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Cultural values and consumer choice of motor vehicle brands: the case of women in SA

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ABSTRACT

Culture is one of the accepted determiners used by marketing researchers as an influencer of consumer behaviour.

This research seeks to determine how cultural values impact women's vehicle brand choice in South Africa. The study also seeks to determine effect of vehicle purchasing factors on vehicle brand choice particularly for women and compared with men.

The methodology used for this study entailed an online quantitative survey. A total of 7 cultural values hypotheses were tested and two were accepted and 5 were rejected. A total of 6 vehicle purchasing factors were tested and 3 were accepted and 3 were rejected. The findings revealed that brand choice is influenced by two cultural values: affective cultural value and mastery cultural values. Moreover, vehicle purchasing factors that influence vehicle brand choice are styling, pricing and image.

The study also confirmed that there are significant differences between male and female consumers within the cultural values of intellectual autonomy cultural value and hierarchy cultural values. Furthermore, male and female buyers embody a significant difference in one vehicle purchasing factor: styling.

The theoretical findings contribute to the limited and existing research, literature and knowledge on the effect of cultural values on vehicle brand choice and the effect of vehicle purchasing factors on vehicle brand choice. The study broadens knowledge on the vehicle purchasing factors; it extends our understanding on the differences between women and men in terms of vehicle purchasing factors and cultural values.

The managerial implications reveal the importance of understanding customers. Two cultural values influence vehicle brand choice; these are: affective autonomy and mastery cultural values. Therefore, automotive marketers should ensure that their marketing strategies speak to these cultural values. For mastery cultural value communication strategies should embrace the spirit of goal-oriented people and success. For affective autonomy cultural value, it is therefore important for marketers to verify that their marketing strategies focus on ensuring that customers will use their vehicles to enjoy life. Vehicles should be portrayed as a tool that enables customers to enjoy life when embarking on new experiences such as visiting markets and

adventurous experiences and excursions. Marketing strategies should also include three vehicle purchasing factors pillars: styling, pricing and image.

Key words: Cultural values, conservative cultural value, affective autonomy cultural value, intellectual autonomy cultural value, hierarchy cultural value, egalitarianism cultural value, harmony cultural value, vehicle purchasing factors, women, vehicle brand choice, automotive industry.

DECLARATION

I, Jonia Majola, 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.

Jonia Majola

Signed at ……Brakpan……

On the …18…….. day of ……June…… 2021

DEDICATIONS

This report is dedicated to my mom, Lindiwe Norah Lubisi, who inspired me when I first graduated with my National Diploma at the University of Johannesburg. She said, “she wished to see me one day being amongst the people in front, who were graduating with higher qualifications.” These words stayed with me and encouraged me to continue to study further. I know this will make you proud. Thank you so much mama.

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To my creator Lord Jesus Christ thank you for giving me the strength, will and clarity to complete this research report.

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CHAPTER 1: INTRODUCTION

This chapter will provide an overview of the purpose and context of the study. It also details the problem definition, research questions, significance and delimitation of the study.

1.1 Purpose of the study

The purpose of the study is to evaluate the influence cultural values have on the automobile buying behaviour of women in South Africa and how it leads to vehicle brand choice. Women have always been responsible for many household purchases (De Grazia & Furlough, 1996) with 80% of all household purchases being influenced by them (Popcorn & Marigold, 2001). They drive 70–80% of all consumer purchasing through a combination of their buying power and influence (INC, 2019). According to Menon and Raj (2013), there is an increasing number of women who own cars and use these vehicles for traveling to work, running family errands and other personal uses. Therefore, women have become an influential group in the automotive industry which necessitates the attention of industry role players and marketers.

Past research cites evidence that cultural values impact buying behaviour; however, this study intends to investigate how cultural values and vehicle purchase factors affect vehicle brand choice.

Culture can influence consumer behaviour as well as the importance of some intangible or tangible characteristics of a product or service (Castro, Torres, Nascimento & Demo 2015). Torres and Allen (2009) concluded that basic cultural values influence the way people consume by influencing limits on a person's behaviour, which means that values directly impact consumer behaviours. However, there is a paucity of literature that discusses the impact of culture on the purchase intention for women (Sreen, Purbey & Sadarangani 2018).

There is little information regarding the influence of cultural values when buying high involvement products (Luna & Gupta, 2001). Vehicle purchases are considered high involvement purchase (Luna & Gupta, 2001) and are one of the products that have always been known for being dominated by men in purchase and usage.

This study aims to demonstrate that consumer motor vehicle choice differs according to the cultural values that consumers are associated with. The insights of the study will provide a relevant marketing insight to automotive companies in developing relevant

marketing and communications strategies. In this study I will use Schwartz cultural values (1992, 2001 & 2006) to explore the influence of cultural values in the automobile brand choice for South African women.

1.2 Context of the study

1.2.1 The role of women in the society

In recent years, the role of women in the society has become a prominent feature in social discourse because there has been a shift in social norms. There are changes in the perception of women in the society which are caused by changes in education, women pursuing career-driven lives and the growing number of dual income families. This has challenged earlier beliefs on the role, structure and purchase influence in decision making (Webster, 1995). There are increasing numbers of women participating in the labour market with high education (Brenke, 2014). They are a growing market that is influencing every industry and their impact will continue as women become more educated, employed and contribute to household income (Biz Community, 2019, Silverstein, Fitzgerald, Sayre, 2009).

Women have gained buying power and influence the economy (Shkurkin, Shevchenko, Egorova, Kobersy, & Midova 2017). Women control about $20 trillion in annual spending and the figure is expected to rise (Silverstein& Sayre, 2009). Historically, women have always been responsible for many household purchases (De Grazia & Furlough, 1996), 80% of which have been influenced by women (Popcorn & Marigold, 2001). However, the percentage drops in vehicle purchase decisions (Wheels24, 2019).

Until recently, big-ticket industries such as automotive, financial services, computers, home improvement and travel seemed to overlook female customers even though the numbers show that increasingly female customers were making the purchase (Barletta, 2003). Advertising in these industries continues to be male dominated (Barletta, 2003). Women drive most consumer purchasing (Nelson, 2019). Nelson, the CEO of The Riveter, concluded it is now time that women's needs are met (the riveter, 2019). She also raised a concern that many small and large companies do not create products or services with the female customer in mind even though they are significant influencers and purchasers in most households (INC, 2019).

According to Yankelocich monitor and Greenfield online, 91% of women feel advertisers do not understand them. In the automotive industry, about 74% of women indicated that they are misunderstood by the automobile industry (Marketing to Women, 2019). Åkestam, Rosengren and Dahlen (2017) concluded that marketers will benefit from adapting a more proactive and mindful approach to the portrayal of women in their advertisements. Becker-Herby (2016) concluded that there needs to be an increase in the prevalence of women in advertisement while also providing adequate benefits for women.

Women represent the largest market in the world; they are considered bigger than China and India combined, yet companies continue to overlook their service to them (Silverstein & Sayre, 2009). Silverstein and Sayre (2009) concluded that despite the dominant buying power of women, many companies continue to market mostly to men and fail to explore the needs of women and how they might meet these needs. Companies continue to offer women poor conceived products and services as well as outdated narratives that promote female stereotypes (Silverstein & Sayre, 2009).

1.2.2 A brief introduction of the South African motor industry

The South African automotive industry accounts for about 7% of South Africa's gross domestic product (BusinessTech, 2018). The industry employs over 110 000 people and produces over 610 000 vehicles yearly for the South African market and exports (Naamsa, 2019). The South African automotive industry sells approximately 550 000 units per annum (Naamsa, 2019).

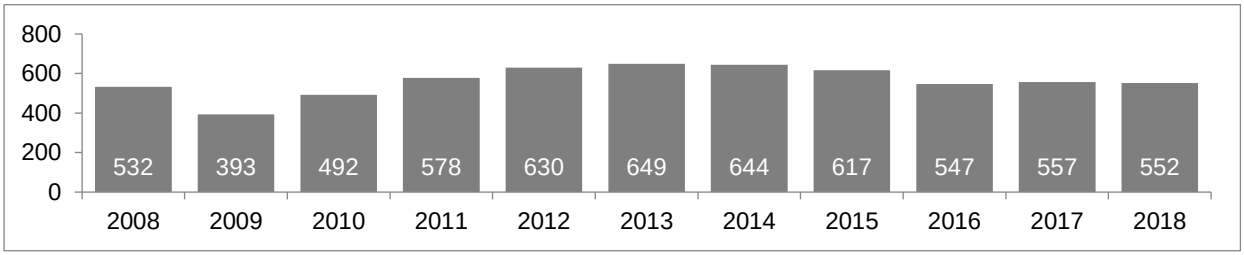


Figure 1: South African vehicle sales in thousands (past 10 years). *Source: Naamsa* (2019)

The South African automotive industry is a competitive industry with numerous automobile brands entering the South African market. There are over 56 automotive brands competing in the SA market (Naamsa, 2019). Some of these brands include Toyota, VW, Nissan, Ford, Hyundai, Renault, BMW and Mercedes-Benz. In terms of

market share, Toyota SA has been the market leader for the past 40 years with a monthly average sale of 10 000 units (Naamsa, 2019).

Major global manufacturers, such as Toyota, VW, Ford, Merc, BMW, Nissan and Isuzu have a local production base in South Africa while other manufacturers have SKD (semi-knocked down) plants in the country. SKD plants are companies that are "working" on finished vehicles. These manufacturers include Hino, Man, Tata, Isuzu trucks, Volvo, UD trucks, Hyundai and FAW (Naamsa, 2019).

In 2019, a total of 42 vehicle passenger and light commercial vehicle brands were sold in South Africa.

Table 1: Passenger and light commercial brands sold as new in South Africa in 2019 Source: Naamsa (2019)

ABARTH	FORD	KIA	MITSUBISHI
ALFA ROMEO	GWM	LAMBORGHINI	NISSAN
AUDI	HAVAL	LAND ROVER	OPEL
BENTLEY	HONDA	LANDWIND	PEUGEOT
BMW	HYUNDAI	LEXUS	PORSCHE
CHANGAN	ISUZU	MAHINDRA	RENAULT
CITROEN	IVECO	MASERATI	SMART
DATSUN	JAGUAR	MAZDA	SUBARU
FERRARI	JEEP	MERCEDES	SUZUKI
FIAT	JMC	MINI	TOYOTA
VOLKSWAGEN	VOLVO		

The South African automotive industry is made of different brands from various countries and regions. According to Naamsa (2019), brands from the European region include Audi, BMW, Porsche while East Asian countries such as Japan offer brands like Honda, Mazda, Suzuki, Toyota; Korean brands found in the country are Kia and Hyundai with GWM and the most recent entrant from China being Haval. India is the only country in Southeast Asia to have Mahindra and Tata as car brands in South Africa.

In such a competitive environment, it is evident that understanding the customer and having a good segmentation will set one brand apart from others. Customers have many options to choose from. Therefore, understanding their purchasing process and the impact of culture will assist managers of different automotive brands in introducing relevant models that meet their needs at an appropriate price.

1.3 Problem definition

All passenger vehicle brands sold in South Africa originate from outside the country despite some of these brands having local plants in South Africa (i.e. Ford, VW, and Toyota). Because these brands originate from different countries with various cultures, it is important to understand how culture impacts decision-making process when buying cars in South Africa. Francesco and Gold (2005) attest in their international organisational study that it is important for companies to have knowledge of other cultures, especially of those countries their brand may be exported to.

Understanding cultural values will lead to future successful economies as the world is becoming increasingly cross cultural. Marketers around the world are faced with a challenge of expanding their market reach to a global level with a clear and consistent global brand across different countries with varying cultural values (Park & Rabolt, 2009). Torelli (2012) also added that marketers are faced with challenges of developing a positioning strategy for global brands across different national markets with diverse cultural values and unique competitor set. Understanding how culture influences consumer behaviour has become important for marketers and consumer researchers (Luna & Gupta, 2001).

With the changing role of women in South Africa and the world at large, as well as the focus of the South African government and organisations being in support of women empowerment (Africa Impact, 2020, Motsepe Foundation, 2020 & Duflo, 2012), this study offers relevant insight into new costumers entering the automotive industry in order to clearly understand how cultural values impact the buying behaviour of women.

Because culture is one of the accepted determiners used by marketing researchers as an influencer of consumer behaviour (de Mooij, 2010), this research aims to determine the influence cultural values have on women's decision making when choosing a vehicle brand.

1.3.1 Main Problem

This research seeks to determine how cultural values impact women's vehicle brand choice in South Africa. In addition, it explores the possibility of cultural values being the main cause of a low percentage of women making a vehicle buying decision. The study also asks if vehicle purchasing factors affects vehicle brand choice. A further analysis will be done to confirm whether vehicle purchasing factors differ for men and

women. According to Schiffman (2010) gender remains one of the most important bases for segmentation which is used by many marketers in different industries. In addition, it is one of the market segmentation variables that has strong implications on decision making (Bakshi, 2012). In a study conducted by Moutinho, Davies and Curry (1996), women are becoming an increasing force in the automotive market and their car purchase decisions differ from those of men. For marketers to better satisfy customers, they need to understand gender-based tendencies (Bakshi, 2012).

1.3.2 Cultural values and brand choice Sub Problems

1.3.2.1 Research problem

The first sub-problem was to examine the effect of Schwartz seven cultural values namely, conservative, affective autonomy, intellectual autonomy, hierarchy, egalitarianism, mastery and harmony on vehicle brand choice.

1.3.2.2 Research questions

1. What is the effect of a *conservative* cultural value on *vehicle brand choice*?

2. What is the effect of an *affective autonomy* cultural value on *vehicle brand choice*?

3. What is the effect of an *intellectual autonomy* cultural value on *vehicle brand choice*?

4. What is the effect of a *hierarchy* cultural value on *vehicle brand choice*?

5. What is the effect of an *egalitarianism* cultural value on *vehicle brand choice*?

6. What is the effect of a *mastery* cultural value on *vehicle brand choice*?

7. What is the effect of *a harmony* cultural value on *vehicle brand choice*?

1.3.2.3 Research hypothesis

1. H1: There is a relationship between conservative cultural value and vehicle brand choice.

2. H2: There is a relationship between affective autonomy cultural value and vehicle brand choice.

3. H3: There is a relationship between intellectual autonomy cultural value and vehicle brand choice.

4. H4: There is a relationship between hierarchy cultural value and vehicle brand choice.

5. H5: There is a relationship between egalitarianism cultural value and vehicle brand choice.

6. H6: There is a relationship between mastery cultural value and vehicle brand choice.

7. H7: There is a relationship between harmony cultural value and vehicle brand choice.

1.3.3 Cultural values and brand choice Sub Problems

1.3.3.1 Research problem

The second sub-problem was to examine the effect of vehicle purchasing factors namely, styling, pricing, image, safety features, accessibility and external influences on vehicle brand choice.

1.3.3.2 Research questions

1. What is the effect of *vehicle styling* on vehicle brand choice?

2. What is the effect of *vehicle pricing* on vehicle brand choice?

3. What is the effect of *vehicle image* on vehicle brand choice?

4. What is the effect of *vehicle safety features* on vehicle brand choice?

5. What is the effect of *vehicle accessibility* on vehicle brand choice?

6. What is the effect of *external influences* on vehicle brand choice?

1.3.3.3 Research hypothesis

1. H8: There is a relationship between vehicle styling and vehicle brand choice.

2. H9: There is a relationship between vehicle pricing and vehicle brand choice.

3. H10: There is a relationship between vehicle image and vehicle brand choice.

4. H11: There is a relationship between vehicle safety features and vehicle brand choice.

5. H12: There is a relationship between vehicle accessibility and vehicle brand choice.

6. H13: There is a relationship between external influences and vehicle brand choice.

1.4 Research objective

Using empirical research based on primary data and insights from existing studies, this study aims to determine how cultural values namely, conservative, affective, intellectual, hierarchy, egalitarianism, mastery and harmony influences vehicle brand choice for women and to determine which vehicle purchasing factors influence vehicle brand choice, particularly for women and compared with men.

1.5 Significance of the study

The study will provide an academic perspective regarding the relationship between cultural values and vehicle brand choice for a growing market (women) in South Africa. The results of study will also contribute practical knowledge for the South African automotive industry and assist marketers to better understand their customers. Cultural values influence one's choices regarding a particular decision from small to major important purchases (Luna & Gupta, 2001).

Understanding the impact of cultural values on women when making a vehicle brand decision will assist marketers to communicate better with these customers; the study will provide insights on how each vehicle brand could position itself in different cultural settings to ensure that they are selected by these customers.

The results of the study will also assist automotive marketers to understand which vehicle purchasing factors are important to customers and how vehicle purchasing factors influence the vehicle brand choice made by the customer. This information can be incorporated into marketing and advertising strategies. For example, if safety features are confirmed to be more important to women than men, an advert can highlight these features more when targeting women or a salesperson in a dealership can focus more of these features in their pitch. Vehicle brands can ensure that their marketing strategies focus on safety features to ensure that the targeted customer choose their vehicle brand.

1.6 Delimitation of the study

The delimitations that apply to the study are: (1) the study focuses on the South African motor industry; (2) the purposive sampling was selected due to limited time constraints; (3) the study will only focus on customers who recently bought a vehicle (not more than 3 years ago); (4) only customers that bought a passenger (e.g. Toyota Corolla Sedan) or Light Commercial vehicle (e.g. Toyota Hilux Bakkie) for private use

(not business) will be sampled; (5) only 1 moderator variable (gender) will be tested in this study, excluding variables such as education, age, income and other variables and (6) the study will only focus on the cultural values identified by Schwartz (1992) and updated over the years.

Definition of terms

Culture: Hofstede (1980) defined culture as “a collective programming of the mind that differentiates members of one group to other groups”. According to Schwartz (2006) culture is a rich complex of meaning, beliefs, practices, symbols, norms and values that are prevalent among people in the society. Jisana (2014) defined culture as “the set of basic values, perceptions, wants and behaviours learned by a member of society from family and other important institutions.

Cultural values: Cultural values include achievement, success, efficiency, progress, material, comfort, practicality, individualism, freedom, humanitarianism, youthfulness and practicality (Schiffman & Kanuk, 1997). Cultural values can be transmitted from one generation to another and influences one’s decision-making strategy (Guess, 2004). Cultural values take time to change (Schwartz, 2006), and are likely to influence consumer behaviour and set choice criteria (Nayeem, 2012).

Familiar brands and unfamiliar brands: Brands that have been in South Africa for the past 30-40 years and are commonly known by most people are referred to as “familiar brands” in this study. These brands include Audi, BMW, Ford, Land Rover, Mazda, Mercedes Benz, Nissan, Renault, Suzuki, Toyota and VW. “Unfamiliar brands” refer to brands such as Infiniti, Haval, GWM, Hyundai, Kia and other Chinese and Indian brands which entered the South African automobile industry in the last 20 years. Moreover, most people are unaware of these brands.

Values: Values are desirable, trans-situational goals that vary in importance and serve as guiding principles in people’s lives (Schwartz, 2001)

Vehicle and car: In this study, vehicle and car are used interchangeably and refers to a road vehicle with four (4) wheels that customers buy for personal use, including going to work.

Woman: To simplify the study, a woman refers to a female human being.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This literature review will delve into what constitutes consumer behaviour and the various decision-making stages. Furthermore, this chapter will go into detail on the various concepts central in addressing the research question. These concepts are culture, cultural values and vehicle brand choice, gender differences in decision making, gender and cultural values, vehicle purchasing factors.

2.2 Consumer Behaviour Theories

Consumer behaviour is the study of individuals, groups or organisations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy their needs and the impact that these processes have on the consumer and society (Mothersbaugh & Hawkins, 2015 Consumer behaviour focuses on how and why customers buy or not buy a product or service (Olson & Grunert, 1999).

In understanding consumer behaviour, marketers seek to understand what drives customers, their motivations, reactions and responses to different products (Solomon, Solomon, Zaichlowsky, Polegato, 2009). It improves companies marketing strategies and ensures they succeed in performing better than other companies (Perner, 2010; Stankevich, 2017). Understanding the buying behaviour of the target market is an essential task of the modern marketing manager (Kotler, 2009).

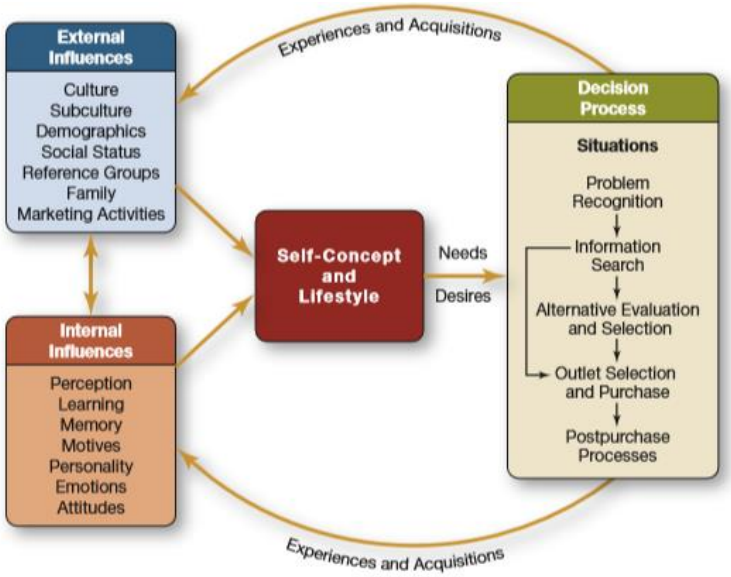


Figure 2: Overall model of consumer behavior (Mothersbaugh & Hawkins, 2015)

Consumer behaviour, as per Figure 2, is impacted by many external and internal factors. Internal factors are part of a consumer's personality such as value system, motivation, perception and learning capacity, while external factors include reference groups, culture social norms, family.

In this study, I will focus my literature review on the external factors affecting consumer behaviour particularly culture.

2.3 Decision Making Process

As part of the overall consumer behaviour model, understanding which factors (internal or external) affect customers is important as it has direct links to the decision-making process. Whether the customer has a need and ultimately buys the product will be dependent on the internal or external factors that influence them.

According to Guess (2004), decision making entails selecting something out of many options. For instance, a person intending to travel to Durban will need to choose which mode of transportation to use (bus, taxi, car, flight).

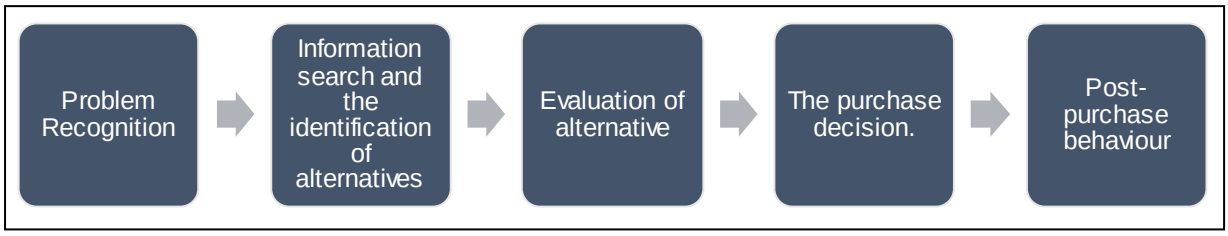


Figure 3: Stages of buying process (Munthiu, 2009; Mothersbaugh & Hawkins, 2015).

The five buying processes, as illustrated in Figure 3, are:

2.3.1. Problem recognition

This appears when the consumer recognises a perceptible and significant difference between the actual level of satisfaction of a certain need and the amount of satisfaction that is desired. The need can be triggered internally such as basic needs that are generally situated at the basis of Maslow's hierarchy of needs (hunger, thirst, sex) or externally where the need for a new car can be triggered by a TV advert displaying a new vehicle or a friend coming to a party with a new vehicle.

2.3.2. Information search and the identification of alternatives

At this stage, the consumer starts looking for information about the product they intend to buy in order to satisfy the identified need. For example, when looking to purchase

a vehicle, the consumer may begin with internet research, use their experience (what they know), enquire with a friend or visit a dealership. At this stage, they gain information about other alternatives such as getting a new or used vehicle, the type of finance options available such as leasing or buying and what brand to buy.

Consumers making high involvement purchases such vehicles usually weigh up the advantages and disadvantages associated with their choice. This information includes pricing, brand quality and innovation information (Mittal, 1995). Buying a vehicle is viewed as a complex problem-solving process. For this type of purchase, consumers usually actively look for information and compare brands using different sources of information (e.g. internet, dealers and other sources) (Nayeem, 2012).

According to Gupta (2013), the internet is now one of the trusted sources of information for customers looking at buying vehicles. Menon and Jagathy Raj (2013) also concluded that the role of the internet in consumer decision making has also increased. Internet marketing has made it easier for customers to first search for their cars before going to physical dealerships.

2.3.3. Evaluation of alternatives

At this stage, the consumer makes use of the information gained from the previous steps to arrive at a brand choice. The degree of complexity in the evaluation differs for each product category; however, it is influenced by consumers' experience in the product they intend to buy. For example, this may be a complex exercise for a first-time car buyer or when a customer wants to buy a different category vehicle such as changing from a normal passenger car like a Toyota Yaris to a bakkie. Also influenced by the importance of the service/product considered, the cost of making a bad decision will also be considered. For many, a bad decision when buying a vehicle will mean 60 or more months of payments especially if the vehicle was financed, the complexity of the evaluated alternatives and the urgency with which the decision must be taken into account.

2.3.4. The purchase decision

At this stage, the consumer ranks the brands that are under consideration and forms purchase intentions.

2.3.5. Post-purchase behaviour

After buying, the consumer then assesses whether the decision taken was worthwhile. This is usually driven by customer's expectation and the perception they had prior to making the purchase.

It is important to understand the roles played by different family members during the various stages of the purchasing process. This entails having an understanding of their motives and interest in ensuring good marketing strategies.

2.4 The concept of culture

Culture influences behaviour through its manifestations, values, heroes, rituals and symbols (Hofstede, 1997). Hofstede (2001) described culture as software of the mind which affects a person's cognitive, affective and their behavioural patterns. Ali and Ramya (2016) concluded that culture is passed from one group member to another and can also be from one generation to another. Some purchase decisions are driven by the preceding generations. For example, a customer that was raised using a particular washing powder is more likely to use the same washing powder in their own household. However, culture can also be changed over time. Depending on the country or group, traditional roles may be assigned to different genders (Ose-Tutu & Ampadu, 2018).

According to Kotler (2009), people's behaviour is largely attributed to their learning process. How a person is raised and their surroundings contributes to the learning process and develops a set of values. Hofstede (1991) added that culture is learned and not genetically inherited; therefore, personal experiences and the environment are important factors in shaping a person's behaviour. Culture has a strong influence on a customer's thoughts and actions (Trompenaars, 1994) in that it can influence consumers' attitudes and behaviour (Lam, 2007).

Culture is part of every society and has significant impact on a person's behaviour and desires (Rani, 2014). Moreover, culture is a powerful force in regulating people's behaviour (Schiffman & Kanuk, 1997; Nayeem, 2012). Most people's decision making is impacted by their cultural background (Podrug, 2011). According to Olson and Grunert (1999), consumer behaviour is usually as a result of one's culture. According to Kim, Forsythe, Gu and Moon (2002), culture is one important influencer in the stages that lead up to purchase; however, it has low influence in the final buying transaction.

In traditionally cultured countries or families men are given superior authority than women (Sin & So, 2004), which will impact the decision-making process, especially for a large purchase such as vehicle. According to Ahern, Daminelli and Fracassi (2015), culture is especially important for matters when the financial stake is very large.

Culture differs from country to country and city to city; therefore it is important for marketers to constantly study the culture of their target market (Jisana 2014, Rani 2014).

2.5 Cultural values

Cultural values shape and justify individual and group beliefs, actions and goals (Schwartz, 2006). Cultural value is identified as an influential factor in brand image and it is accepted as one of the important concepts in understanding consumer consumption value which determines their everyday choices when it comes to products and services (Park & Rabolt, 2009).

Cultural values are broad goals that members of a social institution pursue as they justify individual actions in pursuit of valued goals (Becker, Engelbrecht, Boonzaaier, Finch, Meiring & Louw, 2017).

Table 2: Cultural framework from different authors

Hofstede (1980, 1991, 2011)	Schwartz (1992, 1994, 2006)
Individualism-collectivism Power distance culture Masculinity culture Uncertainty avoidance culture Long-term orientation	Conservative cultural value Affective autonomy cultural value Intellectual autonomy cultural value Hierarchy cultural value Egalitarianism cultural value Mastery cultural value Harmony cultural value

2.6 Hofstede's approach to culture

Hofstede (1980) conducted a cross-cultural study among IBM employees across 40 countries where the employees were effectively segmented into dimensions depending on their behaviour. From this segmentation four cultural dimensions (values) were identified.

2.6.1 Individualism (IDV) and collectivism

According to Hofstede (1980), the culture of collectivist societies assumes that a person is part of the in-group (e.g. extended family members or clan) and focuses on the group they belong to (Kacen & Lee, 2002). Collectivism culture places emphasis on loyalty to the group and in return the group cares for the well-being of the group member. People that fall within collectivism cultures are concerned with the needs and interest of others (Darwish & Huber 2003).

In collectivism cultures, people will tend to conform where the norms are clear and deviate in instances where sanctions imposed (Darwish & Huber 2003). People from collectivistic value-oriented countries tend to rely on, and source, information from family and friends. As such, when dealing with conflict they tend to favour relationships with others and favour avoidance tactics (De Mooji & Hofstede, 2011).

Contrary to the collectivism value is individualism (IDV), wherein self-actualization is important (Jejeebhoy & Sathar, 2001). Those who subscribe to the individualism culture focus on their own interest and their immediate family interest; it is when an individual is detached from external relationships and the community; they value themselves independent from others (Guess, 2004). The individualist culture is a social pattern that consists of individuals who see themselves as independent and autonomous (Hofstede, 1980) and are motivated by their own preferences and needs (Kacen & Lee, 2002).

This culture promotes the individual's privacy, self-realisation, identity, autonomy and self-interest as well as the decision making and understanding of their immediate family. One's personal interest is important in this culture; however, less concern is placed on the interest and needs of others (Darwish & Huber 2003). People from individualistic value-oriented countries are more likely to rely on their own reasoning when dealing with conflict as they tend to prefer assertive tactics while favouring justice; they are also confident of their decision making (De Mooji & Hofstede, 2011).

Individualistic people look after themselves and their immediate families. They believe their opinions are the same for the entire world as a result ignore the needs of others for example, if an international company such as Ford were to develop marketing strategies in an individualistic country like America, the marketers are likely to assume all markets outside USA are the same and would, therefore, ignore unique cultural differences (Taylor & Okazaki, 2006).

In different cultures, individualism is accepted and viewed as a blessing; while in other cultures it is seen as alienating (Kau & Jung, 2004). Generally, countries will show dominance in one of the two aspects of individualist culture. For instance, Germany, Australia and the USA have a high individualistic value orientation, whilst countries such as India, Venezuela and Japan have collectivistic value orientation (De Mooji & Hofstede, 2011).

According to Kau and Jung (2004) whether one is individualistic or collectivistic will affect the market situation, their response to the market and strategies used. In sales situations, individualistic cultures are straightforward whist collectivistic cultures tend to build relationships; in advertising, individualistic cultures are more persuasive whilst in collectivists aim to create trust hence products such as life insurance policies do well in collectivistic cultures (De mooji & Hofstede, 2011).

2.6.2 Power distance culture

Societies have people who wield less power and accept inequality in power relations; this is considered as normal (Hofstede, 1980). Power distance (PD) involves the potential to state or direct the behaviour of other people (Hofstede, 2001). People in high PD cultures tend to have greater self-control than people in low PD cultures (Shoham, Gavish, & Segev, 2015). People in low PD cultures are likely to engage in impulsive buying. For example, a person from low PD cultures can quickly purchase a vehicle after getting a new job, whilst people from high PD cultures will take time to study the purchase they are about to make.

2.6.3 Masculinity culture

These are societies where men are expected to be more assertive, ambitious, successful and competitive than women. Men are expected to strive for material success and to respect whatever is big, strong and fast. Women are expected to serve

and care for material possessions; they are expected to care for quality of life, children and the weak.

A feminine culture overlaps in terms of social roles: both men and women need to be overly ambitious or competitive. Feminine cultures place a higher value on relationships and have considerable concern for the weak (Hofstede, 1980). In high Masculinity (MAS) cultures, money and possessions are important; people from these cultures tend to be more materialistic, whilst people in low MAS cultures (feminine cultures) do not place extensive value on material possessions (Hofstede, 2001).

2.6.4 Uncertainty avoidance culture

Uncertainty avoidance (UA) societies are nervous about situations that are unstructured, unclear and unpredictable. People within this culture avoid such situations (Hofstede, 1980). Members of UA cultures feel threatened by uncertain or unknown situations (Hofstede, 2001). People from high UA cultures tend to be more formal and risk averse (Ozorio, Lam & Fong, 2010). For example, people from high UA are most likely choose a vehicle brand they know or know someone close who has used it and recommended it.

Contrary to this are people with low uncertainty avoidance, they are unafraid of taking risks (Ozorio, Lam, & Fong, 2010). Using the above example people from with low UA will choose a vehicle brand they know nothing about and do not know anyone with this brand. They are likely to try new brands or become early adopters. Yaveroglu and Donthu (2002) concluded that a society with high UA tends to be firmer with a strong need for predictability. Furthermore, people in this culture (high UA) tend to resist change and are less likely to buy into a new idea or innovation. In terms of buying a new product, they will wait for more people to adopt and buy into the idea before they make a purchase (Yaveroglu & Donthu, 2002).

Within societies with low UA, change is readily accepted; there is ambition for advancement and risk taking is high. These people they buy into new ideas, innovations, and technologies (Yaveroglu & Donthu, 2002).

Several studies were derived from Hofstede's studies (1980, 1991, 2003, 2009, 2011) such as Kau and Jung (2004) which identified consumer behaviour associated with the four cultural dimensions.

Table 3: Consumer behaviour associated with the four cultural dimensions

	Consumer behaviour association	Association
Individualism	Reference groups	Less likely to be influenced by referenced groups, whilst people in collectivism culture are more likely to be influenced
	Information sharing	Less likely to share information whilst people in collectivism culture are more likely to share
	Self-concept	Likely to see themselves as distinct individuals whilst people in collectivism are likely to see themselves integrated within the team
	Family orientation	Less likely to be family oriented whilst people in collectivism are more likely to be family oriented
	Opinion leaders	More likely to be opinion leaders whilst people in collectivism are less likely to be opinion leaders
	Ethnocentrism	Less likely to be ethnocentric whilst people in collectivism are more likely to be ethnocentric
Masculinity	Family decision making	People from cultures that rate high in masculinity are more likely to have the husband of the family as a dominant member in decision making than people from cultures that rated high in femininity
Uncertainty avoidance	Perceived risk	In high uncertainty avoidance cultures perceived risk is likely to be high
	Brand loyalty	In a high uncertainty avoidance cultures, people are more brand loyal

	Information search	In a high uncertainty avoidance cultures, people are more likely to engage in information search.

2.7 Schwartz's approach to culture

In a cross-cultural study conducted by Schwartz (1992, 1994, 2006), culture is described in three pairs of cultural dimensions which makes a total of seven cultural values. He identified the seven cultural values based on findings from 73 countries that identified that societies have 3 key issues that need to be addressed.

Table 4: Three problems that societies face

Problems faced by societies	Addressed by the below pair of cultural values
Societal problem 1: This focuses on the nature of the relation or the boundaries between the person and the group. It determines to what extent are people autonomous vs. embedded in the groups.	Conservative vs. autonomy (intellectual autonomy and affective autonomy)
Societal problem 2: This focuses on the guarantee that people behave in a responsible manner that preserves the social fabric.	Hierarchy vs. egalitarianism
Societal problem 3: This regulates how people manage their relations to the natural and social world.	Mastery vs. harmony

2.7.1 Conservative versus autonomy cultural value

According to Schwartz, this dimension focuses on two major themes: whose interest should take priority (individual or group) and to what extent are persons autonomous or embedded in the group.

Schwartz described people in this conservative cultural value type as people that find meaning in life mainly through social relationships. People are viewed as entities embedded in a group. The conservative cultural value addresses the individual's relationship to the group. They identify with the group and participate in its shared way of life. The focus of this cultural value is to serve the interest of others. This has been compared with the collectivism culture identified in Hofstede's studies. It has three values; Conformity (Obedience, self-discipline and politeness are key to this value).

People in this culture believe that people should do what they are told. Traditionalism (Respect for the tradition, humility, devoutness and moderation). People in this culture believe that it is important for one to do things the way they learned from their family. They believe in following their customs and traditions and Security (Social order, family security and sense of belonging). People in this culture also care about the safety of their country and want it safe from enemies.

People who resonate with the autonomy cultural value type find meaning in their uniqueness, they seek to express their own internal attributes such as preferences, feelings, interest, ideas and abilities. This has been compared with individualistic cultures as identified in Hofstede's studies.

Schwartz further divided autonomy into two categories: intellectual autonomy and affective autonomy. Persons that fall within the intellectual autonomy cultural value independently follow on their own ideas and intellectual directions; they are curious and creative. Those that fall within the affective autonomy cultural value independently pursue positive experience such as exciting life, varied life, life that brings pleasure).

Autonomy cultural values has three values, the Self-direction (Creativity, freedom, independence and curiosity are key to this group), Stimulation (Variety, adventure, risks and excitement are important to this group). And hedonism, this value focuses on pleasure, sensuous gratification for oneself such as pleasure and enjoying life. The person in this culture really wants to enjoy life.

Although Hofstede's legacy contributed to the insights in the studies conducted by Schwartz. Unlike Hofstede, Schwartz's work is more recent and the data collected bears relevance to the study.

It is hypothesised that:

$H1_0$: There is no relationship between conservative cultural value and vehicle brand choice.

$H1_A$: There is a relationship between conservative cultural value and vehicle brand choice.

$H2_0$: There is no relationship between affective autonomy cultural value and vehicle brand choice.

$H2_A$: There is a relationship between affective autonomy cultural value and vehicle brand choice.

$H3_0$: There is no relationship between intellectual autonomy cultural value and vehicle brand choice.

$H3_A$: There is a relationship between intellectual autonomy cultural value and vehicle brand choice.

2.7.2 Hierarchy versus egalitarianism cultural value

Hierarchy is cultural value that emphasises the legitimacy of the unequal distribution of power, roles and resources such as social power, authority and wealth. In this cultural value, people are in vertical ranks of power. People in lower ranks submit to those in high ranks and people in higher ranks have an obligation to meet the needs of the people from lower ranks (Ahern, Daminelli & Fracassi, 2015). It bears the power value. People in this culture enjoy being in charge and instructing people to do what they want. Social status and prestige, control and dominance over people and resources.

Egalitarianism describes how cultures differ in their methods of motivating and displaying responsible social behaviour that enables large numbers of people to live in harmony. This cultural value seeks to encourage people to recognise one another as equal human beings who share basic interests.

People in this cultural value are socialised to internalise a commitment to cooperate and to feel concern for everyone's welfare. They are expected to act for the benefit of other as a matter of choice. People in this culture believe everyone is equal and focuses in promoting the welfare of others such as equality, social justice, freedom, responsibility and honesty.

This cultural value values the social power of all members. People see themselves same (Ahern, Daminelli & Fracassi, 2015). Egalitarianism has two values, the universalism (broadmindedness, social justice, equality and a world at peace). People in this culture understand, appreciate, tolerant and protect the welfare of all people and nature. And the benevolence (helpfulness, loyalty, forgiveness, honesty and responsibility). People in this culture are always willing to help people that are close to them and care and take care of the people they like.

It is hypothesised that:

$H4_0$: There is no relationship between hierarchy cultural value and vehicle brand choice.

$H4_A$: There is a relationship between hierarchy cultural value and vehicle brand choice.

$H5_0$: There is no relationship between egalitarianism cultural value and vehicle brand choice.

$H5_A$: There is a relationship between egalitarianism cultural value and vehicle brand choice.

2.7.3 Mastery versus harmony cultural value

This pair deals with the role people play in the natural and social world. Mastery emphasises getting ahead through active self-assertion such as ambition, daring, success and competence. The focus in this culture is encouraging people to be assertive in order to master, direct and change the natural and social environment to achieve group or personal goals. Important values in this culture are ambition, success, daring and competence.

People in cultures that are high in mastery tend to seek to control and change the natural and social world by exploiting to achieve personal or group interests. This entails the value achievement which focuses on Ambition, success, capability, influence and intelligence. People in this culture being very successful is important to them, they like to stand out and to impress people around them.

Harmony focuses on the value of spirituality and accepts the world as is without attempting to change it. It emphasises unity with nature. The focus of this culture is fitting in the world as it is and trying to understand the world as it is without changing it or exploiting it. Important values in this culture are world peace, unity with nature and

protecting the environment. This spirituality entails focusing on the meaning of life, sense of inner harmony and sense of detachment.

Hofstede's framework is most used in different fields such as psychology, sociology, marketing and management studies (Steenkamp, 2001). Baskerville (2003) also concluded that you cannot deal with culture in the area of business and management without touching the work done by Hofstede (1980, 1991). However, in this study I have focused my hypotheses only on the cultural values identified by Schwartz (conservative, affective autonomy, intellectual autonomy, hierarchy, egalitarianism, mastery and harmony).

Although Hofstede's legacy contributed to the insights in the studies conducted by Schwartz. Unlike Hofstede, Schwartz's work is more recent, and the data collected bears relevance to the study.

Consumers tend to purchase a particular product depending on the cultural dimension. For example, individualism or collectivism, which is also measured as conservative and autonomy cultural values they belong to as opposed to the functional or performance benefits of the product. However, to purely express one's cultural background or values, for example, a collectivism or conservative cultural value may buy a BMW to show off to friends and family as they care more about the opinion of others (Nayeem, 2012). Whilst people from individualistic culture or autonomy cultural value will buy any brand regardless of other people's views on the matter. This is seen in people buying a new brand like the Chinese motor brand Haval.

It is hypothesised that:

$H6_0$: There is no relationship between mastery cultural value and vehicle brand choice.

$H6_A$: There is a relationship between mastery cultural value and vehicle brand choice.

$H7_0$: There is no relationship between harmony cultural value and vehicle brand choice.

$H7_A$: There is a relationship between harmony cultural value and vehicle brand choice.

2.8 Vehicle purchasing factors

According to Chidambaram and Alfred (2007), there are few factors that affect customers' preferences when looking at buying a passenger car. The study revealed the important factors which influence preferences as fuel efficiency, brand name, good

quality, reasonable, durability. Similar findings were found by Gupta (2013) in a study to understand the purchasing attributes of customers in New Delhi, which were also fuel efficiency, engine power and vehicle price were found to be the most important purchasing attributes.

Ahmed, Zaman and Irfan (2013) confirmed that the availability of spare parts, brand image and durability influences consumers' choice when choosing a vehicle brand. Important purchase factors confirmed in the study are vehicle design, resale value, less fuel consumption and vehicle colour (Ahmed, Zaman & Irfan, 2013). Johansson-Stenman and Martinsson (2006) rated safety features as very important features; however, vehicle reliability and fuel consumption also rated high. The study also concluded that customers seek to buy vehicles that will enhance their self-image; therefore, their purchase reflects a desire to maintain or enhance their image.

Vrkljan and Anaby (2011) concluded that purchase factors differ by age and gender when buying a vehicle. Although safety and reliability of the vehicle rated high by most people in their study, this was less important for young people as it was driven more by the fact that most of them were without kids. Vehicle price is important to both men and women (Moutinho, Davies & Curry,1996). The study also concluded that male buyers could have high expectations and be more impressionable when paying a high price for a vehicle. This means that paying more meant that the car would perform better.

Choo and Mokhtarian's (2004) study concluded a relationship between travel attitudes, personality, lifestyle and choice of a vehicle. For example, people that stay in urban areas are more likely to drive a luxury vehicle and worry less about fuel efficiency of the vehicle. And this also linked with status seeking people.

It is hypothesised that:

$H8_0$: There is no relationship between vehicle styling and vehicle brand choice.

$H8_A$: There is a relationship between vehicle styling and vehicle brand choice.

$H9_0$: There is no relationship between vehicle pricing and vehicle brand choice.

$H9_A$: There is a relationship between vehicle pricing and vehicle brand choice.

$H10_0$: There is no relationship between vehicle image and vehicle brand choice.

$H10_A$: There is a relationship between vehicle image and vehicle brand choice.

$H11_0$: There is no relationship between vehicle safety features and vehicle brand choice.

$H11_A$: There is a relationship between vehicle safety features and vehicle brand choice.

$H12_0$: There is no relationship between vehicle accessibility and vehicle brand choice.

$H12_A$: There is a relationship between vehicle accessibility and vehicle brand choice.

$H13_0$: There is no relationship between external influences and vehicle brand choice.

$H13_A$: There is a relationship between external influences and vehicle brand choice.

2.9 Women and Men: are there differences in their buying decision making and does product category matter?

According to Schiffman (2010) and Bakewell and Mitchell (2004), gender remains one of the most important determinants for segmentation which is used by many marketers in different industries. Gender is an important segmentation variable (Moss & Colman, 2001). The similarities and differences between women and men in terms of their thinking and behaviours remains one of the greatest interest (Guimond, 2008).

Gender differences exist in the aids used to arrive at the buying decision (Muller 1991; Wiedman & Walsh 2000). Men and women are socialised differently in terms of their upbringing and association as well as other physiological factors (Bakshi, 2012). Differences in sociological and biological particularities between men and women are the main drivers of consumer buying decisions (Siddiqui, 2016).

Major differences between women and men lie in the attitudinal and behavioural aspects due to the psychological and physiological differences that exist between the sexes (Bakshi, 2012). Differences between male and female in buying behaviour exists, although there are still some stereotypical beliefs that still exist (Powell & Ansic, 1997). Women are found to play more positive roles in the purchase of durable products which they will use themselves instead of products that are used by family or bought for family usage (Juyal & Singh, 2009).

According to Green and Cunningham (1975), product categories play a key role in who decides between men and women. The role of wife and husband differs depending on the product and category at the time (Khattak & Raza, 2013). Husbands are dominant decision makers for product categories such as automobile and life

insurance, whereas wives are more dominant in product categories such as food and home appliances (Talha & John, 2006).

However, Munthiu (2009) argues that complex and expensive purchases are likely to involve more buying deliberations and more participants. For example, buying a house is considered one of the high involvement purchases. In a study conducted by Plabdaeng (2010) in Thailand, house purchases indicate that both wives and husbands have different purchase intentions which results in a joint decision-making process.

White (2004) concluded that there is an increasing trend of multi-car households, meaning that car dealers and advertisers should target the right audience. White (2004) also stated the fact that women are the primary buyers of most new cars and concluded that the motor trade industry has traditionally been contemptuous of women's role in the car-buying process.

2.10 Gender and cultural values

In a study conducted by Hartung, Fouad, Leong and Hardin (2010) on how individualism and collectivism also measured by Schwartz as autonomy and conservative cultural value link to occupational plans and work values, it was found that men tend to be more individualistic than women.

According to Prince-Gibson and Schwartz (1998), women are likely to be rational than men. Women tend to be more expressive and communal and will therefore give greater priority to cultural values that support expressive and communal goals (Prince-Gibson & Schwartz, 1998).

In addition, Prince-Gibson and Schwartz (1998) indicated that men showed positive preference for the following cultural values: hierarchy cultural value (power), mastery cultural value (achievement) and autonomy cultural value (hedonism, stimulation and self-direction). Women, however, showed positive preference in some of the conservative cultural values (conformity and traditional values) and egalitarianism cultural values (benevolence). Values that did not show gender preference are security and universalism values.

In a later study by Schwartz and Rubel (2005), hierarchy cultural value (values: power), mastery (value: achievement) and autonomy cultural values (values: hedonism, stimulation and self-direction) maintained preference towards men, and

egalitarianism cultural value (values: benevolence, universalism) and conservative cultural value (value: security) showed positive preference for women. The values that showed no gender difference is the conservative cultural value (values: traditional and conformity).

Lindeman and Verkasalo's (2005) study also concluded that men had a positive relationship with hierarchy cultural value (values: power), mastery (value: achievement) and conservative cultural value (value: security), whilst women had a positive relationship with egalitarianism cultural value (values: benevolence, universalism).

Men are more likely to be risk takers than women, which supports one of the autonomy cultural values, stimulation (Davies & Shackelford, 2006; Byrnes, Miller & Schafer, 1999). Women are less risk seeking compared to men regardless of familiarity of framing, cost or ambiguity (Powell & Ansic, 1997). In autonomy cultures, women are more likely going to make autonomous decision as women in this culture have greater independence to develop their own capabilities and follow their own preferences. Similarly, cultures that emphasise egalitarian and harmony rather than hierarchy and mastery culture are likely to promote equality (Schwartz & Rubel, 2005).

2.11 Statistics South Africa

Statistics South Africa (StatsSA) is the national statistics agency of the country established under the Statistics Act (Act No.6 of 1999) intended to produce timely, accurate and accessible official statistics (StatsSA 2019). In this study, the data produced by this body will be used to enhance data analysis, especially for Q3 of 2020.

2.11.1 Gender

According to StatsSA (2020, Q3), the South African population has slightly more female than male citizens, with a 51% and 49% split respectively. This is illustrated in Figure 5 below:

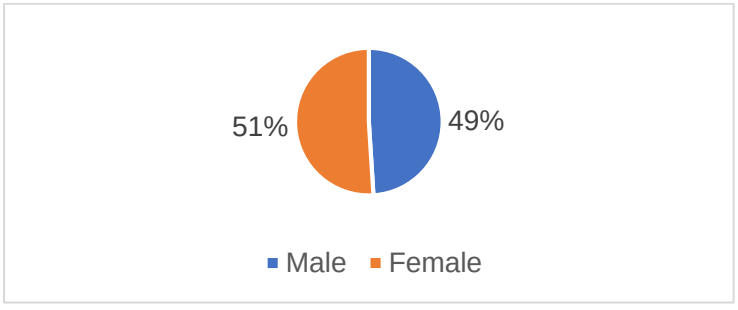


Figure 4: South African population split by gender (StatsSA, 2020 Q3)

2.11.2 Ethnicity

The racial classification of South Africa's population is 81% black, 8% coloured, 3% Indian and 8% white. Figure 6 below illustrates this:

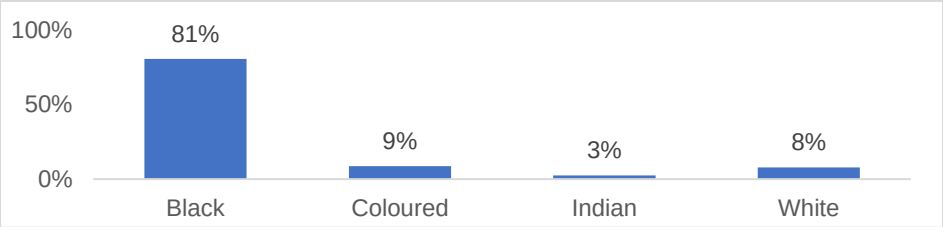


Figure 5: South African population split by Ethnicity (Stats SA, 2020 Q3)

2.11.3 Age Group

The country has a predominantly young population with 45% of South Africa's citizens being under the age of 24 years. The second largest population group is aged between 25 and 54 years while only 13% of the population is aged over 55 years.

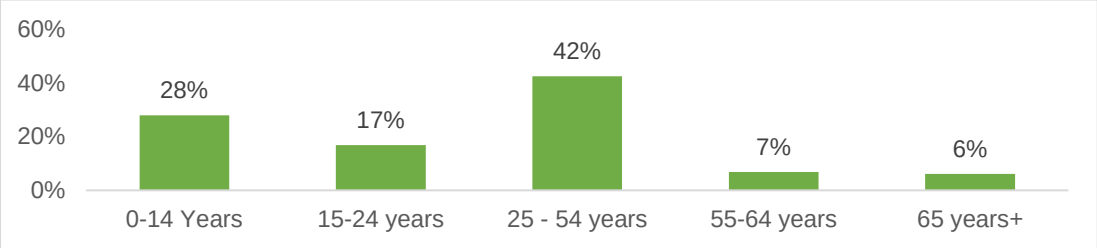


Figure 6: South African population split by Age group (StatsSA, 2020 Q3)

2.11.4 Province

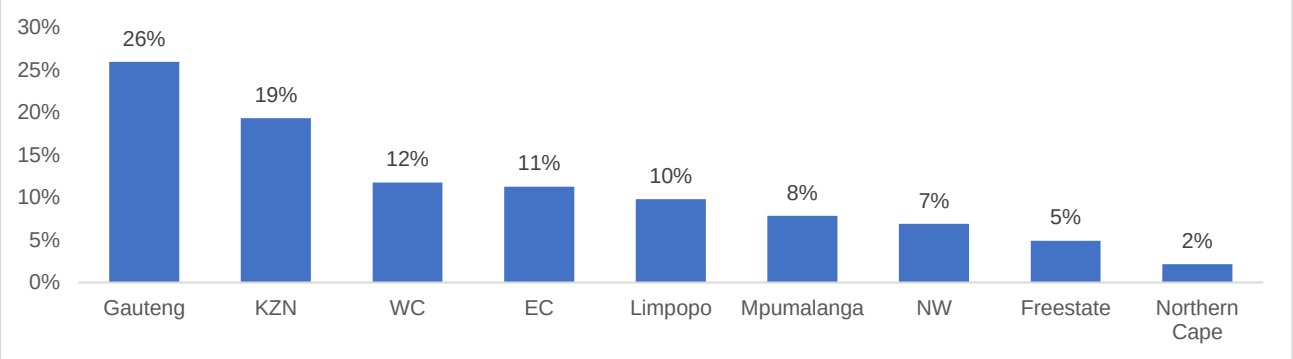


Figure 7: South African population split by Province (Stats SA, 2020 Q3)

A large proportion of South Africans reside in the Gauteng province with Kwazulu Natal being the second most populous province evidenced by 26% and 19% respectively. 12% of the population reside in the Western Cape.

2.11.5 Employment status

30.8% of South Africans are unemployed. In the unemployment rate, mostly are women (Stats SA, 2020 Q3) and this impacts on the ability to purchase a vehicle.

2.12 Purchase reasons- New car buyer survey 2018

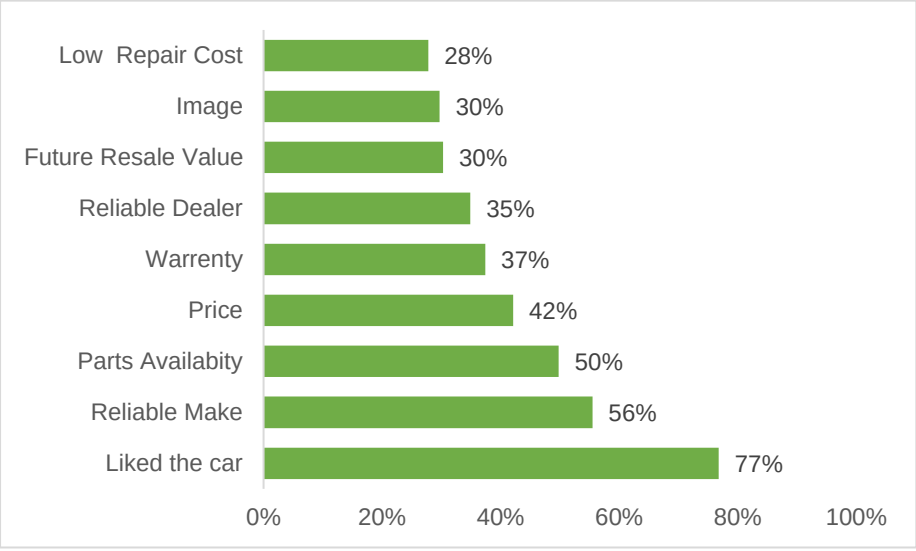


Figure 8: Purchase reasons - New car buyer survey, 2018

Most new car buyers make their purchasing decisions on simply liking the car. Other reasons behind vehicle purchase decisions include the reliable make of the car, parts availability and price.

2.13 Conceptual framework

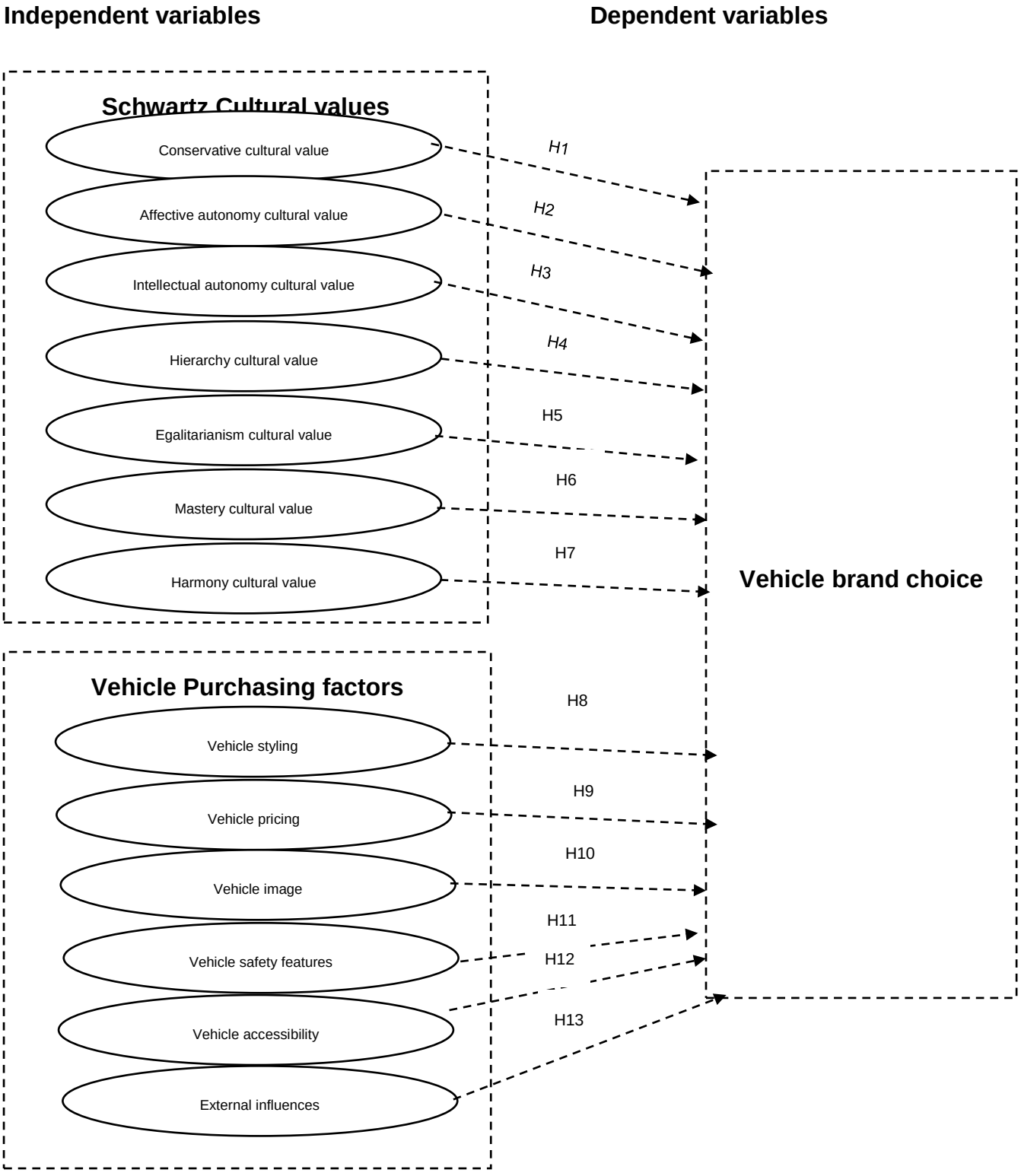


Figure 9: Conceptual Framework

This study follows a similar research model as that applied in Shoham, Gavish and Segev's (2015) study, which was a cross-cultural analysis of impulsive and compulsive

buying behaviours among Israeli and US consumers as well as Park and Rabolt's (2019) cross national study.

To understand the influence of cultural values and vehicle purchase factors, the above conceptual framework will be used. The Schwartz cultures to be tested are conservative, affective autonomy, intellectual autonomy, hierarchy, egalitarianism, harmony and mastery cultural values as identified in Schwartz (1992, 1994, 2006) theory.

The vehicle purchasing factors used were based on Ahmed, Zaman and Irfan (2013), Johansson-Stenman and Martinsson (2006), Vrkljan and Anaby (2011) and Gupta (2013). The most important vehicle purchasing factors were vehicle styling, pricing, vehicle image, vehiclesafety features, vehicle accessibility and external influences.

2.14 Hypothesis

Women are a growing market and a focus area for many industries; more women are studying and are entering the workplace (Silverstein, Fitzgerald, Sayre, 2009). Vehicle purchase is an asset purchase and big purchase (Saylor, 2020). According to Talha and John (2006) husbands are dominating decision makers for the automobile product category. There is currently limited research that explores how cultural values impact the vehicle buying behaviour of women in South Africa.

Therefore, this research will explore main cultural values that drive women's buying behaviour when looking at buying a particular car brand and explore which cultural values are applicable to which gender. Moreover, it will confirm if there is a relationship between purchasing factors and vehicle brand choice. The study will focus on the seven cultural values identified by Schwartz (1992, 1994, 2006). To add more depth in the study, comparison between men and women in relation to vehicle purchasing factors and brand vehicle choice will be analysed.

The following hypotheses are proposed:

$H1_0$: There is no relationship between conservative cultural value and vehicle brand choice.

$H1_A$: There is a relationship between conservative cultural value and vehicle brand choice.

$H2_0$: There is no relationship between affective autonomy cultural value and vehicle brand choice.

$H2_A$: There is a relationship between affective autonomy cultural value and vehicle brand choice.

$H3_0$: There is no relationship between intellectual autonomy cultural value and vehicle brand choice.

$H3_A$: There is a relationship between intellectual autonomy cultural value and vehicle brand choice.

$H4_0$: There is no relationship between hierarchy cultural value and vehicle brand choice.

$H4_A$: There is a relationship between hierarchy cultural value and vehicle brand choice.

$H5_0$: There is no relationship between egalitarianism cultural value and vehicle brand choice.

$H5_A$: There is a relationship between egalitarianism cultural value and vehicle brand choice.

$H6_0$: There is no relationship between mastery cultural value and vehicle brand choice.

$H6_A$: There is a relationship between mastery cultural value and vehicle brand choice.

$H7_0$: There is no relationship between harmony cultural value and vehicle brand choice.

$H7_A$: There is a relationship between harmony cultural value and vehicle brand choice.

$H8_0$: There is no relationship between vehicle styling and vehicle brand choice.

$H8_A$: There is a relationship between vehicle styling and vehicle brand choice.

$H9_0$: There is no relationship between vehicle pricing and vehicle brand choice.

$H9_A$: There is a relationship between vehicle pricing and vehicle brand choice.

$H10_0$: There is no relationship between vehicle image and vehicle brand choice.

$H10_A$: There is a relationship between vehicle image and vehicle brand choice.

$H11_0$: There is no relationship between vehicle safety features and vehicle brand choice.

$H11_A$: There is a relationship between vehicle safety features and vehicle brand choice.

$H12_0$: There is no relationship between vehicle accessibility and vehicle brand choice.

$H12_A$: There is a relationship between vehicle accessibility and vehicle brand choice.

$H13_0$: There is no relationship between external influences and vehicle brand choice.

$H13_A$: There is a relationship between external influences and vehicle brand choice.

2.15 Conclusion of the literature review

The discussion in the literature review points to the conclusion cultural values and vehicle purchasing factors influence brand choice. And there are differences between women and men. However, the literature review has not taken into account the entire universe in terms of cultural values. Only Schwartz cultural values will be tested in this study and not all vehicle purchasing factors was considered. The factors highlighted and prioritised are due to their relevance and suitability to the South African landscape and this study.

CHAPTER 3: RESEARCH METHODOLOGY & SAMPLING AND DATA COLLECTION

3.1 Introduction

This chapter is intended to cover the following sections: research methodology, research strategy, research procedure and methods. This includes data collection instruments, populations, screening question, sample, ethical considerations, data collections and storage, data processing and analysis. Detail on the study pilot, limitations, research strength, research weaknesses and conclusion was provided.

3.2 Research Methodology

In this study, a quantitative methodology was used. Gupta (2013) used a similar methodology to study the influencers of car segments in New Delhi. Because the sample size to collect primary data was too small, Gupta's study employed a survey composed specifically of structured questionnaires using personal interviews was the primary source of data collection from New Delhi respondents using a convenience sampling method. This method was also applicable to the current study; however, data was collected from South Africa without specific reference to a province or city. This data was collected using a web-based questionnaire, which is a method were the respondents answers the questionnaire in front of computer or tablet (Malhotra, 2018*)*.

3.2.1 Primary data

Primary data "is the data originated by a researcher for addressing a particular problem at the time of the research" *(*Malhotra, 2018*).* In this study, a quantitative method was used to collect primary data. Quantitative research "seeks to quantify the data and apply statistical analysis" *(*Malhotra, 2018*).* Table 3.1 provides the advantages and disadvantages of undertaking a quantitative study.

Based on the advantages/disadvantages proffered by Malhotra (2018*),* the advantages of this approach are that it allows for the influence of women in their buying behaviour to be quantified; a larger sample can be interviewed than as opposed to a qualitative study; the structure of the study is most suitable for a structured questionnaire and the lack of open-ended questions will ensure that data is analysed expeditiously. However, the disadvantage of following this approach as proffered by

Malhotra (2018) is that quantitative studies do not provide insights that address the "why" question.

3.3 Research procedure and methods

A survey method involves a structured questionnaire given to respondents and designed to obtain specific information *(*Malhotra, 2018*).*

3.3.1 Data collection instrument

An online survey was sent to the potential participants. The participants answered the online questionnaire. The structured questionnaire used a 5-point Likert scale.

To test agreement Likert scale used is "strongly disagree" to "strongly agree". To test importance "not at all important" to "extremely important". To test familiar "highly unfamiliar" to "highly familiar" (refer to Appendix F for the detailed questionnaire).

3.3.2 Population

This research study was conducted in South Africa amongst people who own a vehicle that was bought within a 36-month period from the commencement of the study. The research included all races in both genders; however, the gender split was 50:50. Respondents needed to be 21 years and older and reside in one of the South African provinces namely; Gauteng, Limpopo, Mpumalanga, North West, Northern Cape, Kwa-Zulu Natal, Free State, Eastern Cape, and Western Cape.

3.3.3 Sample and sample method

3.3.3.1 Sample

The study consists of South Africans that bought a vehicle in the last three years for private use.

3.3.3.2 Data collection and sampling method

The data was collected by a research company named Bateleur Brand Planning Bateleur Market Research Brand Planning (www.bateleurbp.co.za), whose founding partner agreed to add the questions for this study to their monthly brand tracking studies. Bateleur Brand Planning has a "community" of members who have opted to their database. People in this community consented to participate in the surveys. A total of 2000 people received the link to this research and a total of 280 respondents completed the questionnaire. No fees were charged for this service.

A convenience sampling method was used as the target samples are part of Bateleur's database and bought a vehicle for private use in the last three years. Only those that meet the quota were asked additional questions. The targeted sample formed part of the study because they were already on the database and had time to complete the study.

3.3.3.3 Sample size

An online survey was conducted and 280 valid responses was achieved.

In South Africa, an average of 45 000 vehicles are sold monthly with 35 000 of these being passenger and LCV cars (Naamsa, 2019). From this 35 000, approximately 28 000 are sold to private customers for private use. Considering the limited time to collect the data, 280 sample is statistically correct. The achieved sample is also adequate to conduct the SEM data analysis.

3.4 The Research Instrument

The research instrument consists of six sections: (1) screening questions, (2) general Information, (3) vehicle ownership, (4) cultural values, (5) vehicle brand choice and (6) vehicle purchasing factors.

3.4.1 Screening question

Only people that recently bought a vehicle (36 months or less) were able to proceed with the study.

3.4.2 General information questions

The general information section gave insight into the respondent's place of residents, gender, age, ethnicity, employment status, marital status and highest level of education. The type of data to be collected is nominal and will be analysed through excel and AMOS (version 27).

3.4.3 Vehicle ownership question

Respondents were required to identify the vehicle make purchased and type of vehicle.

3.4.4 Cultural values questions

In this section seven Cultural values as identified by Schwartz's questions with latent variables that varied from three to eight were asked to confirm which is applicable to each

respondent. To collect data an interval scale was used in all sections of the questionnaire. 5-point Likert scale was used analysed first in AMOS (Version 27).

3.4.5 Vehicle brand choice

Respondents were asked to rate how familiar they are with vehicle brands provided using 5-point Likert scale and results was analysed using in AMOS (Version 27).

3.4.6 Vehicle purchasing factors.

This section had six vehicle purchasing factors (vehicle styling, vehicle image, vehicle pricing, vehicle safety features, vehicle accessibility and external influences) with latent variables that varied from three to five. To collect data an interval scale was used in all sections of the questionnaire. 5-point Likert scale was used analysed first in in AMOS (Version 27).

3.5 Ethical considerations

The code of ethics for the Wits Business School (University of the Witwatersrand) was adhered to. Willing participants were informed of the general purpose of the study. An adequate introduction and background to the study was provided to the participants to ensure they understand the implications of participating in the study. The participants were given a choice to participate in the study; those who agreed, gave their consent and completed the questionnaire. Participants were not offered any monetary compensation or gifts. Participation was entirely voluntary, and participants agreed to assisting me to do this research.

The respondents were assured that the information shared will be confidential and anonymous. In addition, they were informed that they can choose to exit the survey at any stage; they were and not forced to complete the survey. The participants were not exposed to any potential risk or harm as primary data was collected using online surveys and secondary data was also collected online.

No offensive, discriminatory or other unacceptable language was used and measures were put in place to ensure that this was avoided. This was one of the key points that were tested during pilot survey, reconfirming that no offensive words or language was used in the survey/questionnaire. Personal information such as the name of participant was not asked. The only demographic data required for this study was age, gender, race, education level, employment status, and which province participates resides in

only. This demographic information was only necessary to ensure that the participants complete the most relevant questionnaire and for analysis purpose. To maintain their privacy, the participants were not identifiable to other respondents and no response was linked to any participant. The respondents were also unknown to the researcher.

The work done by other authors was duly acknowledged using the APA 6th edition referencing system as required by the university.

3.6 Data storage

The data collected was used for this research and kept in a personal password-protected PC from the time the study began leading to when this report was written and would be kept on record for five years before being destroyed. The data received will only be shared with the University for this purpose.

3.7 Pilot of the study

According to In (2017), a pilot study allows the researcher to determine whether something can be done and confirm the continuance of the research. The goal of the pilot study is to evaluate the feasibility of the study the researcher intends to undertake to avoid significant mistakes before undertaking a large study (Thabane, Chu, Cheng, Ismaila, Rios & Goldsmith, 2010). In this study, a pilot study with a small sample (target: 20 respondents) was conducted by Bateleur Brand Planning. This ensured that the questions were clear, that target population were able to complete the questionnaire and to ensure that the results obtained adequately addressed the research questions identified in chapter 1.

3.8 Data analysis and interpretation

Excel was used to code the data collected. Collected data was loaded AMOS (Version 27) for clean-up and further statistical analysis. General information such as demographics were prepared on excel. To measure reliability for the study Cronbach's alpha was used, with measure of 0.7 or above indicating a reliable scale. Factor analysis is useful in examining the underlying relationships between the measured constructs.

Average Variable Extracted analysis (AVE) was used measure the level of variance captured by a construct versus the level due to measurement error. Results above 0.7

are considered very good, however any value above 0.5 is acceptable (Alarcón, Sánchez, & De Olavide, 2015).

To establish the validity of the constructs, Confirmatory Factors Analysis (CFA) was applied using AMOS (version 27). CFA was also used to analysed to further understand the relationship between observed measures and latent variables.

3.9 Study Limitations

The study included respondents that were already Bateleur Brand Planning's database and excluded all other South Africans that met the criteria. The study included respondents that bought a vehicle in the last three years, which may be long time for some respondents to remember what was important to them when they purchased. The study also generalized that customer will only focus on one vehicle that they may own, while other respondents who may have one vehicle may respondent with two or more vehicles in mind.

3.10 Reliability and validity issues

Validity checks if the concept being studied is accurately measured in the quantitative statistics (Heale and Twycross, 2015). It confirms whether the research measured what was intended (Golafshani, 2003). Reliability measures accuracy of the instrument used. It confirms whether the same results will be achieved in the same situation on the repeated occasions.

3.10.1 Reliability

Cronbach's Alpha Coefficient was used to measure reliability. Cronbach Alpha Coefficient assesses internal consistency between items (Bland and Altman, 1997). The reliability statistics must be greater than 0.7, this is largely dependent on the number of items in each scale (Pallant, 2020). Scale with less than 10 items may results in a lower Cronbach Alpha value. Composite reliability was also used to reconfirm measurement of reliability. In this study, the results were between 0.431 and 0.889. The vehicle pricing variable had a cronbach alpha of 0.431 which is the only variable which was below 0.70.

3.10.2 Validity measurement

Discriminant validity was used to measure validity. Discriminant validity assumes that items should correlate higher among themselves than they correlate with other items

from other constructs that are theoretically supposed not to correlate (Zaiţ and Bertea, 2011). In this study, Average Variable Extracted analysis (AVE) was used to measure discriminant validity. In order for AVE to be accepted, it needs to be above 0.50 (Alarcón, Sánchez, & De Olavide, 2015). Based on these results, conservative cultural values, egalitarianism cultural value, vehicle images and external influences results do not have discriminant validity as the AVE results is less than 0.50.

3.11 Conclusion

Chapter 3 described the research design and the research methodology which was used collect the data. Through this study automotive marketers in South Africa will have better understanding of how cultural value effect vehicle brand choice and how vehicle purchasing factors effect vehicle brand choice. The insights will contribute to enhancing marketing strategies for different vehicle brand choices in South Africa.

CHAPTER 4: RESULTS

4.1 Introduction

This chapter presents the quantitative results obtained using an online survey. A total of 280 completed questionnaires was achieved. This research used structural equation modelling (SEM) to do hypotheses testing. SEM combines measurement model or confirmatory factor analysis (CFA) and structural model into a simultaneous statistical test (Hoe, 2008). "The study objectives sought to understand the relationship between constructs (brand choice, cultural, purchasing, etc) that are unobserved measurements. The SEM was the most appropriate approach because it is capable of explaining the unobserved measurements based on the observed measurements". AMOS version 27 was used to conduct data analysis. Furthermore, the hypothesis test results are presented.

4.2. General Information Descriptive Statistics

4.2.1 Province distribution of the research sample

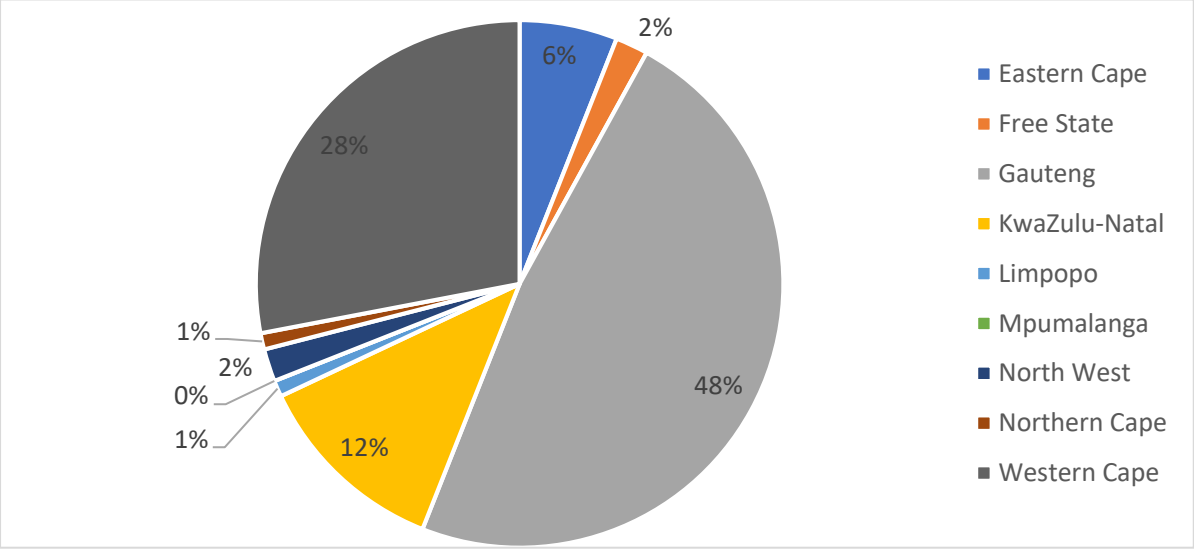


Figure 10: Province distribution of the research sample

The respondents indicated which province they reside in. From the achieved sample of 280, 6% (18) of respondents indicated that they reside in the Eastern Cape; 2% (6) in the Free State; 48% (133) in Gauteng, 12% (33) in Kwazulu-Natal, 1% (4) in Limpopo, 0% (1) in Mpumalanga, 2% (5) in the North West, 1% (3) in the Northern Cape, 28% (77) in the Western Cape.

4.2.2 Gender distribution of the research sample

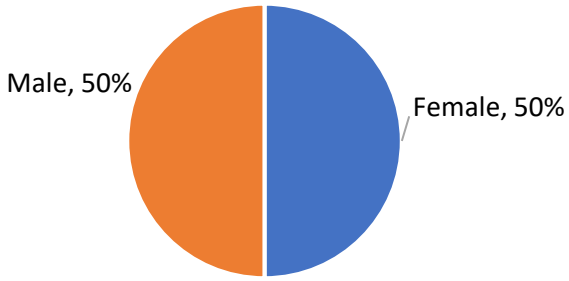


Figure 11: Gender distribution of the research sample

For this question, 50% of respondents were males and 50% were females.

4.2.3 Ethnicity distribution of the research sample

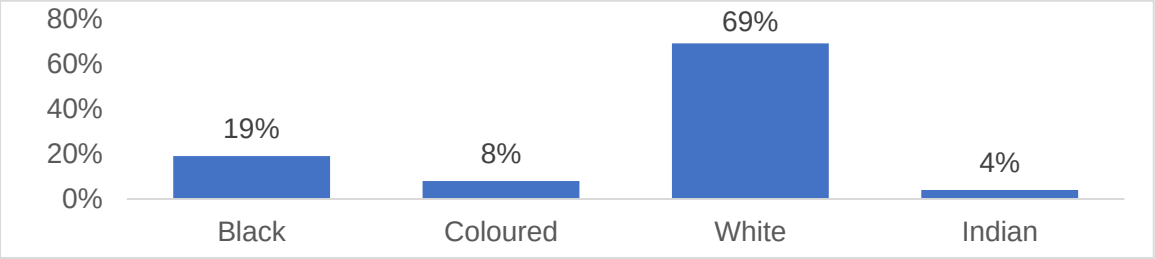


Figure 12: Ethnicity distribution of the research sample

The respondents were also asked to indicate their ethnicity: 19% (53) of reported their race as Black, 8% (23) as Coloured, 69% (192) as White and 4% (12) as Indian.

4.2.4 Age Group distribution of the research sample

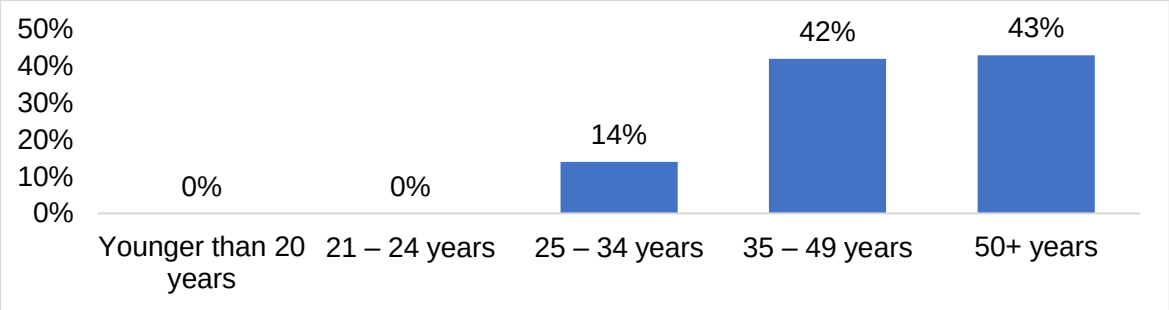


Figure 13: Age group distribution of the research sample

When asked to indicate their age group, the results showed that only 14% (40) of the respondents were in the age group 25-34 years with 42% (118) and 43% (121) of the sample population were aged between 35-49 years and 50+ years respectively. None

of the respondents were aged younger than 20 years and 1 person was the ages of 21 and 24 years.

4.2.5 Employment status distribution of the research sample

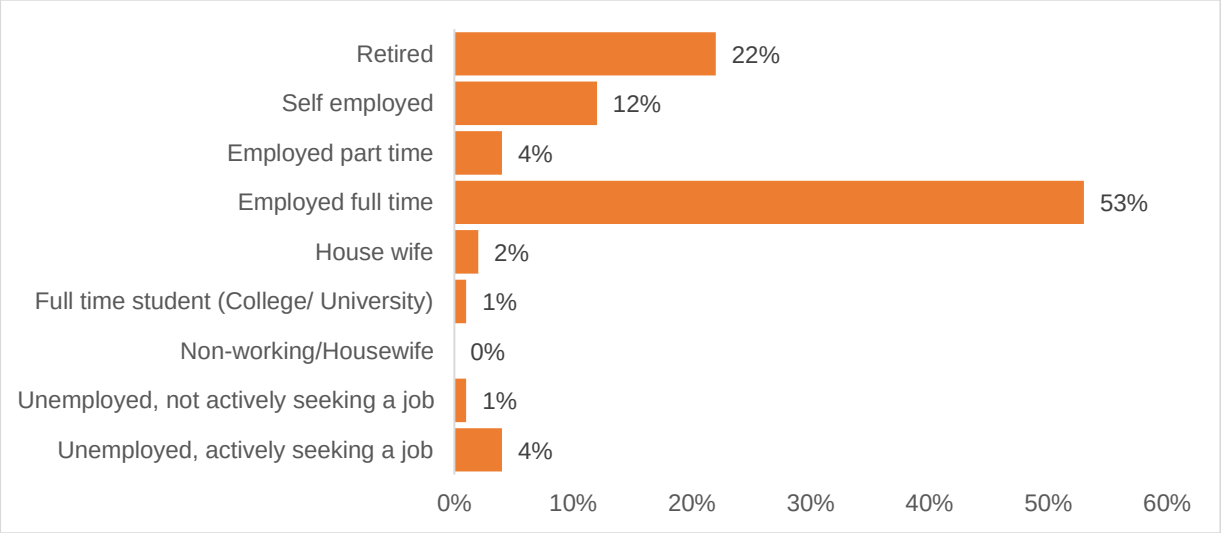


Figure 14: Employment status distribution of the research sample

Out of 280 sample achieved, 22% (62) of respondents reported that they were retired with 53% (149) stating their employment status as full time and 4% (10) as part time. A small fraction, 12% (34), reported that they were self-employed with the 'other' employment option being selected by 6 or fewer respondents.

4.2.6 Life status distribution of the research sample

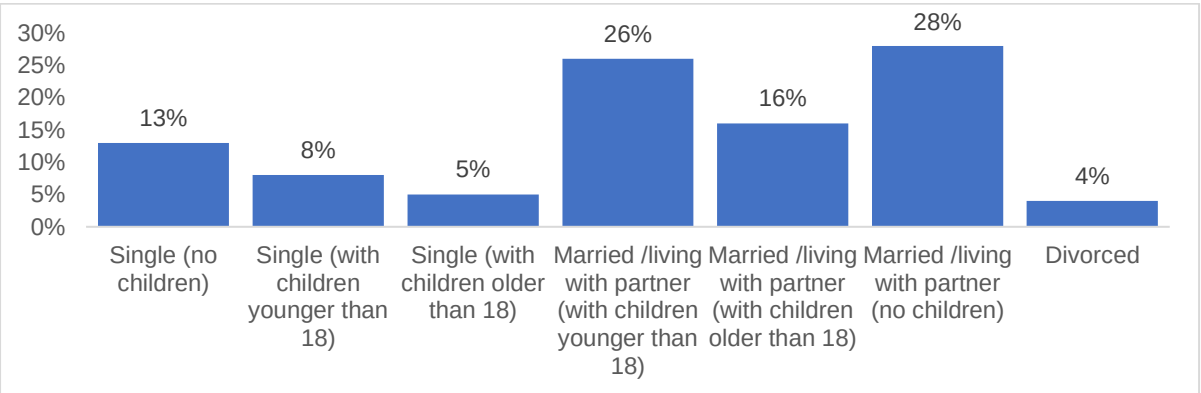


Figure 15: Life status distribution of the research sample

Another segment of the demographic questionnaire enquired about the participants' life status. Those who indicated single were segmented in the following manner: 13% (37) of respondents reported that they had no children, 8% (21) had children younger than 18 and 5% (15) reported to having children older than 18. Of the respondents

who stated that they were married, 26% (72) were living with partner and had children younger than 18, 16% (45) lived with partner and had children older than 18 while only 28% (78) were living with a partner and had no children. Only 4% (12) were divorced.

4.2.7 Highest level of education distribution of the research sample

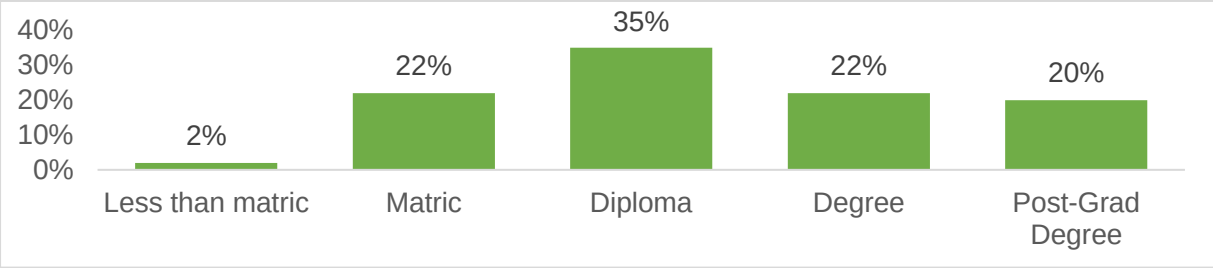


Figure 16: Highest level of education distribution of the research sample

Out of 280 sample achieved, 2% (5) of respondents indicated that they have less than a matric education and 22% (61) had a matric-level education. Those with post-school education indicated the following: 35% (98) had a diploma, 22% (61) were degreed and 20% (55) held a post-graduate degree.

4.3 Vehicle ownership descriptive statistics

All 280 respondents that completed the questionnaire own a vehicle bought in the last 36 months.

4.3.1 Vehicle make of the research sample

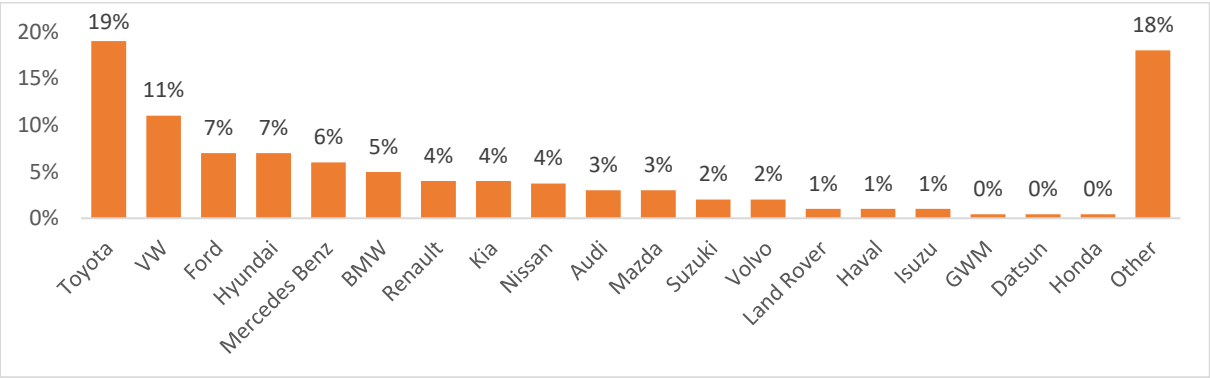


Figure 17: Vehicle make of the research sample

The respondents were asked to indicate the make of their owned vehicles. The top three vehicle makes among the respondents were a Toyota, VW and Ford and Hyundai at 19%, 11% and 7% respectively. The German brands, Mercedes Benz and BMW, showed a 6% and 5% ownership preference among the respondents. The

distribution of vehicle makes choices among the respondents showed Kia, Nissan and Renault at 4%, Audi and Mazda at 3%, Suzuki and Volvo at 2%, Isuzu, Haval and Land Rover at 1% with only one respondent owning a GWM. From the sample, 18% of the respondents owned other vehicle brands.

4.4 Vehicle brands familiarity (Based on the vehicle you own) description statistics

Table 5: Vehicle brands familiarity results

Statements	*1=Strongly Disagree*	*2= Disagree*	*3 = Neutral*	*4 = Agree*	*5 = Strongly agree*
a. I can recognise this brand quickly among competing brands	1%	2%	6%	35%	55%
b. I have a clear opinion about this brand	1%	1%	11%	41%	46%
c. This brand has been around the market for as long as I can remember	1%	5%	11%	27%	56%
d. I understand what the brand stand for	1%	5%	25%	31%	37%
e. I buy cars which are well advertised	11%	16%	43%	1%	14%
f. I buy car brands whose name I remember best	17%	20%	29%	20%	14%

Table 6: Mean score of the vehicle brands familiarity results

	Male	Female	All
a. I can recognise this brand quickly among competing brands	4.6	4.2	**4.4**
b. I have a clear opinion about this brand	4.5	4.1	**4.3**
c. This brand has been around the market for as long as I can remember	4.5	4.2	**4.3**
d. I understand what the brand stand for	4.2	3.8	**4.0**
e. I buy cars which are well advertised	2.9	3.2	**3.1**
f. I buy car brands whose name I remember best	2.9	3.0	**2.9**

4.5 Vehicle Type of the respondent's main vehicle

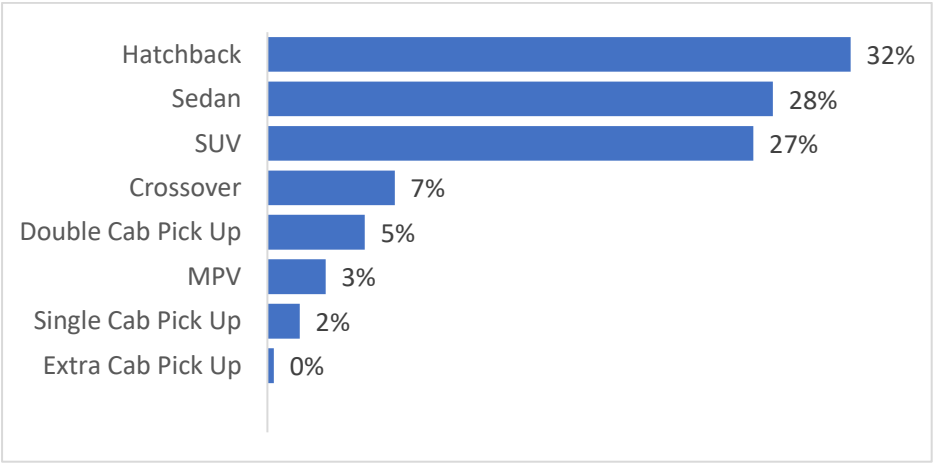


Figure 18: Vehicle Type of the respondent's main vehicle

The respondents were asked to indicate the classification type for their main vehicle. Out of 280 sample achieved, 32% of respondents reported that they owned a hatchback, 28% sedan and 27% owned an SUV. A marginal portion of the respondents showed that 7% owned a crossover with double cab, MPV and a single cab vehicle being owned by 5%, 3% and 2% of the respondents, respectively.

4.6 Important Purchase Reasons

Table 7: Important purchase reasons results

	Most Unimportant	Unimportant	Indifferent	Important	Most Important
a. Reliable brand	1%	0%	6%	31%	62%
b. Good experience with the brand	2%	4%	18%	34%	42%
c. Value for money	0%	0%	7%	42%	51%
d. Fuel efficiency	0%	2%	15%	38%	44%
e. Trusted brand	0%	1%	10%	36%	53%
f. Well-known brand	2%	6%	21%	32%	39%
g. Affordable price	0%	1%	11%	39%	49%
h. Exterior styling/shape	3%	9%	28%	32%	29%
i. Affordable maintenance	0%	2%	12%	38%	48%
j. Good quality	0%	0%	4%	31%	65%

The important purchase reasons listed in the table above were derived from the pilot study where the respondents were asked to state their most important reason behind their vehicle choice. The respondents who completed the main study rated the importance of each listed purchase reason; good quality was rated as the most important purchase reason with a mean score of 4.6, followed by reliable brand which had a mean score of 4.5, then value for money, trusted brand and affordable price which were rated a collective third place with a mean score of 4.4 respectively and exterior styling/shape had the lowest mean score when compared to the other purchase reasons.

4.7 Cultural Values Descriptive Statistics

The section below outlines the results obtained from the 280 respondents collected in terms of the five-point Likert scales for each of the latent variable. The results are presented according to the literature review and hypotheses statements. Each hypothesis was tested using three or more statements.

4.7.1 Conservative Cultural Value

4.7.1.1 Distribution of the respondents

Table 8: Conservative cultural value distribution of the respondents

Statements	*1=Strongly Disagree*	*2= Disagree*	*3 = Neutral*	*4 = Agree*	*5 = Strongly agree*
a. It is important to me to do things the way I learned from my family.	6%	15%	39%	29%	11%
b. I like to follow my family customs and traditions	8%	19%	36%	28%	9%
c. I believe people should do what they are told	19%	30%	35%	11%	5%
d. I believe people should follow rules at all times, even when no one is watching.	1%	7%	15%	44%	32%
e. The safety of my country is very important to me	1%	1%	8%	41%	49%
f. I like to live close to my friends and family	3%	9%	30%	38%	21%
g. I sacrifice self-interest for my group	6%	18%	38%	32%	7%
h. I usually go along with what others want to do, even if I would rather do something else	14%	39%	31%	11%	6%
i. It is important to be kind to others	0%	0%	6%	31%	63%

39% of respondents were neutral in that they like to follow their family customs and traditions and 29% agreed with the statement. Respectively, 44% and 32% of respondents agreed and strongly agreed that they believe people should always follow rules even when no one is watching. Similarly, 41% and 49% of respondents agree and strongly agree that the safety of their country is very important to them.

30% and 38% of respondents were neutral and agreed that they like to live close to their friends and family. 38% and 32% of respondents were neutral and agreed that they sacrifice self-interest for their group. 39% and 31% of respondents disagreed and were neutral that they usually go along with what others want to do even if they would rather do something else. Lastly, 31% and 63% of respondents agreed and strongly agreed that it is important to be kind to others.

4.7.1.2 Mean scores

Table 9: Conservative cultural value mean scores

	Male	Female	All
a. It is important to me to do things the way I learned from my family.	3.1	3.4	**3.2**
b. I like to follow my family customs and traditions	3.0	3.2	**3.1**
c. I believe people should do what they are told	2.6	2.5	**2.5**
d. I believe people should follow rules at all times, even when no one is watching.	4.0	4.0	**4.0**
e. The safety of my country is very important to me	4.3	4.4	**4.4**
f. I like to live close to my friends and family	3.6	3.7	**3.7**
g. I sacrifice self-interest for my group	3.3	3.1	**3.2**
h. I usually go along with what others want to do, even if I would rather do something else	2.5	2.6	**2.6**
i. It is important to be kind to others	4.5	4.6	**4.6**

The average mean score for all nine statements was 3.5. The latent variable with the lowest mean score was" I believe people should do what they are told", with the mean score of 2.5, whilst the latest variable with the highest mean score was "It is important to be kind to others".

4.7.2 Affective Autonomy Cultural Value

4.7.2.1 Distribution of the respondents

Table 10: Affective autonomy cultural value distribution of the respondents

Statement	*1=Strongly Disagree*	*2= Disagree*	*3 = Neutral*	*4 = Agree*	*5 = Strongly agree*
a. I like to explore new things in life	0%	1%	10%	54%	35%
b. Compared to people around me, I am more likely to buy into a new idea	1%	11%	34%	38%	16%
c. I believe I am an adventurous person	2%	9%	31%	40%	19%
d. It is important to me to pursue new experiences in my life	1%	3%	19%	52%	25%
e. I find pleasure in taking risks.	7%	23%	31%	28%	12%

54% and 35% of respondents agreed and strongly agreed that they like to explore new things in life. Moreover, 38% and 34% of respondents agreed and were neutral that compared to people around them, they were more likely to buy into new ideas. 40% and 31% of respondents agreed and were neutral in that they believed they were adventurous people. 52% and 25% of respondents agreed and strongly agreed that it is important to them to pursue new experiences in their life. 31% and 28% of respondents were neutral and agreed that they found pleasure in taking risks.

4.7.2.2 Mean score

Table 11: Affective autonomy cultural value mean score

Statement	**Male**	**Female**	**All**
a. I like to explore new things in life	4.3	4.1	**4.2**
b. Compared to people around me, I am more likely to buy into a new idea	3.7	3.4	3.6
c. I believe I am an adventurous person	3.7	3.7	3.6
d. It is important to me to pursue new experiences in my life	4.0	3.9	4.0
e. I find pleasure in taking risks.	3.2	3.1	3.1

The average mean score for all five statements was 3.7. The latent variable with the lowest mean score was “I find pleasure in taking risks” with a score of 3.1 and latent variable with highest variable is “I like to explore new things in life” with a score of 4.2.

4.7.3 Intellectual Autonomy Cultural Value

4.7.3.1 Distribution of the respondents

Table 12: Intellectual autonomy cultural value distribution of the respondents

Statements	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. To be superior one should stand alone	13%	38%	29%	14%	6%
b. Having my own opinion is important to me	0%	1%	8%	58%	33%
c. I am curious and tries to understand everything	0%	0%	8%	53%	39%
d. Having a lively imagination is important to me	0%	3%	15%	51%	31%
e. In a group of people I am most likely going to speak my mind and share ideas	1%	8%	28%	44%	20%

38% and 29% of respondents disagreed and were neutral in that to be superior one should stand alone. Conversely, 58% and 33% of respondents agreed and strongly agreed that having their own opinion was important to them. 53% and 39% of respondents agreed and strongly agreed that they were curious and tried to understand everything. 51% and 31% of respondents agree and strongly agree that having lively imagination is important to them. 44% and 28% of respondents agreed and were neutral that in a group of people, they were most likely speak their mind and share their ideas.

4.7.3.2 Mean score

Table 13: Intellectual autonomy cultural value mean score

Statement	**Male**	**Female**	**All**
a. To be superior one should stand alone	2.8	2.5	**2.6**
b. Having my own opinion is important to me	4.2	4.2	**4.2**
c. I am curious and tries to understand everything	4.3	4.3	**4.3**
d. Having a lively imagination is important to me	4.2	4.1	**4.1**
e. In a group of people I am most likely going to speak my mind and share ideas	3.9	3.6	**3.7**

The average mean score for all five statements was 3.8. The latent with the lowest mean score was “To be superior one should stand alone” with a score of 2.6 and the latent variable with the highest is “I am curious and tries to understand everything” with a score of 4.3.

4.7.4 Hierarchy Cultural Value

4.7.4.1 Distribution of the respondents

Table 14: Hierarchy cultural value distribution of the respondents

Statements	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I like to be in charge and tell others what to do	6%	21%	46%	23%	4%
b. I like people to do what I say	4%	21%	46%	23%	5%
c. I believe a person should follow instructions given even if they do not fully agree	11%	33%	31%	22%	3%

46% and 23% of respondents stated that they were neutral or disagreed with being in charge and telling others what to do. Respectively, 46% and 23% of respondents were neutral and agreed that they liked people to do what they say. 33% and 31% of respondents disagreed and were neutral that they believed a person should follow instructions given even if they do not fully agree.

4.7.4.2 Mean score

Table 15: Hierarchy cultural value mean score

Statements	**Male**	**Female**	**All**
a. I like to be in charge and tell others what to do	3.1	2.9	**3**
b. I like people to do what I say	3.1	2.9	**3**
c. I believe a person should follow instructions given even if they do not fully agree	2.8	2.7	**2.7**

Then average mean score for all three statements was 2.9. The latent variable with the lowest mean score is “I believe a person should follow instructions given even if they do not fully agree” with a mean score of 2.7. The latest variable with the highest score is “I like to be in charge and tell others what to do” and “I like people to do what I say” with a mean score of 3.

4.7.5 Egalitarianism Cultural Value

4.7.5.1 Distribution of the respondents

Table 16: Egalitarianism cultural value distribution of the respondents

Statements	*1=Strongly Disagree*	*2= Disagree*	*3 = Neutral*	*4 = Agree*	*5 = Strongly agree*
a. It is important that every person in the world is treated equally	1%	8%	11%	36%	44%
b. I believe justice should be served even for people I don’t know.	0%	1%	3%	39%	57%
c. I believe everyone should have equal opportunities in life.	0%	2%	5%	44%	49%
d. It is important to me to listen to people who are different from me, even when I disagree with them, I still want to listen to them.	0%	1%	6%	54%	38%
e. It’s very important for me to care for the people I know and like.	0%	0%	4%	43%	52%
f. I strongly believe that people should care for the nature.	0%	0%	4%	34%	63%
g. Looking after the environment is important to me	0%	0%	6%	36%	58%
h. I believe a person should only follow instructions that they fully understand	0%	5%	27%	41%	27%

44% and 36% of respondents strongly agreed and agreed that it is important that every person in the world is treated equally. 57% and 39% of respondents strongly agreed and agreed that they believe justice should be served even for people they do not know. In addition, 49% and 44% of respondents strongly agreed and agreed that they believe everyone should have equal opportunities in life. 54% and 38% of respondents agreed and strongly agreed that it is important to them to listen to people who were different from them even when they disagreed with them, they still want to listen to them.

52% and 34% of respondents strongly agreed and agreed that it was very important for them to care for the people they know and like. 63% and 34% of respondents strongly agreed and agreed that they believe that people should care for nature. 58% and 36% of respondents strongly agreed and agreed that looking after the environment was important to them. Respectively, 41%, 27% and 27% of respondents

agreed, strongly agreed and were neutral in that they believed a person should only follow instructions that they fully understand.

4.7.5.1 Mean score

Table 17: Egalitarianism cultural value mean score

Statements	Male	Female	All
a. It is important that every person in the world is treated equally	4	4.3	**4.1**
b. I believe justice should be served even for people I don't know.	4.5	4.5	**4.5**
c. I believe everyone should have equal opportunities in life.	4.3	4.5	**4.4**
d. It is important to me to listen to people who are different from me, even when I disagree with them, I still want to listen to them.	4.2	4.4	**4.3**
e. It's very important for me to care for the people I know and like.	4.4	4.5	**4.5**
f. I strongly believe that people should care for the nature.	4.5	4.6	**4.6**
g. Looking after the environment is important to me	4.5	4.6	**4.5**
h. I believe a person should only follow instructions that they fully understand	3.9	3.9	**3.9**

The average mean score for all 8 statements was 4.4. The latent variable with the lowest score is "I believe a person should only follow instructions that they fully understand" with a mean score of 3.9. The latent value with the highest mean score was "I strongly believe that people should care for the

4.7.6 Mastery Cultural Value

4.7.6.1 Distribution of the respondents

Table 18: Mastery cultural value distribution of the respondents

Statements	*1=Strongly Disagree*	*2= Disagree*	*3 = Neutral*	*4 = Agree*	*5 = Strongly agree*
a. Being successful it is very important to me	1%	6%	21%	50%	22%
b. I consider myself an ambitious person, making it in life is everything to me	3%	13%	30%	38%	26%
c. I take every opportunity presented to me seriously and I do my best to excel in it	0%	4%	17%	51%	28%
d. I am not afraid of new challenges, I am one of the first people to put my hand up when a new challenge is presented.	1%	6%	24%	44%	25%

The results showed that 50% and 22% of respondents agreed and strongly agreed that being successful was important to them. Furthermore, 38% and 30% of respondents agreed and were neutral in considering themselves as ambitious and that making it in life was everything to them.

51% and 28% of respondents agreed and strongly agreed that they took every opportunity presented to them seriously and did their best to excel in it. 44% and 25% of respondents agreed and strongly agreed that they were unafraid of new challenges and that they were one of the first people to put their hands up when a new challenge was presented.

4.7.6.2 Mean score

Table 19: Mastery cultural value mean score

Statements	**Male**	**Female**	**All**
a. Being successful it is very important to me	4.0	3.8	**3.9**
b. I consider myself an ambitious person, making it in life is everything to me	3.6	3.4	**3.5**
c. I take every opportunity presented to me seriously and I do my best to excel in it	4.0	4.1	**4.0**
d. I am not afraid of new challenges, I am one of the first people to put my hand up when a new challenge is presented.	3.9	3.8	**3.8**

The average mean score for all 4 statements was 3.8. The latest variable with the lowest score is “I consider myself an ambitious person, making it in life is everything to me” with a mean score of 3.5. The latest variable with highest is “I take every opportunity presented to me seriously and I do my best to excel in it” with a mean score of 4.0.

4.7.7 Harmony Cultural Value

4.7.7.1 Distribution of the respondents

Table 20: Harmony cultural value distribution of the respondents

Statements	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I care about the community I live in	0%	2%	15%	53%	30%
b. I care about the people living in my community	0%	3%	16%	55%	26%
c. I like to impress people around me	12%	33%	36%	13%	6%
d. I believe the world is perfect there way it is, people should stop trying to change it and should stop trying to fix what is not broken	29%	34%	18%	11%	9%

53% and 30% of respondents agreed and strongly agreed that they cared about the community they live in. 55% and 26% of respondents agreed and strongly agreed that they cared about the people living in their community. 36% and 33% of respondents were neutral and disagreed with the statement that they liked to impress people around them. 34% and 29% of respondents disagreed and strongly disagreed that

they believe the world was perfect there way it is and that people should stop trying to fix what is not broken.

4.7.7.2 Mean score

Table 21: Harmony cultural value mean score

Statements	**Male**	**Female**	**All**
a. I care about the community I live in	4.1	4.1	**4.1**
b. I care about the people living in my community	4.0	4.1	**4.1**
c. I like to impress people around me	2.7	2.6	**2.7**
d. I believe the world is perfect there way it is, people should stop trying to change it and should stop trying to fix what is not broken	2.5	2.2	**2.4**

The average mean score for all four statements was 3.3. The latent variable with the lowest mean score is “I like to impress people around me” with a mean score of 2.7. The latest variable with the highest score is “I care about the community I live in” and I care about the people living in my community” with a mean score of 4.1.

4.8 Vehicle brand familiarity

4.8.1 Distribution of the respondents

Table 22: Vehicle brand familiarity distribution of the respondents

	1=Highly unfamiliar	***2= Unfamiliar***	***3 = Neither familiar or unfamiliar***	***4 = Familiar***	***5 = Highly familiar***
Audi	3%	3%	10%	48%	36%
BMW	1%	5%	11%	48%	36%
Datsun	7%	14%	23%	42%	15%
Ford	1%	5%	16%	43%	34%
GWM	19%	27%	26%	23%	5%
Haval	21%	25%	26%	21%	6%
Hyundai	3%	8%	18%	43%	28%
Isuzu	6%	10%	19%	44%	21%
Kia	6%	11%	19%	43%	21%
Land Rover	5%	10%	15%	46%	23%
Mazda	4%	6%	20%	44%	26%
Mercedes – Benz	3%	4%	13%	44%	37%
Nissan	4%	7%	15%	45%	29%
Renault	5%	11%	21%	40%	22%
Suzuki	6%	15%	26%	36%	17%
Toyota	1%	3%	8%	36%	52%
Volvo	6%	11%	20%	40%	23%
VW	1%	3%	8%	40%	47%

Toyota was the most familiar brand showing a familiar score of 36% and highly familiar score of 52%. This familiarity is in line with the market share wherein Toyota is currently the market leader (Naamsa, 2019). VW was also the second most familiar

brand with a familiar score of 40% and highly familiar score of 47%. Haval and GWM are the least familiar brands with familiar score of 21% and 23% respectively and highly familiar score of 6% and 5%, respectively.

4.8.2 Mean score

Table 23: Vehicle brand familiarity mean score

	Male	Female	All
Audi	4.3	3.9	**4.1**
BMW	4.2	4	**4.1**
Datsun	3.6	3.3	**3.4**
Ford	4.2	3.9	**4**
GWM	2.8	2.6	**2.7**
Haval	2.8	2.5	**2.6**
Hyundai	4	3.7	**3.8**
Isuzu	3.8	3.4	**3.6**
Kia	3.7	3.5	**3.6**
Land Rover	3.8	3.6	**3.7**
Mazda	3.9	3.7	**3.8**
Mercedes – Benz	4.3	3.9	**4.1**
Nissan	4.1	3.7	**3.9**
Renault	3.7	3.6	**3.6**
Suzuki	3.5	3.3	**3.4**
Toyota	4.5	4.2	**4.3**
Volvo	3.8	3.5	**3.6**
VW	4.5	4.2	**4.3**

Both Toyota and VW had a mean score of 4.3. The mean scores for GWM and Haval were 2.7 and 2.6 respectively.

4.9 Vehicle purchasing factors Descriptive statistics

4.9.1 Vehicle styling

4.9.1.1 Distribution of the respondents

Table 24: Vehicle styling distribution of the respondents

Statements	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I prefer attractive and well-designed cars	1%	4%	19%	44%	33%
b. I choose a car with a unique feature.	1%	16%	45%	24%	14%
c. I buy unique and admirable cars	8%	23%	40%	19%	11%
d. My car makes me feel good	1%	5%	21%	42%	30%
e. I like to drive a car that makes me look and feel good	4%	5%	31%	31%	23%
d. I am willing to pay more for a vehicle that adds styling features such as better looking wheels, better paint, better lights etc.	12%	22%	33%	21%	12%

44% and 33% of respondents agreed and strongly agreed that they preferred attractive and well-designed cars whereas 45% and 24% of respondents were neutral and agreed that they chose a car that had unique features. 40% and 23% of respondents were neutral and disagreed that they bought a unique and admirable car. Furthermore, 42% and 30% of respondents agreed and strongly agreed that their cars made them feel good.

In addition, 31% of respondents were both neutral and in agreement that they liked to drive a car that made them look and feel good. 33% and 22% of respondents were neutral and disagreed that they were willing to pay more for a vehicle that added styling features.

4.9.1.2 Mean score

Table 25: Vehicle styling mean score

Statements	**Male**	**Female**	**All**
a. I prefer attractive and well-designed cars	4.2	3.9	**4.0**
b. I choose a car with a unique feature.	3.5	3.2	**3.3**
c. I buy unique and admirable cars	3.2	2.9	**3.0**
d. My car makes me feel good	4.0	3.9	**4.0**
e. I like to drive a car that makes me look and feel good	3.6	3.6	**3.6**
f. I am willing to pay more for a vehicle that adds styling features such as better looking wheels, better paint, better lights etc.)	3.1	2.9	3.0

The average mean score for all six statements was 3.5. The latest variable with the lowest mean score is “I am willing to pay more for a vehicle that adds styling features such as better-looking wheels, better paint, better lights etc.” with a mean score of 3.0. The latest variable with the highest mean score is “I prefer attractive and well-designed cars” and “My car makes me feel good” with a mean score of 4.0.

4.9.2 Vehicle pricing

4.9.1.1 Distribution of the respondents

Table 26: Vehicle pricing distribution of the respondents

Statements	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I prefer a car with low running cost	1%	1%	6%	43%	49%
b. I buy a car which is lowly priced	3%	16%	35%	35%	10%
c. I buy a car which is highly priced	18%	35%	38%	7%	3%
d. My brand of car gives me value for money	1%	3%	8%	46%	41%

49% and 43% of respondents strongly agree and agree that they prefer a car with low running costs. Equally so, 35% of respondents were neutral and in agreement that they bought a car that was lowly priced. 38% and 35% of respondents were neutral and disagreed that they bought a car that was highly priced. 46% and 41% of respondents agreed and strongly agreed that their brand of car gave them value for money.

4.9.1.2 Mean score

Table 27: Vehicle pricing mean score

Statements	Male	Female	All
a. I prefer a car with low running cost	4.3	4.5	**4.4**
b. I buy a car which is lowly priced	3.2	3.5	**3.3**
c. I buy a car which is highly priced	2.5	2.3	**2.4**
d. My brand of car gives me value for money	4.3	4.2	**4.2**

The average mean score for all four statements was 3.6. The latent variable with the lowest mean score is “I buy a car which is highly priced” with the mean score of 2.4. The latest variable with the highest score is “I prefer a car with low running cost” with a mean score of 4.4.

4.9.3 Vehicle image

4.9.3.2 Distribution of the respondents

Table 28: Vehicle image distribution of the respondents

Statements	*1=Strongly Disagree*	*2= Disagree*	*3 = Neutral*	*4 = Agree*	*5 = Strongly agree*
a. I buy a car which is perceived prestigious and luxurious	18%	26%	32%	15%	10%
b. My brand of car stands for something important to me	7%	10%	33%	32%	18%
c. I buy a car of high quality	1%	1%	14%	51%	33%

32% and 26% of respondents were neutral and disagreed that they bought a car that was perceived as prestigious and luxurious. 33% and 32% of respondents were neutral and agreed that their brand of car represented something important to them. 51% and 33% of respondents agreed and strongly agreed that they bought a car of high quality.

4.9.3.3 Mean score

Table 29: Vehicle image mean score

Statements	*Male*	*Female*	*All*
a. I buy a car which is perceived prestigious and luxurious	2.9	2.6	**2.7**
b. My brand of car stands for something important to me	3.5	3.4	**3.4**
c. I buy a car of high quality	4.3	4.0	**4.1**

The average mean score for all three statements was 3.4. The latent variable with the lowest mean score is “I buy a car which is perceived prestigious and luxurious” with a mean score of 2.7. The latent variable the highest mean score is “I buy a car of high quality” with a mean score of 4.1.

4.9.4 Vehicle safety features

4.9.4.2 Distribution of the respondents

Table 30: Vehicle safety features distribution of the respondents

Statements	**1=Strongly Disagree**	**2= Disagree**	**3 = Neutral**	**4 = Agree**	**5 = Strongly agree**
a. I choose a car that is safer	10%	2%	6%	46%	46%
b. I focus on the safety features (e.g. airbags , braking systems) when buying a car.	0%	4%	15%	44%	36%
c. My vehicle brand choice ensures the vehicle is safe for the drivers, passengers and people around the vehicle	1%	2%	9%	49%	40%

46% and 46% of respondents agreed and strongly agreed that they chose a vehicle that was safer. Furthermore, 44% and 36% of respondents agreed and strongly agreed that they focused on the safety features when they buy a car. 49% and 40% of respondents agreed and strongly agreed that their vehicle brand choice ensured the vehicle was safe for the drivers, passengers and people around the vehicle.

4.9.4.3 Mean scores

Table 31: Vehicle safety features mean score

Statements	**Male**	**Female**	**All**
a. I choose a car that is safer	4.3	4.4	**4.3**
b. I focus on the safety features (e.g. airbags , braking systems) when buying a car.	4.0	4.3	**4.1**
c. My vehicle brand choice ensures the vehicle is safe for the drivers, passengers and people around the vehicle	4.2	4.3	**4.2**

The average mean score for all three statements was 4.2. The latent variable with the lowest mean score was” I focus on the safety feature (e.g. airbags, braking systems)

when buying a car" with a mean score. The latest variable with the highest mean score is "I choose a car that is safer" with a mean score of 4.3.

4.9.5 Vehicle accessibility

4.9.5.2 Distribution of the respondents

Table 32: Vehicle accessibility distribution of the respondents

Statements	1=Strongly Disagree	2= Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
a. I prefer a car which is widely available	1%	4%	22%	47%	26%
b. I buy a car which have showrooms all over the country	3%	9%	33%	35%	19%
c. I buy a car which have spare parts readily available	0%	1%	6%	46%	48%
d. I choose cars with maintenance and repair services available	1%	1%	4%	44%	51%

47% and 26% of respondents agreed and strongly agreed that they preferred a car that was widely available. This was reiterated by 35% and 33% of respondents agreeing and being neutral that they bought a car brand that has showrooms all over the country. 48% and 46% of respondents strongly agreed and agreed that they bought cars that have spare parts readily available. 51% and 44% of respondents strongly agreed and agreed that they chose cars with available maintenance and repair services.

4.9.5.3 Mean scores

Table 33: Vehicle accessibility mean scores

Statements	Male	Female	All
a. I prefer a car which is widely available	4.0	3.9	**3.9**
b. I buy a car which have showrooms all over the country	3.7	3.5	**3.6**
c. I buy a car which have spare parts readily available	4.4	4.4	**4.4**
d. I choose cars with maintenance and repair services available	4.4	4.4	**4.4**

The average mean score for all three statements was 4.1. The latent variable with the lowest mean score is "I buy a car which have showrooms all over the country" with a mean score of 3.6. The latent variable with the highest mean score is "I buy a car which have spare parts readily available" and I choose cars with maintenance and repair services available" with a mean score was 4.4.

4.9.6 External influences

4.9.6.2 Distribution of the respondents

Table 34: External influences distribution of the respondents

Statements	1=Strongly Disagree	2= Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
a. I will buy a car because of its country of origin	11%	25%	37%	19%	9%
b. I buy a car recommended by my family and friends	7%	21%	37%	29%	6%
c. My car brand reflects my social status	13%	29%	36%	16%	6%
d. I prefer a car used by my family members and friends	14%	29%	41%	12%	5%

37% and 25% of respondents were neutral and disagree that they buy a car because of it country of origin. This was reiterated by 37% and 29% of respondents being neutral and agree that they buy a car recommended by their family and friends.

4.9.6.3 Mean scores

Table 35: External influences mean scores

Statements	Male	Female	All
a. I will buy a car because of its country of origin	3.0	2.8	2.9
b. I buy a car recommended by my family and friends	2.9	3.2	3.1
c. My car brand reflects my social status	2.8	2.7	2.7
d. I prefer a car used by my family members and friends	2.6	2.7	2.7

The average mean score for all three statements was 2.9. The latent variable with the lowest score was “My car brand reflects my social status” and “I prefer a car used by my family and friends” with a mean score of 2.7. The latent variable with the highest score was “I buy a car recommended by my family and friends”.

4.10 Validity and Reliability

The following section presents the results relating to the testing of the measurement scales for reliability and validity.

4.10.1 Reliability

Reliability focuses on measuring the stability or consistency of the test scores (Pallant, 2020).

4.10.1.2 Cronbach’s Alpha Coefficient

According to Bonett and Wright (2014), Cronbach’s Alpha is one of the most extensively used assessments of reliability in the social sciences. The Cronbach’s

Alpha Coefficient assesses internal consistency between items (Bland and Altman, 1997).

Table 36: Results of reliability measurement test

Item	Cronbach alpha value
Vehicle brands familiarity	0.794
Important purchase reasons	0.843
Conservative cultural value	0.767
Affective autonomy cultural value	0.889
Intellectual autonomy cultural value	0.663
Hierarchy cultural value	0.656
Egalitarianism cultural value	0.798
Mastery cultural value	0.818
Harmony cultural value	0.625
Vehicle styling	0.854
Vehicle pricing	0.431
Vehicle image	0.721
Vehicle safety features	0.721
Vehicle accessibility	0.773
External influences	0.736

In this study, the results were between 0.431 and 0.889. The vehicle pricing variable had a Cronbach Alpha of 0.431. According to Pallant (2020), the reliability statistic must be greater than 0.70. Pallant (2020), also stated that the results are largely dependent on the number of items in each scale. Scales with less than 10 items may result in lower Cronbach Alpha values.

4:10.1.2 Composite reliability

Composite reliability (CR) is a less biased estimate of reliability than Cronbach's Alpha. CR is acceptable when it is 0.7 and above (Alarcón, Sánchez, & De Olavide, 2015). It evaluates the internal consistency of the measurement tools (Jayasingh and Eze, 2015).

The formula for CR is

$$CR = \frac{\left(\sum_{i=1}^{i} \lambda_i\right)^2}{\left(\sum_{j=1}^{i} \lambda_i\right)^2 + \left(\sum_{i=1}^{i} 1 - \lambda_i^2\right)}$$

CR = (square of the summation of the factor loadings) / {(square of the summation of the factor loadings) + (summation of error variances)}.

Table 37: Composite Reliability results of the measurement test

	Item	CR
Cultural values	Conservative cultural value	0.8
	Affective autonomy cultural value	0.9
	Intellectual autonomy cultural value	0.7
	Hierarchy cultural value	0.7
	Egalitarianism cultural value	0.8
	Mastery cultural value	0.8
	Harmony cultural value	0.8
Vehicle purchasing factors	Vehicle styling	0.9
	Vehicle pricing	0.7
	Vehicle image	**0.6**
	Vehicle safety features	0.9
	Vehicle accessibility	0.8
	External influences	0.7

The results for the CR for this study for each of the variable were mostly greater than 0.70 except for the vehicle image. Except for Vehicle image that had a CR of 0.6, however when compared to Cronbach Alpha the vehicle pricing variable had a Cronbach Alpha of 0.431. Overall, the results indicate a strong reliability.

4:10.2 Validity measurement

Discriminant validity assumes that items should correlate higher among themselves than they correlate with other items from other constructs that are theoretically supposed not to correlate (Zaiţ and Bertea, 2011). Discriminant validity can be measured by using three methods: O Sorting, Chi-Square differences test and the Average Variable Extracted analysis (Zaiţ and Bertea, 2011). In this study, Average Variable Extracted analysis (AVE) was used to measure discriminant validity.

4:10.2.1 Average Variable Extracted analysis (AVE)

AVE measures the level of variance captured by a construct versus the level due to measurement error. Results above 0.7 are considered very good; however, any value above 0.5 is acceptable (Alarcón, Sánchez, & De Olavide, 2015). The formula for calculating is

$$\text{AVE} = \frac{\sum_{i=1}^{n} L_i^2}{n}$$

AVE = {(summation of the squared of factor loadings)/ {(summation of the squared of factor loadings) + (summation of error variances)}.

Table 38: Average Variance Extracted for results

	Item	AVE
Cultural values	Conservative cultural value	**0.3**
	Affective autonomy cultural value	0.6
	Intellectual autonomy cultural value	0.4
	Hierarchy cultural value	0.5
	Egalitarianism cultural value	**0.3**
	Mastery cultural value	0.5
	Harmony cultural value	0.5
Vehicle purchasing factors	Vehicle styling	0.5
	Vehicle pricing	0.5
	Vehicle image	**0.4**
	Vehicle safety features	0.6
	Vehicle accessibility	0.5
	External influences	**0.4**

In order for AVE to be accepted, it needs to be above 0.50 (Alarcón, Sánchez, & De Olavide, 2015). Based on these results, conservative cultural values, egalitarianism cultural value, vehicle images and external influences results do not have discriminant validity as the AVE results is less than 0.50.

4.11 Confirmatory Factor Analysis (CFA)

CFA was conducted to test all factor loadings. Model fit was significantly and substantially achieved on most loadings with a loading factor of above 0.50. For cultural values of seven cultural value variables, only two were above 0.50 (conservative: 0.35 and hierarchy: 0.32). For vehicle purchasing factor, three variables were below 0.50 (safety: 0.47, external influences: 0.42 and pricing: 0.30).

Table 39: CFA model fit summary

	CFA Model Fit Standards (Kline, 2010)	CFA Model Fit Results
Composite Fit Index (CFI)	> 0.9	0.67
Tucker-Lewis Index (TLI)	> 0.9	0.67
Random Measurements of Standard Error Approximation (RMSEA)	<0.08	0.07

Although the results are less than the standards for CFI and TLI, it is acceptable and usable especially since RMSEA meet the requirements.

4.12 Constructs factor loadings

The CFA analysis of the study confirmed the hypotheses in the conceptual model. The results are presented in the following section.

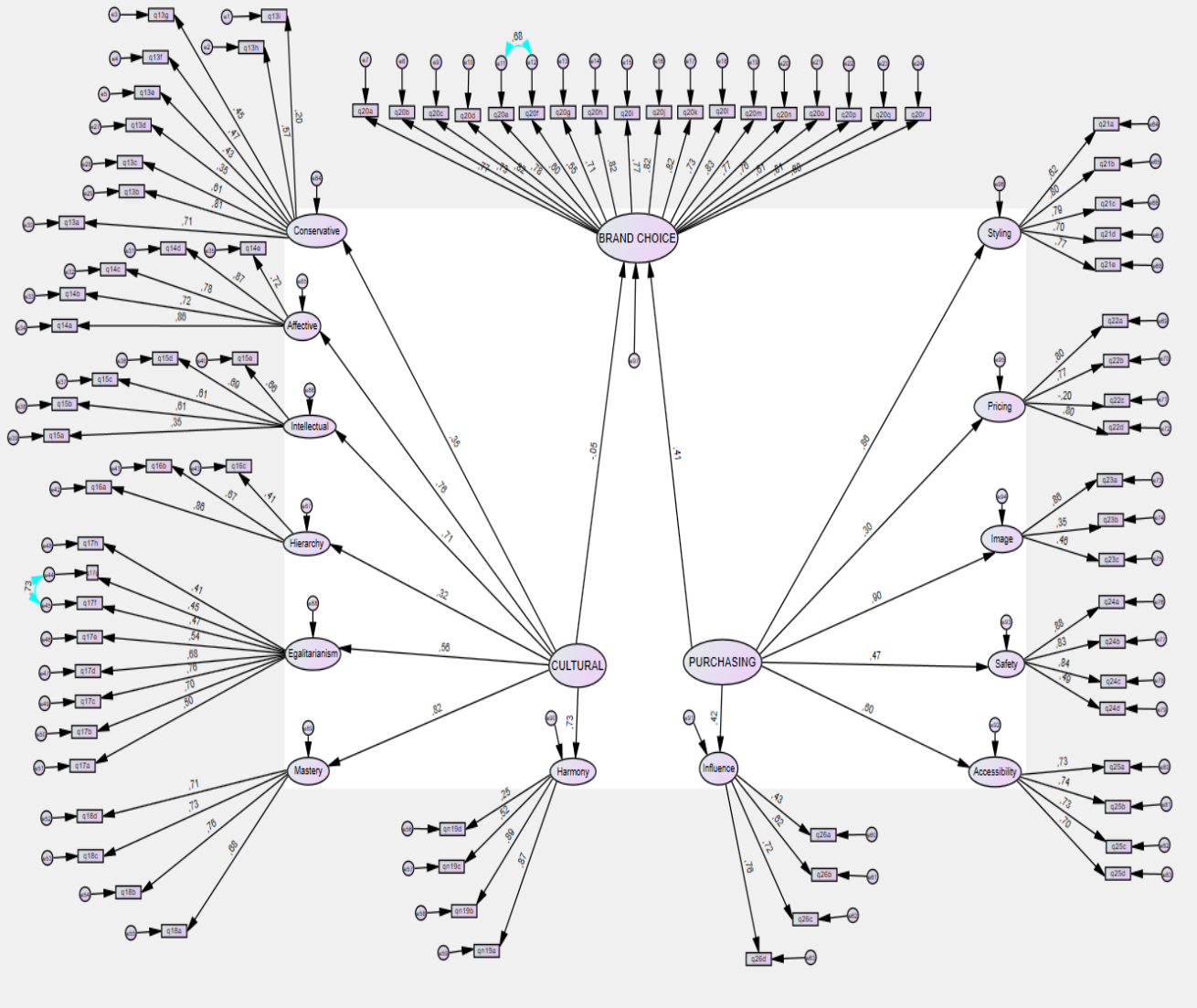


Figure 19: CFA results with loadings for each item

4.12.1 Cultural values

Based on the above CFA results, the strongest indicator for cultural value is mastery cultural value with loading results of 0.82, followed by affective cultural value with loading factor of 0.76. The least indicator for cultural value is hierarchy with the loading factor of 0.32.

4.12.1.1 Conservative cultural value

Based on the CFA model above, not all items or loadings have strong indicators for each variable. The strongest loading indicator for conservative cultural values is “I like to follow my family customs and traditions” with a loading score of 0.814. The lowest indicator for conservative cultural value is “It is important to be kind to others” with a loading score of 0.196.

4.12.1.2 Affective autonomy cultural values

The strongest loading indicator for affective autonomy cultural values is “It is important to me to pursue new experiences in my life” with a loading score of 0.868, with the lowest indicator being “I find pleasure in taking risks” with a loading score is 0.716. All five latent variables had a score of above 0.70.

4.12.1.3 Intellectual autonomy cultural value

The strongest loading indicator for intellectual autonomy cultural values is “Having a lively imagination is important to me” with a loading score of 0.686. The lowest indicator was “To be superior one should stand alone” with a loading score of 0.355.

4.12.1.4 Hierarchy cultural values

The strongest loading indicator for hierarchy cultural values is “I like to be in charge and tell others what to do” with a loading score of 0.864. The lowest indicator was “I believe a person should follow instructions given even if they do not fully agree” with a loading score of 0.405.

4.12.1.5 Egalitarianism cultural values

The strongest loading indicator for egalitarianism cultural values is “I believe everyone should have equal opportunities in life” with a loading score of 0.765. The lowest indicator was “I believe a person should only follow instructions that they fully understand” with a loading score of 0.451.

4.12.1.6 Mastery cultural values

The strongest loading indicator for mastery cultural values is “I consider myself an ambitious person, making it in life is everything to me” with a loading score of 0.759. The lowest indicator was “Being successful it is very important to me” with a loading score of 0.684.

4.12.1.7 Harmony cultural values

The strongest loading indicator for harmony cultural values is “I care about the community I live in” with a loading score of 0.759. The lowest indicator was “I believe the world is perfect there way it is, people should stop trying to change it and should stop trying to fix what is not broken” with a loading score of 0.255.

4.12.2 Vehicle purchasing factors

The strongest indicator for vehicle purchasing factor is image with a loading factor of 0.90, followed by vehicle styling with a loading score of 0.86. The lowest indicator for vehicle purchasing factor is pricing with a loading factor of 0.30.

4.12.2.1 Vehicle styling

The strongest loading indicator for vehicle styling is “I choose a car with a unique feature” with a loading score of 0.800. The lowest indicator was “I prefer attractive and well-designed cars” with a loading score of 0.620.

4.12.2.2 Vehicle pricing

The strongest loading indicator for vehicle pricing is “I prefer a car with low running cost” with a loading score of 0.800. The lowest indicator was “I buy a car which is highly priced” with a loading score of -0.203.

4.12.2.3 Vehicle image

The strongest loading indicator for vehicle image is “I buy a car which is perceived prestigious and luxurious” with a loading factor of 0.856. The lowest indicator was “My brand of car stands for something important to me” with a loading factor of 0.347.

4.12.2.4 Vehicle safety features

The strongest loading indicator for vehicle safety features is “I choose a car that is safer” with a loading factor of 0.878. The lowest indicator was “I am willing to pay more

for a vehicle that adds styling features such as better-looking wheels, better paint, better lights etc.)" with a loading factor of 0.490.

4.12.2.5 Vehicle accessibility

The strongest loading indicator for vehicle accessibility is "I buy a car which have showrooms all over the country" with a loading factor of 0.738. The lowest indicator was "I choose cars with maintenance and repair services available" with a loading score of 0.704.

4.12.2.6 External influences

The strongest loading indicator for external influences is "I prefer a car used by my family members and friends" with a loading score of 0.759. The lowest indicator was "I will buy a car because of its country of origin" with a loading factor of 0.429.

4.13 Univariate analysis by gender

The next table compares the relationship between cultural values and vehicle brand choice and the relationship between vehicle purchasing factors and vehicle brand choice for male and female from the data received of 280 respondents, with an equal split between male and female. A p-value of less than 0.05 indicates significant differences between male and female on the relationship between cultural values and vehicle brand choice and the relationship between vehicle purchasing factors and vehicle brand choice. Ranksum test was used to ensure that p-value results are not skewed. The following showed significance difference between male and female intellectual autonomy cultural value (0.014), hierarchy cultural value (0.048), styling vehicle (0.027).

Table 40: Univariate analysis by gender results

Gender	Male (N=140)	Female (N=140)	p-value	Overall (N=280)
Scale score			0.064	
Median(Q1-Q3)	23.5(21.0-26.0)	23.0(19.0-26.0)	Ranksum	23.0(20.0-26.0)
Min-Max	14.0-30.0	6.00-30.0		6.00-30.0
Importance score			0.370	
Median(Q1-Q3)	43.0(39.0-46.0)	44.0(40.0-47.0)	Ranksum	44.0(39.0-47.0)
Min-Max	28.0-50.0	28.0-50.0		28.0-50.0
Conservative score			0.264	
Mean±SD(CV%)	30.9±5.23(16.9)	31.5±4.92(15.6)	Ranksum	31.2±5.08(16.3)
Median(Q1-Q3)	31.0(28.0-34.0)	31.0(28.0-35.0)		31.0(28.0-34.0)
Min-Max	12.0-45.0	20.0-45.0		12.0-45.0
Affective score			0.079	
Median(Q1-Q3)	19.0(16.0-21.0)	18.0(15.8-21.0)	Ranksum	19.0(16.0-21.0)
Min-Max	8.00-25.0	5.00-25.0		5.00-25.0
Intellectual score			**0.014**	
Median(Q1-Q3)	19.0(18.0-21.0)	18.0(17.0-20.0)	Ranksum	19.0(17.0-21.0)
Min-Max	6.00-25.0	13.0-25.0		6.00-25.0
Hierarchy score			**0.048**	
Mean±SD(CV%)	9.01±2.13(23.7)	8.49±2.20(25.9)	Ranksum	8.75±2.18(24.9)
Median(Q1-Q3)	9.00(7.75-10.0)	8.50(7.00-10.0)		9.00(7.00-10.0)
Min-Max	3.00-15.0	3.00-15.0		3.00-15.0
Egalitarianism score			0.069	
Median(Q1-Q3)	35.0(32.0-37.0)	35.0(32.0-38.0)	Ranksum	35.0(32.0-38.0)
Min-Max	20.0-40.0	26.0-40.0		20.0-40.0
Mastery score			0.303	
Median(Q1-Q3)	16.0(14.0-18.0)	15.0(13.0-17.0)	Ranksum	15.0(13.0-17.0)
Min-Max	8.00-20.0	6.00-20.0		6.00-20.0

Gender	Male (N=140)	Female (N=140)	p-value	Overall (N=280)
Harmony score			0.290	
Median(Q1-Q3)	13.0(12.0-14.0)	13.0(11.0-14.0)	Ranksum	13.0(12.0-14.0)
Min-Max	8.00-20.0	8.00-20.0		8.00-20.0
Familiarity score			**0.002**	
Median(Q1-Q3)	70.5(60.8-80.0)	68.0(58.0-72.3)	Ranksum	68.0(59.0-75.0)
Min-Max	25.0-90.0	20.0-90.0		20.0-90.0
Styling score			**0.027**	
Median(Q1-Q3)	18.0(16.0-21.0)	17.0(15.0-20.0)	Ranksum	18.0(15.8-20.0)
Min-Max	8.00-25.0	8.00-25.0		8.00-25.0
Pricing score			0.353	
Median(Q1-Q3)	14.0(13.0-15.0)	14.0(13.8-16.0)	Ranksum	14.0(13.0-16.0)
Min-Max	9.00-19.0	6.00-20.0		6.00-20.0
Image score			0.089	
Median(Q1-Q3)	10.0(9.00-12.0)	10.0(8.00-12.0)	Ranksum	10.0(9.00-12.0)
Min-Max	3.00-15.0	3.00-15.0		3.00-15.0
Safety score			0.429	
Median(Q1-Q3)	15.0(14.0-17.0)	16.0(14.0-18.0)	Ranksum	16.0(14.0-18.0)
Min-Max	4.00-20.0	8.00-20.0		4.00-20.0
Accessibility score			0.189	
Median(Q1-Q3)	16.0(15.0-19.0)	16.0(15.0-18.0)	Ranksum	16.0(15.0-18.0)
Min-Max	6.00-20.0	10.0-20.0		6.00-20.0
Influence score			0.904	
Median(Q1-Q3)	12.0(9.00-13.0)	11.5(9.75-13.0)	Ranksum	12.0(9.00-13.0)
Min-Max	4.00-20.0	4.00-20.0		4.00-20.0

4.14 Correlation network

Lines show connection: thick lines suggest a fairly stronger relationship, no lines show a lack of connection and as mastery scores increase they become affective? When there is connection there is a correlation.

There is strong positive correlation between styling score and image score. If once increases the other score increases as well. Whilst no correlation for hierarchy, egalitarianism and accessibility.

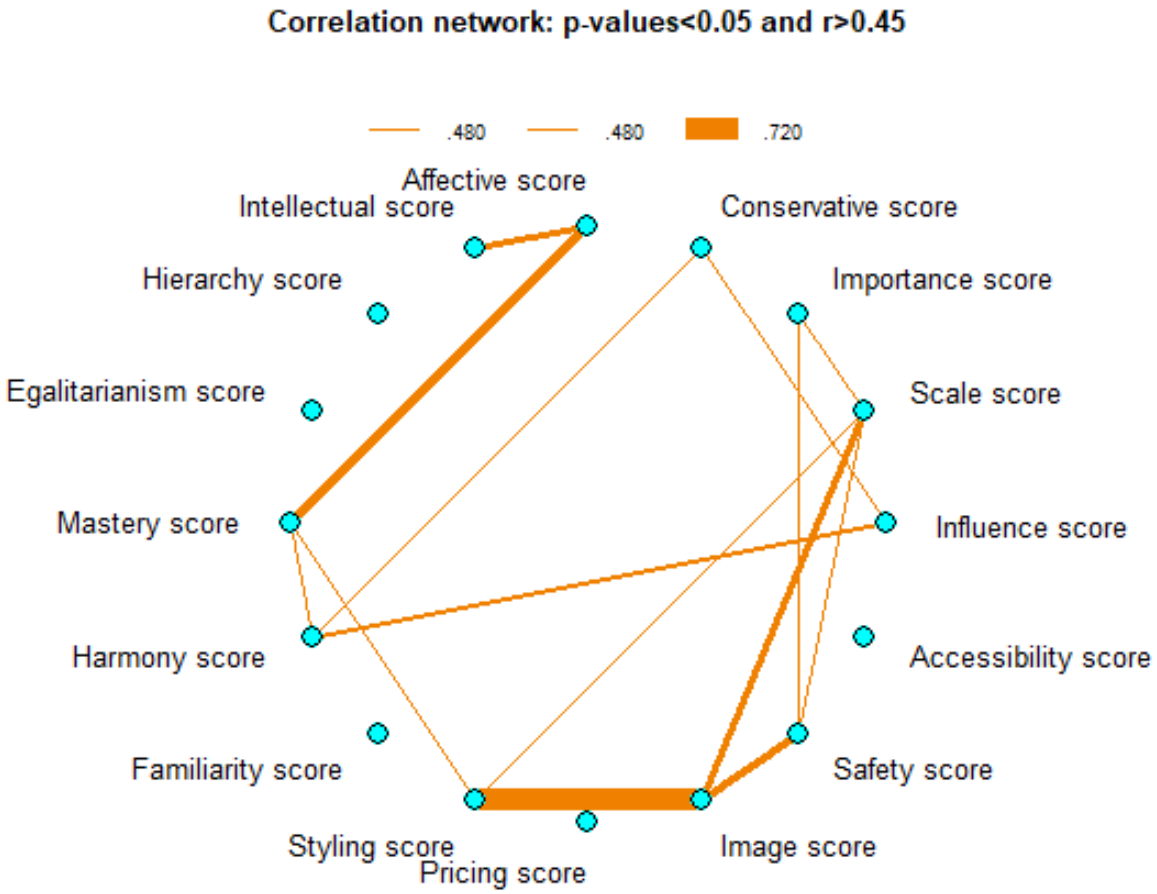


Figure 20: Correlation matrix

4.15 Hypothesis testing

Table 41: Hypothesis testing

		Hypothesis	Correlation Coefficient	P-Value	Results
Cultural value	Conservative cultural value→ Vehicle brand choice	H1	0.108	0.072	Not Significant and not supported
	Affective cultural value→ Vehicle brand choice	H2	0.173	0.004	**Significant and supported**
	Intellectual cultural value→ Vehicle brand choice	H3	0.110	0.066	Not Significant and not supported
	Hierarchy cultural value→ Vehicle brand choice	H4	0.055	0.361	Not Significant and not supported
	Egalitarianism cultural value→ Vehicle brand choice	H5	0.113	0.059	Not Significant and not supported
	Harmony cultural value→ Vehicle brand choice	H6	0.089	0.139	Not Significant and not supported
	Mastery cultural value→ Vehicle brand choice	H7	0.190	0.001	**Significant and supported**
Vehicle purchasing factor	Vehicle Styling → vehicle brand choice	H8	0.225	<0.001	**Significant and supported**
	Vehicle Pricing→ vehicle brand choice	H9	0.141	0.018	**Significant and supported**
	Vehicle Image → vehicle brand choice	H10	0.159	0.008	**Significant and supported**
	Vehicle Safety features→ vehicle brand choice	H11	0.094	0.115	Not Significant and not supported
	Vehicle Accessibility → vehicle brand choice	H12	0.101	0.09	Not Significant and not supported
	External influences → vehicle brand choice	H13	0.061	0.311	Not Significant and not supported

4.15.1 Conservative cultural value and vehicle brand choice

$H1_0$: There is no relationship between conservative cultural value and vehicle brand choice.

$H1_A$: There is a relationship between conservative cultural value and vehicle brand choice.

There is no statistically significant linear relationship between conservative cultural values and brand choice with p= 0.072 and r=0.108.

4.15.2 Affective autonomy cultural value and vehicle brand choice.

$H2_0$: There is no relationship between affective autonomy cultural value and vehicle brand choice.

$H2_A$: There is a relationship between affective autonomy cultural value and vehicle brand choice.

There is a statistically significant linear relationship between affective autonomy cultural values and brand choice with p= 0.004 and r=0.173. The P-value signals a 0.05 confidence level, which approves the significance of the hypothesis.

4.15.3 Intellectual autonomy cultural value and vehicle brand choice

$H3_0$: There is no relationship between intellectual autonomy cultural value and vehicle brand choice.

$H3_A$: There is a relationship between intellectual autonomy cultural value and vehicle brand choice.

There is a no statistically significant linear relationship between intellectual autonomy cultural values and brand choice with p= 0.066 and r=0.110.

4.15.4 Hierarchy cultural value and vehicle brand choice

$H4_0$: There is no relationship between hierarchy cultural value and vehicle brand choice.

$H4_A$: There is a relationship between hierarchy cultural value and vehicle brand choice.

There is a no statistically significant linear relationship between hierarchy cultural values and brand choice with p= 0.361 and r=0.055.

4.15.5 Egalitarianism cultural value and vehicle brand choice

$H5_0$: There is no relationship between egalitarianism cultural value and vehicle brand choice.

$H5_A$: There is a relationship between egalitarianism cultural value and vehicle brand choice.

There is a no statistically significant linear relationship between egalitarianism cultural values and brand choice with p= 0.059 and r=0.110.

4.15.6 Mastery cultural value and vehicle brand choice

$H6_0$: There is no relationship between mastery cultural value and vehicle brand choice.

$H6_A$: There is a relationship between mastery cultural value and vehicle brand choice.

There is a statistically significant linear relationship between mastery cultural values and brand choice with p= 0.001 and r=0.225. The P-value signals a 0.05 confidence level, which approves the significance of the hypothesis.

4.15.7 Harmony cultural value and vehicle brand choice

$H7_0$: There is no relationship between harmony cultural value and vehicle brand choice.

$H7_A$: There is a relationship between harmony cultural value and vehicle brand choice.

There is a no statistically significant linear relationship between harmony cultural values and brand choice with p= 0.139 and r=0.190.

4.15.8 Vehicle styling and vehicle brand choice

$H8_0$: There is no relationship between vehicle styling and vehicle brand choice.

$H8_A$: There is a relationship between vehicle styling and vehicle brand choice.

There is a statistically significant linear relationship between vehicle styling and brand choice with p= <0.001 and r=0.225. The P-value signals a 0.05 confidence level, which approves the significance of the hypothesis.

4.15.9 Vehicle pricing and vehicle brand choice

$H9_0$: There is no relationship between vehicle pricing and vehicle brand choice.

$H9_A$: There is a relationship between vehicle pricing and vehicle brand choice.

There is a statistically significant linear relationship between vehicle pricing and brand choice with p= 0.018 and r=0.141. The P-value signals a 0.05 confidence level, which approves the significance of the hypothesis.

4.15.10 Vehicle image and vehicle brand choice

$H10_0$: There is no relationship between vehicle image and vehicle brand choice.

$H10_A$: There is a relationship between vehicle image and vehicle brand choice.

There is a statistically significant linear relationship between vehicle image and brand choice with p= 0.008 and r=0.159. The P-value signals a 0.05 confidence level, which approves the significance of the hypothesis.

4.15.11 Vehicle safety features and vehicle brand choice

$H11_0$: There is no relationship between vehicle safety features and vehicle brand choice.

$H11_A$: There is a relationship between vehicle safety features and vehicle brand choice.

There is no statistically significant linear relationship between vehicle safety features and brand choice with p= 0.115 and r=0.094).

4.15.12 Vehicle accessibility and vehicle brand choice

$H12_0$: There is no relationship between vehicle accessibility and vehicle brand choice.

$H12_A$: There is a relationship between vehicle accessibility and vehicle brand choice.
There is no statistically significant linear relationship between vehicle accessibility and brand choice with p= 0.090 and r=0.101.

4.15.13 External influences and vehicle brand choice

$H13_0$: There is no relationship between external influences and vehicle brand choice.

$H13_A$: There is a relationship between external influences and vehicle brand choice.

There is no statistically significant linear relationship between external influences and brand choice with p= 0.311 and r=0.061).

4.16 Conclusion of results

General information from the 280 samples was presented, followed by vehicle ownerships, important purchase reasons, cultural values, familiarity and vehicle purchasing factors. In this chapter the results of reliability and validity testing were presented using Cronbach's alpha and Composite reliability to test reliability and all measured constructs were found to be reliable except for one purchasing factor (pricing) which had four items that result in <0.70 Cronbach alpha score which is required for reliability. The results of the hypothesis tests were presented.

CHAPTER 5: DISCUSSION OF RESULTS

5.1 Introduction

This chapter intends to discuss the results presented in the Chapter 4. The discussion covers general information relating to the participants' demographics and vehicle ownership. The chapter concludes by detailing the results based on the hypothesis.

5.2 Demographic profile of the respondents

The study achieved a 50:50 gender split which reflects the South African population with females constituting 51% and males 49% of the country's citizens (Stats SA, 2019). A significant majority of the respondents were white at 69% of those surveyed. While this does not correlate with South Africa's racial profile, it bears noting that most cars in are still bought by white people. According to Stats SA, white South Africans make up 7.9% of the population. Whereas the country's black population stands at 80.7%, only 19% of respondents indicated that they were black (Stats SA, 2019). 8% of the respondents indicated their race as coloured, which is 1% less than country's population. The South African Asian population is 2.2%; however, the respondents that indicated their race as Indian/Asian population was 4%.

All the respondents indicated their age group as 25 years or older compared to the country's age distribution for those 25 years or older is 55.26% (Index Mundi, 2020). A couple of reasons may be proffered for the difference between the respondents and South African age group population. First and foremost, it is regulated that one needs to be 18 years or older to obtain a driver's license (Gov, 2015). Second, to afford a vehicle, the person responsible for buying a car is often slightly older.

In the study, the Gauteng (GP) province featured prominently with 48% of the respondents residing in the province. This corresponds with national statistics that depict the province as being most populous at 25.9% (Stats SA, 2020). The Western Cape (WC) was the second most populated region in the study with 28%; however, in terms of national statistics the region is listed third with a population of 11.8% while KwaZulu Natal is second largest province with 19.3% of the national population yet the only 12% of the respondents were from this region. While it is the smallest province in size, Gauteng is historically referred to as a place of gold making it the region with most accumulated wealth per capita (SA History, 2021). Based on this, the study

results are relevant as Gauteng residents are most likely to own more vehicles than residents from other province.

None of the respondents selected their employment status as unemployed; however, when compared to national employment statistics 30.8% of South Africans are unemployed (Stats SA, 2020), which may be increase as Covid'19 continues to negatively affect the economy. The respondents' employment status differs from national statistics because this study required respondents who owned a vehicle. Therefore, it is most likely that people who own a vehicle are employed, self-employment or selected 'other' as an employment status.

With regard to their educational level, 35% of the total respondents indicated that they held a diploma, followed by those with a degree and matric being 22% respectively, and those with postgraduate degree at 20%. Only 2% of the respondents indicated that they did not hold a matric certificate.

5.3 Vehicle ownership

In the study, the top 4 vehicle brands were Toyota (19%), VW (11%), Ford (7%) and Hyundai (7%), compared to the 2020 vehicle sales report indicating that Toyota (23%), VW (15%), Ford (9%) and Hyundai (7%) were the top 4 brands (Naamsa, 2020). The study's vehicle ownership is similar to and reflects national vehicle sales. 32% of the respondents own a hatchback, followed by a sedan (28%) and an SUV (27%). This is similar to the market vehicle ownership types especially for hatchback (32%), whilst SUV is second (19%) and sedan is third (11%) according to Naamsa (2019).

5.4 Important purchase reasons

The most notable reasons for purchasing a vehicle are good quality, reliable brand, value for money, trusted brand and affordable price. Compared to the new car buyer survey (2018), the most significant purchase reasons are: liked the car, reliable make, parts availability, price and warranty. The common purchase reasons between the two studies are reliable make and price.

5.5 Conservative cultural value and vehicle brand choice

$H1_0$: There is no relationship between conservative cultural value and vehicle brand choice.

$H1_A$: There is a relationship between conservative cultural value and vehicle brand choice.

The correlation coefficient for the relationship between conservative cultural value and vehicle brand choice was 0.108 with a p-value of 0.072. Statistically, this proved that the conservative cultural value does not influence vehicle brand choice. This may be as a result of South Africa being an individualistic country which is also classified as autonomy cultural value within Hofstede's culture index (De Mooij & Hofstede, 2011). De Mooij &and Hofstede (2011) conducted research in 50 countries including South Africa wherein they ranked countries in terms of the four cultural dimensions. In terms of the various indices, South Africa ranked 16th for the Individualism index, 35th on the power distance index, 13th on the masculinity index and 39th on the uncertainty avoidance index. As such, South Africa is most likely to have a masculine culture as well as individualistic culture.

This empirical data is to ensure that South African automotive marketers do not position their vehicle brands as a conservative cultured brand, especially if they intend to target mass market or generate high volumes.

5.6 Affective autonomy cultural value and vehicle brand choice

$H2_0$: There is no relationship between affective autonomy cultural value and vehicle brand choice.

$H2_A$: There is a relationship between affective autonomy cultural value and vehicle brand choice.

The correlation coefficient for the relationship between affective autonomy cultural value and vehicle brand choice was 0.173 with a p-value of 0.004. This proved that statistically the affective autonomy cultural value influences vehicle brand choice. The p-value signals a 0.05 confidence level, which supports the significance of the hypothesis.

Schwartz's (1992; 1994; 2006) theory describes people who fall within affective cultural value as people that independently pursue positive experiences such as exciting life, varied life, life that brings pleasure. Therefore, the results may also mean that people associated with affective cultural values are likely to choose vehicle brands that will ensure that they pursue positive experiences through their vehicle choices by purchasing an SUV. Therefore, this empirical support is to ensure that South African

automotive marketers position relevant models such as SUV-type models in a manner that portrays the enjoyment of life and its experiences.

5.7 Intellectual autonomy cultural value and vehicle brand choice

$H3_0$: There is no relationship between intellectual autonomy cultural value and vehicle brand choice.

$H3_A$: There is a relationship between intellectual autonomy cultural value and vehicle brand choice.

The correlation coefficient for the relationship between intellectual autonomy cultural value and vehicle brand choice was 0.110 with a p-value of 0.066. This proved that statistically the intellectual autonomy cultural value does not influence vehicle brand choice. The p-value does not signal a 0.05 confidence level. According to Schwartz (1992; 1994; 2006), people associated with intellectual autonomy cultural value are seen as independent people that follow on their own ideas and intellectual directions; they are curious and creative. There may be no relationship between intellectual autonomy cultural value and vehicle brand choice because people associated with intellectual autonomy cultural value have little influence on the vehicle bought in terms of their personalities.

Although people associated with intellectual autonomy cultural value enjoy being creative, they cannot influence the car's creativity when considering buying a car except maybe for adding accessories or exterior colours to express their creativity and personalities. This empirical support is to ensure that South African automotive marketers involve customers in their planning stage so customers may still bring their creativity to the vehicle. Furthermore, automotive industries may consider permitting customers to have more options and opportunities personalise their vehicle.

5.8 Hierarchy cultural value and vehicle brand choice

$H4_0$: There is no relationship between hierarchy cultural value and vehicle brand choice.

$H4_A$: There is a relationship between hierarchy cultural value and vehicle brand choice.

The correlation coefficient for the relationship between hierarchy cultural value and vehicle brand choice was 0.055 with a p-value of 0.066. This proved that, statistically, the hierarchy cultural value does not influence vehicle brand choice because the p-

value does not signal a 0.05 confidence level. People associated with hierarchy cultural value are described as people that enjoy being in charge and instructing people to do what they want (Schwartz, 1992; 1994; 2006). Hofstede (2001) stated that power distance (PD) involves the potential to state or direct the behaviour of other people.

In the study by De Mooij and Hofstede (2011), South Africa was ranked 35th in the index in terms of association with power distance. Therefore, being in charge is not key to many South Africans and it does not influence the vehicle brand choice. There may be no relationship between hierarchy cultural value and vehicle brand choice due to the fact that they have little influence on the vehicles that are brought into the market or made available to them. Vehicles that may portray personalities of being charge may be perceived as unapproachable by many South Africans due to affordability.

This empirical support is to ensure that South African automotive marketers do not portray a message that people are in control and inconsiderate of the needs of the customers. Marketers should involve customers in each process; this will, therefore, ensure that the brands are not seen as "controlling" or inconsiderate of their needs.

5.9 Egalitarianism cultural value and vehicle brand choice

$H5_0$: There is no relationship between egalitarianism cultural value and vehicle brand choice.

$H5_A$: There is a relationship between egalitarianism cultural value and vehicle brand choice.

The correlation coefficient for the relationship between egalitarianism cultural value and vehicle brand choice was 0.113 with a p-value of 0.059. This proved that statistically the egalitarianism cultural value does not influence vehicle brand choice because the p-value does not signal a 0.05 confidence level. People associated with egalitarianism cultural values seek to encourage others to recognise each other as equal human beings who share basic interests (Schwartz 1992; 1994; 2006).

Ahern, Daminelli and Fracassi (2015) describe people associated with egalitarianism cultural value as people that see themselves same and equal. South Africans are diverse and therefore like to be different; however, they like to be treated equal. There may be no relationship between egalitarianism cultural value and vehicle brand choice because South Africans are diverse and generally known for embodying a rainbow

nation ideal. In in terms of in terms of the Individualism index, South Africa was 16th, as per De Mooij and Hofstede's (2011) study. Therefore, South Africans are less likely to prefer the same brand choice. The empirical support is to ensure that South African automotive marketers embrace diversity even in their messaging; however, they should portray all people equal.

5.10 Mastery cultural value and vehicle brand choice

$H6_0$: There is no relationship between mastery cultural value and vehicle brand choice.

$H6_A$: There is a relationship between mastery cultural value and vehicle brand choice.

The correlation coefficient for the relationship between mastery cultural value and vehicle brand choice was 0.190 with a p-value of 0.001. This proved that statistically the mastery cultural value has an influence on vehicle brand choice. The p-value signals a 0.05 confidence level, which approves the significance of the hypothesis. Individuals associating with the mastery cultural value place an emphasis on getting ahead through active self-assertion such as ambition, daring, success and competence (Schwartz 1992, 1994, 2006). In addition, the results prove the values associated with mastery cultural values (achievement) as studied by Schwartz (1992, 1994, 2006).

Empirical support is to ensure that South African automotive marketers communicate in their messages the spirit of being self-driven and achievement focused to relate to these customers.

5.11 Harmony cultural value and vehicle brand choice

$H7_0$: There is no relationship between harmony cultural value and vehicle brand choice.

$H7_A$: There is a relationship between harmony cultural value and vehicle brand choice.

The correlation coefficient for the relationship between harmony cultural value and vehicle brand choice was 0.089 with a p-value of 0.139. This proved that statistically the harmony cultural value does not influence vehicle brand choice because the p-value does not signal a 0.05 confidence level. According to Schwartz's (1992, 1994, 2006) theory, people associated with the harmony cultural value focus on assimilating into the world as it is while trying to understand the world as it is without changing it or exploiting it. There may be no relationship between harmony cultural value and vehicle

brand choice because South Africans like to explore new things, which may mean changing or affecting nature.

The empirical support is to ensure that South African automotive marketers embrace fun-exploring markets and use their messages to embrace without being damaging to nature. The automotive industry needs to invest in technologies that preserve nature to ensure that many South Africans trust and believe in the brand.

5.12 Vehicle styling and vehicle brand choice

$H8_0$: There is no relationship between vehicle styling and vehicle brand choice.

$H8_A$: There is a relationship between vehicle styling and vehicle brand choice.

The correlation coefficient for the relationship between vehicle styling and vehicle brand choice was 0.225 with a p-value of <0.001. This proved that statistically vehicle styling influences vehicle brand choice. The p-value signals a 0.05 confidence level, which approves the significance of the hypothesis. According to Chidambaram and Alfred (2007), there are few factors that affect customers' preferences when looking at buying a passenger car. Based on these results, vehicle styling proves to influence vehicle brand choice.

The findings are similar to that of Ahmed, Zaman and Irfan (2013) who identified vehicle design as a purchasing factor. Empirical support is to ensure that South African automotive marketers communicate vehicle styling to ensure customers can be attracted to their vehicle brand.

5.13 Vehicle pricing and vehicle brand choice

$H9_0$: There is no relationship between vehicle pricing and vehicle brand choice.

$H9_A$: There is a relationship between vehicle pricing and vehicle brand choice.

The correlation coefficient for the relationship between vehicle pricing and vehicle brand choice was 0.141 and p-value of 0.018. This proved that statistically vehicle pricing influences vehicle brand choice. The p-value signals a 0.05 confidence level, which approves the significance of the hypothesis. The vehicle price is the most important purchasing factor (Gupta, 2013) which is important to both men and women (Moutinho, Davies & Curry, 1996). Based on these results, vehicle pricing proves to influence vehicle brand choice.

Empirical support is to ensure that South African automotive marketers communicate vehicle pricing to ensure customers can be attracted to their vehicle brand.

5.14 Vehicle image and vehicle brand choice

$H10_0$: There is no relationship between vehicle image and vehicle brand choice.

$H10_A$: There is a relationship between vehicle image and vehicle brand choice.

The correlation coefficient for the relationship between vehicle image and vehicle brand choice was 0.159 with a p-value of 0.008. This proved that statistically vehicle image influences vehicle brand choice. The p-value signals a 0.05 confidence level, which approves the significance of the hypothesis. Ahmed, Zaman and Irfan (2013) confirmed that the vehicle image is the most important purchasing factor when choosing a vehicle. Based on these results, vehicle image proves to influence vehicle brand choice.

It is imperative that South African automotive marketers communicate the vehicle image and all characters that define vehicle image to ensure customers can be attracted to their vehicle brand.

5.15 Vehicle safety features and vehicle brand choice

$H11_0$: There is no relationship between vehicle safety features and vehicle brand choice.

$H11_A$: There is a relationship between vehicle safety features and vehicle brand choice.

The correlation coefficient for the relationship between vehicle safety features and vehicle brand choice was 0.094 with a p-value of 0.115. This proved that statistically vehicle safety features do not influence vehicle brand choice. The p-value does not signal a 0.05 confidence level and thus fails to approve the significance of the hypothesis. Although the vehicle safety feature is a vehicle purchasing factor (Vrkljan and Anaby, 2011), it does not influence the vehicle brand choice according to the findings of the study.

South African automotive marketers should note the importance of the vehicle safety features as a purchasing factor as communicating these safety features will motivate customers to look into their vehicle brand and eventually choose their vehicle brand.

5.16 Vehicle accessibility and vehicle brand choice

$H12_0$: There is no relationship between vehicle accessibility and vehicle brand choice.

$H12_A$: There is a relationship between vehicle accessibility and vehicle brand choice.

The correlation coefficient for the relationship between vehicle accessibility and vehicle brand choice was 0.101 with a p-value of 0.090. This proved that statistically vehicle accessibility does not influence vehicle brand choice. The p-value does not signal a 0.05 confidence level and thus fails to approve the significance of the hypothesis. Although vehicle accessibility is a vehicle purchasing factor, it does not influence the vehicle brand choice according to the findings of the study.

South African automotive marketers are required to use new ways of selling and communicating to customers to ensure that customers do not find it necessary to visit a dealer to buy a vehicle; they can, however, make a purchase online, which will automatically close off the accessibility challenge especially for vehicle brands that do not have a national footprint.

5.17 External influences and vehicle brand choice

$H13_0$: There is no relationship between external influences and vehicle brand choice.

$H13_A$: There is a relationship between external influences and vehicle brand choice.

The correlation coefficient for the relationship between external influence and vehicle brand choice was 0.061 with a p-value of 0.311. This proved that statistically external influences do not influence vehicle brand choice. The p-value does not signal a 0.05 confidence level, which fails to approve the significance of the hypothesis.

Although external influences such as friends and family play an important role when looking at buying a vehicle, they do not influence the vehicle brand choice according to the findings of the study. These results may be because South Africa is an individualistic country as indicated in Hofstede's culture index (De Mooij & Hofstede 2011). South Africa was ranked 16th on the culture index; as such, South Africans are more likely to make their own decisions. Schwartz (1992, 1994, 2006) referred to this cultural value as an autonomy cultural value that can be segmented into affective autonomy and intellectual autonomy cultural value.

South African automotive marketers are to acknowledge that external factors influence the purchasing decision. It is important for marketers to study who influences the

decision without disregarding that the customer will make final decision. Taking note of both in their strategies will ensure successful marketing strategies.

5.18 Conclusion of discussion of results

The discussion of the results compared the findings with existing theory and also stated empirical support for South African automotive marketers. The research confirmed whether there were significant relationships within the hypotheses in the context of South Africa's automotive industry. For cultural values, only two variables were sufficient and supported.

The cultural values supported and deemed sufficient were both affective cultural value and mastery cultural value. For vehicle purchasing factors, three of the six vehicle purchasing factors that were sufficient and supported are vehicle styling, vehicle pricing and vehicle image. The next section discusses the conclusions of the study.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

Gender is an important segmentation variable (Moss & Colman, 2001). Understanding which cultural values influences women when choosing a vehicle brand in South Africa and how they differ from those influencing men will assist marketers in the automotive industry when preparing their marketing strategies. In addition, understanding how vehicle needs differ between men and women will ensure that communication strategies are segmented correctly.

The purpose of the research was discussed in the first chapter of this study. The main purpose of the study was identified as evaluating the influence cultural values have on the automobile buying behaviour of women in South Africa and how it leads to their vehicle brand choice. To fill the existing literature gap, the study aimed to address two main problems. The first problem one related to the effect of cultural values on vehicle brand choice. The cultural values used in the study were based on the theories derived by Schwartz (1992; 1994; 2006) and identified as conservative, affective autonomy, intellectual autonomy, egalitarianism, hierarchy, harmony and mastery cultural value.

The second problem studied the effect of vehicle purchasing factors on vehicle brand choice. The vehicle purchasing factors used were based on studies by Ahmed, Zaman and Irfan, (2013), Johansson-Stenman and Martinsson (2006), Vrkljan and Anaby (2011) and Gupta (2013). The most important vehicle purchasing factors were vehicle styling, vehicle pricing, vehicle image, vehicle safety features, vehicle accessibility and external influences.

Based on these problems, 13 hypotheses were identified and tested in the study. The outcome for the cultural values supported only two of the seven cultural values that had an effect on vehicle brand choice. These were affective cultural values and mastery cultural values. For vehicle purchasing factors, three of the five purchasing factors had an effect on vehicle brand choice. These were vehicle styling, vehicle pricing and vehicle image.

6.2 Theoretical contributions and implications

This study's purpose was to determine how cultural values impact women's vehicle brand choice in South Africa. In addition, it explored the possibility of cultural values being the main cause of a low percentage of women making a vehicle buying decision.

The study also sought to determine whether vehicle purchasing factors influences vehicle brand choice. The direction for the study was influenced by the growing influence of women in purchasing decisions both in South Africa and the world.

The study intended to test how cultural values have impacted one of the biggest industries that contributes over 7% to South Africa's GDP (BusinessTech, 2018). The study's direction was established by Francesco and Gold (2005) who emphasised the importance of companies having knowledge of other cultures, especially the cultures within the countries where their brands may be exported into. All South African automotive brands originate from outside South Africa. Moutinho, Davies and Curry (1996) also directed the study with their findings that indicated that women are becoming an increasing force in the automotive market in that their car purchase decisions differ from those of men.

Luna and Gupta's (2001) theory also informed the direction of the study as they concluded that cultural values influence one's choices regarding a particular decision from small to major important purchases. Research scholars concluded that culture is one of the accepted determiners used by marketing researchers as an influencer of consumer behaviour (de Mooij, 2010). This, therefore, supports the need to study the influences of cultural values on vehicle brand choice.

In this study, Schwartz's (1992; 1994; 2006) seven cultural values – conservative, affective autonomy, intellectual autonomy, hierarchy, egalitarianism, harmony and mastery cultural values – were used. A key scholar in the subject field of cultural value is Hofstede with numerous theories (1980, 1991, 2011). However, in this study I have focused my hypotheses only on the cultural values identified by Schwartz. It is worth noting, however, that Hofstede's legacy contributed to the insights in the studies conducted by Schwartz. Unlike Hofstede, Schwartz's work is more recent and the data collected bears relevance to the study.

The findings for this study are that two out of seven Schwartz cultural values influences vehicle brand choice. These two cultural values are affective cultural value and Mastery cultural values. Three of the six vehicle purchasing factors that were being studied influenced vehicle brand choice. The vehicle purchasing factors that influence vehicle brand choice are vehicle styling, vehicle pricing and vehicle image.

The final findings for this study are that there are significance differences between male and female consumers based on two of Schwartz's cultural values namely intellectual autonomy cultural value and hierarchy cultural value. The study also confirmed one vehicle purchase factor – vehicle styling – that has significance difference between male and female buyers.

The theoretical findings in this study contribute to both limited and existing research, literature and knowledge on the effect of cultural values on vehicle brand choice and the effect of vehicle purchasing factors on vehicle brand choice. The study broadens knowledge on the vehicle purchasing factors; it broadens knowledge on the differences between women and men in terms of vehicle purchasing factors and cultural values. This study will benefit academia and scholars, who can use the findings in support of their studies.

6.3 Managerial contributions and implications

The study provides practical insights such as offering a better understanding of South African customers regard to cultural values that influence vehicle brand choice and vehicle purchasing factors.

In this study it was confirmed that brand choice is influenced by two cultural values: affective cultural value and mastery cultural values. Moreover, the vehicle purchasing factors that influence vehicle brand choice are vehicle styling, vehicle pricing and vehicle image.

The study also confirmed that there are significant differences between male and female consumers in two cultural values – intellectual autonomy cultural value and hierarchy cultural values. Furthermore, male and female have buyers embody a significant difference in one vehicle purchasing factor: vehicle styling.

The first implication relates to the affective cultural value on vehicle brand choice. South African automotive marketers should understand that most South Africans relate to affective cultural values which include the hedonism value as per Schwartz's theory (1992; 1994; 2006). People that associate with this culture focus on enjoying life.

Therefore, it is important for marketers to verify that their marketing strategies for vehicle brands focus on ensuring that customers will use their vehicles to enjoy life. Vehicles should be portrayed as a tool that enables customers to enjoy life and embark

on new experiences such as visiting markets and adventurous experiences and excursions. In recent years, South Africans have had an increasing affinity for the SUV, which may be linked to the idea that SUVs provide one with the opportunity to travel and experience life using their vehicles (Naamsa, 2019). However, not all vehicles are SUVs; other vehicle types such as sedan may still be used to experience life.

The second implication relates to the mastery cultural value on vehicle brand choice. The South African automotive industry should understand that most South Africans relate to the mastery cultural value because it places a value ambitions as per Schwartz's theory (1992; 1994; 2006). People that are associated with this cultural value are ambitious; they dare to succeed and are driven by success. They will most likely consider a vehicle brand choice that portrays success and achievement. Therefore, automotive marketers should ensure that their marketing strategies speak to this cultural value. Their communications should embrace the spirit of goal-oriented people and success.

The third implication relates to vehicle styling on vehicle brand choice. It is, therefore, important that automotive marketers ensure that their marketing strategies include a pillar on styling. How the vehicle looks, styling features such as wheels, exterior colours, and the overall vehicle design should be emphasised in marketing strategies.

The fourth implication relates to the vehicle pricing on vehicle brand choice. In line with the South Africa's economic situation and unemployment rate, vehicle price is important to customers as it influences the vehicle brand choice. The cost of ownership is important to most South Africans. Therefore, the South African automotive industry must ensure that pricing is a pillar in the marketing strategy and that customers see the overall value for owning the vehicle.

Therefore, marketers should ensure that their messages clearly explain the cost to customers and the value that customers will gain by buying a vehicle. The overall price, monthly instalments, fuel efficiency and maintenance should be part of the messages used to attract customers especially those in the mass market.

The last implication relates to vehicle image on vehicle brand choice. The empirical support is to ensure that South African automotive marketers effectively communicate the vehicle image and all the features that define vehicle image to ensure customers

are attracted to their vehicle brand. Similar to vehicle styling, vehicle image is important to most South Africans as it influences which vehicle brand they choose when looking for a new vehicle. South Africans desire for their vehicle to be prestigious and luxurious and to reflect something important to them while being of high quality. Therefore, automotive marketers need to ensure that their marketing strategy articulates the vehicle image as this will influence which vehicle brand they choose.

6.4 Limitations and recommendations

6.4.1 Limitations of the study

The theory on the cultural values focused mainly on Schwartz seven cultural values (1992; 1994; 2006) in relation to Hofstede's theory (1980; 1991; 2011). The study excluded many theories from other scholars such as Trompenaars and Hampden-Turner (2011). This, therefore, presented a limitation in the study. By focusing on only two variables – cultural value and vehicle brand choice – that influence vehicle brand choice, it presented a limitation in itself. Furthermore, the study focused only on the automotive industry and excluded all other industries that could have provided more insights as to effect of cultural value on vehicle brand choice. Another limitation is the assumption that the respondents who completed the online questionnaire truly bought the vehicle in the last 36 months as indicated in the screening question. Moreover, it was assumed that the vehicle they owned is used for personal not business use.

6.4.2 Recommendations for future research

In terms of demographics, the research results presented an equal split between male and female respondents, which is a very close reflection of the South African gender split (Stats SA, 2019). However, the ethnicity and the age group in the study was misaligned to the South African national profile. Therefore, further research is recommended to consider ethnicity and age group in order to align to the country's statistics while taking into consideration split in vehicle ownership. Based on the research findings, there is a significant difference between male and female consumers in two cultural values: intellectual cultural value (0.014) and hierarchy cultural value (0.048) as well as one vehicle purchasing factor: styling vehicle (0.027). Therefore, there is a need to establish the factors that influence South African females to purchase a particular vehicle brand over and above the cultural value and vehicle purchasing factors.

6.5 Conclusion

The study partially fulfilled its purpose that cultural values affect vehicle brand choice and that vehicle purchase factors influence vehicle brand choice. For cultural value, the affective autonomy cultural value and mastery cultural value yielded positive results indicating significance and supported the hypothesis. The conservative, intellectual autonomy, hierarchy, egalitarianism and harmony cultural values did not yield positive results. For vehicle purchasing factors, vehicle styling, vehicle pricing and vehicle image yielded positive results indicating significance through confirmatory factor analysis. However, vehicle safety features, vehicle accessibility and external factors did not yield positive results.

Theoretical contributions and managerial implications were presented as well as the research limitations and recommendations. Cultural values influence one's choices regarding a particular decision whether a small or major important purchase (Luna & Gupta, 2001). Understanding the impact of cultural values on women when making a vehicle brand decision will assist marketers to communicate effectively with these customers; the study provided insights on how each vehicle brand could position itself in different cultural settings to ensure that they are selected by these customers.

Therefore, ongoing research is required to further understand the influence of cultural values regarding its influence on vehicle brand choice.

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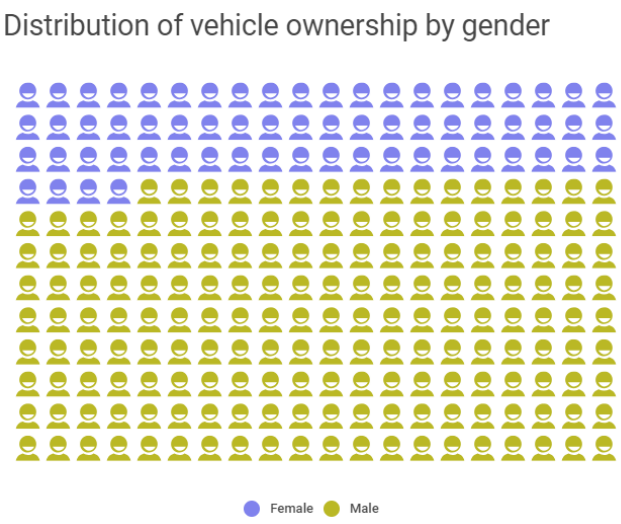
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APPENDICES:

Appendix 1: Distribution of vehicle ownership by gender



Appendix 2: Women buying a car image



Appendix 3: OEM Plants Interactive Map - South Africa (marklines, 2019)



Appendix 4: Vehicle car brands and country of origin

European Car Companies

- **German**: Mercedes-Benz, Audi, Volkswagen, BMW, Opel, Porsche
  Italian: Fiat, Lancia, Alfa Romeo, Lamborghini, Maserati, Ferrari
  French: Citroen, Renault, Bugatti, Alpine, Peugeot
  British: McLaren, Aston Martin, Vauxhall, Bentley, Rolls-Royce, Land Rover, Mini

American Auto Manufacturers

- **Chrysler**: Chrysler, Dodge, Jeep
  General Motors: Chevrolet, Buick, GMC, Cadillac
  Ford: Lincoln, Ford

Asian Automakers

- **Japanese**: Honda, Toyota, Suzuki, Lexus, Infiniti, Mazda, Mitsubishi, Nissan
  Korean: Hyundai, Kia, Daewoo
  Chinese: Geely, Chery, Hongqi, Brilliance, BYD

Appendix 5: Comparison of Hofstede's cultural framework with other models

Comparison of Hofstede's cultural framework with other models

	Masculinity/ Feminity	Individualism/ collectivism	Power distance	Uncertainty avoidance	Long-term orientation	Other
Hofstede (1984) Hofstede (1991, 2001)						
Inkeles and Levinson (1969)*	Conceptions of self		Relation to authority	Primary dilemmas or conflicts		
Triandis (1995)						
Chinese Cultural Connection (1987)	Human heartedness	Integration			Confucian work dynamism	Moral discipline
Clark (1990)*	Relations to self		Relation to authority	Relation to risk		
Trompenaars (1997)	Neutral/emotional	Universalism/particularism Individualism/ communitarianism			Attitudes to time	Specific /diffuse Achievement/ascription Attitudes to the environment
Dorfman and Howell (1988)						Paternalism
Schwartz (1994)	Mastery/harmony	Autonomy/conservantism	Hierarchy/ egalitarianism			
Smith et al. (1996)		Loyal involvement/ utilitarian involvement	Conservantism/ egalitarianism			Discussion of a third dimension 3 deferred
Keillor and Hult (1999)						National heritage/culture homogeneity/belief system/ consumer ethnocentrism
Steenkamp (2001)*		Autonomy/collectivism	Egalitarianism/hierarchy	Uncertainty avoidance	Mastery/ nurturance-	

* Refers to theoretical contributions. The remainders are empirical studies.

Appendix 6: Quantitative Questionnaire

Thank you for agreeing to participate in this research!

My name is Jonia Majola, I am a Masters student in Masters in Management in Strategic Marketing at the University of Witwaterand in Johannesburg.

The **aim** of this research is to investigate how cultural values and vehicle purchase factors affect vehicle brand choice.

The **title** of the study is “Cultural values and consumer choice of motor vehicle brands: the case of women in SA”

As part of this project, I would like to invite you to take part in answering an online survey. This questionnaire will take about 15 minutes to complete and covers the following section:

- **Section 1:** General Information
- **Section 2:** Vehicle ownership
- **Section 3:** Cultural values
- **Section 4:** Vehicle brand choice
- **Section 5:** Vehicle Purchasing factors

Section 1: General Information

Q1. Which province do you live in?

a. Eastern Cape	
b. Free State	
c. Gauteng	
d. KwaZulu-Natal	
e. Limpopo	
f. Mpumalanga	
g. North West	

h. Northern Cape	
i. Western Cape	

Q2. Please indicate your gender

a. Male	
b. Female	

Q3. Please indicate your race

a. Asian	
b. Black	
c. Coloured	
d. White	

Q4. Please indicate your age category

a. Younger than 20 years	
b. 21 – 24 years	
c. 25-34 years	
d. 35-49 years	
e. 50+ years	

Q5. Which of the following descriptions best describes your employment status?

a. Unemployed, actively seeking a job	
b. Unemployed, not actively seeking a job	
c. Non-working	
d. Full time student (college / university)	
e. House wife	
f. Employed Full Time	
g. Employed Part Time	
h. Self Employed	
i. Retired	

Q6. Which of the following statements best describes your marital status?

a. Single (no children)	
b. Single (with children younger than 18)	
c. Single (with children older than 18)	
d. Married / living with partner (with children younger than 18)	
e. Married / living with partner (with children older than 18)	
f. Married / living with partner (no children)	
g. Divorced	

Q7. What is your highest level of education?

a. Less than matric	

b. Matric	
c. Diploma	
d. Degree	
e. Post-Graduate Degree	

Section 2: Vehicle ownership

Q.8 Do you own a vehicle?

Yes	
No (Close Interview)	

Q9. What is the make of your main vehicle? (1 mention only)

a. Toyota	
b. VW	
c. Ford	
d. Nissan	
e. Renault	
f. Mazda	
g. BMW	
h. Mercedes-Benz	
i. Audi	
j. Hyundai	
k. Kia	
l. Volvo	

m. Land Rover	
n. Isuzu	
o. Datsun	
p. Haval	
q. GWM	
r. Other	

Based on the vehicle you own, please answer the following question

Q10. To what degree do you agree or disagree with the following statements relating to familiar vehicle brands

Statements	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I can recognise this brand quickly among competing brands					
b. I have a clear opinion about this brand					
c. This brand has been around the market for as long as I can remember					
d. I understand what the brand stand for					
e. I buy cars which are well advertised					
f. I buy car brands whose name I remember best					

Q11. What is the vehicle type you recently bought or intend to buy?

a. Crossover	
b. Hatchback	
c. Sedan	
d. SUV	

e. MPV	
f. Double Cab Pick Up	
g. Single Cab Pick Up	
h. Extra Cab Pick Up	

Q12. How important were the following reasons when you bought your vehicle?

	1=Not all important	***2= Slightly important***	***3 = Moderately Important***	***4 = Very Important***	***5 = Extremely Important***
a. Reliable brand					
b. Good experience with the brand					
c. Value for money					
d. Fuel efficiency					
e. Trusted brand					
f. Well-known brand					
g. Affordable price					
h. Exterior styling/shape					
i. Affordable maintenance					
j. Good quality					

Section 3: Cultural Values

Q13. To what degree do you agree or disagree with the following statements relating to Conservative cultural values

Statement	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. It is important to me to do things the way I learned from my family.					
b. I like to follow my family customs and traditions					
c. I believe people should do what they are told					
d. I believe people should follow rules at all times, even when no one is watching.					
e. The safety of my country is very important to me					
f. I like to live close to my friends and family					
g. I sacrifice self-interest for my group					
h. I usually go along with others want to do, even if I would rather do something else					
i. It is important to be kind to others					

Q14. To what degree do you agree or disagree with the following statements relating to Affective cultural values

Statement	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I like to explore new things in life					
b. Compared to people around me, I am more likely to buy into a new idea					
c. I believe I am an adventurous person					
d. It is important to me to pursue new experiences in my life					
e. I find pleasure in taking risks.					

Q15. To what degree do you agree or disagree with the following statements relating to Intellectual cultural values

Statement	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. To be superior one should stand alone					
b. Having my own opinion is important to me					
c. I am curious and tries to understand everything					
d. Having a lively imagination is important to me					
e. In a group of people I am most likely going to speak my mind and share ideas					

Q16. To what degree do you agree or disagree with the following statements relating to Hierarchy cultural values

Hierarchy cultural value	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I like to be in charge and tell others what to do					
b. I like people to do what I say					
c. I believe a person should follow instructions given even if they do not fully agree					

Q17. To what degree do you agree or disagree with the following statements relating to Egalitarianism cultural values

Statement	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. It is important that every person in the world is treated equally					
b. I believe justice should be served even for people I don't know.					

c. I believe everyone should have equal opportunities in life					
d. It is important to me to listen to people who are different from me, even when I disagree with them, I still want to listen to them.					
e. It's very important for me to care for the people I know and like					
f. I strongly believe that people should care for the nature					
g. Looking after the environment is important to me					
h. I believe a person should only follow instructions that they fully understand					

Q18. To what degree do you agree or disagree with the following statements relating to Mastery cultural values

Statement	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. Being successful it is very important to me					
b. I consider myself an ambitious person, making it in life is everything to me					
c. I take every opportunity presented to me seriously and I do my best to excel in it					
d. I am not afraid of new challenges, I am one of the first people to put my hand up when a new challenge is presented.					

Q19. To what degree do you agree or disagree with the following statements relating to Harmony cultural values

Statement	***1=Strongly Disagree***	***2= Disagree***	***3 = Neutral***	***4 = Agree***	***5 = Strongly agree***
a. I care about the community I live in					
b. I care about the people living in my community					

c. I like to impress people around me					
d. I believe the world is perfect there way it is, people should stop trying to change it and should stop trying to fix what is not broken					

Section 4: Vehicle brand choice

Q20. How familiar are you of the following vehicle brands?

Vehicle Brands	1= Highly unfamiliar	2= Unfamiliar	3= Neither familiar or unfamiliar	4= familiar	Highly familiar
a. Toyota					
b. VW					
c. Ford					
d. Nissan					
e. Renault					
f. Mazda					
g. BMW					
h. Mercedes-Benz					
i. Audi					
j. Hyundai					
k. Kia					
l. Volvo					
m. Land Rover					
n. Isuzu					
o. Datsun					
p. Haval					
q. GWM					

Section 5: Vehicle purchasing factors

Q21. To what degree do you agree or disagree with the following statements relating to <u>vehicle styling</u>

Statements	**1=Strongly Disagree**	**2= Disagree**	**3 = Neutral**	**4 = Agree**	**5 = Strongly agree**
a. I prefer attractive and well-designed cars					
b. I choose a car with a unique feature.					
c. I buy unique and admirable cars					
d. My car makes me feel good					
e. I like to drive a car that makes me look and feel good					

Q22. To what degree do you agree or disagree with the following statements relating to <u>vehicle pricing</u>

Statements	**1=Strongly Disagree**	**2= Disagree**	**3 = Neutral**	**4 = Agree**	**5 = Strongly agree**
a. I prefer a car with low running cost					
b. I buy a car which is lowly priced					
c. I buy a car which is highly priced					
d. My brand of car gives me value for money					

Q23. To what degree do you agree or disagree with the following statements relating to <u>vehicle image</u>

Statements	1=Strongly Disagree	2= Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
a. I buy a car which is perceived prestigious and luxurious					
b. My brand of car stands for something important to me					
c. I buy a car of high quality					

Q24. To what degree do you agree or disagree with the following statements relating to <u>vehicle safety features</u>

Statements	1=Strongly Disagree	2= Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
a. I choose a car that is safer					
b. I focus on the safety features (e.g. airbags , braking systems) when buying a car.					
c. My vehicle brand choice ensures the vehicle is safe for the drivers, passengers and people around the vehicle					
d. I am willing to pay more for a vehicle that adds styling features such as better looking wheels, better paint, better lights etc.)					

Q25. To what degree do you agree or disagree with the following statements relating to vehicle <u>Accessibility</u>

Statements	1=Strongly Disagree	2= Disagree	3 = Neutral	4 = Agree	5 = Strongly agree
a. I prefer a car which is widely available					
b. I buy a car which have showrooms all over the country					
c. I buy a car which have spare parts readily available					

d. I choose cars with maintenance and repair services available					

Q26. To what degree do you agree or disagree with the following statements relating to <u>External influences affecting a vehicle purchase</u>

Statements	**1=Strongly Disagree**	**2= Disagree**	**3 = Neutral**	**4 = Agree**	**5 = Strongly agree**
a. I will buy a car because of its country of origin					
b. I buy a car recommended by my family and friends					
c. My car brand reflects my social status					
d. I prefer a car used by my family members and friends					

You have come to the end of the survey. Thank you for taking part.