.

It is worth noting that none of the store brands were mentioned as the brand last purchased, despite many stores having launched their own brands in this product category. This suggests that washing powder consumers have not accepted private labels, this could be attributed to the high involvement nature of the product; detergents possess differential technologically-based attributes related to cleaning efficiency that are difficult for consumers to judge (Lymperopoulos et al., 2010), therefore it is reasonable to conclude that consumers manage performance risk by buying well known national brands (Senturaman & Cole, 1999).

5.4 Discussion pertaining to Research Questions 1: The applicability of the CSI methodology

The main problem of this research was to validate the applicability of the CSI methodology for South African consumers, when purchasing laundry washing powder.

The CSI, which was originally designed in the USA has proved to be applicable and a valid instrument in the South African context, although the items loaded differently from the original CSI instrument. This has been a consistent finding that the results of the CSI cannot be generalised across countries with varying levels of economic and social development, across consumer segments and across product categories ((Bae et al., 2010; Bakewell & Mitchell, 2003; Baoku et al., 2010; Kavkani et al., 2011; Lysonki et al., 1996; Wang et al., 2004)).

The validity of the CSI instrument was confirmed by the exploratory factor analysis (EFA) was performed to determine the optimum number of factors to be extracted from the data. 6 factors were found to be optimum. The individual statements were then rotated to determine which factor each statement is most correlated to. This analysis was able to confirm the validity of the study and to allow the researcher to draw cause-and-effect relationships within the data.

5.5 Discussion pertaining to Research Questions 2: The extent to which decision making styles influence buying behaviour

The sub-problem per literature review was to establish the extent to which the eight(8) decision making styles as identified by (Sproles & Kendall, 1986) are able to influence buying behaviour of South African consumers, in particular when purchasing laundry washing powder.

The results of the exploratory factor analysis yielded 6 factors similar to those identified by (Sproles & Kendall, 1986), with 2 factors being eliminated. The items loading were different from those in the original CSI; the section below will discuss the 6 factors or decision making styles that emerged as well the 8 propositions per literature review.

5.5.1 *Discussion pertaining to Factor 1: Confusion*

This factor refers to consumers who experience information over load from the many brands and stores from which to choose, and have difficulty making choices (Sproles & Kendall, 1986).

A total of 60% of the respondents disagreed with the statement that there are so many brands to choose from that they often feel confused. Consumers do not feel that there are so many brands to choose from, when asked to specify the last washing powder they purchased, only seven brands were mentioned. This is despite a penetration of washing powder brands in recent years, including store brands.

64% of the respondents disagreed with statement C2 that the more they learn about washing powder products, the harder it seems to choose the best and 57% of the respondents disagreed with statement C3 that all the information they get on different products confuses them.

One of the antecedents of consumer confusion is product unfamiliarity. Consumers lacking experience in the consumption of goods are more likely to get confused by the similarity of brands; these consumers are more likely to perceive brands to look almost the same (Baoku et al., 2010). Washing powder consumers do not seem confused, this could be an indication that brands and products are clearly differentiated. This could also be that washing powder consumers do not evaluate products on any one factor like price or quality alone, they take into account a combination of factors when making a buying decision, thereby increasing certainty of their choice.

Although consumers are provided with an increasing amount of information, more brands, more distribution channels, and promoted in more ways (Mitchell et al., 2005); washing powder consumers are not confused. This potential information overload is most likely moderated by product familiarity, as confusion was found to stem from consumers' lack of experience in the consumption of goods (Baoku et al., 2010). Laundry washing powder is a frequently purchased product; therefore consumers are more likely to be familiar with the product and product usage. Another moderating factor could be the high degree of involvement with washing powder products. Consumers exhibit a high degree of involvement with the washing powder brands as this directly translate to self concept; the type of washing powder they use translates to the way they look, consumers are quoted saying: they want "their clothes to look new for longer", for their "whites to remain white" and their washing powder "not to damage clothes". These consumers seem to know which product keeps their clothes in good condition and making them look good.

The confusion factor was also found to be the least influential, with the lowest mean score of 2.64. Therefore the proposition that the consumers are not likely to be confused by over choice when purchasing laundry washing powder is supported.

5.5.2 *Discussion pertaining to Factor 2: Habitual, brand-loyal orientation*

The brand loyal factor was confirmed by the factor analysis with 5 items/statements loading together comprising of statements B3, B4, P2, V2 and Q2.

83% of the respondents stated that they have favourite washing powder brands they buy over and over, while 67% stated that they do not change the washing powder brands they buy regularly. This supports the brand loyal proposition, that consumers seem to have deeply held commitment to re-buy or re-patronise a preferred product consistently in the future (Chaudhuri & Holbrook, 2001).

Q2 loaded on the brand loyal factor where an overwhelming 93% of the respondents stated that they shop quickly, buying the first washing powder brand product or brand they find that seems good enough. This is consistent with the finding that brand loyalty reflects habitual purchasing and requires less decision making (Mitchell et al., 2005). This suggests that consumers make the purchase decision before they walk into the shop; hence they shop quickly picking up the first brand that seems good enough. It appears that once a washing product brand meets their standard, it falls within a consideration bucket; therefore consumers will choose the first brand that seems good enough within the consideration bucket.

Statement P2 loaded on the brand loyal factor where an overwhelming 70% of the respondents did not agree with the statement that the lower priced washing powder products are usually their choice. (Bakewell & Mitchell, 2003) identified consumers showing a high degree of brand loyalty, and were not attracted to lower prices and discounts. These consumers use discounts to buy their favourite brands; thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Chaudhuri & Holbrook, 2001). This suggests that consumers do not buy the cheapest washing powder brand, they evaluate price in relation to other attributes. Laundry detergents are priced higher than other grocery products (Lymperopoulos et al., 2010), therefore the financial risk associated with the products is expected to influence consumers to consider quality when buying laundry detergents to mitigate the risk of financial loss (Senturaman & Cole, 1999).

Statement V2 also loaded on the brand loyal factor where 60% of the respondents did not agree with the statement that they keep their cupboards/pantries up to date with the changing features or brands. This is consistent with the statement that consumers have favourite washing powder brands they buy over and over.

The study by (Lymperopoulos et al., 2010) found that the intention to buy detergent brands is affected by consumer attitudes towards these brands, which in turn is affected by the perceived benefits such as price, efficiency and value.When the respondents were asked to give additional reasons for choosing a washing powder brand, trust was one of them and that they had been using the same brands for a long time, supporting the finding by (Chaudhuri & Holbrook, 2001) that consumers will be loyal to a brand that they trust and elicit favourable emotions.

This factor had the highest mean score of 3.86; suggesting that it is the most influential of them all. Therefore proposition 4 is supported: South African consumers are more likely to be habitual brand loyal when purchasing laundry washing powder.

5.5.3 *Discussion pertaining to Factor 3: Quality-Brands orientation*

The Quality-brands factor was confirmed by the factor analysis with 3 items loading together comprising of statements B1, B2 and Q3.

Brand consciousness measures the consumer's orientation towards buying the more expensive well known national brands (Sproles & Kendall, 1986); whereas quality consciousness is a measure of the consumer's search for the very best quality in products. According to (Sproles & Kendall, 1986), this factor is also measures " price equals quality" characteristic.

85% of the respondents agreed that well known national brands of washing powder are best for them while 42% of respondents stated that their standards and expectations for the washing powder they buy are very high. Brand conscious consumers generally believe that national brands are of better quality than respective competitive products (Senturaman & Cole, 1999). When respondents were asked to specify the last brand the last purchased, 100% of them mentioned a well known national brand, and there was no mention of store brands. Consumers show a clear preference for well-known national brands; this could be due to the perceived quality differential between national and store brands. Perceived quality differential was found to be a major factor influencing the purchase of national brands over store brands (Senturaman & Cole, 1999).

58% agreed that the higher the price of a washing powder, the better its quality. Consumers have been found to use price as a signal of quality. (Rao & Monroe, 1989) found that there is a positive relationship between price and quality perceptions of products, i.e. consumers associate higher priced products with better quality. If consumers perceive quality differential to be high within a product category, they are more likely to buy a more expensive brand as these consumers believe higher price reduces performance risk (Senturaman & Cole, 1999). The analysis suggests that the respondents evaluate price in conjunction with brand and quality.

Consumers are more likely to place more reliance on price as a quality indicator for products that are relatively expensive (Senturaman & Cole, 1999; Volckner & Hofmann, 2007). Detergents are higher priced compared to other FMCG categories, adding to the higher involvement nature of the product (Lymperopoulos et al., 2010) as the monetary sacrifice is higher for consumers (Volckner & Hofmann, 2007). Consumers perception of financial risk is higher when price levels are higher as the risk of monetary loss is higher should the product not perform as expected.

Different attributes may provide different signals about quality (Zeithaml, 1988). Consumers use both intrinsic/direct and extrinsic/indirect product attributes to evaluate quality or perceived benefits of a product in comparison to other products (Stone-Romero & Stone, 1997; Zeithaml, 1988). The analysis suggests that the respondents use extrinsic attributes like price and brand to evaluate quality; as well as intrinsic attributes like cleaning efficiency, stain removal and good fragrance.

In certain instances perceived quality is associated with the prestige and respect that a brand holds (Aaker, 1996). This attribute seems to have an indirect influence as respondents are looking for a washing powder brand that will ensure that their clothes are clean, free of stains and with a good fragrance. This is linked to the way they look in society, respondents seem to want to keep their clothes to look like new for longer, suggesting that the value they place on a washing powder brand is directly linked to the value they place on their clothing items and their reputation in society.

The quality-brands factor has the second highest mean score of 3.72, suggestion that consumers are more likely to purchase a brand if they perceive it to be of high quality. Therefore propositions 1 and 4 are supported; South African consumers are more likely to be brand conscious, at the same time they are more likely to be quality conscious when purchasing laundry washing powder.

5.5.4 *Discussion pertaining to Factor 4: Recreational-Variety*

Fashion consciousness and variety seeking is a measure of consumer's orientation towards seeking variety as well as new and latest styles (Sproles & Kendall, 1986). Literature suggests that fashion consciousness is an important determinant of buyer choice where brand switching occurs for the sake of variety, innovativeness, avoidance of similarity or need for uniqueness rather than dissatisfaction (Knight & Kim, 2007; Park et al., 2010; Rartner & Kahn, 2002; Youn Hahn & Kean, 2009).

54% of the respondents did not agree that they usually have one or more items of the very newest washing powder brands and 50% did not agree that they shop different stores and choose different brands to get variety. These kind of consumers seem to exhibit habitual buying behaviour, patronising the same stores and brands, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Chaudhuri & Holbrook, 2001). This suggests that consumers seek variety within the same brand set.

This is in support of the proposition that washing powder consumers are not likely to be variety seeking. This behaviour could be driven by the utilitarian nature of the product; that consumers are looking for functionality rather than hedonic benefits like variety, innovativeness, avoidance of similarity or need for uniqueness, therefore once they find their favourite brands they stick to them.

Washing powder consumers exhibit brand conscious and brand-loyalty shopping orientation, which could lead to unwillingness to sacrifice quality for innovativeness, self expression or any other hedonic benefit. These consumers believe that a brand has to be well known to be a good choice and once they find such brand they stick to it. Some of the responses from the respondents were that they buy the washing powder brands they buy "because they have always used it", "it is reliable" and that they "trust the brand".

48% of the respondents do not to find shopping for washing powder to be a fun and enjoyable activity for them. This suggests that washing powder consumers consider shopping as work (Millan & Howard, 2007), with consumers exhibiting a task orientated behaviour which is more focused on accomplishing the shopping task than enjoying shopping (Youn Hahn & Kean, 2009).

The recreational-variety factor had a low mean score of 2.73, and was ranked second last suggesting that it is least influential. Therefore propositions 5 and 6 are supported;

South African consumers are not likely to be variety seeking, and are not likely to be recreational shoppers when purchasing laundry washing powder.

5.5.5 *Discussion pertaining to Factor 5: Impulsiveness*

Impulsive consumers are defined as those who do not plan their shopping, and are less concerned about how much they spend or the best buys (Sproles & Kendall, 1986).

50% of the respondents stated that they should plan their washing powder shopping more carefully than they do, meaning that they sometime engage in unplanned purchases. This behaviour is associated with impulsive buying.

48% stated that they often make careless purchases they later wish they had not. One of the consequences of impulsive buying is emotional conflict (Rook, 1987) and in certain instances negative consequences ranging from over spending, disappointment with the product, feelings of guilt and self consciousness (Rook, 1987; Trocchia & Janda, 2002).

58% disagreed that they carefully watch how much they spend on washing powder. This is consistent with the earlier finding where respondents stated that they buy as much as possible at sale prices. This is in line with the finding that impulse buying consumers are attracted to in-store promotions (Hultén & Vanyushyn, 2011) and are more likely to be less price sensitive as they are less concerned with how much they spend (Sproles & Kendall, 1986) resulting in possible overspending (Donovan & Rossiter, 1994).

Impulsive buying behaviour has been found to be prevalent in retail environment (Hultén & Vanyushyn, 2011). Because washing powder is a staple product rather than a luxury, it is possible that consumers may be induced to purchase even when they did not initially plan to should they find their favourite brand discounted.

This factor had an average mean score of 3.03, suggesting that they're sometimes impulsive. However, based on the mean score of greater than 3.0; proposition 7 which states that consumers are more likely to be impulsive was supported.

5.5.6 *Discussion pertaining to Factor 6: Price and value for money*

Price consciousness refers to consumer's orientation toward lower priced and value for money (Sproles & Kendall, 1986), it is a degree to which consumers focus on value or paying low prices (Jin & Gu Suh, 2005; Valls et al., 2011). Price is an important factor for washing powder consumers with a mean score of 3.54, ranking as the third most influential factor after the brand-loyal and quality-brands shopping orientations.

60% the respondents stated that they look carefully to find the very best value for money. This does not suggest that consumers buy the cheapest product available; these consumers seem to focus on getting value for their money. This behaviour is referred to a value-consciousness rather than price-consciousness or price-sensitivity. Value consciousness implies that consumers do not evaluate price in isolation, but evaluate price in relation to quality (Agarwal & Teas, 2001). This is supported by the consumers' orientation towards quality-brands. Value shoppers are those who demand high quality/price ratio (Valls et al., 2011). A brand has to qualify as good enough before they engage in price evaluations, meaning that quality is more important than lower price. Value conscious consumers want a combination of price and quality.

Washing powder consumers do not seem to be attracted to store brands, which are normally cheaper than national brands. This could be that these consumers associate higher prices with better quality, and therefore use higher priced national brands to reduce performance risk (Senturaman & Cole, 1999).

54% stated that they buy as much washing powder as possible at sale prices. This does not necessarily suggest that they will switch brands to buy a cheaper product that's on promotion. The brand-loyal shopping orientation seems to be stronger than the price consciousness, suggesting that consumers use discounts and promotions to buy their favourite brands, or switching within the same brand set. Therefore proposition 2 that consumers are more likely to price and value for money conscious has been accepted.

5.6 Conclusion

Washing powder consumers are not confused by over choice. This is consistent with the finding that consumers are habitual, brand loyal shoppers who buy the same brands over and over. Due to their strong habitual-brand-loyal shopping style, these consumers seem stick to their favourite brands and are not confused by information from other brands. Habitual, brand loyal shopping orientation is found to be the most influential factor, suggesting that consumers are not prone to brand switching.

Washing powder consumers are also found to be conscious of quality brands. This factor was the second most influential; suggesting that consumers rely on extrinsic attributes like brand to evaluate quality and mitigate performance risk. Washing powder consumers show a clear preference for well known national brands over store brands. This behaviour could be a result of a perception that store brands are of lower quality. In a study of grocery product categories between national and store brands perceived quality differential was found to be a major factor influencing the purchase of national brands over store brands (Senturaman & Cole, 1999).

The third most influential factor was found to be price and value-for-money consciousness. Although consumers are looking for value for money, and buy as much as possible at sale prices, they do not choose products solely based on their low price. This supports the finding that value conscious consumers do not evaluate price in isolation, they evaluate price in the context of quality (Zeithaml, 1988) and brand. Consumer who are price/value for money conscious search for a combination of quality and price (Garretson et al., 2002); they do not prefer to buy the cheapest brand. What consumers seek is sufficiently well communicated and clear value proposition in which a mix of benefits are more clearly in line with the value and the price they are willing to pay (Valls et al., 2011).

Washing powder consumers were found to be impulsive, suggesting that they may sometimes engage in unplanned purchases. Consumers could be attracted to in-store promotions, also due to their price and value for money shopping orientation. Integrated store formats that include groceries, electronics and clothes under one roof imply that consumers are more predisposed to engaging in impulse buying, that even when they were not shopping for laundry detergent, they are more likely to be attracted to in-store promotions (Hultén & Vanyushyn, 2011).

Washing powder consumers are not variety seeking or recreational shoppers. They exhibit a strong task oriented shopping behaviour focusing on accomplishing the task.

Therefore all propositions were supported, the table below summarises the propositions together with the findings of the research.

Table 5.1 Conclusions regarding propositions

#	**Factor**	**Proposition**	**Finding**
1	Quality conscious	Likely	Supported
2	Price/value for money conscious	Likely	Supported
3	Brand conscious	Likely	Supported
4	Brand loyal	Likely	Supported
5	Variety seeking	Not Likely	Supported
6	Recreational shoppers	Not Likely	Supported
7	Impulsiveness	Likely	Supported
8	Confused by over choice	Not Likely	Supported

6 CONCLUSIONS & RECOMMENDATIONS

6.1 Introduction

This chapter summarises the key findings of the study, followed by recommendations based on those findings. The chapter also presents the limitations of the research, as well as suggestions for further research.

6.2 Conclusions of the study

The purpose of this research was to establish the extent to which the following decision making styles identified by (Sproles & Kendall, 1986) are able to influence buying behaviour of South African consumers, in particular when purchasing laundry washing powder.

1. Perfectionism or high-quality consciousness,
2. Brand consciousness,
3. Novelty-fashion consciousness,
4. Recreational, hedonistic shopping consciousness,
5. Price and ‘value for money’ shopping consciousness,
6. Impulsiveness,
7. Confusion from over choice, and
8. Habitual, brand-loyal orientation towards consumption.

This research found that South African consumers are influenced by factors 4 of the 8 factors identified by (Sproles & Kendall, 1986).

The four most influential decision making styles influencing laundry washing powder consumers are:

1. Habitual-brand loyal,
2. Quality-brands,
3. Value-for-money, and
4. Impulsiveness.

Habitual-brand-loyal orientation: The top 3 washing powder brands preferred by consumers are Sunlight, OMO and the recently launched Ariel. Sunlight and OMO have been used in South Africa for many decades, which contribute to the habitual-brand-loyal shopping orientation as consumers have been exposed to these brands for generations.

Quality-Brands orientation: The preference for Ariel suggests that despite many years with certain brands and the strong habitual-brand-loyal orientation, South African consumers are willing to try and embrace new brands provided they meet certain quality attributes. This orientation towards quality-brands is evident in the top 5 reasons for choosing washing powder brands, which are stain removal, fragrance, cleaning efficiency, brand and the ability to keep clothes new.

Washing powder consumers do not seem to have embraced store brands, despite a finding by (Sekgobela, 2011) that retail labels have gained acceptance. This could be that consumers do not believe that store brands can offer the same quality attributes the national brands, therefore they are treated as being high risk (Lymperopoulos et al., 2010). This perceived performance risk is most likely influencing consumers to consider quality before making a purchase decision.

Value-for-money orientation: Washing powder consumers were found to be value-conscious when making a purchasing decision. They were not found to be price-sensitive, suggesting that they do necessarily prefer cheap brands; they focus more on value which is a combination of price and quality. This is despite a finding that South Africans are highly aware and sensitive towards grocery prices (Nielson, 2012b). The finding of this research suggests that consumers are not willing to sacrifice quality for lower prices.

Detergents are higher priced compared to other grocery products, adding to the high risk nature of the product (Lymperopoulos et al., 2010) as the monetary sacrifice is higher for consumers (Volckner & Hofmann, 2007). Therefore washing powder consumers seem to be using quality-brands to mitigate the financial risk of losing money in case the product does not perform.

Impulsiveness shopping orientation: This shopping orientation suggests that washing powder consumers sometimes engage in unplanned purchases. This could be influenced by the value-for-money shopping orientation, suggesting that consumers might be attracted to in-store promotions and discounts and use promotions to purchase their favourite quality-brands, even when they initially did not plan to.

Washing powder consumers are not confused by over choice. They are also not seeking variety seeking or trying to be recreational when shopping for washing powder. They exhibit a strong task oriented shopping behaviour focusing on accomplishing the task.

6.3 Recommendations

This research identified the stakeholders as the manufacturers, marketers and retailers. The recommendations below apply to all stakeholders, more especially as retailers also market their own brands of washing powder.

6.3.1 *Quality-Brands consciousness*

a. ***Manufacturing quality***

Given the importance of quality, manufacturers of laundry washing powder need to make quality a strategic focus area. Manufactures need to improve product quality to ensure the quality differential between premium national brands and competitive brands is narrowed. Manufactures also need to manage quality variations to ensure consistency with respect to product quality. This is more relevant for small businesses with limited technology or refined processes. These new comers could implement quality systems accredited by a quality body, e.g. South African Bureau of Standards (SABS) and ensure that such quality systems are practised in the organisation. Consistency in product quality is an important determinant of trust. Consumers stated that the brand choice is influenced by trust, that their favourite brands do not disappoint them. Low quality variation will lead to trust from consumers which in turn will influence brand loyalty.

b. ***Perceived quality***

Perceived quality is different from manufacturing quality; perceived quality is quality from the consumers' perspective. It is important for marketers to understand how consumers evaluate quality, i.e. what are the quality-attributes. This study found quality attributes for washing powder consumers include stain removal, fragrance, cleaning efficiency, brand and the ability to keep clothes new. Therefore marketers need to clearly communicate benefits in line with consumers' expectations of quality.

Consumers seem concerned about self image and self expression. Although laundry washing powder does not directly influence these factors, the consequences of using of particular washing powder brand seem to influence how they look. Respondents were quoted saying:

"I want my clothes to look new for longer",

"I want my whites to remain white" and

"I want my washing powder to remove stains and wash thoroughly".

It is therefore reasonable to conclude that consumers manage performance risk by buying well known national brands, because if the product does not perform there is a risk that unclean clothes could lead to embarrassment, or negatively affect their self image or status. In this kind of situation, performance risk of a product becomes closely linked to social risk.

6.3.2 *Brand consciousness*

Although respondents seem to have a strong brand-loyal shopping orientation, they also show willingness to try newer brands, e.g. Maq and Ariel which are relatively newer compared to OMO, Surf and Sunlight. 32% agreed with the statement that they usually have one or more items of the very newest washing powder brands.

Therefore a recommendation for new entrants is to manufacture and market branded products as opposed to unbranded products. Manufactures and marketers need to invest in brand communication to build the brand. Strategies could include advertising to create awareness and communicate product benefits to consumers. Other strategies could include sampling to encourage consumers to experience the new product.

Consumers use intrinsic and extrinsic attributes like brand name to evaluate quality and establish trust through repeat purchase, which leads to brand loyalty. This study has found that brand loyalty is a major determinant of buyer choice. A recommendation for competitive brands including store brands to increase awareness. Brand communication increases brand awareness. Consumers use brand awareness as guarantee of quality and risk reduction strategy. This was found to be true especially for quality conscious consumers (Rubio et al., 2014).

6.3.3 *Price and value-for-money*

Price is important to washing powders consumers, they buy as much as possible at sale prices, and they also look carefully to find the best value for money. Washing powder consumers seem to associate high price with better quality and are not attracted to cheap products. These consumers are not willing to sacrifice quality for a cheaper price. Therefore recommendation is to align the pricing with competitive brands. If the price is too low this could be perceived as a signal for poor quality. If the price is too high the brand might not appeal to the price-conscious consumers who are mostly likely satisfied with their current brand choices. Therefore the pricing, in particular for new products need to be aligned to existing products.

6.3.4 *Impulsive shopping orientation*

A recommendation for markers and retailers is to communicate their brand offering through various strategies including in-store and out-of-store promotions and discounts. Other strategies could include product bundling at a reasonable price. This would entail bundling a washing powder product with other products. This would most likely appeal to value conscious consumers who are also impulsive shoppers as the promotions would trigger a need to purchase.

6.4 Suggestions for further research

This purpose of this research was to establish the consumer decision making style when buying laundry washing powder using the Consumer Styles Inventory (CSI) as developed by (Sproles & Kendall, 1986). Based on the findings, it is not clear why consumers prefer national brands over store brands despite a finding that store brands have been embraced in other categories. Further research could explore if there are differences in attitudes between consumers of store and manufacturer brands in the laundry washing powder category.

Further research could explore if there are any differences in decision making styles between various consumer segments; to investigate whether or not the factors identified in the research influence the various segments the same way or if there are differences between the different consumer segments. This would further empower marketers with the correct segmentation, targeting and positioning of their products.

Another area of research could be to replicate the CSI for different product categories with varying product involvement and performance and financial risk, like cellular phones, or clothing.

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APPENDIX A ACTUAL RESEARCH INSTRUMENT

Survey: Laundry Washing Powder

This research is conducted by a student as a requirement towards the completion of the MBA qualification at the University of the Witwatersrand.
All information contained in this research will be treated as confidential and used solely for the purposes of the research.
The questionnaire is designed to obtain feedback from you regarding your behaviour when purchasing laundry washing powder.
Taking part in this survey is completely voluntary. When evaluating a question please answer from your own perspective.

Section 1: Survey Questionnaire

What is the most recent washing powder brand you purchased?

On scale of 1 to 5, please indicate the extent to which you agree or disagree with the statements below, with 1= strongly agree and 5 = strongly disagree.

	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly Disagree
When it come to washing powder, getting very good quality is very important to me.	1	2	3	4	5
My standards and expectations for the washing powder I buy are very high.	1	2	3	4	5
I shop quickly, buying the first washing powder brand product or brand I find that seems good enough.	1	2	3	4	5
The well known national brands of washing powder are best for me.	1	2	3	4	5
The higher the price of a washing powder, the better its quality.	1	2	3	4	5
I have favourite washing powder brands I buy over and over.	1	2	3	4	5
I change the washing powder brands I buy regularly.	1	2	3	4	5
I buy as much washing powder as possible at sale prices.	1	2	3	4	5
The lower priced washing powder products are usually my choice.	1	2	3	4	5
I look carefully to find the very best value for money.	1	2	3	4	5
I should plan my washing powder shopping more carefully than I do.	1	2	3	4	5
Often I make careless purchases I later wish I had not.	1	2	3	4	5
I carefully watch how much I spend on washing powder.	1	2	3	4	5
I usually have one or more items of the very newest washing powder brands.	1	2	3	4	5
To get variety, I choose different brands of washing powder.	1	2	3	4	5
I keep my cupboard/pantry up to date with the changing features/brands.	1	2	3	4	5
Shopping for washing powder is a fun and enjoyable activity to me.	1	2	3	4	5
Shopping the stores for washing powder wastes my time.	1	2	3	4	5
I make my shopping trips for washing powder fast.	1	2	3	4	5
There are so many brands to choose from that I often feel confused.	1	2	3	4	5
All the information I get on different products confuses me.	1	2	3	4	5
The more I learn about washing powder products, the harder it seems to choose the best.	1	2	3	4	5

Please specify any other reasons for buying a washing powder brand

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Section 2: Statistical information

Please tick the applicable option for each question

Q1. Gender	Male		Q3. Age group	18 -24 years		Q5. Monthly Household Income	Less than R5000	
	Female			25-34 years			R5000 -R10000	
Q2. Race	Black			35-49 years			R10001-R15000	
	White			50+ years			R15001-20000	
	Indian		Q4. Education	None			R20000+	
	Coloured			Primary School		Q6. Employment status	Unemployed	
	Other, specify			High school			Full time employed	
				Matric			Part time employed	
				Tertiary			Student	

Thank you for your time

APPENDIX B CONSISTENCY MATRIX

Sub-problem	Literature Review	Propositions	Source of data	Type of data	Analysis
Quality consciousness	Zeithaml, V. A. (1988) Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, *The Journal of Marketing,* 52(3), pp. 2-22. Lymperopoulos, C., Chaniotakis, I. E., & Rigopoulou, I. D. (2010). Acceptance of detergent-retail brands: the role of consumer confidence and trust. *International Journal of Retail & Distribution Management, 38* (9), 719-736. Kenyon, G., & Sen, K. (2012). A model for assessing consumer perceptions of quality. *International Journal of Quality and Service Sciences, 4* (2), 175-188. Stone-Romero, E. F. and Stone, D. L. (1997) Development of a multidimensional measure of perceived product quality, *Journal of Quality Management,* 2(1), pp. 87 - 112.	South African consumers are expected to be quality conscious when purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis
Brand consciousness	Senturaman, R. and Cole, C. (1999) Factors influencing the price premiums that consumers pay for national brands over store brands, *Journal of Product and Brand Management,* 8(4), pp. 340-351. Rubio, N., Oubiña, J., & Villaseñor, N. (2014). Brand awareness–Brand quality inference and consumer's risk perception in store brands of food products. *Food Quality and Preference, 32* , 289-2298. Volckner, F. and Hofmann, J. (2007) The Price-Perceived Quality Relationship: A Meta-Analytic Review and Assessment of Its Determinants, *Marketing Letters,* 18(3), pp. 181-196.	South African consumers are expected be brand consciousness when purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis
Habitual, brand-loyal orientation towards consumption	Chaudhuri, A. and Holbrook, M. B. (2001) The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty, *The Journal of Marketing,* 65(2), pp. 81-93. Chiu, C.-M., Hsu, M.-H., Lai, H., & Chang, C.-M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems, 53* (4), 835-845.	South African consumers are expected to be brand loyal when purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis
Price and 'value for money' shopping consciousness	Zeithaml, V. A. (1988) Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence, The Journal of Marketing, 52(3), pp. 2-22. Volckner, F. and Hofmann, J. (2007) The Price-Perceived Quality Relationship: A Meta-Analytic Review and Assessment of Its Determinants, *Marketing Letters,* 18(3), pp. 181-196. Valls, J., Andrade, M. J., & Arribas, R. (2011). Consumer attitudes towards brands in times of great price sensitivity. Four case studies. *Innovative Marketing, 7* (2), 60-70.	South African consumers are expected to be price conscious when purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis
Novelty-fashion consciousness	Youn Hahn, K. and Kean, R. (2009) The influence of self-construals on young Korean consumers' decision-making styles, Journal of Fashion Marketing and Management, 13(1), pp. 6-19. Knight, D. K. and Kim, E. Y. (2007) Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention, Journal of Fashion Marketing and Management, 11(2), pp. 270-280.	South African consumers are not likely to be variety seeking when purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis
Recreational, hedonistic shopping consciousness	Bloch, P. H., Ridgway, N. M. and Nelson, J. E. (1991) Leisure and the Shopping Mall, Advances in Consumer Research, 18(1), pp. 445-452. Millan, E. S. and Howard, E. (2007) Shopping for pleasure? Shopping experiences of Hungarian consumers, International Journal of Retail & Distribution Management,, 35(6), pp. 474 -487.	South African consumers are not likely to be recreational shoppers while purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis
Impulsiveness	Hultén, P. and Vanyushyn, V. (2011) Impulse purchases of groceries in France and Sweden, Journal of Consumer Marketing, 28(5), pp. 376 - 384.	South African consumers are more likely to be impulsive when purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis
Confusion from over choice	Mitchell, V.-W., Walsh, G. and Yamin, M. (2005) Towards a Conceptual Model of Consumer Confusion, Advances in Consumer Research, 32, pp. 143 - 150. Balabanis, G. and Craven, S. (1997) Consumer Confusion from Own Brand Lookalikes: An Exploratory Investigation, Journal of Marketing Management, 13, pp. 299-313.	South African consumers are not likely to be confused by over choice when purchasing laundry washing powder.	Structured questionnaire per annexure A	Quantitative and Qualitative	Factor analysis