BLACK FEMALE STUDENT CONSUMERS' PERCEPTION OF CLOTHING STORE IMAGE ATTRIBUTES

BY

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DECLARATION

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

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SUMMARY

South Africa has a complex and dynamic marketing milieu, with a majority of black consumers. Black consumers differ with regard to their lifestyles and buying behaviour. Black women are regarded as the true buyers of products and as the largest group of consumers in potential upcoming retail markets in South Africa. The youth market is also growing, and as the economy improves, will emerge as a major market segment. The aim of this study was to investigate black female student consumers' perceptions of the importance of store image attributes that influence clothing store image, and to determine the relationships between these perceptions and consumers' lifestyles and store choice behaviour.

Some of the relevant consumer characteristics, namely demographics, lifestyles and culture, as well as certain aspects of consumer behaviour, namely perception and decision-making, that affect perceptions of store image and buying behaviour, were investigated by means of an in-depth literature review. The focus was on the South African black clothing consumer.

A total of 500 female respondents were selected at Technikon Northern Gauteng to partake in this study. They were proportionally selected according to the number of second and third year full time black female students per department. Questionnaires were completed in class during set sessions and in the presence of the researcher. Questionnaires comprised three categories. Section one measured consumers' perception of the importance of clothing store image attributes and consisted of nine categories, each including a varying number of subsets. Responses to the 91 questions were processed by means of a five-point Likert-type scale. Section two included 30 lifestyle items and respondents replied on a five-point Likert-type scale. The third section of the questionnaire included questions on demographics and store choice behaviour. Eighteen questions were included in this section and in the questions on store choice behaviour, respondents were required to indicate on an eight-point scale how often they shopped at selected well-known clothing stores.

The questionnaire was tested during a pilot study. Factor analysis, as well as Cronbach's alpha were used to assess validity of the questionnaire and to determine its internal consistency. Mean scores and standard deviations were computed for all the valid store image attributes and lifestyle characteristics, followed by mean percentage rating of each item. Store choice behaviour was measured through frequency distribution. Pearson's correlation was performed between the differentiating variables, namely store image attributes, lifestyles, and store choice behaviour. For cluster analysis, Wards method (Squared Euclidian method and icicle plot), the multivariate analysis of variance (MANOVA) and univariate analysis (ANOVA) tests were used to determine differences between clusters.

The study population reflected young female consumers in the age group 20 to 23 years with relatively high educational qualifications. They were predominantly single, mostly with one child, and preferred to live in Technikon residences. Most of them relied on public transport, specifically taxis. The time taken to reach a clothing store of their choice was indicated as approximately 30 to 45 minutes of walking. Only a few were near the clothing stores of their choice. The majority of these consumers spent less than R300 per month on clothing, and they displayed a pattern of infrequent clothing purchases. The sample profile reflected a wide selection of ethnic groups within the geographical region of Gauteng.

Six of the nine store image attributes investigated were perceived as important, namely *Physical facilities, Promotion, Credit facilities, Salespeople service, Merchandise requests* and *Store layout. Location and convenience, Various store services* and *Preference for salespeople* was considered of less importance.

From the seven lifestyle factors identified, *Media usage* was the most important, followed by *Clothing lifestyle, Social and family involvement, Activities and interests* and *Community involvement. Sport activities* and *Up-market shopping* was considered unimportant.

Three distinct clusters of black female consumers were identified, based on the respondents' perceptions of the importance of store image attributes and lifestyles. Black female clothing consumers were segmented as **Practical intensive**, **Active convenience** and **Informed shoppers**. These three clusters differed statistically significantly, regarding the following store image attribute groups: *Promotion, Physical facilities, Credit facilities, and Merchandise requests.* Those attribute groups that did not significantly explain differences between the clusters were *Salespeople's service, Location and convenience, Various store services, Preference for salespeople, and Credit facilities.* Among lifestyle characteristics, the following obtained the highest mean scores: *Media, Clothing lifestyle,* and *Social and family involvement.* The relationships found between store image attributes and lifestyles, as well as those attributes that are responsible for differences between clusters of shoppers could provide retailers with valuable means to identify market segments and to satisfy their specific needs.

South African black consumers should not be considered as a homogenous group of consumers. Further research should be done across various cultural and ethnic groups, as well as across different gender and age groups. The South African market is highly competitive, with a wide range of stores and brands; therefore, retailers need to create a store image that appeal to a particular segment of the population to exert a major impact on clothing shopping behaviour. This study focused only on the important store image attributes, but has not investigated relationships among store image and store choice. As, a result, further research is needed to assess the impact of store choice on store image in clothing retailing.

OPSOMMING

Suid-Afrika het 'n komplekse en dinamiese bemarkingsmilieu, met 'n meerderheid swart verbruikers. Swart verbruikers verskil ten opsigte van hulle lewenstyl en koopgedrag. Swart vrouens word beskou as die werklike kopers van produkte, en as die grootste groep verbruikers in potensiële opkomende kleinhandelmarkte in Suid-Afrika. Die jeugmark is ook besig om te groei, en soos die ekonomie verbeter, sal die mettertyd ontwikkel tot 'n hoofsegment van die mark. Die doel van dié studie was om 'n ondersoek te doen na swart vroulike studente verbruikers se persepsies oor die belangrikheid van winkelbeeld eienskappe wat betrekking het op die beeld van klerewinkels, en om te bepaal hoe dié persepsies verband hou met verbruikers se lewenstyle en winkelvoorkeurgedrag.

Etlike toepaslike verbruikerskenmerke, by name demografie, leefstyl en kultuur, sowel as spesifieke aspekte van verbruikersgedrag, naamlik persepsie en besluitneming, wat beskouings oor winkelbeeld en koopgedrag beïnvloed, is ondersoek deur middel van 'n in-diepte oorsig van beskikbare literatuur. Die fokus was op die Suid-Afrikaanse swart klereverbruiker.

'n Totaal van 500 vroulike respondente aan die Technikon Noord-Gauteng is geselekteer om aan hierdie studie deel te neem. Hulle is proporsioneel gekies ooreenkomstig die getal tweede- en derdejaarstudente per departement. Vraelyste is in die klaskamers ingevul tydens vasgestelde periodes en in die teenwoordigheid van die navorser. Vraelyste het bestaan uit drie gedeeltes. Deel een het die verbruiker se beskouing gemeet oor die belangrikheid van klerewinkelbeeld eienskappe, wat nege kategorieë behels, wat elk weer uit 'n verskillende getal items bestaan. Response op die 91 vrae is ingewin deur middel van 'n vyfpunt Likert-tipe skaal. Deel twee sluit 30 lewenstyl-items in, en respondente moes antwoord op 'n vyfpunt Likert-tipe skaal. Die derde deel van die vraelys sluit vrae in oor demografie en winkelvoorkeurgedrag. Agtien vrae is ingesluit in dié deel, en in die vrae oor winkelvoorkeurgedrag, is daar van respondente verwag om op 'n agtpuntskaal aan te dui hoe gereeld hulle by uitgesoekte bekende klerewinkels koop.

Die vraelys is getoets tydens 'n loodsstudie, Faktoranalise, en alfakoëffisient is gebruik om geldigheid en interne konsekwentheid te ondersoek. Gemiddelde tellings en standaardafwykings is bereken vir al die geldige winkelbeeld eienskappe en leefstyl kenmerke, en daarna is die gemiddelde persentasie en 'n waarde aan elke item toegeken. Winkelvoorkeurgedrag is gemeet deur middel van frekwensieverspreiding. Pearson se korrelasie is bereken tussen die onderskeie veranderlikes, naamlik winkelbeeld eienskappe, lewenstyl, en winkelvoorkeurgedrag. Vir die ontleding van bondels is Ward se Euklidiese vierkantmetode en kegelberaming gebruik; die multivariant-ontleding van variansie (MANOVA) en eenvariant-ontledingtoetse (ANOVA-toetse) is gebruik om verskille tussen bondels te bepaal.

Die steekproef is geneem uit jong vroulike verbruikers in die ouderdomsgroep 20 tot 23 jaar met relatief hoë opvoedkundige kwalifikasies. Hulle was meestal ongetroud, gewoonlik met een kind, en het verkies om in Technikon-koshuise te woon. Die meeste van hulle het staatgemaak op openbare vervoer, en spesifiek op taxi's. Hulle het aangedui dat dit hulle ongeveer 30 tot 45 minute se staptyd gekos het om uit te kom by 'n klerewinkel van hulle keuse. Slegs 'n paar het naby die klerewinkels van hulle keuse gewoon. Die meeste van dié verbruikers het minder as R300 per maand op klere uitgegee, en hulle vertoon 'n patroon van ongereelde klere-aankope. Die steekproef verteenwoordig 'n wye verskeidenheid etniese groeperinge in die geografiese gebied van Gauteng.

Ses van die nege ondersoekte winkelbeeld eienskappe, word as belangrik beskou, naamlik *Fisiese fasiliteite, Promosie, Krediet fasiliteite, Diens deur verkoopspersoneel, Handelsware-versoeke en Winkeluitleg. Plasing en gerief, Verskeie winkeldienste en Voorkeur vir verkoopspersoneel* word as minder belangrik beskou.

Die belangrikste lewenstyl faktore geidentifiseer, sluit in *Media-gebruik*, gevolg deur *Kledingleefstyl*, *Sosiale en gesinsbetrokkenheid, Aktiwiteite en belangstellings* en *Gemeenskapsbetrokkenheid. Sport aktiwiteite* en *Top-mark aankope* was onbelangrik.

Drie groepe swart vroulike verbruikers is geïdentifiseer, gebaseer op die respondente se persepsie van die belangrikheid van winkelbeeld eienskappe en hul lewenstyle. Swart vroulike klerasieverbruikers is ingedeel in die klasse **Prakties-intensiewe**, **Aktief-gerieflikheids-,** en **Ingeligte kopers**. Hierdie drie bondels het statisties drasties verskil ten opsigte van die volgende groepe winkelbeeld eienskappe: *Promosies, Fisiese fasiliteite, Kredietfasiliteite, en Handelsware-versoeke.* Dié groepe kenmerke wat die verskille tussen groepe nie betekenisvol verduidelik nie, is *Diens deur verkoopspersoneel, Plasing en gerief, Verskeie winkeldienste, Voorkeur vir Verkoopspersoneel,* en *Kredietfasiliteite.* Die volgende leefstylkenmerke is in die algemeen die hoogste aangeslaan: *Media, Kledingleefstyl* en *Sosiale en gesinsbetrokkenheid.* Die verband wat daar gevind is tussen winkelbeeld eienskappe en lewenstyle, asook daardie kenmerke wat verskille veroorsaak tussen bondels kopers, kan aan kleinhandelaars waardevolle inligting bied om marksegmente mee te identifiseer, en om te voldoen aan die behoeftes van die onderskeie verbruikersgroepe.

Suid-Afrikaanse swart verbruikers moenie beskou word as 'n homogene groep verbruikers nie. Daar behoort bykomende ondersoek gedoen te word na verskillende kulturele en etniese groepe, sowel as na die verskeie geslags- en ouderdomsgroepe. Die Suid-Afrikaanse mark is hoogs kompeterend, met 'n wye reeks winkels en handelsmerke; derhalwe moet kleinhandelaars 'n winkelbeeld skep wat op 'n spesifieke segment van die bevolking gerig is, ten einde 'n groot impak te kan uitoefen op klerekoopgedrag. Hierdie studie het slegs gekonsentreer op die belangrike winkelbeeld eienskappe, maar het nie die verwantskap tussen winkelbeeld en winkelkeuse ondersoek nie. Gevolglik is verdere ondersoek nodig ten einde te bepaal hoe winkelkeuse in die klerasiekleinhandel beïnvloed word deur winkelbeeld.

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Soli Deo Gloria

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CHAPTER 1
INTRODUCTION

1.1 Introductory perspectives

Knowledge of consumer behaviour enables marketers to understand and predict consumer behaviour in the marketplace. Consumer behaviour refers to the behaviour that consumers demonstrate when searching, purchasing, using, evaluating and disposing of products and services. When they choose products and make purchase decisions they are influenced by individual characteristics, environmental factors, the purchase situation and the company's marketing efforts (De Klerk, Velleman & Malherbe, 1998:15; Rath, 1993:40; Schiffman & Kanuk, 2000:443). External influences, such as the social and cultural environment and the firm's marketing efforts, for example product, promotion, price and channels of distribution could impact on consumer behaviour. Consumers' motivation, perception, learning, personality, attitudes and experiences impact on their behaviour. Schiffman and Kanuk (2000:36 & G-3) distinguish between major categories of consumer characteristics, such as lifestyles, geographic, demographic and psychological factors, as well as use-related characteristics, use-situation factors and benefits sought. These factors may impact on the development of certain shopping and purchasing needs as well as how they evaluate alternative stores. Consequently store image develops as a result of consumers' characteristics and needs as well as the retailers' strategies (Assael, 1992: 621; Peter & Olson, 1990:5).

The field of consumer behaviour developed through a series of marketing approaches, such as the production concept, the product concept, the selling concept and the marketing concept. The production concept was replaced by the product orientation, concentrating on efficient production and intensive distribution. Through natural evolution, the emphasis moved from the product to the development of the selling concept. The advantage of this approach is that it focuses on products and services based on the needs and wants of specific target markets. The marketing concept provides the impetus for this study of consumer behaviour (Assael, 1995:8; Easey, 1995:104; Hawkins, Best & Coney, 1995; Peter & Olson, 1990:25; Schiffman & Kanuk, 2000:5).

Consumer behaviour, as a field of study, borrows heavily from concepts developed in psychology (Schiffman & Kanuk, 2000:8). Similarly, behaviour related to clothing can be interpreted from many viewpoints, amongst other psychological, sociological and socio-psychological perspectives. Most of clothing behaviour research falls within the realm of social psychology (Horn & Gurel, 1981:3-5). It is therefore evident that socio-psychological perspectives on human behaviour should be considered in a study of consumer behaviour regarding clothing. Kaiser (1997:4) defines the discipline of psychology in clothing as being concerned with "... the various means people use to modify their appearance of the body, as well as the social and psychological forces that lead to, and result from, processes of managing personal appearance". The social meanings of clothes vary between contexts or circumstances (Kaiser, 1997:29). To understand the meaning of clothes and its potential for change, three theoretical perspectives were postulated by Kaiser (1997:29), namely the cognitive, symbolic interactionist and cultural perspectives. Together, these three perspectives form a contextual perspective, which served as the theoretical framework within which this study was conducted.

Consumers are highly complex individuals who are subjected to a variety of psychological, social and physical needs. New products and marketing strategies are developed to fulfil these consumer needs, and it is therefore imperative that clothing store attributes and image should be oriented towards consumers (Rath, 1993:40). Market segmentation accommodates consumers in specific segments or groups corresponding to a retailer's merchandise and services. The competitive retailer focuses on a unique market and develops a marketing strategy to satisfy specific consumers' demands, preferences and needs. Market segmentation and the identification of target markets are direct attempts to reach, inform, and persuade consumers to buy and use specific products (Easey, 2002:104; Hawkins *et al*, 1995; Peter & Olson, 1990:25; Schiffman & Kanuk, 2000:443; Terblanché, 1998:101,105).

Leading clothing retailers are switching to global marketing where culture is playing an increasingly important role. Global marketing is a particular niche that is not bound by political, cultural and economic barriers, but is driven by the needs of the universal consumer exposed progressively to the "information revolution". This is putting the global economy through a wrenching process that re-decides who is going to consume what, where, when and why. People make consumption decisions in a global marketplace. Globalisation will most likely have an accelerated effect on the differentiation of universal market segments (Feather, 1994:27).

Change is inevitable in South Africa's social structure in the next decade. This will have a major impact on marketers and market research experts. After the apartheid era, a process of social stratification started and redress, at both an economic and a social level, will continue (Sey, 1999:96). Historically a first world orientation and a so-called "white market" dominated the South African consumer market. The process of acculturation caused the development of subcultures in the townships, with unique belief systems, dress codes and language patterns. The black communities appeared to have a distinct social class that was manifested in several ways. The social structure was clearly reflected in the areas black people chose, such as up-market areas, middle-of-the road areas and the really poverty stricken "shanty towns". Black consumers became very conscious of their choice of products. It is, therefore, a reflection of the social class in which they wish to be categorised by their friends and peers. The more sophisticated black consumer would purchase goods at up-market stores in traditionally white areas, in comparison with those who are less privileged and from a lower social class. The latter buy from spaza stores, vendors and hawkers because of their lack of access to the malls. However, with the increase in urbanisation and improved living standards, the progressive growth of a black middle class has a strong impact on the retail market (Cant & Brink, 1999:6,7).

The black South African consumer market can not be seen as homogeneous due to various levels of sophistication and acculturation as explained above. The process of urbanisation and acculturation results in the growth of a cosmopolitan urban community with different black ethnic groups, in constant interaction with one another as well as western cultures. Consequently subcultures and dynamic township cultures developed (Enslin, 1993:22). The South African black consumers aspire to higher living standards. They become more sophisticated and tend to adopt certain Western values (Minnaar, 1991:4).

According to statistics recorded during the past decade the following trends were evident. Black consumers will probably double in comparison to those of white consumers which were expected to increase with only 20%. The black consumer group was responsible for 52% of the total consumer spending. Specifically black consumers' clothing purchases amount to 55.7% of the buying power (Martins, 1996:31). Women head more than two million black South African households. Thus, the black women play a prominent and important part in black consumers' buying decisions. Women are regarded as the true buyers of products and were recently seen as the largest group of consumers (42.5%) (Cant & Brink, 1999:7; Human & Jooste, 1991:12). Thus, the black consumer market with its accelerating buying power and wants is the market for the future in South Africa. However, the black consumer market could still be regarded as the most neglected segment of the market (Cant & Brink, 1999:9).

It should also be kept in mind that Cant and Machado (2002:28) reported a sharp increase in the number of young people with a renewed interest in fashion. In 1995, black people under the age of 20 constituted 48.7%. Although the older market enjoys the greater spending power, the youth could emerge as a major market segment. This generation is used to information technology and makes use of it. Their constant demands for what's new will accelerate the pace of technology, business and changes in the retail business (Cant & Brink, 1999:7; Cant & Machado, 2002:28).

The South African retailing market serves a dynamic and unique environment, that changes constantly and becomes more and more complex and diverse. One of the important environmental factors to consider is the increasing buying power of the black consumer market.

To be able to investigate this buying power optimally, the retailing industry should be aware of the specific buying behaviour revealed by the black consumer (Human & Jooste, 1991:12). Since 1996, they increased dramatically in their turnover of supplied goods and services to more than 35 million consumers, as well as provided employment opportunities to hundreds of thousands of people. While the retailing industry plays a dominant role in the South African economy, the country does not operate in isolation, because of the global milieu (Cant & Brink, 1999:1; Cant & Machado, 2002:8).

The impact of a retailer's marketing strategies is governed by consumers' perceptions of these efforts. Consumers have enduring perceptions of store images that are relevant to the study of consumer behaviour. Images are total perceptions of objects that consumers form by processing information from different sources over time. Consumers develop perceptions of store images based on advertising, merchandise in the store, shopping experiences, as well as opinions of friends and relatives. This store image or uniqueness reflects the store's fashion leadership and its market niche and it therefore appeals to a certain consumer segment. Clothing retailing should understand the consumer's view, since it influences store choice and buying behaviour (Assael, 1995:2,3; Frings, 1996:316; Schiffman & Kanuk, 2000:141).

1.2 Statement of the research problem

Understanding consumers' behaviour is of utmost importance for effective clothing marketing. Retailers must continue to adjust if they wish to survive. According to the literature, consumer characteristics, store attributes, store image, store choice, and retailing strategies are some of the key concepts when investigating consumer behaviour (Schiffman & Kanuk, 2000:4; Assael, 1995:102; Peter & Olson, 1990:5). Those companies that fail to acknowledge future demands of consumers and resist adjustments in merchandise assortment, store layout and design as well as services, will go out of business. Therefore, retailing is constantly changing in order to meet consumer demand. Innovative clothing retailers will study and understand consumer behaviour and characteristics. They should also be able to anticipate and accommodate changes in the environment to successfully reach target consumers (Jernigan & Easterling, 1990:543).

Marketing management, in all sectors of the retail trade, use the concept of store image as a tool to differentiate their business from the competition. About eight years ago, retailers invested huge amounts of capital in new layouts, lighting and fascias to attract consumers. According to Birtwistle and Siddiqui (1995:20) there is a need to investigate whether store layouts or design are the most important influences on the consumer, or whether they feel there are more important store image factors that would affect store choice.

Store image has received considerable attention in retailing literature and several attempts have been made to identify the importance of store image attributes (Birtwistle & Siddiqui, 1995:21; Huddleston Ford & Mahoney, 1990:73 & 75; Kim & Han, 2000:58; Lindquist, 1974-1975:31; Lumpkin & Greenberg, 1982:68; Lumpkin, 1985:271; Lumpkin, Greenberg & Goldstucker, 1985:75; Malhotra, 1983:3; Martineau, 1958:47; Shim & Bickle, 1993:60; Shim & Drake, 1988:3; Shim & Kotsiopulos, 1992a:51; Thorpe & Avery, 1984:38; Van de Velde, Pelton, Turnbull, Caton & Byrne, 1996:377; Zimmer & Golden, 1988:285).

Limited research has been done on the South African consumers' perception of store image attributes. The black consumer, in particular, in the South African knowledge on store image is a neglected area that deserves attention (Wells, 1986:27).

Several studies were done to determine important store image attributes. According to Martineau (1958:47) store image is the way in which a store is defined in the shopper's mind, partly by its functional qualities and partly by the aura of psychological attitudes. Other researchers (Birtwistle & Siddiqui, 1995:21; Burns, 1992:40; Chowdhary, 1999:129; Golden, Albaum & Zimmer, 1987:393; Nevin & Houston, 1980:85; Oppewal, Timmermans and Louviere, 1997:1077) identified several store image attributes as important, but they differ in their selection of specific attributes as most important. Lindquist (1974-1975:31) who gained the widest acceptance by researchers and practitioners identified nine store image factors as important. Previous studies on store image (Huddleston, *et al*, 1990:73&75; Kim & Han, 2000:58; Lumpkin & Greenberg, 1982:68; Lumpkin, 1985:271; Lumpkin, *et al* 1985:75; Shim & Bickle, 1993:60; Shim & Drake, 1988:3; Shim & Kotsiopulos, 1992a:51; Thorpe & Avery, 1984:38; Van de Velde *et al*, 1996:377; Visser & Du Preez, 1998:41; Zimmer & Golden, 1988:285) investigated inter alia, the role of store attributes on shopping behaviour. However, the importance placed on different retail store attributes in relation to store image was not examined. Therefore, this research focuses on clothing consumers' perceptions of the importance of store image attributes and the relationship with lifestyle characteristics and store choice.

In South Africa research on clothing consumers' perception of store image is scant and reported by, inter alia, De Klerk *et al* (1998), Du Plessis and Rousseau (1999), Terblanché (1998) as well as Visser, Du Preez and Du Toit (1996). Visser and Du Preez (1998:41) recommended that research on clothing buying behaviour should focus on various cultural and ethnic groups in order to understand and predict consumer behaviour in a multicultural South Africa. It should be kept in mind that research findings on store image in the USA, or elsewhere, could not be accepted unquestioned as valid for South African circumstances, but have to be tested empirically.

The research problem that will direct this research project is:

What are black female student consumers' perceptions of the importance of store image attributes and could relationships among these perceptions and consumers' lifestyle, as well as store choice behaviour be identified?

1.3 Conceptual framework

Clothing researchers are urged to strive towards cumulative knowledge and to help with theory building (Nagasawa, Kaiser & Hutton, 1989:58). In order to contribute to developing a theoretical base as point of departure for this research it was decided to integrate the contextual perspective on clothing (Kaiser, 1997:30), nine store image categories (Lindquist, 1974-1975:31) and Assael's (1992:630) *Model of store choice*. The relationship between consumer characteristics, store image attributes, store choice and retailing strategies is depicted in this theoretical model (Figure 1).

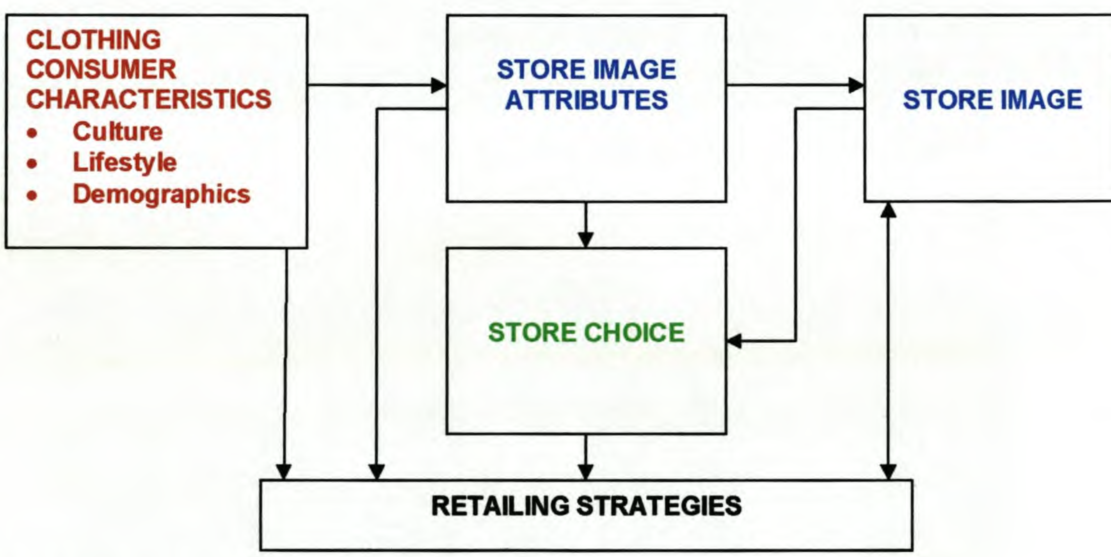


FIGURE 1: CONCEPTUAL FRAMEWORK

The ***consumer characteristics*** were subdivided into demographic characteristics, lifestyle and culture, that serve as the bases for market segmentation (Schiffman & Kanuk, 2000:38). The psychographic (or lifestyle) characteristics refer to intrinsic qualities of individuals. Consumers can be segmented in terms of their needs, motivation and perceptions (Schiffman & Kanuk, 2000:42). The cultural orientations of consumers differ with socio-economical status, education, and access to facilities, values, goals, expenditure and media usage. South African consumers are members of a variety of sub-cultural groups based on inter alia, their culture, ethnicity, religion, age and gender. They have beliefs, values and customs that differentiate them from other groups.

Important determinants when selecting a store and purchasing of clothing are between the importance which consumers place on *store attributes* and the *image* they have of the store. According to Lindquist (1974-75:31) ***store image attributes*** contribute to image formation or to favourable/unfavourable consumer attitudes toward retailing outlets. Nine groups of store image attributes were distinguished, namely merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors and post-transaction satisfaction. Store image is one of the determinants of ***store choice.*** It is largely based on store attributes and could gain a selective advantage for a retailer in the minds of consumers. ***Store image*** is the personality or character a store presents to the public and forms the complex of the consumer's perceptions of store attributes. It is a way in which the store is defined in the shopper's mind. Store image reflects the degree of fashion leadership and its market niche and therefore appeals to its target market (Houston & Nevin, 1980:677). Consumers' perception of a store gives retailers an indication of their competitive strengths and weaknesses (Assael, 1992:633).

The ***consumer's characteristics***, such as demographic characteristics and lifestyle, lead to the development of certain shopping and purchasing needs. Consumers' purchasing needs establish certain priorities in the ***evaluation of store attributes***. The image of a particular store is developed as a result of he consumer's needs and the ***retailing strategies.*** The degree of consumer satisfaction with the store image attributes determines if the consumer's needs were fulfilled. Consumers will have a more positive attitude towards a store and the likelihood to buy at that particular store will increase (**store choice**), when revisited. The consumer should be satisfied with both the store and the products offered within the store, in order to reinforce a positive image and convince the consumer to choose the store (Assael, 1992:633). Retailers differentiate their merchandise by emphasising specific attributes that they presume will fulfil their target market consumer's needs. Therefore, in striving to create product images consistent with the relevant self-image, retailers can achieve this goal. The impact of ***retailers' marketing strategies*** is governed by consumers' perceptions of these efforts (Schiffman & Kanuk, 2000:142).

1.4 Objectives

The broad research objective of this exploratory study was to investigate black female clothing consumers' perception of the importance of store image attributes and to determine the relationships among these perceptions and the consumers' lifestyles as well as their store choice behaviour.

To achieve the broad objective, specific aims were set that included literature-related objectives:

1. To describe the concept of store image with special reference to clothing store image attributes.
2. To identify consumer characteristics that could influence perceptions of store image attributes.
3. To determine how retailer strategies could impact on store image attributes.

Once these objectives were met, the empirical study focused on the following objectives:

4 To examine a selected group of black female clothing consumers' perception of the importance of store image attributes.
  - 4.1 To determine if specific categories of store image attributes exist, and
  - 4.2 To identify the importance (ranking order) of store image attributes in each of these categories.

5 To identify and describe the lifestyle characteristics of the selected black female clothing consumers.

6 To investigate the store choice behaviour (store preferences) of the selected black female clothing consumers.

7 To determine if there are relationships among the categories of store image attributes, lifestyle characteristics and store choice behaviour of the selected black female clothing consumers.

8 To investigate whether distinct clusters of black female clothing consumers exist, based on the applicable differentiation variables (store image attributes, lifestyle characteristics and store choice behaviour).

9 To determine which variable(s) attributed to the differences between clusters.

10 To profile the different clusters of black female clothing consumers who share the same characteristics according to the applicable differentiation variables (store image attributes, lifestyle characteristics and store choice behaviour).

Lastly, the following objectives were formulated regarding the implications of this research:

11. To formulate the implications of the research findings for clothing retailers with specific reference to black female clothing consumers.

12 To formulate recommendations for follow-up research on clothing store image attributes.

1.5 Definitions of key concepts

For the purposes of this research the following key concepts have been described to prevent misunderstanding. All the definitions are based on relevant literature and adapted for the purpose of this study.

***Buying behaviour*:** This is a manifestation of a decision to buy a specific clothing item (Schiffman & Kanuk, 2000:456). Buying behaviour is also known as purchase behaviour. It differs from shopping behaviour that refers to browsing as well as buying.

Clothing: Clothing is anything that serves as a body covering. Clothing may be defined as any body adornment or appearance modification made to the human form (Horn & Gurel, 1981:6). The terms clothing and apparel could be used interchangeably. However clothing is used in some instances to indicate a broad meaning, including clothes and appearance management. Apparel, on the other hand, is used by the clothing business and refers mainly to clothing items. It was decided to use clothing throughout this study.

***Consumer behaviour*:** The behaviour which consumers display in searching for, purchasing, using, evaluating, as well as disposing of clothing products and services (Schiffman & Kanuk, 2000:5).

***Consumer*:** A consumer is a person who buys goods (clothing) and services for own use or for household use (Schiffman & Kanuk, 2000:4).

***Generation X*:** This term refers to consumers in the age group 18 to 29 years. They are post baby-boomers and could also be referred to as X-ers or busters (Schiffman & Kanuk, 2000:358).

Lifestyle:

a. Lifestyle refers to the intrinsic psychological, socio-cultural, and behavioural characteristics that reflect how an individual is likely to act in relation to consumption decisions. (Also referred to as Activities, Interests and Opinions (AIOs)) (Schiffman & Kanuk, 2000:42).

b. A composite of tangible variables (activities, interests, demographics, social class and family orientation) and non-tangible variables (needs, motives, values, personality, attitudes and opinions) that cumulate in the normative behaviour of a person's daily living (Fox, 1989:81).

Perception: Perception is the action of perceiving, thus to come to or have knowledge of something like clothing stores through one of the senses (especially sight) or through the mind. Schiffman and Kanuk (2000:122) describe perception as the process by which consumers select, organize, and interpret stimuli into a meaningful and coherent picture of the object, in this case the clothing store.

Psychographics: Psychographics and lifestyle have been used interchangeably in market research. There are, however certain distinctions between the two terms. Psychographics refer to studies that place heavy emphasis on generalised personality traits, class-consciousness, attitudes, perceived risks, and the importance of the purchase. Lifestyle tends to focus on broad cultural trends in a society or on needs and values thought to be associated with consumer behaviour (culture, social class, reference group, social performance, family and household life cycle and time utilisation) (Berman & Evans, 1992:149).

Retailers / Stores/ Outlets: These terms could be used interchangeably and refer to any activity that involves sales of products and services to any consumer, for all types of consumption (personal or household) (Beisel, 1993:39; Berman & Evans, 1992:3; Morgenstein & Strangin, 1992:5; Samson & Little, 1993:4). Retailers are the principle channel of marketing between the clothing industry and the ultimate consumer. Clothing retail stores can be classified as single-unit or multiple operations, with department, specialty, discount and chain stores found at either level (Frings, 1996:313). For the purpose of this study, emphasis will be placed on the clothing consumer and clothing retailers.

Store image attributes: This concept refers to store characteristics which include a variety of image formation factors, such as the merchandise (for example quality, assortment, fashion) and services (such as general service, return policy, delivery) (Shim & Kotsiopolus, 1992a:50), as well as physical facilities, convenience, promotion, store-atmosphere, institutional factors and post-transaction satisfaction (Lindquist, 1974-1975:31). These attributes contribute to image formation or to favourable/unfavourable consumer attitudes toward various retail outlets. The following groups of important store image attributes are included for the purpose of the study: merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors and post-transaction satisfaction.

Store image: Throughout this study the term store image is used to signify image as perceived by consumers, therefore the consumer's perception of the "personality" of a store and the products it carries (Schiffman & Kanuk, 2000:150). This image or uniqueness of a store reflects its degree of fashion leadership and its market niche and therefore appeals to its target consumer (Frings, 1996:316). According to Martineau (1958:47) store image is "... the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes". The combination of factors is known as store image attributes, and they contribute to image formation (Lindquist, 1974-1975:31).

1.6 Structuring of the thesis

The content of the thesis is in agreement with the set objectives of the study and is structured as follows:

Chapter 1 presents an introductory perspective on the thesis. This chapter includes the theoretical point of departure, the motivation for the study, the problem statement, the objectives, as well as the definitions of key concepts.

Chapter 2 of the thesis gives an overview of relevant literature. Both the conceptual framework and the objectives determined the selection of relevant literature discussed in this chapter. The chapter includes three main sections. The researcher needed to identify the ***clothing consumer*** to be able to determine clothing consumer behaviour and perception. The ***clothing retailer's*** perspective is also reflected from a marketing point of view. Consumers and retailers have an effect on ***store image***, specifically in determining which store image attributes are important to consider for the young South African black market.

The research design is discussed in chapter 3. The population of interest and sample selection are dealt with. A description of compiling and testing the measuring instrument is given. The methodology of data gathering, editing, encoding of data, and statistical analysis of data is discussed.

Chapter 4 focuses on the results obtained from the empirical study to provide the profile for the black female market segment concerning their demographics, perception of the importance of store image attributes, lifestyle characteristics and store choice behaviour. The results of this study are compared with relevant literature discussed in Chapter 2.

In Chapter 5 the conclusions and implications, as well as the limitations of the study are discussed. Recommendations for further studies are proposed.

CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

Chapter 1 gave an introductory perspective on the research. The conceptual framework (Figure 1) can be regarded as the point of departure for this study. The main objective of the study was to assess the black female clothing consumers' perceptions of the importance of store image attributes. Both the conceptual framework and objectives determined the selection of related literature that will be discussed in this chapter. In accordance with the conceptual framework, the key concepts of the study include demographic and lifestyle characteristics of consumers with special reference to black consumers as well as their shopping behaviour. Store image, the importance of store image attributes and store choice will be discussed. For this reason, a short overview of retailing is included. The findings of this research have implications for clothing retailers.

2.2 Consumer characteristics

Consumers buy and use goods, such as clothing and related services for their own use or for household use. They are the primary influence on marketing. Consumer behaviour can be explained as the way in which individuals make decisions to spend their available resources (time, money and effort) on consumption-related items, such as clothing. In other words, consumer behaviour refers to what consumers buy, why they buy it, where they buy it, how often they buy it, and how often they use it (Du Plessis, Rousseau & Blem, 1991:11; Schiffman & Kanuk, 2000:4 & 5).

Consumer behaviour plays a key role in planning marketing strategies, and the reaction of consumers to products and services determines the success or failure of the strategy (Hawkins *et al*, 1995:9). The marketer needs to understand consumers, in order to predict how consumers are likely to react to various informational and environmental cues and to shape the marketing strategies accordingly (Schiffman & Kanuk, 2000:8). Marketing strategies represent variables within the control of the marketer who attempts to inform and influence the consumer about the marketing mix, namely product, price, place and promotion (Assael, 1992:11).

Many factors influence consumer behaviour, for example consumer needs, perceptions of the product characteristics, and attitudes towards alternatives. The consumer's personality, demographic and lifestyle characteristics, as well as environmental influences and marketing strategies play a role. A consumer's purchasing environment is determined by their culture, social class, face-tot-face groups (such as friends, family members, reference groups) and situational determinants (the situation for which a product is purchased) (Schiffman & Kanuk, 2000:8). Some of these consumer characteristics will be discussed in the following paragraphs.

2.2.1 Demographic characteristics

Demographic characteristics describe a population in terms of its size, structure and distribution (Hawkins *et al*, 1995:31). Demographics are objective, standardised and measurable. As a result, it is most likely to be used in consumer descriptions (Assael, 1992:255). Information on age, education, sex, occupations, income, household and marital status is of utmost importance for retailers who want to reach a special segment of the market. The markets for most products are influenced by consumer demographic characteristics (Morgenstein & Strangin, 1992:86).

Demographic factors could account for powerful effects on the volume and nature of the demand for different consumer products, as depicted in Table 2.1. These factors have an effect on the way individuals adopt different lifestyles in their own social environment (Gilbert, 1999:57; Hawkins *et al*, 1995:31).

TABLE 2.1: DEMOGRAPHIC FACTORS INFLUENCING PATTERNS OF DEMAND

FACTORS	DESCRIPTION	PATTERNS OF DEMAND
Population size Growth rate	Age structure profile, distribution by gender, birth/death rates, life expectancy	Types of shopping trips, given age and mobility of shopper
Geographic density of population	Location by different demographic variables, migration patterns	Geographic shifts and transit patterns by region and city/ Ethnic groups, location and trends
Household size Family size	Patterns of child rearing: Single parents, child minding, extended family	Trends of marriage / divorce / cohabitation and family life- cycle needs
Income and wealth distribution	Populations who are employed or unemployed, pensions and unearned income. Influenced by a country's economic climate and social structure	Levels of disposable income and ability to purchase at different price levels
Socio-economic groups	Social groups, occupational groups, retirement patterns, reference groups, peer groups	Patterns of educational attainment and changing values and culture

(Gilbert, 1999:57; Hawkins *et al*, 1995:31)

Pessemier (1980:96) identified consumers on both demographic and non-demographic characteristics. Demographic variables included simple and complex features for example lifecycle and social class respectively. Shopping-related lifestyle was categorised as non-demographic, with activities, interest and opinions as features. Shopping-related perceptions and preferences included beliefs about stores, as well as and likes and dislikes. Shopping-related behaviour, as an example of non-demographic characteristics, consists of media exposure patterns, shopping patterns, and purchase patterns. Demographics and shopping-related lifestyles describe the personal qualities of the individual shopper. These characteristics tend to define fairly general needs and capacities of the individual, but seldom identify determinants of store choice. Perceptions and preferences explain the individual's relationship with stores and are frequently closely linked to choice behaviour. These variables could be used to predict shopping behaviour, while demographics and lifestyle variables could be applied in profiling or describing market segments.

2.2.2 Lifestyle

Demographic factors are useful in providing the initial picture of the market, but this is not enough to develop a clear understanding of the market. Lifestyle data add colour to the initial picture, but are not always easily available, and the retailer may have to commission a research company to obtain such information (Terblanché, 1998:33).

Rochat (1993:45) describes lifestyle as a pattern of roles and activities frequently performed by a consumer that becomes the predominant pattern of life. The terms "lifestyle" and "psychographics" have been used interchangeably in market research. There are distinctions between the two, however. Lifestyle tends to focus on broad cultural trends in a society or on needs and values thought to be associated with consumer behaviour (culture, social class, reference group, social performance, family and household life cycle and time utilisation). Psychographics refer to studies that place heavy emphasis on generalised personality traits, class-consciousness, attitudes, perceived risks, and the importance of the purchase (Berman & Evans, 1992:149).

There are numerous definitions of and perspectives on the concept *lifestyle*. It can be described as the psychological, socio-cultural, and behavioural characteristics that reflect how an individual is likely to act in reaction to consumption decisions (Schiffman & Kanuk, 2000:42). Ansbacher (1967:200) defined lifestyle as "... the organismic ideas of the individual as an actor rather than a reactor; the purposiveness, goal-directedness, unity, self-consistency, and uniqueness of the individual; and the ultimately subjective determination of his actions". The lifestyle concept can be applied in three different sectors and at three levels of aggregations, namely an individual; a group, where the members bear a psychological relationship to each other, and which has stability over time; a (generic) category, where the members have only the properties in common on the basis of which they are classified. The broad range of lifestyles includes cognitive style and response style (Ansbacher, 1967:200).

In accordance with these views, lifestyle has been defined as a systems concept, which refers to the distinctive or characteristic mode of living, in its aggregate and broadest sense, of a whole society or segment thereof (Anderson & Golden, 1984:406; Lazer, 1969:185; Hawkins *et al*, 1995:327). Lifestyle is the result of such forces as culture, values, resources, symbols, license, and sanctions. It is a behavioural pattern, which a consumer adopts to conduct his daily activities. The consumer also selects fashion that is closely related to his/her pattern of life. Therefore, with emphasis on consumer behaviour, lifestyle refers to their immediate surroundings, attitudes, interests, opinions, and behaviours of consumers, as they relate to the acquisition of fashion merchandise, as well as to how they spend their money and how they allocate their time (Kaynak & Kara, 1998:55; Michman, 1991:1; Engel, Blackwell & Miniard, 1986:252; Rabolt & Miler, 1997:39; Solomon, 1987:128; Sproles, 1979:42).

Huddleston, *et al* (1990:73) and Sproles (1979:42) are of the opinion that lifestyle is a consistent way of living, but shaped by values and experiences. Lifestyle is a function of consumers' motivation and prior learning, social class, demographics; the total array of economic, reference group, cultural, subcultural and social life forces, as well as other variables (family and individual characteristics such as motives, emotions and personality) that contribute to a person's human qualities. It is also a summary construct reflecting consumers' values, and the way in which they interpret, predict and control their environment. These constructs or patterns result in behavioural patterns and attitudes that minimise incompatibilities and inconsistencies in a person's life. The consumer's desired lifestyle influences needs and attitudes, and thus purchase and use behaviour (Engel *et al*, 1986:252; 265; Hawkins *et al*, 1995:327).

The marketer is interested in consumer lifestyles to identify the way people individualise and identify themselves as members of various groups, and in resulting patterns of living. Therefore, it can be seen as a major behavioural concept for understanding and predicting consumer behaviour (Lazer, 1969:185). Lifestyle is often affected by demographic background because age, income and education have a great deal of influence on the way a person chooses to live (Morgenstein & Strangin, 1992:99).

The psychological make-up of an individual represents an important influencing variable in consumer decision-making. The personality factors and lifestyle profile of the consumer provides the retailer with the basis for understanding consumer behaviour. The psychological characteristics include the product attributes (price, taste, texture, benefits and quality), psychological attributes (self-concept, personality) and lifestyle attributes (sociological rather than psychological concepts, use of time, services and products by the consumer). Consumer personality can be defined as a dynamic integration of physiological and psychological functions of an individual, through which his/her unique adjustment to a particular environment is determined. The consumer personality variables reflect consistent and enduring patterns of behaviour, and are related to purchasing behaviour (Du Plessis & Rousseau, 1999:241; Rochat, 1993:45).

Specific psychographics are used to understand consumer lifestyle, in order to communicate more effectively and to position new or existing products closely to the consumer. Psychographics are often used as basis for market segmentation (Engel *et al*, 1986:256). The key successes of retail organisations that use lifestyle segmentation are based on its strategy and organisations, on unique patterns of its target consumers, rather than on demographics or merchandise strength (Blackwell & Talarzyk, 1983:10). Frings (1996:38) stated that although consumers share the same demographic characteristics, they would still be very different from each other. It is therefore necessary also to focus attention on lifestyle, in order to form a more comprehensive view of consumer characteristics.

Social and psychological dimensions of lifestyle are important in investigating the relationship between lifestyle and consumer behaviour. Sproles (1979:42) identified four main sociological dimensions of the concept lifestyle:

- Lifestyle may be viewed as a group-orientated, socially influenced phenomenon.
- A person's lifestyle may have an individualistic or unique character, but at the same time it reflects those roles and activities he/she adapts, or learns, from other people.
- Lifestyle is frequently focused on a central life interest that becomes a determining force in the selection of an individual's roles and activities.
- Lifestyle can differ, and may be predicted by certain characteristics, especially social class, income, education, occupation, age, sex, marital or family situation, ethnic background, religion, and geographic location.

Lifestyle refers to people's *activities* in terms of how they spend their time, their *interests*, what they place importance on in their immediate surroundings, their *opinions* in terms of their view of themselves and the world around them, and some basic characteristics, such as their stage in the life cycle, income, education, and where they live (Engel *et al*, 1986:253; Shim & Drake, 1989b:384). The above-mentioned lifestyle categories, namely activities, interests and opinions (AIO's), as well as demographic characteristics are depicted in Table 2.2 (Engel *et al*, 1986:253; Hawkins *et al*, 1995:329; Plummer, 1974:34).

TABLE 2.2: SUMMARY OF DIFFERENT LIFESTYLE CATEGORIES (AIO's)

ACTIVITIES	INTEREST	OPINIONS	DEMOGRAPHICS
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Since 1963, methods of measuring lifestyle characteristics and their relationship to consumer behaviour have been developed and refined. The link between lifestyle and consumer behaviour is simple, because the consumers choose products and services according to their lifestyle. Thus dress acts as a symbol of lifestyle. Fashion also facilitates social interaction by providing visual cues of the identity of each participant, thereby setting the stage of interaction (Sproles, 1979:44). Lifestyle patterns provide retailers with a broad and multi-dimensional view of the consumer. This serves as point of departure for marketing strategies (Plummer, 1974:33).

The lifestyle concept is one of the most widely used in marketing activities. It provides a way to understand a consumer's everyday needs and wants. It also serves as a mechanism to position products or services in terms of how it will allow the person to pursue a desired lifestyle. The consumer's lifestyle can be used in market-segmentation strategies by recognising both the types of products purchased and the specific brands appealing to the specific lifestyle segment (Solomon, 1996:578,579). Both retailers and researchers need to integrate the fashion lifestyle segmentation process with previous approaches toward understanding the fashion purchase/acquisition process. An understanding of lifestyle characteristics enable marketers to understand their target markets better by providing flesh to fill out the skeleton profiles provided by demographic variables. Elements of a consumer's lifestyle are believed to influence preferences. An understanding of consumer preferences enables marketers to identify market segments and to create product and promotional strategies that focus on their markets (Huddleston *et al*, 1990:73).

2.2.3 Culture, subcultures and consumers

Culture is the sum total of knowledge, beliefs, art, morals, customs, and any other capabilities and habits acquired by man as a member of society. It has been defined in a variety of ways. Mowen and Minor (1998:698) states that culture is a set of socially acquired behaviour patterns transmitted symbolically through language and other means to members of a particular society. Culture includes almost everything that influence individuals' thought processes and behaviours.

Beliefs and values guide consumer behaviour, and customs influence accepted ways of behaviour (Hawkins *et al*, 1998:74; Schiffman & Kanuk, 2000:322; Wilkie, 1994:311).

Consumers' choice cannot simply be understood without considering the cultural content in which they are made. Culture is a "lens" through which people view products. Culture, a concept crucial to understanding consumer behaviour, may be thought of as a society's personality. It includes both abstract ideas, such as values and ethnic roots, and material objects and services, such as automobiles, clothing, food, art and sports, that are produced or valued by a group of people. Culture is the accumulation of shared meanings, rituals, norms, and traditions among members of an organisation or society. The effect of culture on consumer behaviour is powerful and far-reaching. Its importance is sometimes difficult to grasp or appreciate (Solomon, 1996:537 & 539).

Culture has the broadest of all the external influences on consumer behaviour. This refers to both consumers and marketers. Consumer behaviour differs across different cultures - the major challenge and opportunity for marketers in an increasingly global market. The marketers should consider cultural changes that provide them with the basis for new product success and for the consumers' improved daily lives (Schiffman & Kanuk, 2000:373 & 374; Wilkie, 1994:311).

All the elements in the marketing mix serve to communicate symbolically with the cultural group. Products project an image of their own; so does promotion. Price and retail outlets symbolically convey images concerning the quality of the product. The elements of culture are transmitted by three pervasive social institutions, namely the family, the church, and the school. A fourth social institution that plays a major role in the transmission of culture is the mass media, both through editorial content and through advertising (Schiffman & Kanuk, 2000:385).

A consumer's culture determines the overall priorities he/she attaches to different activities and products. It also mandates the success or failure of specific products and services. A product that provides benefits consistent with those desired by members of a culture, at any point in time, has a much better chance of attaining acceptance in the marketplace. The relationship between consumer behaviour and culture is reflected in products and services that resonate with the priorities of a culture at any given time where it has a much better chance of being accepted by consumers. On the other hand, the study of new products and innovations in product design successfully produced by a culture at any point in time provides a window onto the dominant cultural ideals of that period (Solomon, 1996:540).

Any discussion of culture should also refer to subcultures. A subculture is a distinct cultural group that exists as an identifiable segment within a larger, more complex society. Subculture analysis enables the marketing manager to focus on sizeable and 'natural' market segments. The members of a specific subculture possess beliefs, values and customs that set them apart from the other members of the same society. In addition, they adhere to most of the dominant cultural beliefs, values and behavioural patterns of the larger society. In some instances, even leisure activities can evolve into a subculture. Consumers in these subcultures create their own norms, language, and product insignia. New products and services address the needs of many of these groups (Du Plessis & Rousseau, 1999:333; Frings, 1996:35; Schiffman & Kanuk, 2000: 347; Solomon, 1996:463).

Membership of subcultures influences consumer behaviour, for example *religious groups* buying products that are symbolically and ritualistically associated with the celebration of various religious holidays (Schiffman & Kanuk, 2000:350; Solomon, 1996:465). The wide range of climatic and *geographic* conditions of a country helps to redefine local markets in terms of lifestyles. Moreover, such *regional* variations provide additional support for marketers who argue that it is important to take geographic consumption patterns into account when planning marketing and promotional efforts.

Racial or ethnic subcultures have different lifestyles and consumer spending patterns that exist among these groups (Schiffman & Kanuk, 2000: 350; Solomon, 1996:465). According to Kim and Han (2000:58,60) marketers should meet the needs of ethnic consumer groups by implementing ethnic marketing in a manner different from how they have traditionally approached and segmented markets. They found that Blacks, Koreans and Whites differed regarding their perceived images of retail stores. Ethnic minority consumers provide additional attractiveness to marketers, requiring them to alter marketing strategies substantially from those used successfully for the majority. Subcultures share the values and norms of the dominant culture, but still express significant differences of their own that may warrant different marketing efforts. Thus, individuals from different cultural backgrounds have different interpretations of stores and products. Their interpretations vary with regard to stores, and they perceive image as having different attributes.

Van de Velde *et al* (1996:378) indicated that there are relationships between cultural values, personal values, clothing values, and consumption behaviour. Cultural values are reflected in clothing values and clothing values are revealed through an individual's clothing choices. Similar cultural and clothing values were found in different countries with the same root culture. This is important for clothing retailers when analysing consumption behaviour at different cross-national or cross cultural sites (Van de Velde, *et al*, 1996: 379).
The *era in which consumers had been born* creates for those individuals a cultural bond. As consumers grow older, their needs and preferences change, often in unison with others who are

close to their own age. A consumer's age exerts a significant influence on his/her identity. *Age subcultures* are based on the demand for specific types of products and services within specific years. Age cohorts consist of people of similar ages who have undergone similar experiences and who share common memories about cultural heroes. *GI generation, Depression generation, War babies, Baby boomers, Baby buster, Baby boomlets, Echo bust*, and the *Mature* and *Elderly* are the segments that have been singled out because of distinctive lifestyles. *Generation X* will be discussed in more detail, because of its relevance to this study (Schiffman & Kanuk, 2000:365; Solomon, 1996:516).

Generation X is often referred to as *Xers, Buster* or *Slackers* and *Twenty something's*, born in the period 1965 to 1976. They are in the age group of 18 to 29 years, do not like labels, and do not want to be singled out and marketed to. Unlike their parents, who are frequently *Baby boomers*, there is no rush to marry, to start with a family, or to work excessive hours to earn a high salary. They are both in and out of college. Their job satisfaction is typically much more important than salaries. The *Xers* reject the value of older co-workers that neglect their families while striving to secure a higher salary and career advancement. For *Generation X* it is more important to enjoy life and have a lifestyle that provides freedom and flexibility, and to develop a new taste and priorities for fashion, popular culture, politics and marketing. Their sense of alienation is echoed by their choice of music, media and fashion. This could be ascribed to the fact that many of them have been doing the family shopping for a long time. *Busters* are much more sophisticated when evaluating products. They want to be recognised by marketers as a group in their own right and not as *mini-baby boomers*. Therefore, advertisements targeted to this audience must focus on their style in music, fashions, and language. *Xers* are not against advertising but only opposed to insincerity, because messages can easily turn them off. Perhaps one reason why marketers' efforts to appeal to *Xers* with messages of alienation, cynicism and despair has not succeeded is that many people in their 20's aren't so depressed and angry after all. *Generation Xers* are actually quite a diverse group (Schiffman & Kanuk, 2000:365; Solomon, 1996:516).

Culture has a potent influence on all consumer behaviour. Individuals are brought up to follow the beliefs, values, and customs in a society and to avoid behaviour that is considered as taboo. Subcultures provide important marketing opportunities for astute marketing strategists. Marketers should strive to understand how multiple subcultural memberships interact to influence target consumers' consumption behaviour. Therefore promotional strategy should not be limited to targeting a single subculture (Schiffman & Kanuk, 2000:346).

Despite the important role which culture plays in both consumer behaviour and marketing strategies, this concept will not be discussed any further because the role of culture was not investigated in this study, due to the fact that the study was already very wide, and mainly focused on the black consumers' perceptions of store image.

2.2.4 Consumer behaviour

One of the major changes in today's society is the expanding role of women's involvement in the labour force. Marketers recognise female consumers as primary purchasing agents of consumer products, such as clothing (Cassill & Drake, 1987:22). Consumer behaviour is a complex multi-dimensional process. Du Plessis and Rousseau (1999:11) summarised consumer behaviour as "... the behavioural patterns of decision units (individuals as well as families) which precede, determine and follow on the decision process for the acquisition of need-satisfying products, ideas and services". All marketing strategy and tactics are based on explicit or implicit beliefs about consumer behaviour. Decisions made that are based on explicit assumptions, sound theory and research are more likely to be successful than decisions that are based on implicit intuition (Hawkins, *et al*, 1995:6). The ultimate consumer decides whether, what, where, when and how to buy goods and services (Morgenstein & Strangin, 1992:77).

Peter and Olson (1990:5) define consumer behaviour as " ... the dynamic interaction of cognition, behaviour and environmental events by which human beings conduct the exchange aspects of their lives". Conversely, shopping behaviour refers to the consumers' shopping lifestyle or shoppers' style with particular emphasis on certain activities. Consumers' cultural, social and personal behaviour have an effect on their buying behaviour. Buying behaviour is also influenced by psychological factors, such as motivation, perception and learning (Rath, 1993:40). Retailers and researchers need to understand the consumer's needs and motives in order to be able to understand why they buy clothing (Morgenstein & Strangin, 1992:77). Shopping orientation (including interests and opinions), reflects a view of shopping as a complex social, recreational, and economic phenomenon (Shim & Bickle, 1994:3). The shopping orientation of different generations may differ due to constant social, cultural and economic changes in the society. Researcher's endeavoured to categorise clothing consumers based on their characteristics and shopping behaviour. Appendix A, Table 1 gives a summary of the categories or types of consumers and their characteristics. When analysing consumer behaviour it should be kept in mind that they differ considerably and in many respects.

Women were selected as respondents for the empirical part of this study. It is consequently important to recognise that individuals differ regarding their shopping attitudes and behaviour according to their gender, personal traits, lifestyle characteristics, and consumer decision-making strategies (Francis & Burns, 1992:35).

2.2.4.1 Perception

Perception is the action of perceiving. It is the process by which the consumer observes, selects, organises, and reacts to environmental stimuli in a meaningful and coherent way (Du Plessis & Rousseau, 1999:177; Schiffman & Kanuk, 2000:122). The consumer will act and react on the basis of their perceptions and not of objective reality. During the process of perception, the individual is exposed to information, attends to information, and comprehends the information (Morgenstein & Strangin, 1992:77; Mowen & Minor, 1998:73). Perception is the critical activity that links the individual consumer to group, situation, and marketing influences (Hawkins *et al*, 1995:237).

Consumers are influenced by various factors during perceptual selection. Products and objects are influenced by external factors with the outcome of a message being selected and therefore perceived. External factors include aspects such as size of the object or advertisement, wording, intensity of colour appeal, contrast with the environment, movement against a steady background, repetition of messages, novel aspects in messages and familiarity of appeal to consumers (Du Plessis & Rousseau, 1999:181). The internal state of mind of the individual will also determine the attention and selection of external stimuli. Internal factors include type of stimulus, the individual's background, previous experience (learning, education, upbringing), motivation, needs, and personality (Du Plessis & Rousseau, 1999:185; Morgenstein & Strangin, 1992:83).

Retailers have images of their own that serve to influence the perceived quality of products they carry and the decision of consumers as to where to shop. In order to create a distinctive identity, many retailers put their own labels on the clothes of popular designs. The type of product that the consumer wishes to buy, influences their selection of retail outlet. Conversely, the consumer's evaluation of a product is often influenced by the knowledge of where it was bought (Schiffman & Kanuk, 2000:155). Consumer perception is therefore much more important to the retailer than their knowledge of objective reality, since perceptions affect a consumer's actions, as well as buying and leisure habits. It is important for the retailer to understand the whole notion of perception and its related concepts, so that they can more readily determine what will influence consumers to buy.

Consumers have a number of enduring perceptions, or images, that are particularly relevant to this study of consumer behaviour. Individuals form a symbolic value of products, services, and clothing stores. They tend to shop at stores that have images consistent to his/her own self-image (Schiffman & Kanuk, 2000:155).

2.2.4.2 Decision-making

When consumers choose stores to patronise they are making decisions. For the purposes of this study it is necessary to focus on some aspects of the consumers decision-making process. Berman and Evans (1992:155) explain the consumer decision-making process by referring to the process itself and the factors that affect this process. The process is composed of six basic steps namely stimulus, problem awareness, information search, evaluation of alternatives, purchase and post-purchase behaviour. In some buying or shopping situations, all six steps in the process are utilised, whilst in other, only some of the steps are employed. The store could have a big influence on the decision. The individual's psychological make-up including what motivates that person and how he/she perceives and learns all have an effect on buying decisions (Rath, 1993:45).

A consumer's decision-making style is "...the mental orientation characterising the consumer's approach to make choices" (Sproles & Kendall, 1986:268; Hawkins *et al*, 1995:19). This includes cognitive and affective characteristics. It is the basic consumer "... personality, analogous to the concept of personality in psychology". Consumer decision-making consists of three major components namely input, process, and output (Schiffman & Kanuk, 2000:443). The *input component* includes external influences that serve as source of information about a particular store and that influence a consumer's store-related values, attitudes, and behaviour. It also includes non-marketing sociocultural influences, which affect the consumer's purchase decisions. The *process component* is concerned with how consumers make decisions.

Consumer decision-making encompasses two sets of influencing variables, namely individual and environmental factors. The six individual influencing variables that control internal thought processes include needs, motives, personality, perception, learning, attitudes, as well as consumer's age, stage in life cycle, economic situations and individual lifestyle (Rath, 1993:45). Six environmental factors also have an effect on decisions, namely cultural influences, social influences, reference groups, the family, economic demand factors, and business and marketing influences (Du Plessis & Rousseau, 1999:79; Engel *et al*, 1986:482; Rath, 1993:45). The *output part* includes two closely associated post-decision activities (purchase behaviour and post-purchase evaluation), which both increase when the consumer is satisfied with his/her purchase (Schiffman & Kanuk, 2000:455).

When the consumer is spontaneously shopping, he/she is prompted to buy something while in the store, whereby one of two different processes may be at work. Firstly, u*nplanned buying* may occur when a person is unfamiliar with a store's layout or perhaps under some time pressure. Or, a person may be reminded to buy something by seeing it on a store shelf.

Secondly, when the person experiences a sudden urge to buy that he/she cannot resist, *impulse buying* occurs. Shoppers can be categorised in terms of how much advance planning they do. *Planners* tend to know beforehand what products and specific brands they will buy. P*artial planners* know they need certain products, but do not decide on specific brands until they are in the store. I*mpulse purchasers* do no advance planning whatsoever (Solomon, 1996:318).

Because so much decision-making apparently occurs while the shopper is in the purchasing environment, retailers are beginning to pay more attention to the amount of information in their stores, as well as the way it is presented. The clothing consumer is the key to the success of clothing retailing. According to Westbrook and Black (1985:78) different shoppers have the potential to plan and improve retail strategy decision-making by enabling the retailer to differentiate and target their offerings, locations, and promotional efforts according to the varying patronage behaviour responses of basic shopper types. Therefore the retailer must make a concentrated effort, during strategy planning and operation, to ensure that the store's image is conducive to both retail operations and consumer's needs.

2.2.4.3 Consumer segments

Consumers can be categorised based on their characteristics and shopping behaviour. Differentiating variables, such as needs and preferences for information sources, preferences for stores, shopping orientation and decision-making, as well as lifestyle (psychographic information and demographic characteristics could be used as bases for categorisation (Shim & Kotsiopulos, 2000:155). Different typologies are depicted in Appendix A, Table 1.

No retailer can cater effectively for each type of consumer, but it is necessary to have a thorough knowledge of those consumers who are responsible for the largest volume of the business. The consumer base of any retail outlet consists of a core base of consumers, a secondary shopper base and a tertiary shopper base. Core consumers shop at outlets because it is their first choice. Although they may represent a small percentage of the outlet's shoppers, they are responsible for the majority of its sales. Secondary shoppers use the outlet to compare prices and merchandise, and it is not necessarily their first choice when a purchase is considered. Tertiary shoppers are the occasional shoppers who will browse in the outlet but seldom make purchases. Secondary and tertiary consumers outnumber core consumers. A retailer must, however, adjust the outlet's merchandise, decor and all the services to the needs and wants of the core customer (Terblanché, 1998:58).

2.2.5 South African black consumers

2.2.5.1 Introduction

The South African population comprises Asians, Blacks, Coloureds and Whites. Members of these racial groups differ with regard to socio-economic status, education, culture, and values. Differences with regard to spending power and lifestyles influence their respective consumer behaviour. For the purpose of this study the focus in this section will be on black consumers. Urbanisation and improved living standards of the black population in South Africa, influenced their consumer behaviour. They have changed with a shift towards a more ambitious outlook of life, and moved away from being old fashioned, conservative, and traditional towards becoming self-motivated, with a drive for self-improvement and a need for education (Cant & Machado, 2002:8; Du Plessis & Rousseau, 1999:331). According to Kotzé (1993:15) black consumers' behaviour in the market is not a result of tradition or culture only, but also the result of their living conditions. If researchers and marketers for example, understand the perceptual styles of consumers incorrectly, the actions upon perceptual style, in whatever way, is bound to be misplaced. Investigating and understanding black consumers' ideas, knowledge and perceptions might open up new avenues for clothing retailers in South Africa.

The South African population is not homogeneous but is characterised by subcultures that are based on demographic characteristics, such as ethnicity, religion, geographical location, and population groups. This pluralistic population composition and geographical expansion consequently comprise various subcultures which are subject to change, such as the narrowing of the gap in the living standards of black and white consumers, as well as a rise in the literacy level of black people. The retailer can therefore operate in a specific community with a certain culture, which influences the consumer's lifestyle and resulting purchases of products. Retailers need to understand the diversity in the South African consumer environment to be successful in a highly competitive global market (Cant & Machado, 2002:13,19).

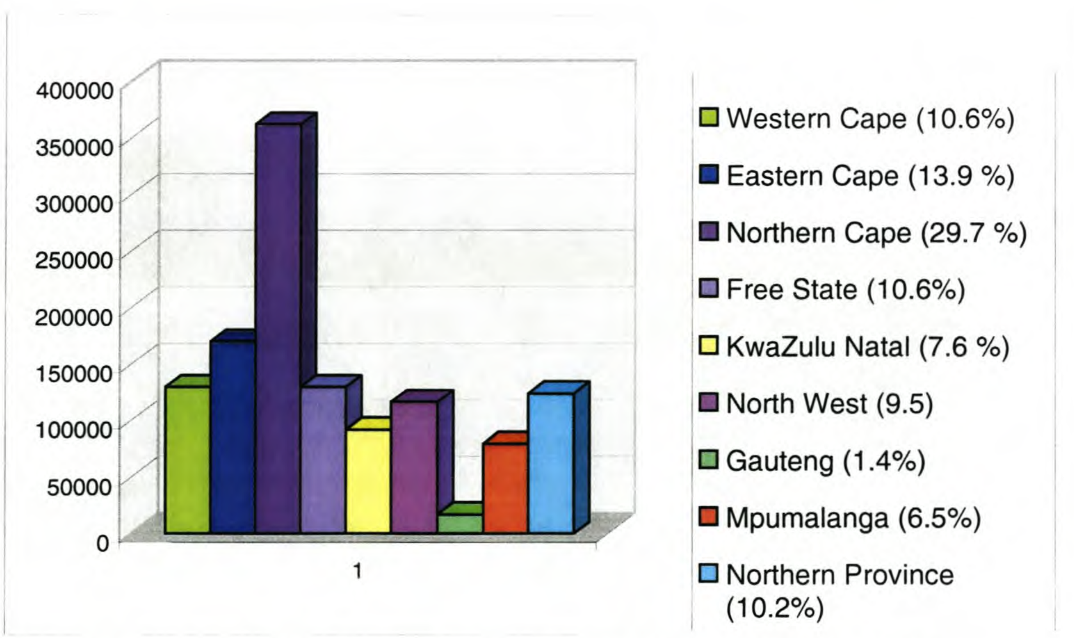
According to Penstone (1998:46), South Africa has an ill-researched black market, because market researchers haven't made a concerned effort to understand black consumers. The black market was never viewed as the "main market", because predominantly white businesses had the impression that black consumers lacked enough disposable income to be classified as potential customers. Also, the black market was never viewed as a "spending market" with specific buying patterns. Although there is not a shortage of information on black consumers, there is a lack of credible and accessible information. Research on the black consumer has indeed been done, but is difficult to find and interpret, because it can be skewed or biased.

Penstone (1998:47) indicated that some investigations into the black market were not always conducted professionally, or part of the population was virtually ignored.

The market is currently changing, and research companies realise that the black market includes a wide spectrum of consumers all over the country, from rural parts to the cities. The lack of insight to interpret the results from research in the black market poses a serious problem. Increased numbers of black researchers are starting out on their own, and this emerging group of people could improve the retailing industry's standing in the eyes of the market (Penstone, 1998:47).

2.2.5.2 Demographic characteristics

A group of black female consumers was selected as respondents for this research. They were restricted to Pretoria in Gauteng, one of the nine provinces of South Africa. Consequently only those characteristics that have bearing on this group of consumers will be discussed. Gauteng is the smallest province by area, but it is the most densely populated region (Figure 2) (Statistics SA, 2001).



(Note that the name *Northern Province* was replaced by the name *Limpopo* in 2002)

FIGURE 2: AREA BY PROVINCE IN RSA (km²) (Statistics SA, 2001)

South Africa has 11 different languages. Language is a major vehicle for transferring cultural heritage, and it forms a major barrier between various cultural groups, due to attitudes and stereotypes that people attach to different languages. In comparison to the distribution of home languages in South Africa, the Gauteng province differs. According to Table 2.3, the following languages have the highest frequency in Gauteng: Afrikaans (20.5 %), followed by Zulu (18.4%) and English (16.1%) (Statistics SA, 2001).

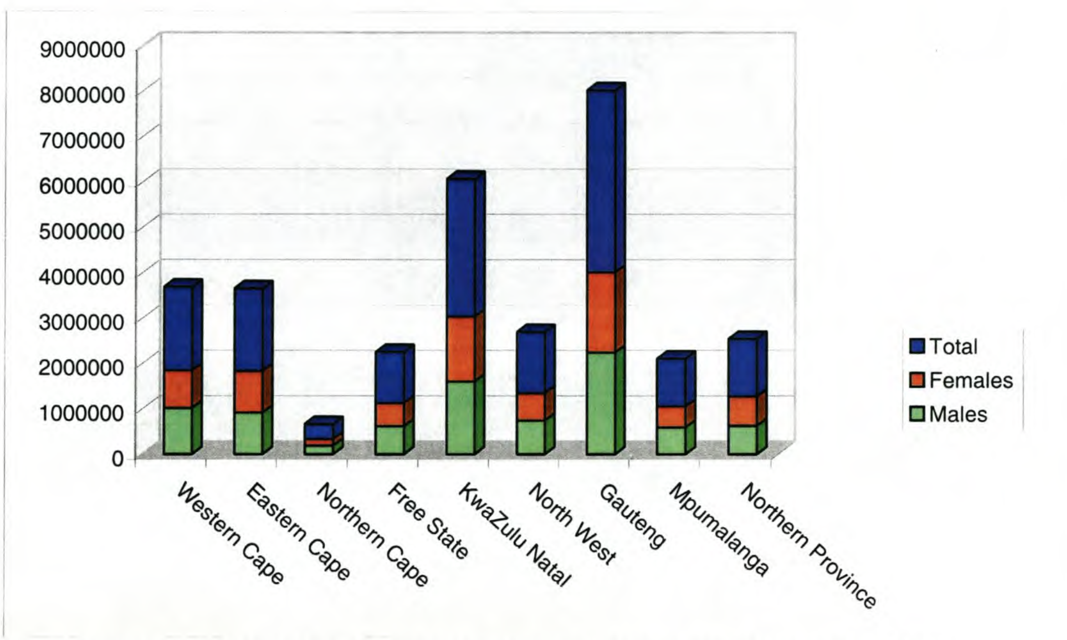
TABLE 2.3: DISTRIBUTION OF ETHNIC GROUPS ACCORDING TO HOME LANGUAGE (SOUTH AFRICA VERSUS GAUTENG) (Statistics SA, 2001)

LANGUAGE	TOTAL % IN SOUTH AFRICA	TOTAL % IN GAUTENG
Afrikaans	15.1	20.5
English	9.1	16.1
Afrikaans/ English	0.2	0.4
Ndebele	1.5	1.4
Pedi	9.8	8.8
Sotho	6.9	11.2
Swati	2.6	1.3
Tsonga	4.2	3.8
Twana	7.2	7.2
Venda	1.7	1.1
Xhosa	17.5	6.2
Zulu	22.4	18.4
Other	1.8	3.6

The process of acculturation causes the development of subcultures in the townships, with unique belief systems, dress codes and language patterns. They show subtle differences from similar subcultures on other townships (Enslin, 1993:21). The black communities also have distinctive social classes, which manifest in several ways. The social structure is clearly indicated in the areas black people choose to live in. The South African black consumers are very much aware of their choice of products, which are reflected in their social class, in which they would wish to be categorized by their friends and peers (Cant & Brink, 1999:6,7).

To be able to identify the black female consumer in South Africa, the total retail market should be evaluated. Women continue to represent the largest number of possible buyers, especially when comparing the women with the region Gauteng (Rath, 1993:33; Statistics SA, 2001) (Figure 3). There are more than two million black households headed by women in South Africa. Consequently black women play a prominent and important role in the buying decisions (Cant & Brink, 1999:7; Human & Jooste, 1991:15).

Major shifts are expected in the proportions of race groups in the various sections of the clothing markets. The non-white proportion (67%) of the women's-wear market increased significantly. Increased salaries and the higher standard of living have resulted in the growth of the female middle class black consumers. These women enjoy more freedom, have greater equality in relationships with men, a higher standard of living, and a better quality of life than they had generations ago. They are making an increasing contribution to high level and middle level manpower (Rath, 1993:33; Statistics SA, 2001).



(Note that the name Northern Province was replaced by the name Limpopo in 2002)

FIGURE 3: BLACK MALE/FEMALE DISTRIBUTION BY PROVINCE IN RSA (km²) (Statistics SA, 2001)

Retailers cannot afford to ignore the increasing buying power and changing spending patterns of black consumers. The combined (male and female) black buying power accounts for more than half of South Africa's buying power, eclipsing white buying power by a couple of percentage points. But though unemployment among black people is high, the number of middle class black people, defined as those who earn more than R6 000/month, now outstrips that of white people who earn more than this sum (Mahabane, 2002:15).

TABLE 2.4: AGE GROUPS OF TOTAL POPULATION IN SOUTH AFRICA (Statistics SA, 2001)

AGE GROUPS (YEARS)	TOTAL	BLACK	WHITE	ASIAN	COLOURED
16 – 24	28 %	80 %	10 %	3 %	7 %
25 – 34	25 %	74 %	14 %	2 %	10 %
35 – 49	26 %	70 %	17 %	3 %	10 %
50 +	21 %	67 %	24 %	2 %	7 %

Black consumers contribute by far the largest percentage of each age group. The young black consumers (16-24 years) represent the largest group (Table 2.4). The youth's needs, aspirations and lifestyles normally differ from those of the older sections of the population, despite the fact that the elderly represents mainly the higher income groups. The young South African consumers set the newest trends and are seen as the leaders of tomorrow and the market of today (Du Plessis & Rousseau, 1999:335).

Since 1985, black consumer spending increased by 15%. Black consumers are responsible for 52% of the total consumer spending. The black consumer market with its increasing buying power and wants will therefore be the market of the future, but it is still the most neglected segment in the market (Cant & Brink, 1999:7). Allemann (2000a:55) and Rath (1993:4) describe an emerging aspirational consumer group. Most of them have completed some high school education, with a quarter that obtained a Matric certificate. There is an even balance between males and females. They generally earn between R1 400 and R4 000 a month, and speak mainly Zulu, Xhosa and Afrikaans. A large percentage resides in Gauteng and is either single, married or cohabiting. The market is urban in nature and consumers live, or have lived, in townships or informal settlements. As previously disadvantaged individuals, they have increasing access to opportunities and to empowering services and facilities. They are positive, optimistic, and pro-education and self-development. They are fairly materialistic. They don't want to be white but they want what white consumers have. They are style, fashion and brand conscious, and are enchanted by the world of soap operas. They demand quality and product choice, but they do not want products targeted at the black market.

2.2.5.3 Shopping habits and behaviour of black consumers

Prior to 1986 South African black consumers were predominantly male. Retailers had to take into account that men were invariably breadwinners, who earned money to provide their families with domestic necessities and comforts. Black consumers used taxi's and buses to travel to shops in surrounding villages. This led to a situation where the market share of concession retailing shrunk considerably because of a decrease in disposable income as the men spent their money on the pleasures the towns offered. Since 1986 black women were emerging as a shopping force, with specific preferences and dislikes concerning buying behaviour. The notion that women shop for fun is disappearing, whereas both men and women need to focus on their family, career, home and all the attendant responsibilities (Von Bormann, 1999:37; Wells, 1986:31).

In the past the black consumer tended towards taste levels that retailers had previously associated with whites. The affluent black sector moved towards traditionally white outlets. Most stores reflected a marketing strategy, taste level and income group across racial barriers and pitched their merchandise, fixtures, layout and packaging to a particular target market. Shopping times for blacks were to a large extent different from time preferences expressed by white consumers, primarily due to limited disposable income and access to the shops. They bought predominantly at the end of the day, at the end of the week, end of the month, or the end of the year, mostly from October through December when over 50 % of the year's purchases were made (Anonymous, 1981:25).

Currently black consumers express specific preferences in the market place. For most of their purchases they prefer self-service outlets where they can select the product themselves, compare prices and save time if they wish to. Consumers have less time for shopping and after-hours and weekend shopping are more popular. Malls, which are the most popular, provide problems in terms of access and crowding. Therefore black consumers make use of convenience stores (Von Bormann, 1999:37). They also enjoy shopping near their homes due to easy access and convenience. There is a fairly general belief among a large section of the urban black population that black business people are exploiting them, therefore they are very price conscious (Cant & Machado, 2002:18).

There is a negative attitude toward the quality of consumer goods, especially foodstuff sold in township. According to Cant and Brink (1999:10) black consumers are prepared to pay for quality, but if they cannot afford it they are more concerned with utilitarian matters. Therefore the consumers in the lower income groups are far more conscious of price (Cant & Brink, 1999:10). Black consumers tend to criticise the township shops on the limited variety of goods available. They tend to buy clothing with designer labels, whether fake or real, because it distinguishes people from others, and give social status (power) which would be denied otherwise (Bezuidenhout, 2002:2).

Social classes are clearly reflected by the areas black people choose to reside in. They are very conscious of their choice of products, which reflects the social class in which they wish to be categorised by their friends and peers. The more sophisticated black consumer would buy products such as clothing at upmarket stores in traditionally white areas, while those who are less privileged and thus from a lower social class, would buy from spaza shops, vendors and hawkers because of their lack of access to the malls, as well as their low income and consumption (Cant & Brink, 1999:7).

Black consumer buying patterns are characterised by the fact that they buy more frequently, with less dependence on the monthly shopping trip. Customer loyalty is declining and black consumers shop where they believe bargains are available. They like to browse and look for the best price, primarily owing to the effects of the deteriorating economy (Cant & Machado, 2002:18).

Black South Africans show less devotion to radio, television, newspapers, magazines and cinema than other consumer groups. They listen to the radio for music, news and talk shows, while newspapers are read for news and sports, and magazines for lifestyle issues and success stories. Magazines are also a source of motivation, education and information with prescriptive content within the black sector. However, the division between cultural groups is narrowing in terms of consumer behaviour and there is less concern about the noticeable imbalance in media consumption (Ives, 1999:28). The average South African shopper has a tendency to pay slightly more for convenience, but won't accept prices at face value. They are also becoming more demanding and educated, and as a result more willing to question the purchase experience. This is due to increased exposure to the media, including TV, where the consumer becomes more aware of their rights and international level of quality (Von Bormann, 1999:38).

The South African black consumer can be compared with the black minority group in America. Their educational achievement levels have an effect on their buying power and they show distinct shopping behaviour (Miller, 1993a:11; Miller, 1993b:1; Penstone, 2001:45; Schlossberg, 1993:1,13).

The black consumer in South Africa has specific shopping behaviour, and certain store image attributes can be identified and perceived as important. The good image of a store is expressed in the quality of the merchandise, the store surroundings and the sales personnel. The personal beliefs of the black South African consumer will set the standard in the store the consumer tends to visit. The store image is seen as a combination of factors that contribute to the effort, to attract a certain socio-economic consumer. Specific characteristics of the salesperson were mentioned, including age, neatly dressed, friendly and fit in with the image of the store (De Klerk, *et al,* 1998:23). The specific store image attributes that are important to the South African consumer are discussed as part of store image attributes later in this chapter.

Although the various South African target populations differ on the bases of cultural values, lifestyle, language, education levels and religion, the consumer's needs and preferences are in many ways universal. Marketers and retailers should take these factors into account for effectively communicating sales messages via the media to various cultural and sub-cultural groups (Du Plessis & Rousseau, 1999:335). The application of cultural values to marketing and retailing strategies has an impact on consumption patterns and shopping behaviour. Different consumption patterns may develop from differences in product meaning, promotion within a particular culture, pricing behaviour, distribution structures, subcultures and market segmentation strategies. All these factors should be considered when targeting the young black consumer with a particular cultural background (Du Plessis & Rousseau, 1999:338).

2.2.6 Market segments and profiles of South African consumers

Market segmentation refers to the process of dividing the market into subsets (segments) of consumers. Members of a segment share common characteristics and differ from others. Segmentation is a central component of target or strategic marketing (Du Plessis & Rousseau, 1999:48,49).

During the previous dispensation in South Africa, the concept of target marketing was to a large extent, conditioned by apartheid. Market segmentation was aimed at the more educated and urbanised South African consumers. The white market was segmented according to income, taste and lifestyle. Black consumers were lumped together as a homogeneous group. Four categories (Table 2.5) within the black market were distinguished and used by advertising companies (Wells, 1986:31).

TABLE 2.5: CATEGORIES OF BLACK MARKETS IN SOUTH AFRICA (Wells, 1986:31)

CATEGORIES	CHARACTERISTICS
Tsotsis (Rebellious)	• Bulk of the market • Poor and money restricted • Frustrated and resentful, lack in purpose or direction • Solve problems aggressively • Drawn from all segments of the population • Primary school education • Purchase according to needs and price
Belongers (Responsible for conservation element of the market)	• Second largest group • Own profiles and particular shopping habits • Conservative middle class, with interests of family most important • Work hard and value their jobs • Strive to be respectable, good example to family and community • Church important, and look after elderly

TABLE 2.5: CATEGORIES OF BLACK MARKETS IN SOUTH AFRICA (Wells, 1986:31) continue

CATEGORIES	CHARACTERISTICS
Mpantsulas and Mdhozas	• Fashion conscious, wear clothes for status • Brand names important and wear expensive clothes • Low status jobs, want recognition among their set or clique • No long-term future plans • Live in large lower-income houses • Primary school education
Cats and elite ("liberated me")	• Smallest segment • Most rapidly emerging group • Very ambitious, job-wise, with interest in their families' education, and material possessions and homes • Secondary education • Want to achieve something in life • Seen as fashion leaders

Another method was do divide the South African population in "Three Waves" used by Wells (1982:16; 1986:36), which does not rely on the traditional discrimination on bases of colour, race, creed or demographics. Instead, people were grouped in accordance with their deep down value systems, which resulted in three major waves of society (Table 2.6).

TABLE 2.6: DIVISION OF SOUTH AFICAN POPULATION ACCORDING TO THREE WAVES (Wells, 1982:16, 1986:36)

CATEGORIES	CHARACTERISTICS
First wave	• People have strong roots in land and agricultural heritage • Known as black belongers and responsible whites • Women materialistic and want to own things for security (like homes) • Want to improve themselves educationally as a way to make more money • Involved in community work and self-improvement (personality) • Inspired by fashion news, information from magazines, window displays, pamphlets, and television • Fashion conscious
CATEGORIES	**CHARACTERISTICS**
Second wave	• From industrial group • Known as white-branded socio-monitor or black Mdhozas • Aspirations and life goals revolve around materialism and the reward of money • Women's greatest ambition is the ownership of status symbols • Want to make more money in order to be able to afford a better life • Education part of life goal, but not as much as self-improvement (opportunities to earn more money to improve their living standards) • Group central socialising • Fashion a pre-occupation (younger women) • Black women more fashion conscious (demonstrate their affiliation and modernity) • Fashion information from window-shopping and evaluation of peers

TABLE 2.6: DIVISION OF SOUTH AFICAN POPULATION ACCORDING TO THREE WAVES (Wells, 1982:16, 1986:36) continue

CATEGORIES	CHARACTERISTICS
Third wave	• Known as powerful force, dominated by quality of life and self-fulfilment • Characterised by innovative and self-motivated white groups and black elite category • Information-seeking groups • They are in harmony with their lives and environment, but still believe that life could be better • Black women helped to improve the economy and politics • White women helped with the development of their potential, socially, and with their family life • Goal in life is more education, more orientation towards self-expression, interesting careers, and change of ordinary life • Like security within their family environment • Both Black and White try to be fashion conscious, it gave them confidence • Sources of information are magazines and TV advertising

The above information was drawn from various socio-psychographic segmentation studies done to identify the black consumer market (Enslin, 1993:22; Khoza, 1987:91; Wells, 1982:16; Wells, 1986:36). Enslin (1993:22) identified six socio-psychographic black consumer groups, according to their "critical mass evaluation", depicted in Table 2.7.

TABLE 2.7: BLACK SOCIO-PSYCHOGRAPHIC CONSUMER GROUPS (Enslin, 1993:22)

GOOD NEIGHBOURS	*EMANCIPATED*	*ANTIS*
• Young , urbanised • Nurture community orientation • Highest educational level	• Predominantly urbanised • High educational level • Discarded the customs and values of the traditional black cultures	• Average to above-average educational level • Politically militant
MODERNS	***RESIGNED***	***TRADITIONALS***
• Reject traditional orientations • Above-average education and income level • Young consumers • Aspire towards an integrated South African Society	• Older consumers • High level of illiteracy, traditional orientation • Predominantly concentrated in rural areas	• Oldest and largest group • Strong traditional orientation • Low educational level • Spread over rural and urban areas

In the past aspirations, income, and lifestyles of black consumers were too often ignored by the retail sector. However, no market is static. New generations of black consumers grow up, leave school, and set new buying patterns. Incomes improve and aspirations are changing. This caused changes, like the definite narrowing of the taste gap between blacks and whites. A concern therefore arises that the South African market should be segmented by lifestyle and age and not by colour (Du Plessis & Roussseau, 1999:335).

Advertising agencies debate the question of whether there is, in fact, a black market. Some promote to a total market, while others stress the problems of advertising to consumers whose social and cultural background are dissimilar. Market research should be tested on the target market before embarking on a campaign or new fashion release. Successful multi-ethnic marketing starts with sound planning and creative application of segmentation strategy, one that identifies those benefits which accurately determine consumer behaviour (Duff, 1981:24).

The most recent market segmentation was done by ACNielsen (1999/2000) and the South African Advertising Research Foundation (SAARF, 1999 & 2001). Both methods are specifically designed for the South African market. The Sociomonitor (ACNielsen) is a marketing strategy tool utilising psychographics, values, and motivation, and linking these variables to product positioning. The instrument emphasises the importance of values as it influences attitudes, which in turn impact on consumer behaviour. The instrument, originally developed in Switzerland, has been utilised in South Africa since 1976. Previous editions of the Sociomonitor had different profiles for whites and blacks. This distinction was dropped and the new instrument makes provision for all adults of the four main South African race groups in rural and urban areas. The Sociomonitor describes the market in using demographics, lifestyle activities and interests, media usage, socio-political views and a selection of products, services, and brands. Five Sociomonitor Value Groups were identified in the 1999/2000 Sociomonitor, namely Yesteryears, Belongers, Enhancers, Achievers and Todayers (Table 2.8). Each of these groups differed with regards to psychographics, demographics, lifestyles, possessions and media usage (ACNielsen, 1999/2000).

The ACNielsen Sociomonitor Value Groups have made a large contribution to studying the South African consumer. It can be used by marketers and retailers alike in determining their consumer profiles, niche markets, media mix, and product assortment. This instrument is also updated every four years, thus keeping abreast of trends and changes in the South African market. International retailers, looking to expanding their markets in South Africa, could also benefit, as it will provide them with an overview of the South African consumer (ACNielsen, 1999/2000).

The South African Advertising Research Foundation (SAARF) uses a non-racial measurement to describe the South African market. The Living Standards Measure (LSM) measures social class, or living standard, regardless of race, income or education. This instrument makes use of twenty socio-economic indicators to indicate the socio-economic status. The items are not necessarily causal. There are ten SAARF LSM groups, ranging from group 10, which has the highest living standards, to group 1, with the lowest. Table 2.9 gives an overview of the segments and should not be seen as a comprehensive reflection of each group (Du Preez, 2001:95; SAARF LSM, 2001).

Marketers continue to segment consumer groups into increasingly narrowly defined niches. The distinction by race is only one way to segment a target market. Using common interests, aspirations and lifestyles is a more effective method. According to Ives (1999:26) a broadly defined middle class can be identified out of the SAARF LSM breakdown of consumer types. The black middle class is remarkably synchronised with the traditional white middle class. Both have the same disposable income and assets. Although cultural differences exist, racial distinction becomes irrelevant when the two groups' lifestyles, priorities and interests converge. They include 55% of the black adult population of 16 years. Their aspirational orientation is reflected in their need for status symbols and depictions of personal achievements. They are characterised by societal integration and group sociability (Ives, 1999:27).

TABLE 2.8: SUMMARY OF ACNIELSEN SOCIOMONITOR VALUE GROUPS (ACNielsen, 1999/2000)

	YESTERYEARS (17.2% of adult population)	BELONGERS (21.4% of adult population)	ENHANCHERS (18.7% of adult population)	ACHIEVERS (18.3% of adult population)	TODAY-ERS (24.5% of adult population)
Psychographics	• Draw from known, resisting change • Culture, language and race group intact • African family culture and religion	• Traditional values • Acceptability important • Not comfortable with new technology • Price important • Little technology	• Modern, self-development • Beauty and style • Embrace technology • Individualistic	• Middle-of-the-road • Self-achievement • Price-conscious, practical • Health and exercise • Novelty brands	• Don't care • Stimulants, relaxants • Material aspirations without personal responsibility • Low self-esteem • Disempowered
Demographics	• Female, 35+ • Black, coloureds, white • Afrikaans, Nguni • Low education • B and C income • LSM 1, 7-8	• Female, 55+ • Black • Nguni, Sotho • Low education • C and D income • Lower LSM	• Youngest • Female • Indians, coloureds, blacks • English • High educational levels, LSM 6-8 • A and B income	• Males, young • White, coloureds, Indians and black • Least black • Afrikaans and English • High educational levels, A and B income • LSM 7 –8	• 35-49, black • Sotho • C income • LSM 3, 5-6
Lifestyle	• Little activity • Home, religion • Little sport	• Restricted to home-bound and group activities; little sport	• Active at home and social activities • Niche hobbies	• Active, sport, niche sport with novelty and risk	• Below average in all • Watch live sport • Bars. shebeens, pubs
Possessions	• Average • Home-bound	• Few durables and applications	• Most durables • Modern gadgets	• Most durables and applications	• Below average
Media usage	• Below average	• Least television, below average other	• Above average	• High media usage • Most newspapers and magazines	• Average

TABLE 2.9: SUMMARY OF SAARF LSM 2001 GROUPS (SAARF, 2001)

	SAARF LSM 1 (12.6% of adult population)	**SAARF LSM 2 (14.5% adult population)**
Demographics	• Female • 16 – 24, 50+ • Up to some primary. • Rural • Traditional hut • R748 per month	• 16 – 24 • Up to primary complete • Rural • R895 per month
Media	• Radio below but still strongest • African Language Services (ALS)	• ALS stations
General	• Minimum access to services • Minimum ownership of durables, except radio sets • Activities – gardening	• Water on plot • Minimum ownership of durables, except radio set and stoves • Activities – gardening
	SAARF LSM 3 (13.6% of adult population)	**SAARF LSM 4 (14.0% adult population)**
Demographics	• 16 – 49 • Up to some high • Rural • R1113 per month	• 16 – 34 • Schooling up to some high • Urban • R1595 per month
Media	• Radio – ALS stations and Radio Bop • SABC 1 TV • Outdoor	• Radio – ALS stations, Radio Bop, Metro fm, YFM • TV – SABC 1,2, Bop TV • Outdoor
General	• Electricity, water on plot • Minimal ownership of durables, except radio sets and stoves • Activities - minimal	• Electricity, water on plot, flush toilet • TV sets, hi-fi/radio set, stove, fridge • Activities – stokvel meeting, lottery tickets
	SAARF LSM 5 (11.9% of adult population)	**SAARF LSM 6 (12.1% adult population)**
Demographics	• 16- 34 • Some high to matric • Urban • R2289 per month	• 16 – 34 • Up to post matric, not university • Urban • R3731 per month
Media	• Radio – ALS stations Radio Bop, Metro fm KAYA FM, YFM • TV-SABC 1,2,3, Bop TV, e-TV • Weekly Newspapers, Magazines • Outdoors	• Wide range of commercial radio stations plus community radio • TV – SABC 1,2,3, e-TV • Daily % Weekly Newspapers, Magazines • Cinema • Outdoor
General	• Electricity, water, flush toilets • TV sets, hi-fi/radio set, stove fridge • Activities- started exercising, painted interior of house, stokvel meeting, bought tapes, lottery tickets	• Electricity, hot running water, flush toilets • Ownership of a number of durables plus cell phone • Participated in a number of activities

TABLE 2.9: SUMMARY OF SAARF LSM 2001 GROUPS (SAARF, 2001) continue

	SAARF LSM 7 (5.8% of adult population)	SAARF LSM 8 (5.6% adult population)
Demographics	• Male • 35+ • Matric and higher • Urban • R5495 per month	• 35 + • Matric and higher • Urban • R7407 per month
Media	• Wide range of commercial radio stations plus community radio • TV – SABC 1,2,3, e-TV, M-Net • Daily and Weekly Newspapers, Magazines • Accessed internet 4 weeks • Cinema • Outdoors	• Wide range of commercial radio stations plus community radio • TV –SABC 1,2,3, e-TV, M-Net, DStv • Daily & Weekly Newspapers, Magazines • Accessed internet 4 weeks • Cinema • Outdoors
General	• Full access to services • Increased ownership of durables plus motor vehicle • Participation in all activities	• Full access to services • Full ownership of durables, including PC and satellite dish • Increased participation in activities
	SAARF LSM 9 (5.1% of adult population)	**SAARF LSM 10 (14.0% adult population)**
Demographics	• Male • 35 + • Matric and higher • Urban • R9743 per month	• 35 + • Matric and higher • Urban • R13 406 per month
Media	• Wide range of commercial radio stations plus community radio • TV- SABC 1,2,3,e-TV, M-Net, DStv • Daily & Weekly Newspapers, Magazines • Accessed internet 4 weeks • Cinema • Outdoor	• Wide range of commercial radio stations plus community radio • TV- SABC 1,2,3,e-TV, M-Net, DStv • Daily & Weekly Newspapers, Magazines • Accessed internet 4 weeks • Cinema • Outdoor
General	• Full access to services • Full ownership of durables, including PC and satellite dish • Increased participation in activities, excluding stokvel meetings	• Full access to services • Full ownership of durables, including PC and satellite dish • Increased participation in activities, excluding stokvel meetings

Apart from the above-mentioned methods to segment South African consumers, Mulrooney (2001:24) classified consumers according to the factors that have shaped their lives and that continue to influence their everyday decisions. The segmentation is done according to consumer value systems, the most deep-rooted causes of, or reason for, people's actions. This method of segmentation is based on age, with an underlying assumption that people develop these value systems at an early age and leave them mostly intact for the rest of their lives. Therefore, people with the same value systems tend to react to messages in the same way.

Consumers' value systems are shaped by their family, friends, community and significant events, but also by the general 'era' in which they are born. In Mulrooney's (2001:25) classification of consumers, four types of consumers were identified, namely Silent, Boomer, Generation X and Millennial (Table 2.10). Children born in the 1970's and 80's are known as Generation X and they are the age group studied in this research. They were strongly influenced by constant change and terror that gripped the country during this period of violence. The youth market between the age of 14 and 24 (LSM 6,7 and 8) is a subculture of Extreme X'ers, Underground X'ers, Digital X'ers, Slacker X'ers, Super X'ers and Urban X'ers. There is a distinct reversal in roles, between the youth and their parents, due to their access to internet and computer software knowledge, as well as more cash and information. The generational model is a high-level analysis of society that ignores issues such as race, culture, economics, gender and religion. Nevertheless, there are still crucial aspects that have to be considered in their own right and as influences in the application of the model (Marsland, 2001:7; Mulrooney, 2001:26).

TABLE 2.10: GENERATIONAL MODEL OF SOUTH ARICAN CONSUMERS (Mulrooney, 2001:25)

	SILENT (born 1930's –40's)	**BOOMER (born 1950's – 60's)**
Key market theme	• We're not old	• Give us control and meaningful rewards • We deserve it
Characteristics	• Respect opinions of experts • Enjoy reading but have limited time • Like to help others • Value strength and achievement • Similar value security and longevity • Value their grandchildren and will invest in their future • Not ageing, but enjoy a second middle age	• They believe they know better than everyone else • Not interested in products targeted at or endorsed by other generation • Fanatically self-absorbed • Distrust authority, communicate in an honest and straightforward way • Celebrity endorsements and image attract them • Busy and want convenience, which they'll pay for • Products must appeal to conscious consumption (quality) • They're moralities and value people with values • Nostalgia best for sales • Like music that appeal to them
Vehicles for selling	• Scientific proof • Detailed specification	• Celebrity endorsements, image, reward schemes, brands

TABLE 2.10: GENERATIONAL MODEL OF SOUTH ARICAN CONSUMERS (Mulrooney, 2001:25) continue

	GENERATION X (born 1970's – 80's)	MILLENNIAL (born 90's – 2000's)
Key market theme	• I'm not a target market	• We can….
Characteristics	• Attracted by the visual, musical and dynamic • They're smart and savvy • Get bored easily, like innovative ideas • Work on multiple levels simultaneously • They're holistic, aware of operating environment of the products involved • Value friendship, but wants to be treated as individuals • Value choices, customisation and interactive media • Never loyal to a product, only to a concept or a lifestyle • Have no heroes • value family and home	• They have a huge influence on family spending • Overprotected, which can lead to naïveté • Confident, treat like kids • They're plugged in and want messages in sound bites on modern media in an up-to-date language. • Look for heroes, like endorsements • Time more precious than money – pay for convenience • Fairly homogeneous • Brand aware • Want a 'drill down' approach to information, where limited info is available at first with an option to get more later
Vehicles for selling	• The benefits, mass customisation, personalisation, 'dark' and 'ironic' humour	• Everybody's using it, so it's cool, brands

2.2.7 Summary

In this section a few perspectives were given on consumers with specific reference to their characteristics and the way in which these factors influence consumer behaviour. For the purpose of this study some aspects of black South African consumers were highlighted. Lastly, market segments on profiles of South African consumers were discussed to link this section on the consumer to the next one on retailing. One of the basic rules in retailing is to identify target markets.

2.3 Store image

2.3.1 Delineation of the concept store image

Store image is one of the important determinants of success in retailing. It could be linked to store selection and store loyalty and is considered as a means to obtain competitive advantage (Amirani & Gates, 1993:30). Consumers have specific perceptions of all the attributes associated with a retail outlet. Therefore, *store image* could be explained as the way in which the consumer evaluates and chooses a store in his/her mind, partly by its functional qualities, and partly by the aura of psychological attributes (Berman & Evans, 1992:459; Donnellan, 1996:122; Martineau, 1958:47; Rabolt & Miler, 1997:32; Terblanché, 1998:64). Store image is used to signify image as perceived by consumers, therefore the consumer's perception of the "personality" of a store and the products it carries. There is reason, therefore, to say that consumers evaluate and view the store on a multi-attribute utility function (Schiffman & Kanuk, 2000:150). According to Frings (1999:306), "... this image or uniqueness reflects its degree of fashion leadership and its market niche, and therefore appeals to its target consumer". Despite the important role of store image in predicting store success, the complex and passive process, through which image is cultivated, poses special managerial problems, and causes numerous formalised attempts to define and measure store image constructs (Amirani & Gates, 1993:30; Lewison, 1999: 265).

Many of the definitions that have emerged could be criticised for implying stability in store image that is not likely to exist. Images can be changed as a result of relatively minor observations or occurrences, which happen to be noticeable and salient to particular consumers. This limitation is largely overcome by Kunkel and Berry (1968:21) who defined image in behavioural terms: " ... an image is the result of different reinforcement in the context of a given stimulus or set of stimuli". Berry (1969:3) further explained that the effect of any specific stimulus was largely determined by a number of individual variables or conditions of deprivation, societal and sub-cultural norms. Therefore, many personal characteristics and expectations of the society in which the individual lives will influence perceptions, reactions, and therefore the nature of the images formed (McGoldricks, 1990:125). The mental representation, which an individual has, of a store starts with the merchandise carried in the store, along with the retailer's promotional activities and sales force. The store itself also plays a critical role in creating and reinforcing the desired store image (Dunne, Lusch & Gable, 1995:392).

Houston and Nevin (1980:677) and Amirani and Gates (1993:30-31) described store image as the " ... complex of a consumer's perceptions of store attributes". If store image is to be seen as a consumer's summative perceptions of the store attributes, it will form as a result of experience with the store. Engel *et al* (1986:498) added to this definition of store perception that the evaluation criteria, set by the consumer of a store, influence store choice. Shim, Kotsiopulos and Knoll (1991:35) identified an interaction between body cathexis, clothing attitude and shopping behaviour. The consumer who is satisfied with his/her body has a positive self-image, is most satisfied with clothing, product variety, and store quality, and has a positive store image.

Image serves as a filter function in the consumer's evaluation of a company, therefore their performance must be consistent with their image they want to project. Retailers often find that they wish to change their image because of events occurring around them. Increased competition may force a company to change in order to differentiate itself from the competition (Rabolt & Miler, 1997:33). The extent to which competing retailers are able to maintain their market positions depends upon the degree to which retail management can creatively adapt their operations to changing consumer attitudes towards patronage shopping patterns. Retail and other consumer service institutions are continually compelled to make decisions directed toward meeting the varying demands of prospective consumers. The better a store's products and services meet consumer expectations, the more likely it is that the store will induce consumers to become regular patrons. To reach and motivate the consumer is not an easy task today, because of the highly competitive market, with a wide range of stores and brands. The marketplace becomes more complex and crowded and causes consumers to make decisions based more on the image of the store than on the actual physical attributes. Therefore, retailers are challenged to create a store image that will appeal to a particular segment of the population, because the individual's image can ultimately exert a major impact on shopping behaviour (Kim & Han, 2000: 58; Ko & Kincade, 1997:94; Peter & Olson, 1990:524).

2.3.2 Categorisation of store image attributes

The categorisation of the store image attributes was a research component that served as point of departure for planning and conducting the empirical study. Lindquist (1974-1975:31) proposed nine categories or groupings of store image attributes as they combine to image formation of favourable/unfavourable attributes (or attitudes) toward retail outlets. Lindquist's (1974-1975:31) nine categories were selected as a basis for the empirical part of this study, and will consequently be described in more detail in the following section. Some of these attributes have empirical evidence supporting their presence in store assessment while others are hypothesised as being appropriate for consideration, (Appendix B, Table 3). The nine categories include merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors, and post-transaction satisfaction. Numerous attempts (Appendix B, Table 4 & 5) have been made to delineate the categories upon which store image should be studied. However, no consensus has been reached on a set of universal image categories.

To be able to identify and evaluate the importance and repetition of store image attributes over a period of 30 years, several researchers' viewpoints were tabulated. The same nine categories suggested by Lindquist (1974-1975:31) were used to design these tables (Appendix B, Table 4 & 5). All the store image attributes presumed as important to the respective researchers, empirically or hypothetically, were listed under the nine categories. Some researchers even added attributes to the current list of attributes of Lindquist (1974-1975:31). To prevent confusion and to accommodate changes over a period of time, two tables were designed, one to represent research from 1974 to 1989 (Appendix B, Table 4) and another one for research from 1990 until 2002 (Appendix B, Table 5). The important attributes that appeared more than four times were tabulated (Table 2.11), in order to be able to summarise the most important attributes over a period of 30 years.

TABLE 2.11: REPETITION OF LINDQUIST'S PROPOSED STORE IMAGE ATTRIBUTES OVER 30 YEARS

STORE IMAGE ATTRIBUTES	NUMBER OF REPETITIONS (1974 – 1989)	NUMBER OF REPETITIONS (1990 – 2002)
1. Merchandise		
General quality of merchandise, good and high	13	17
Selection, assortment	9	5
Great variety of merchandise	11	8
Good variety range/brand of clothes	2	4
Buy well-known brands	3	5
Reasonable quantity of stock	-	1
Name tags/brands labels easily found and readable	4	5
Adequate bolt/tags	1	-
Merchandise easily found	2	6
Merchandise easily cleaned and ironed	-	1
Merchandise sorted in sections-organized displays	1	1
Choose clothing according to age	-	1
Select clothes that give social status	-	1
Buy clothes that reflect self-image and personality	-	1
Buy clothes that express lifestyle	-	1
Buy individualistic clothes	-	1
Merchandise pleasant visual appeal	-	2
Good quality organization	-	2
Out-of-stock adjustments made	-	1
Abundance of imported clothing	1	-
Merchandise clearly marked	1	-
Styling and fashion	1	3
Different styles of merchandise	2	2
Variety of sizes available in different styles	2	1
Sizes and styles suit own age	3	6
Presence of new fashion	5	7
Presence of designer ware	1	1
Guarantee	2	2
Pricing	4	8
Reasonable prices	4	4
Attractive prices	1	4
Low prices for quality clothing	8	2
Variety at low prices	3	-
Competitive prices	2	2
Comparison (range of prices)	1	3
Sales	-	-
Reasonable sales on merchandise	2	-
Marked-down prices during sales	2	4
Special promotion sales on merchandise	1	2
Bargains during sales	-	1
Discount coupons and free gifts	-	1
Presentation	-	2
Display a tidy environment	1	-

TABLE 2.11: REPETITION OF LINDQUIST'S PROPOSED STORE IMAGE ATTRIBUTES OVER 30 YEARS continue

STORE IMAGE ATTRIBUTES	NUMBER OF REPETITIONS (1974 – 1989)	NUMBER OF REPETITIONS (1990 – 2002)
Clothes ironed and well presented	-	-
Clothing presentation not too tacky/fancy	-	-
Number of shelves/racks presented influence sales on products	-	2
Merchandise on eye-level position on shelves	-	2
Odourless merchandise	1	2
Neat and clean merchandise	1	1
2. Service	1	2
General satisfaction with service	2	5
Help to carry heavy parcels	1	2
Trolley or baskets	-	1
General satisfaction with service	3	4
Adjustments made on merchandise	1	2
Service to fit and size	1	-
Additional services	-	2
High security	2	-
Salespeople's service	4	3
Advice (helpful suggestions)	3	-
Time spent with customer	2	1
Ease in obtaining sales help	3	-
Knowledge of the clothing available for selling	7	3
Help to find clothing items	3	4
General satisfaction with salespeople's service	3	2
Caring attitude	1	1
Adequate number of sales people	1	1
Self-service – presence and satisfaction	3	1
Presence of related services	1	-
Facilities available in or near the store	1	-
Convenient public phones and fax facilities	1	1
Convenient vending machines	-	1
Direct information on related services	-	1
Toll free number to store on any inquiries	-	1
Hair dresser	2	-
Ease of Return	2	3
Unsatisfactory products	2	7
Delivery services	1	2
Delivery service to the home	4	7
Order clothes by phone	3	2
Order clothes from catalogue	1	2
Order clothes from internet	1	-
Credit	-	2
Different credit options available (store card)	9	6
Credit card facilities	1	5
Laybuy or lay-away services	2	3
3. Clientele	2	4
Social Class Appeal	1	1
Buy clothes at the same store as friends	1	2
Self-image Congruency	1	-
Like to feel special and welcome	1	1
Store personnel	7	4
Wear fashionable clothing	1	1
Professional and friendly	1	6

TABLE 2.11: REPETITION OF LINDQUIST'S PROPOSED STORE IMAGE ATTRIBUTES OVER 30 YEARS continue

STORE IMAGE ATTRIBUTES	NUMBER OF REPETITIONS (1974 – 1989)	NUMBER OF REPETITIONS (1990 – 2002)
Helpful suggestions	3	1
Honest salespeople	-	1
Courtesy of personnel	3	1
Unintrusive consumer service	-	1
Salesperson same age as customer	1	4
Wardrobe consultant	-	1
4. Physical facilities	1	-
Facilities available	2	2
An escalator or elevator	2	2
Lighting flattering	1	-
Temperature in store not uncomfortable	1	2
A washroom	3	-
Facilities for disabled people and small children in prams	1	1
Resting area, or at least a chair to rest	3	7
Bright lighting	-	2
Adequate lighting in store and dressing room	3	4
Carpets/ Floors	2	4
Enough dressing rooms	-	2
Store clean and well maintained	5	3
Play ground and childcare in store or close by	3	1
Transportation facilities	2	1
Attractive essential facilities	2	4
Steps	-	1
Physical facilities ease shopping	3	2
Store layout	5	5
Direction information boards/posters	1	1
Bright signs	-	3
Plenty of room to walk around	3	4
Multiple dressing rooms	-	2
Mirrors outside dressing room	-	1
Clean dressing rooms	-	2
Enough space in dressing room	-	1
Wide aisles	3	6
Private dressing rooms	2	6
Specific traffic route through store	-	2
Attractive décor	3	1
Architecture	2	2
Interesting store front	1	3
Well planned layout	1	4
Interior design	-	2
Attractive landscaping	2	4
Expensive looking interior-higher prices	-	1
Fashionable image	1	1
Visible and comfortable entrance and exit	1	-
Acceptable store surrounding	1	2
Tidy physical environment	2	4
Convenient entrance and exit	2	4
Quality store image	3	-
5. Convenience	-	-
General convenience	2	-
Location and amount of cash registers	2	5

TABLE 2.11: REPETITION OF LINDQUIST'S PROPOSED STORE IMAGE ATTRIBUTES OVER 30 YEARS continue

STORE IMAGE ATTRIBUTES	NUMBER OF REPETITIONS (1974 – 1989)	NUMBER OF REPETITIONS (1990 – 2002)
Fast checkout points	3	3
Return of unsatisfactory products	2	2
Convenience when shop	3	2
Convenient parking	3	4
Lunch/refreshments	2	1
Visit when weather bad	2	-
Visit when short of time	2	-
Locational convenience	16	7
Close to home	5	3
Close to work	1	-
Different stores close together	8	1
Easy accessibility	3	3
Variety under one roof	4	3
Stores not spread out	1	-
Eat and drink places	1	-
Transportation	3	-
Loading zones	-	-
Clean attractive travel atmosphere	1	-
Safety from crime	1	1
Traffic congestion	2	2
Parking	2	1
Parking available	6	2
Parking close to store	-	-
Undercover and protected parking	-	-
Parking costs	2	1
Easy to park	2	1
Enough parking	1	-
Store Hours	1	1
Convenient store hours	4	4
Weekends	2	1
Evenings	1	-
6. Promotion	1	1
Sales promotion	4	6
Freely available merchandise	2	6
Advertising/Displays	2	4
Clearly visible	2	-
Many	1	1
Quality of advertising	2	-
Information	2	1
Variety colours in window displays	-	2
Window displays desire purchases	-	4
Level of displays	-	1
Mannequins	-	2
On ordinary shelves	-	1
Buy promotions at displays	1	1
Notice store displays	1	3
Imaginative displays	1	-
Adequate information	1	-
Trading stamps	-	-
Trading stamps on returned goods	3	2
Symbols and Colours	-	-
Effect of colour of décor	2	1

TABLE 2.11: REPETITION OF LINDQUIST'S PROPOSED STORE IMAGE ATTRIBUTES OVER 30 YEARS continue

STORE IMAGE ATTRIBUTES	NUMBER OF REPETITIONS (1974 – 1989)	NUMBER OF REPETITIONS (1990 – 2002)
Special events/exhibits	3	1
Buy at sales signs	-	-
7. Store atmosphere	1	2
Atmosphere/ Congeniality	4	3
Pleasant	4	1
Feel the warmth, acceptance or ease	1	1
Effect of loud music	-	1
Effect of music playing	-	3
Dressing while shopping	1	1
Walkways and sidewalks uncrowded and peaceful	1	-
Great place to spend a few hours	2	1
8. Institutional factors	-	-
Projection	1	1
Conservative	3	-
Modern	3	1
Reputation	1	3
Acceptable reputation	5	5
Reliability	-	-
Reliable performance	3	-
9. Post-transaction satisfaction	2	1
Merchandise in use	1	-
Buy many items in one store versus single items in many stores	1	-
Access to gift wrapping and packaging	-	3
Adjustments	2	1
Alterations and hems	1	1
Returns	-	1
Easy accessible complaint handling	-	2
Return policy and procedure	1	3
Consumer satisfaction	-	1
Satisfaction with purchase	1	-

According to Table 2.11, a large number of store attributes have been important over a period of 30 years. The most important attribute under M*erchandise* is "general quality of merchandise good and high". Over the whole period of time, "general satisfaction", "home deliveries service", and "various credit options available", were repeated most often under *Service*. Under *Clientele,* the attribute "store personnel" was a constant request. *Physical facilities* were characterised by the importance of "store layout", and after 1990, more specific requests were made, for "resting areas", "wide aisles" and "private dressing rooms". General *Location and convenience* was repeated very often. Regarding *Promotion*, "sales promotion" was repeated often and after 1990, attention was also given to "the availability of merchandise on promotion and advertised". *Store atmosphere* was mentioned only up until 2002. The I*nstitutional factors* were repeated by referring to "acceptable store reputation".

Under *Post-transaction satisfaction* the item " Return policy and procedure" increased until 2002.

2.3.3 Description of store image attributes

Store image attributes contain various categories, and their components form the retail outlet image, partly by its functional (rational) quality, and partly by an aura of psychological (emotional) attributes. The functional components include elements such as merchandise selection, price range, credit policies, store layout, parking, and other qualities than can be more or less compared with those of a competitor. The psychological component refers to qualities such as a sense of belonging, the feeling of warmth or friendliness, a feeling of excitement or interest such as décor and store atmosphere (Berman & Evans, 1992:459; Donnellan, 1996:122; Martineau, 1958:47; Terblanché, 1998:64). More than one dimension of the components can be used at the same time, therefore, both the functional and psychological components operate simultaneously (Martineau, 1958:47). Both these components are organised into a perceptual framework, and the framework will determine the consumer's expectations about the retailer's overall policies and practices (Berman & Evans, 1992:459). On the other hand, different groups of consumers exist, with different needs from different types of retail outlets. It is important, therefore, for a retailer to project a well-focused image, and to be in control of most of the dimensions and components.of the image, which should make it possible to achieve it. It is possible for a store to reposition itself, with changing needs and consumer demands, by creating a new image (Donnellan, 1996:122; Terblanché, 1998:64).

2.3.3.1 Merchandise

Lindquist (1974-1975:31) describes the five attributes of *merchandise* as" ... quality, selection or assortment, styling or fashion, guarantees, and pricing". Merchandise itself is taken to mean the goods and services offered by a retail outlet". In this study, the merchandise refers to clothing. Consumers select clothing according to different needs (influenced by factors such as age, ethnicity, occupation, social norms and values, individual attitudes, climate, geographical region) and certain criteria. The types and variety of merchandise offered have a major impact on how the consumer perceives a store (Van de Velde *et al* (1996:377).

Apart from the five attributes considered by Lindquist (1974-1975:31) presentation is also important. Merchandise presentation involves the application of standards or techniques, to show merchandise to improve its attractiveness and facilitate consumer selection. The grouping of specific merchandise within an area or on a fixture in a store is the main purpose of presentation (Donnellan, 1996:429).

2.3.3.2 Service

Lindquist (1974-1975:31) described service as: "The attribute areas are service - general, salesclerk service, presence of self-service, ease of merchandise return, delivery service, and credit policies of the store". Finding excellent consumer service is often a challenge for consumers. Expectations are frequently used as standards for evaluating performance. The types, levels and variety of services offered by retailers form part of the marketing strategy. The importance of these factors varies from store to store, and therefore the blend of services to be offered will be different for different stores. Satisfaction results from a close match between the services that consumers expect and those they receive. Five consumer service dimensions were identified as tangibles, reliability, responsiveness, assurance and empathy (Lee & Johnson, 1997:26; Zeithaml, Berry & Parasuraman, 1993:1).

The *forms of services* offered by any retailer will depend on a variety of variables, *inter alia*, service objectives, competition, and whether the services are free or are offered at a cost. The range of typical customer services available as listed by Terblanché (1998:269), is regarded as representative of the majority of services offered by retailers, and include, for example credit, delivery, gift-wrapping and packaging, parking, playgrounds and child care, shopping services, return of goods, fitting-rooms, alterations, installations, refreshments, telephone and fax facilities, toll-free numbers, rest-rooms and other facilities for rest, trolleys, bulletin boards, after-sales service and guarantees, facilities for customers with special needs, registration, trade-ins, extended shopping hours, out-of stock adjustments, banking facilities, and complaints handling. However, service will vary, depending upon the type of outlet and consumer expectations (Engel *at al,* 1986:510).

2.3.3.3 Clientele

Lindquist (1974-1975:31) elaborates on the concept of Clientele by saying "Social class appeal, self-image congruency, and store personnel are included as attributes of this factor". Store choice is affected by the tendency of consumers to match their self-image with the image of the store (Engel *et al,* 1986:510).

2.3.3.4 Physical facilities

According to Lindquist (1974-1975:31), this category covers the facilities available in a store, such as elevators, lighting, air conditioning, convenient and visible washrooms, layout, aisle placement and width, carpeting, and architecture. The presence or absence of these factors affects perception of the other store image attributes. In this sense, they probably play more of an image-facilitating role than a determining one (Engel *et al*, 1986:510).

2.3.3.5 Convenience:

According to Lindquist (1974-1975:31) three factors have been identified that fit into this classification, namely convenience-general, locational convenience, and parking. Several factors encompassing the retail store's physical amenities, as well as its available in-store convenience (Lee & Johnson, 1997:28; Oppewal *et al*, 1997:1077; Zimmer & Golden, 1988:285). Convenience is a major factor in deciding where to shop. Consumers of different ages have different shopping needs and expectations regarding convenience are mentioned by researchers (Chowdhary, 1999:129; Lee & Johnson, 1997:28; Lindquist, 1974-1975:30; Terblanché, 1998:68).

2.3.3.6 Promotion

In a retail organisation, promotion is responsible for inducing consumer traffic and sales, by communicating information to consumers pertaining to assortments, prices and services, and other sales incentives. An effective promotion strategy positions a store in the minds of the consumers, and thus defines the store image (Donnellan, 1996:124). Lindquist (1974-1975) described promotion as sales promotions, advertising, displays, trading stamps, and symbols and colours. Both advertising and sales promotion can affect store choice. It depends on the type of purchase and the nature of the store itself (Engel *et al*, 1986:509; Van de Velde *et al*, 1996:384; Zimmer & Golden, 1988:285).

2.3.3.7 Store atmosphere

Store atmosphere is the conscious designing of space to create certain effects in the store environment through visual communications, to stimulate consumers' perceptual and emotional responses and ultimately to affect their purchase behaviour (Engel *et al,* 1986:511; Levy & Weitz, 1995:485; Lewison, 1999:267). According to Lindquist (1974-1975:32), this category of attributes consists of atmosphere-congeniality. This refers to a consumer's pleasant feeling of warmth, acceptance, or ease, and affects the shopper's mood and willingness to visit and linger (Berman & Evans, 1992:462; Birtwistle & Siddiqui, 1995:21; Rath, 1993:43; Zimmer & Golden, 1988:285). The atmosphere is influenced by such attributes as lighting, layout, presentation of merchandise, fixtures, floor coverings, colours, sounds, odours, dress and behaviour of salespeople, and the number, characteristics, and behaviour of other customers (Hawkins *et al,* 1995:503, Levy & Weitz, 1995:485).

Apart from atmosphere-congeniality identified by Lindquist (1974-1975:32), more attributes are identified by other researchers (Berman and Evans, 1992:463; Cox & Brittain, 1993:179; Donnellan, 1996:123; Terblanché, 1998:86, 215). Further basic components of a store's atmosphere include exterior (store front, architecture, store entrance and exit, surroundings), general interior (flooring, lighting, fixtures, walls, temperature, aisles, dressing rooms), store layout (location of fixtures, fittings, equipment, merchandise, aisles and non-selling areas), and interior displays.

2.3.3.8 Institutional factor

Within this grouping, Lindquist (1974-1975:32) listed the conservative-modern projection of the store, and also the attributes of reputation and reliability. The technology used by the store and the modernisation of its building and fixtures have an impact on the image. A store with modern technology like computerised cash registers and automated inventory procedures, impresses the consumers, and enhances its efficiency and speed of operations (Berman & Evans, 1992:468).

2.3.3.9 Post-transaction satisfaction

According to Lindquist (1974-1975:32), this classification of attributes includes merchandise in use, returns, and adjustments. In essence, it embraces consumer satisfaction with his/her purchase and with the store itself. Consumers reflect on their purchase behaviour and store positive and negative experiences in their minds (Loudon & Della Bitta, 1993:579).

2.3.4 Summary

Store image is the way in which the consumer evaluates a store in his/her mind, and forms the consumer's perception of the "personality" of a store and the products it carries. The proposed nine categories of Lindquist (1974-1975:31&32) were used to compile the important store image attributes of this study. These store image attributes contain various dimensions and both the functional and psychological components form the retail outlet image.

2.4 Store choice behaviour

Although store choice could imply store loyalty the term store choice is used to indicate consumers' preferences for a store (or stores). Some researchers (for example Darden, 1980:43; Shim and Kotsiopulos (1992a:48) refer to patronage behaviour. According to Howell and Rogers (1980:673) patronage implies more than frequently visiting a store. It could be reasoned that store choice behaviour refers to situation specific preferences for stores, choosing one store rather than another. This could develop into visiting the same store more frequently in the long run in store loyalty.

The store is the most meaningful form of communication between a retailer and its consumers. This is the place where sales take place, or fail to happen (Dunne *et al*, 1995:390). Store choice is part of consumer behaviour, and involves a complex set of decision-making criteria. When considering a store, there are distinct differences between buying behaviour and shopping behaviour. A consumer will shop from store to store for a variety of products, but the motives for shopping may be quite different from the motives for buying a particular product. The effect of store influences on consumer behaviour requires a shift from "out-of-store marketing communication" to "in-store marketing communications". The impact of in-store stimuli on consumers is reflected in the strategies of major retailers (Assael, 1992:620).

Engel *et al* (1986:50-51) defined store evaluation as the specifications or standards used by the consumer when comparing and assessing alternatives, such as stores and their image. Store choice reflects the consumer's underlying values and attitudes, stored information and experiences, and various psychological, sociological, and economic influences. Knowledge of the evaluation criteria used by the consumer in the decision-making process may be helpful in gaining insight into wants and needs relative to a store (Engel *et al,* 1986:497; Jenkins & Dickey, 1976:151; Williams & Slama, 1995:20).

According to Hawkins *et al* (1998: 631) consumers' needs influence store choice. When selecting a specific retail outlet, it involves comparing and evaluating alternative outlets. Consumers perceive and utilise multiple cues, such as store image, price, brand image, and physical characteristics of products in order to be able to distinguish merchandise and stores from one another, and to determine product quality, when making purchasing decisions. Differences in consumer perceptions of these and other cues can result in variations in store-patronage decisions. Demographic characteristics of consumers also influence consumer perceptions of product cues and store patronage (Summers & Wozniak, 1991:76). Shim and Kotsiopulos (1992a:49) reported a relationship between shopping orientation and store choice.

Consumers apply a variety of criteria varying in importance when evaluating alternative stores. The criteria are generally grounded in the attributes and benefits consumers seek from the products they buy and the stores they shop at (Williams & Slama, 1995:4). Lumpkin, *et al,* (1985:77) mentioned that an attribute might be relatively important to a consumer when choosing a store at which to shop. On the other hand, if the customer rates all stores equal with regard to that specific attribute, then the attribute is not a "determinant " factor in deciding where to shop.

Personal attributes influence store choice and the importance of store image attributes. Individual characteristics include sex, race, and personality, and are typically stable over a period of time. Five different situational characteristics were identified, which exist independently of the consumer's behaviour, namely physical surrounding, social surroundings, temporal, antecedent, and task definitions. Store image and store choice form the basis of the specific reasons that consumers have for buying a product or service. They are frequently governed by situational circumstances. These situational conditions and the shopping strategies that they generate are referred to as task definitions. The role of task definitions in a store choice context may affect retailing, marketing, positioning, and marketing mix strategies (Van Kenhove, Wulf & van Waterschoot, 1999:125).

Several researchers proposed models to explain store choice behaviour. According to Darden's Model of Store Choice (Darden, 1980:43) personal characteristics (lifestyle activities, social class, family life cycle, and income), information sources, shopping orientation, as well as store attributes determine patronage behaviour. According to Assael's (1992:629) model, the consumer's demographics, lifestyle and personality characteristics are factors that lead to the development of certain shopping and purchasing needs. These needs create certain priorities in evaluating store variables. The priorities are based on store image attributes. The image of a specific store is developed as a result of the consumers' needs and retailer's strategies (Assael, 1992:629). The closer a store is to image and consumers' needs, the more positive the attitudes toward a specific store, and the greater the possibility that the consumer will shop at that store. Once the consumer has selected the store, he/she evaluates in-store stimuli, and selects a product partly on this basis. As soon as the consumer is satisfied with the store and the products offered, the positive store image will be reinforced, and will lead to the tendency to revisit that store. A continual process of such reinforcement can result in store loyalty. The *model of store choice* also assumes that consumers firstly select a store, and then choose the products to be purchased at that store. Sometimes the opposite happens. The consumer wants to buy a specific brand, and then selects a store that stocks the chosen brand (Assael, 1992:630-631).

Assael (1992:632) suggested basic dimensions in store choice, namely general store characteristics (reputation in community, number of stores); physical characteristics (décor, cleanliness, checkout service); convenience of reaching the store from the consumer's location (time required, parking); products offered (variety, dependability, quality); prices charged by the store (value, special sales); store personnel (courteous, friendly, helpful); advertising by the store (informative, appealing, believable); friends' perceptions of the store (well-known, liked, recommended); perceived risk, and store location. The dimensions of store choice will differ within different environments and target markets.

2.5 Clothing Retailing

2.5.1 Introduction

Retailing is a marketing activity, that forms a vital part of the total system of activities that the business sector performs in planning, pricing, promoting and distributing products and services, to satisfy the wants and needs of the present and potential consumer (Beisel, 1993:40,41). Retailing can also be discussed as the sale of goods and services to the ultimate consumer for personal, family or household use. Therefore retailing is the centre around which the marketing of consumer goods revolves (Berman & Evans, 1992:3; Cant & Machado, 2002:8; Morgenstein & Strangin, 1992:5; Samson & Little, 1993:4).

The end goal of the retailer is a satisfied consumer, and in today's highly competitive retail market the retailer is constantly striving to give the consumer a reason for choosing his/her store (Morgenstein & Strangin, 1992:5; Samson & Little, 1993:4). With many stores selling similar or identical merchandise, the consumer selects the store that offers the desired services or provides the atmosphere preferred by the consumer (Jernigan & Easterling, 1990:329). A major goal is to create and maintain the image that retailers feel is appropriate for the specific type of store. Positioning is needed for retailers to protect their image relative to its retail category and its competitors, as well as to determine how consumers respond to that image (Berman & Evans, 1992:39).

2.5.2 Classification of retailing and retailing formats

Business formats are diverse and complex. It is almost impossible to compile one classification system that clearly differentiates each type of retailer. Retailing is also continually evolving. New categories are emerging and old ones are combined. Every retail format has a different marketing strategy, depending on the policy and target markets. Terblanché (1998:117) compiled a classification for retailing which differentiates between descriptive, strategic and service classifications of retailers. Figure 4 illustrates these alternative bases and some of the various sub-classifications arising from it.

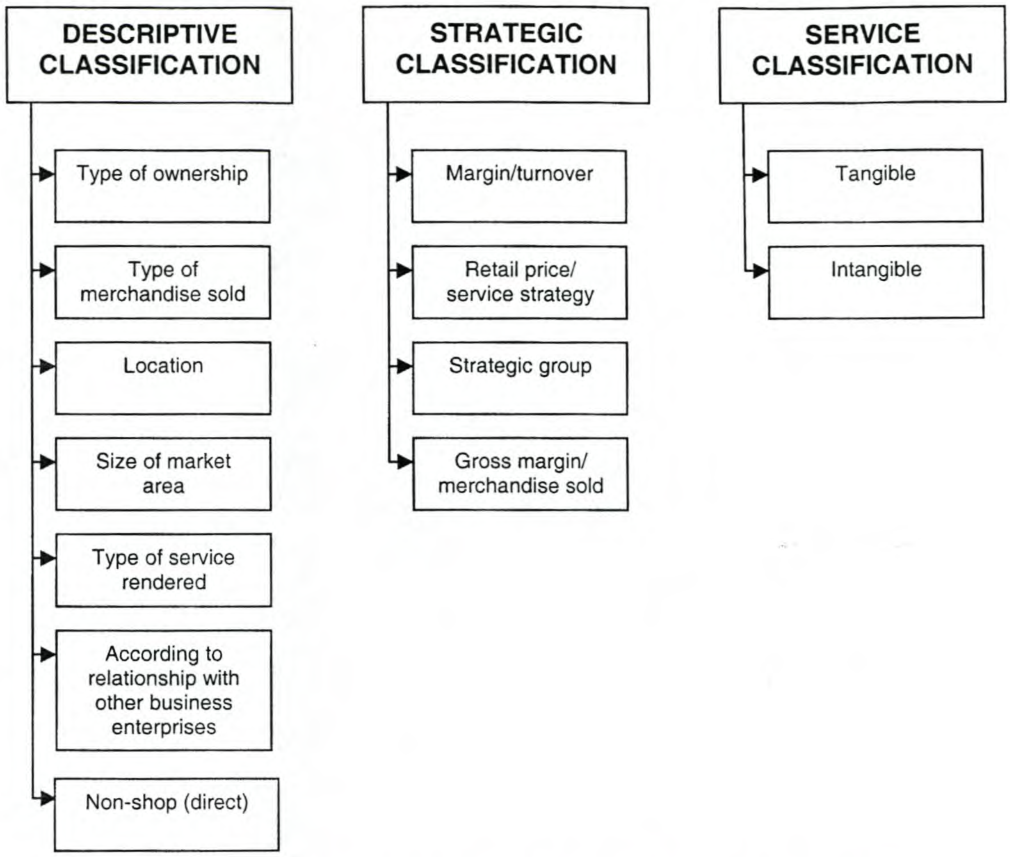


FIGURE 4: CLASSIFICATION OF RETAILERS (TERBLANCHÉ, 1998:117)

There are many different kinds of retailing formats including inter alia, department stores, speciality stores, chain stores, mass merchants and non-store retailing. An overview of the different retailing formats is presented in Appendix A, Table 2. Consumers have diverse needs and wants. Different retail formats developed to comply with consumers' preferences.

2.5.3 General trends in retailing

Retailing is changing at an ever-increasing speed. Many forms have been reintroduced, usually with somewhat different characteristics, such as today's mail- or phone-order catalogue and e-commerce. The present retailing formats result from consumers' demands and expectations that the desired merchandise will be available, when and where they prefer, to satisfy and complement their varied lifestyles (May, 1989:356).

Consumers are living in a rapid evolving global economy constantly shaped by a shifting array of technological, social, political and other environmental factors. They do not only have a vast and diverse selection of products from which to choose, but also a variety of shopping modes to access those goods. Consumers are also becoming increasingly sophisticated and knowledgeable. They are, therefore, more demanding than consumers in the past. With technological and electronic communication consumers have access to goods around the world. These new technologies have produced a broad dissemination of cultural and economic information and have a profound impact on human culture in all areas of the interconnected global village (Shim, 1989:448; Terblanché, 1998:40).

Centralisation is a way to perform functions for an organisation's remote facilities from a single location, because of fiscal and operational efficiency. On the other hand, centralisation impedes the ability of stores to respond to local market conditions. Regional differences require different merchandise. *Diversification* occurs as an organisational growth strategy that involves entering a line business that differs from present businesses. They insulate themselves against changes in the marketplace that may affect its operations. Some diversify by developing new retail formats or merchandise concepts (Donnellan, 1996:94; Terblanché, 1998:118). *Mergers* occur when two or more companies are combined to form a new organisation. This consolidation could also occur when a weaker or smaller company dissolves and a stronger company supports both groups of stores through a single corporate structure. Merging sometimes improves operational efficiency and saves expenses (Donnellan, 1996:96 & 98). Bankruptcy will occur when an organisation becomes insolvent or incapable of paying its debts, in other words when its liabilities exceed its assets (Frings, 1996:31; Donnellan, 1996:99).

A few large retail corporations dominate the marketplace. These power retailers have definite competitive advantages in comparison with small independently owned retailers. Their depth of assortment and their competitive prices are difficult to match. In spite of the formidable presence of *large-scale retailers*, there remain considerable opportunities for independent retailers. Power retailers cater to the mass market and they fail to satisfy consumers who are dissatisfied with mass markets' offerings. The independent markets differentiate themselves by selling unique items not available in large stores. They respond to local events, regional tastes and weather conditions in a way that power retailing cannot provide (Frings, 1996:36; Donnellan, 1996:105).

Expansion in less competitive foreign markets has become a viable alternative to domestic growth (Donnellan, 1996:94). Most foreign-based retailers locate their stores in the big cities and exclusive retailing shopping areas selling everything from, inter alia fashion forward clothing to shoes and accessories. Many international retailers *license or franchise* stores in their countries but still maintain tight control over store design and merchandising to ensure their own distinctive look. The foreign-based retailers sell distinctive merchandise and innovative formats, and offer relief from the dull sameness of department store fashion merchandise (Frings, 1996:300; Jernigan & Easterling, 1990:536).

In the past most retail stores were located in the centres of cities. The central business districts or urban cores were vital center hubs of commerce and transportation. Consumers migrated to the suburbs because of transportation, parking and safety problems. Sub-shopping districts sprouted in outlying areas of cities as populations migrated toward these areas (Donnellan, 1996:66; Gilbert, 1999:223). Over time *shopping centres* developed spontaneously as commercial complexes with on-site parking that is structured, owned, and managed as a unit. Terblanché (1998:126) identified four types of shopping centres: regional, community, neighbourhood and local centres. The mix of stores in a shopping centre is designed to attract a specific type of consumer and to satisfy their particular shopping needs.

With different trends in retail stores and the redundancy of retail offerings that are found in many stores, a clear image, merchandise differentiation, and a distinct market position are all vital for success in today's over-stored, competitive retail environment. Image differentiation in the marketplace includes both challenges and opportunities to today's retailers. It is not only important to convey a clear image to consumers, retailers and manufacturers, but companies should also understand the ultimate consumer with specific reference to who they are, what their needs and desires are, what they think and feel as well as what is affecting them and their purchasing habits (Rabolt & Miler, 1997:31).

2.5.4 Retailing in South Africa

The South African retailing industry is seen as the leading retailing body on the African continent. They supply goods and services to a wide array of consumers and provide employment opportunities to hundreds of thousands of people. Regional shopping centres are parallel, with moves abroad, while the city pavements are occupied by traders selling a variety of merchandise. According to Terblanché (1998:26) there is what may be termed "double-action dynamism" in the retailing environment at present. While the retailing industry plays a major role in the South African economy, they do not operate in isolation, because various external factors exert a great influence on it (Cant & Machado, 2002:9).

South African retailers, together with their counterparts in the rest of the developing world, are experiencing no real growth in retail sales, but their consumers are becoming more demanding. They also face the competition from a variety of retail formats. In addition, dynamic and irrevocable changes are occurring continually in the consumer environment in South Africa (Terblanché, 1998:26).

The growth of retail outlets has resulted in a high concentration of retail space. South Africa's shopping space per head of the population could be considered as the most intense in the world. It has been stated that the per capita shopping space in South Africa is greater than that of any other country in the world. Although it is true in certain areas, it cannot be a general conclusion for the whole country (Terblanché, 1998:26).

South Africa's apartheid laws can be seen as the reason which kept retailers and consumers of different races apart, which resulted in inadequate shopping facilities in the black townships and an oversupply in traditionally white areas (Terblanché, 1998:27).

2.5.4.1 Development of types of retailing

Changes in retail formats are responses to competition or to new consumers and/or their changing needs and tastes. Competitors are continuously looking for new ways to capture consumers. They change formats that could provide the novelty that may lure consumers, for example informal retailing, warehouse-style discounts, speciality stores and factory shops (Terblanché, 1998:35). Some of the most prominent changes will be summarised in the following paragraphs.

Since the early 1970s there has been a remarkable growth in the development of *shopping centres* in South Africa. The South African Property Owners Association (SAPOA) identified about 700 shopping centres over a total area of 5.56 million square metres (SA Statistics, 2001). South African shopping centre evolution is described in three distinct phases. In the late 1960's and early 1970's a host of small convenience and neighbourhood centres was developed. The next phase was characterised by the rapid growth and the emergence of supermarkets and chain store formats. The increasing mobility and the move to residential suburbs, influenced this trend. In the 1980's, a massive growth of large regional and community centres was acknowledged, reflecting the changing lifestyles of the white South African elite. In the late 1980's and early 1990's community and regional centres developed further in the non-traditional areas of the country. Consumers and retailers moved from the central business districts to *suburban shopping centers.* The shopping centres offer improved parking and security facilities and attract retailers and their consumers even though rentals are generally higher (Terblanché, 1998:36).

A new retail concept has emerged in South Africa, namely *value centres or discount shopping centres*. These centres comprise off-price retailers who sell large ranges of branded goods at highly competitive prices. They are often the manufacturers or leading importers of the specific merchandise. Another innovation is water-centred retailing parks (Terblanché, 1998:36,37).

The decline of the *department store* in South Africa has been attributed to the fact that retailers do not find the operation of extremely wide ranges in both depth and breadth financially viable. Specialisation is the new trend. The shopping malls represents one huge department store and a convenient one-stop store for those consumers who suffer from time poverty (Terblanché, 1998:37).

A relatively recent retailing format is *forecourt retailing*. Many service stations have a small *café or tuck shop*. These stores are open 24 hours a day and are developing into convenient stores. Most of these stores have expanded their products beyond the mere basics (Terblanché, 1998:37). At present these stores do not offer clothing.

The *spaza shop* is a uniquely South African retail format located in garages, homes, shacks at the back of a small plot and in squatter townships. These shops developed in response to the need of many black consumers who do not have easy access to more formal retail outlets. Restricting legal applications and local authority regulations, forced these traders to trade undercover (Terblanché, 1998:38).

The *franchise system* has been growing at a phenomenal rate. International and global businesses are, however, also establishing themselves on a larger scale in South Africa (Terblanché, 1998:39). Evans and Berman (1992:400) as well as Jernigan and Easterling (1990:343) distinguished retail franchising as a contractual arrangement between franchiser and a retail franchisee, which allows the franchisee to conduct a certain form of business under an established name and according to a specific set of rules. It is a form of chain ownership that allows a small business person to benefit from the experience, buying capabilities, and image of a large multiunit retailer.

Lease departments also developed as a department in retail stores (usually department, discount, or speciality stores) that is rented to an outside party. The manager of a leased department is responsible for all the aspects of its operation and pays a percentage of sales as rent. The retailer places strict rules on the leased department operator. In addition, retailers or consumers may operate the retail co-operation. The independent retailers share purchases, stores and shipping facilities, advertising, planning and other functions. The individual stores retain independence but agree on broad, common policies. These co-operatives are growing in response to the domination of independent chains (Evans & Berman, 1992:401; Jernigan & Easterling, 1990:343).

2.5.4.2 Retailing environment

The retailer forms part of a larger environment and should therefore monitor changes and adapt in such a manner as to thrive in the new environment. Forecasting changes in the environment will allow the retailer to plan the adaptation process in advance. The retailing environment is divided in two major levels. Firstly, the *micro-environment* consists of those elements within the environment that immediately impinge upon the retailer on a day to day basis and which require immediate responses, such as consumers, competition and other distribution channel members. Secondly the *macro-environment* is made up of those elements within the environment, which are not controllable by the retail organisation.

Larger societal forces, such as *demographics*, *economics*, cultural, *political, legal* and *technological factors* operate on this level (Cox & Brittain, 1993:45; Terblanché, 1998:114). Some of these forces were already discussed in Section 2.2 of this thesis.

The conditions prevalent in the South African *economy* must of necessity create a dynamic environment of their own in influencing retailing. In addition, the economic conditions operating in the main trading partner countries will also influence South Africa. According to Terblanché (1998:39) South Africa had a good growth rate up to 1995 (3.3%) but the economic upswing seemed to have lost momentum. The economy also experienced tough competition from abroad. Unemployment, a weak output, the rate of inflation and raised bank rates all caused a slowdown in the South African economy and influenced consumer spending behaviour (Cant & Machado, 2002:20; Terblanché, 1998:40). The South African economy was also adversely affected by violence. Violence became the most critical issue and the major factor discouraging investment and tourism (Cant & Machado, 2002:21).

The *technological* environment is accountable for the rate of innovation and change, and it affects all the other environmental variables. The technological environment incorporates the various improvements in the technical processes that increase the productivity and efficiency of machines and eliminate or reduce manual operations (Cant & Machado, 2002:21). New technologies influence the South African economy in the marketing and retail spheres. The implementation of technology could be used to cut down on losses, thereby increasing profits as well as to provide information to maintain a competitive edge in retailing. The following developments were identified: electronic shelf-price labelling systems, electronic capture of consumer data, scanning, control of shrinkage, source tagging and electronic merchandising (Cant & Machado, 2002:21; Terblanché, 1998:41). The access to internet also opens global markets and retailers the opportunity to conduct business using only the internet. This offers new opportunities regarding customer satisfaction, and in turn, to increase loyalty (Marsland, 2000:20; Penstone, 1999:45; Reid, 2000:24; Sey, 1999:98).

Technological innovation in the field of transportation and communication brought the world closer to the South African market in terms of distance and time. The competitive environment in South Africa is dynamic and retailers face increasing competition from abroad. International retailers have already begun to operate in South Africa. As a result of the intense competitive activity, retailers are embarking on a number of initiatives to remain in the competitive arena. International organisations find themselves in a complex business environment of specific technology, culture, laws, politics, markets and competitiveness, which are different from those of other countries. The development in these fields inevitably influences the decisions of management. The market includes the development of house brands or no-name brands, "no-frills" shopping, extended services, credit facilities, loyalty cards, retailer clubs for account holders, better technology and smart cards (Cant & Machado, 2002:22; Terblanché, 1998:45).

The course of *politics*, especially the political pressure exerted by the ruling administration and its institutions, influence marketing decisions. Therefore, it can be expected from retailers to have basic knowledge of the laws and regulations, which must be adhered to in order to develop an effective marketing strategy as well as to perform their social responsibility (Cant & Machado, 2002:21). Forces in the legal environment that are impinging on clothing consumers and retailers (or related businesses) vary in nature and scope. The availability of a consumer affairs court and consumer advice office is provided for in the *Consumer Protection Act*. The *Occupational Health and Safety Act* aims to protect employees and customers from injury or illness, as a result of an accident or negligence within any business. This act includes the clothing manufacturing sector, warehouses and factories, as well as the transportation of goods. The *Labour Relationship Act* brings equity and fairness to the workplace and includes rules and regulations regarding discrimination, unfair dismissals, working conditions and sexual discrimination. The *Skills Development Act* enables a standardised approach to the training of retail staff (Terblanché, 1998:47,48).

The New Partnership for Africa's Development (NEPAD) is a vision and strategic framework for Africa's renewal. Their primary aim is to eradicate poverty, and place African countries, both individually and collectively, on a path of sustainable growth and development. Other aims are to halt the marginalisation of Africa in the globalisation process, accelerate the empowerment of women, and fully integrate Africa into the global economy. Their policies are, inter alia, to promote diversification of production and exports, to accelerate intra-Africa trade and to improve access to markets of developed countries (NEPAD, 2002).

The African Growth and Opportunities Act (AGOA) is part of the *Trade and Development Act* of 2000, which provides beneficiary countries in Sub-Saharan Africa with the most liberal access markets in the United States (US). This applies to any country or region with which they do not have a Free Trade Agreement. This act reinforces African efforts, provides improved access to US credit and technical expertise, as well as establishes a high-level dialogue on trade and investment in the form of a *US–Sub Saharan African Trade and Economy Forum*. By creating tangible incentives for African countries to implement economic and commercial reform policies, AGOA contributes to better market opportunities and stronger commercial partners in Africa for US companies. Stronger commercial ties between Africa and the US will be forged, while helping to integrate Africa into the global economy. Specific to clothing imports, the eligible Sub-Saharan African countries enjoy unlimited duty-free and quota-free access to the US clothing market for merchandise made in Africa from US fabrics, US yarns and US threads. AGOA 1 provides for the growth of clothing imports made from fabrics and yarn produced in beneficiary Sub-Saharan African countries from 1.5% of the overall US clothing imports to 3.5% over an eight year period. AGOA 2 doubles the applicable percentages (AGOA, 2002; Ryberg, 2002:4; Theron, 2002:10 & 11).

2.5.5 Target markets and the marketing mix

A *market* is a group of consumers with the potential to buy. If a market is identified for a product or service, it means that a group of consumers has the desire or need for it, as well as the financial resources to buy it (Mueller & Smiley, 1995:56). In order to identify target markets, retailers use market segmentation. One or more of these segments can be selected as a target market (Hawkins *et al*, 1995:11; Mowen & Minor, 1998:18; Schiffman & Kanuk, 2000:33). The members of each segment share common characteristics, are distinct from members of other segments, and can be reached or communicated with by similar communication channels or media (Du Plessis & Rousseau, 1999:48). In the past the main segmentation tool of marketers was demographic characteristics. Further research used psychographics and personality characteristics, which provided marketers with increased understanding of specific consumer groups by describing them in terms of their interests, activities and opinions (Mowen & Minor, 1998:18; Summers, Belleau and Wozniak, 1992:83). (See Section 2.2.6).

Clothing retailers use market segmentation as a strategy to become specialists in marketing a specific product for narrowly defined target markets. This segmentation is based on price, quality, and fashionability. Additionally, retailers may be specialists in specific sizes and categories of merchandise (Sproles, 1979:76).

Each store should have a clearly defined target market. The profile or description of target consumers could include information on demographics, lifestyle (psychographic information), physical characteristics, preferences, and attitudes. To develop a well-defined target consumer profile, designers, manufacturers and retailers can focus on a specific line for a specific audience. Defining who the target consumer is may also involve clarifying consumer needs and wants within the context of a use-situation (Hawkins *et al*, 1995:11; Lamb & Kallal, 1992:42; Rabolt & Miler, 1997:37). Some companies develop a very detailed target consumer profile and they use specific models for a product advertisement to portray the target market (Burns & Bryant, 1997:137).

Each retailer needs to develop a marketing strategy to provide information about a company's market, as well as information needed to guide decision-making concerning the marketing mix offered by the store. These strategies help to render services and products that will satisfy consumers' needs, demands and preferences (Thorpe & Avery, 1983-84:41). Retail marketing strategy is divided in two main components, namely expectations of consumers and the retailing mix. Expectations of the consumers refer to everything which consumers expect of retailers and include a variety of demands, including store attributes. The retailer combines a variety of elements in marketing decisions to meet the expectations of consumers. The retailing mix is subjected to severe competition. Retailers consider factors such as merchandise, location, marketing communication and service as very important aspects. The marketing strategy of retailers should constantly be adapted to satisfy the needs of the consumer (Terblanché, 1998:105).

A decisive criterion in selecting a target market is the ability to provide superior values to those market segments in formulating a consistent marketing mix. The marketing mix is the product, price, communications, distribution, and services provided to the target market. It is the combination of these elements that meets consumer needs and provides customer value (Easey, 1995:104; Hawkins *et al*, 1995:15; Mowen & Minor, 1998:17; Peter & Olson, 1990:25). To accomplish this, the marketer should decide which specific product, price, channel and/or promotion appeals to each distinct segment. Finally, the product is positioned so that the target market will perceive it as satisfying and to meet their market needs (Du Plessis & Rousseau, 1999:49; Mueller & Smiley; 1995:55; Schiffman & Kanuk, 2000:34; Wilkie, 1994:99). The marketing mix can affect consumers' perceptual inferences. Because products and packaging are complex, it stimulates tangibly virtually all decisions on a product's physical characteristics that can affect consumers' perceptual inferences (Hawkins *et al,* 1995:15; Samson & Little, 1993:32; Wilkie, 1994:581).

2.5.6 Summary

Retailers' primary aim should be to satisfy consumer needs. After discussing consumers in the first section of the literature review this third part focused, inter alia on retailing trends, formats, as well as the environment and development of retailing with special reference to the South African situation. Consumers are heterogeneous. Consequently retailers segment the market, identify target markets and plan the marketing mix to fulfil consumers' needs and to keep them satisfied.

2.6 Concluding summary

As retailing becomes internationalised, the consumer's awareness of different products and services increases. Chapter 2 focussed on the clothing consumer, consumer behaviour and consumer characteristics relevant to this research were discussed and special reference was made to the South African black consumer. An overview of the clothing retailing industry was given. The primary focus of the study was on store image, especially store image attributes and clothing consumers' perception of the importance of store image attributes. In addition store choice and patronage behaviour were also discussed. The theoretical concepts and research findings on consumer behaviour and store image attributes serves as point of departure for planning and conducting the empirical study.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Introduction

In the previous chapter, theoretical concepts and research findings relevant to this research project were discussed. These theoretical concepts served as point of departure to design the empirical part of the study. The primary aim of Chapter 3 is to describe the empirical study. The investigation can be classified as exploratory and descriptive research. It was decided to conduct a survey with the main objective of describing phenomena. The reason for this decision was that surveys deal with phenomena as they exist and they do not alter anything experimentally. The study was designed to collect data on specific phenomena, to describe these phenomena and to examine possible relationships. Due to the fact that group opinions are normally assessed with quantitative techniques, such as structured questionnaires, it was decided that this research technique would be suitable for the procurement of information relevant to the research problem under investigation. Deciding on appropriate methodology is of utmost importance as this forms the basis on which scientific findings rest and from which valid conclusions can be made.

The specific objectives for the empirical part of the study were formulated as follows:

1. To examine a selected group of black female clothing consumers' perceptions of the importance of store image attributes
   1.1 To determine if specific categories of store image attributes exist, and
   1.2 To identify the importance (ranking order) of store image attributes in each of these categories.
2. To identify and describe the lifestyle characteristics of the selected black female clothing consumers.
3. To investigate the store choice behaviour (store preferences) of the selected black female clothing consumers.
4. To determine if there are relationships among the categories of store image attributes, lifestyle characteristics and store choice behaviour of the selected black female clothing consumers.
5. To investigate whether distinct clusters of black female clothing consumers exist, based on the applicable differentiation variables (store image attributes, lifestyle characteristics and store choice behaviour).
6. To determine which variable(s) attributed to the differences between clusters.

7. To profile the different clusters of black female clothing consumers who share the same characteristics according to the applicable differentiation variables (store image attributes, lifestyle characteristics and store choice behaviour).

3.2 Population and sample selection

In Chapter 1 the importance of the black consumer market in South Africa was pointed out. At present they constitute the largest population group (77%, 40,5 million) and are responsible for 52% of the total consumer spending. Black women have been identified as the largest group of possible buyers due to the fact that women head more than two million households (Cant & Brink, 1999:7,9; Du Plessis & Rousseau, 1999:332; Human & Jooste, 1991:12). For the purposes of this study the researcher will investigate consumers' behaviour with special reference to clothing shopping behaviour. According to Schiffman and Kanuk (2000:184) clothing is one of the high involvement products.

The population of interest is young, black female clothing consumers in Gauteng. Although Gauteng is the smallest province by sample area, it is the most densely populated, and has the second largest number of people. All 15 ethnic groups of South Africa are represented in the Gauteng region. Gauteng also has the largest buying power, namely female consumers between the ages of 18 and 24 (Statistics SA, 2001). Due to the nature and scope of this study, time required for data collection, financial aspects, convenience and feasibility only a sample of the black female population in Gauteng could be selected for this investigation. The study population was defined as all the black female students enrolled at the Technikon Northern Gauteng in Pretoria.

The student population at Technikon Northern Gauteng, comprises a number of sub-populations or strata based on age, gender and ethnicity. Consequently a convenience stratified quota sample was selected. Stratified sampling ensures representation of each essential group in the sample. Another advantage is that greater precision can be achieved with fewer respondents than would be possible with a random sample. A further advantage is that relevant statistics can be applied when the individual respondents, selected for each stratum, have been chosen. A limitation of this sampling technique is that it is impossible to specify the exact population to which findings can be generalised and researchers should be cautious and extremely conservative in drawing conclusions (Leedy, 1993:200; Touliatos & Compton, 1988:60-64).

Although this was a convenience sample, the subjects could be considered as representative of an important group of young black consumers. They are members of the Generation X Market (Schiffman & Kanuk, 2000:358) who want to be recognised by marketers as a group in their own. In the USA this age group is considered as consumers with a significant future buying power (Lee & Johnson, 1997:27). In South Africa this "younger" market segment of black consumers constitutes 48.7% of the consumers and tends to overshadow the other groups (Statistics SA, 2001).

For the process of sample selection all the information of students registered at the Technikon Northern Gauteng was collected from the Registration Office. Approval from the rector was obtained to use scheduled classes for the completion of questionnaires.

Criteria for inclusion in the sample were as follows:

- black female students
- second and third year students (no first year and B-Tech students)
- full-time day students
- representation of selected Departments as indicated in Table 3.2
- only main-campus, no satellite campuses

First year students were omitted from the sample. At the time of data collection they were occupied with student orientation activities, as well as registration and not yet settled and familiar with student lifestyles and their new environment. Equal numbers of second and third year students were selected. A total of 500 respondents were included in this study. The envisaged statistical analysis required a large sample because multiple variables were examined (Leedy, 1993:205; Touliatos & Compton, 1988:60-64).

The Technikon includes 24 departments, from which 14 could be used for the selection procedure. The other 10 departments were considered not suitable for inclusion because no senior female students were enrolled. As depicted in Table 3.1 the number of students selected per department was calculated according to the total number of students per department in relation to the total number of students available for the study.

TABLE 3.1: QUOTA SAMPLE AT TECHNIKON NORTHERN GAUTENG (n=500)

FACULTIES AND DEPARTMENTS	NUMBER OF STUDENTS	PERCENTAGES	SAMPLE SELECTION
Faculty of Economics and Management Sciences			
Management	113	6.14	31 (30.70)
Administration and Political Sciences	270	14.68	73 (73.40)
Human Resource Management	156	8.48	42 (42.40)

TABLE 3.1: QUOTA SAMPLE AT TECHNIKON NORTHERN GAUTENG (n=500) continue

FACULTIES AND DEPARTMENTS	NUMBER OF STUDENTS	PERCENTAGES	SAMPLE SELECTION
Marketing and Logistics	233	12.67	63 (63.35)
Languages	No senior females		
Faculty of Engineering			
Civil Engineering	No senior females		
Architecture and Building	57	3.10	16 (15.50)
Electrical Engineering	No senior females		
Chemistry	No senior females		
Physical Science	No senior females		
Mechanical Engineering	No senior females		
Chemical Engineering	No senior females		
Faculty of Health and Social Sciences			
Environmental Health	49	2.66	13 (13.30)
Biomedical Technology	21	1.10	6 (5.70)
Tourism, Hospitality and Leisure Management	92	5.00	25 (25.00)
Nursing Science	No senior females		
Education Science and Technology	87	4.73	24 (23.65)
Educational Management and Studies	No senior females		
Commercial Education	88	4.78	24 (23.90)
Journalism	24	1.30	7 (6.50)
Faculty Commerce			
Computer Studies	159	8.65	43 (43.25)
Office System Development	255	13.87	69 (69.35)
Accountancy	234	12.73	64 (63.65)
Information Technology Services	No senior females		
Total	**1838**	**99.93**	**500 (27.20% of total senior female students)**

Students completed the questionnaire in class during two sessions. Some were absent during the first session. The final number of students who completed the questionnaire per department differs slightly from the original quota calculated for each department (Table 3.2).

TABLE 3.2: NUMBER OF STUDENTS PER DEPARTMENT INCLUDED IN THE SAMPLE (n = 500)

DEPARTMENT	NUMBER OF STUDENTS	PERCENTAGES
Management	26	5.2
Administration and Political Science	74	14.8
Human Resource Management	63	12.6
Marketing and Logistics	56	11.2
Architecture and Building	15	3.0
Environmental Health	13	2.6
Biomedical Technology	6	1.2
Tourism, Hospitality and Leisure Management	22	4.4
Educational Science and Technology	26	5.2
Commercial Education	24	4.8
Journalism	3	0.6
Computer Studies	41	8.2
Office System Development	68	13.6
Accounting	63	12.6
Total	**500**	**100.0**

3.3 Development of a questionnaire as a measuring instrument

Researchers should, first of all, determine if there are any instruments available to adequately measure the variables under investigation. The adoption of an existing instrument, which is valid, reliable and appropriate for the sample and the purposes of the study will save time and effort. It will also facilitate the interpretation of results when compared to the findings of other researchers who have previously used the same measuring device (Touliatos & Compton, 1988:46). If a suitable instrument cannot be identified, the investigator has to adapt an available measurement (or measurements) or design a new one.

A questionnaire (see Appendix C) comprising three different sections pertinent to the study was compiled to elicit information regarding black female consumers' perceptions of store image attributes as well as their lifestyle, store choice behaviour and demographic characteristics:

Section 1 of the questionnaire measured **consumers' perception of the importance of clothing store image attributes**. This section comprised nine categories, each consisting of a varying number of subsets (Table 3.3). The nine store image attribute categories postulated by Lindquist (1974-75:31-32) were used as a point of departure in compiling this part of the questionnaire. This multi-attribute structure was updated and elaborated based on questions and findings of other researchers in this field of study (Appendix B, Table 4 & 5). The criteria used in the selection of questions were based upon the following:

- Inclusion of the nine categories and their subsets postulated by Lindquist (1974-75:31 & 32).
- Applicability of the concept to clothing stores. It should be kept in mind that the research listed in Appendix B (Table 4 & 5) did not necessarily focus on clothing stores.
- Frequency of researchers referring to the concept or using the concept in their investigations.
- Time constraints and the length of the questionnaire determined the feasibility of the study. Although the quality of the data was of vital importance, practical implications were also considered.

The number of questions in each of the nine categories and subsets is depicted in Table 3.3. The 91 questions included in the questionnaire consisted of short sentences, phrases or words. Respondents replied on a five-point Likert-type scale, varying from 1 (unimportant) to 5 (important). The notion was that an attribute might have been relatively important to a consumer when a store was chosen for shopping (Lumpkin *et al*, 1985:77).

TABLE 3.3: CATEGORIES AND SUBSETS OF STORE IMAGE ATTRIBUTES

CATEGORY	SUBSETS	NUMBER OF QUESTIONS	TOTAL PER CATEGORY
Merchandise in store	Quality of merchandise Selection and assortment Styling/fashion Pricing and sales Presentation	1 3 2 3 4	13
Service in store	General service Salesperson service Self-service Ease of return Delivery services Credit	4 4 1 2 3 3	17
Clientele/Customers and salespeople	Social class appeal Self-image congruency Store personnel	1 1 9	11
Physical facilities in store	Facilities available Store layout and Architecture	11 12	23
Location and convenience	General convenience Locational convenience Transportation Parking Store hours	4 3 1 1 1	10

TABLE 3.3: CATEGORIES AND SUBSETS OF STORE IMAGE ATTRIBUTES continue

CATEGORY	SUBSETS	NUMBER OF QUESTIONS	TOTAL PER CATEGORY
Promotion	Sales promotions Advertising Displays Symbols and colours Special events/exhibits	1 1 2 1 2	7
Store atmosphere	Congenial atmosphere	4	4
Institutional factors	Reputation Reliability Fashion policy of store	1 1 1	3
Post-transaction satisfaction	Consumer satisfaction	3	3

Section 2 of the questionnaire measured **lifestyle characteristics**. This section included 30 lifestyle items based on or adopted from items used in previous research (Fox, 1989:81; Visser & Du Preez, 1998:41; Visser & Du Preez, 1996:2; Visser *et al*, 1996:2). Acceptable reliability (coefficient alpha above 0.5) for the items was reported in the various research findings. Items representative of the different dimensions of lifestyle, as documented in the literature, were included. The number of items in each category and subset is depicted in Table 3.4. Respondents replied on a five-point Likert-type scale ranging from 1 (never) to 5 (very often).

TABLE 3.4: CATEGORIES AND SUBSETS OF LIFESTYLE CHARACTERISTICS

CATEGORY	SUBSETS	NUMBER OF QUESTIONS	TOTAL PER CATEGORY
Activities and interests	Movies in a cinema Hobbies or Do-it-yourself projects Needlework or crafts Outdoor activities Cooking or baking Travel (leisure or work related)	1 1 1 1 1 1	6
Sport	Physical facilities Attend sports meetings	1 1	2
Culture	Art museums or gallery Ballet/ Opera/ Musical performance	1 1	2
Clothing specific lifestyle	Shopping for clothing Trying on clothes Try to dress stylish Shop at clothing sales Buy clothes at boutiques Buy clothes at designers Read fashion magazines Window-shopping Attend fashion shows	1 1 1 1 1 1 1 1 1	9

TABLE 3.4: CATEGORIES AND SUBSETS OF LIFESTYLE CHARACTERISTICS continue

CATEGORY	SUBSETS	NUMBER OF QUESTIONS	TOTAL PER CATEGORY
Social and family involvement	Entertain friends at home or eat out at friends	1	4
	Eat out in a restaurant	1	
	Family gatherings	1	
	Join friends when shopping to socialise	1	
Church and community involvement	Church attendance and activities	1	3
	Community service	1	
	Service to technikon	1	
Media usage	Watch TV at home	1	4
	Listen to the radio	1	
	Read newspapers	1	
	Read magazines	1	

Section 3 of the questionnaire determined **demographic** characteristics and **store choice behaviour**. This section included 13 questions on aspects such as age, population, education, income and expenditure on clothing per month, marital status, number of children, and mobility. In addition, respondents were asked to indicate whether and how often they shopped for clothing at 16 well-known clothing stores. Department, specialty and discount stores were included. Respondents replied on an eight-point scale (1 = never and 8 = more frequently than 11 to 12 times per year). They could also specify the names of up to five stores not on the list but where they do shop for clothing. They had to indicate the frequency on the eight-point scale mentioned above.

Section 1 of the questionnaire was simplified by categorizing the items into nine sub-sections, with a bolded heading at each section. The scoring was simplified with the score heading turned diagonally, to ease readability. The score headings were repeated on each page. The same method was used in Section 2. The last section on demographic information was slightly different from the previous sections. Respondents only had to put a cross in the applicable block. The same format was used throughout the questionnaire to prevent confusion. The questionnaire layout limited possible mistakes by respondents and contributed to accurate data capturing and coding.

The questionnaire was not translated into other languages, due to English being the instructional medium at the Technikon Northern Gauteng. The researcher took into consideration that English was the second or third language of the respondents.

To further refine the questionnaire and to contribute to the reliability and validity of the research the questionnaire was evaluated by five subject specialists and two statisticians who were also research specialists. In addition, two language purists who were familiar with the milieu and language of black students evaluated the questionnaire for clarity and applicability.

3.4 Pilot testing of the questionnaire

A pilot study was conducted in January 2000. The primary aims were to make sure that the respondents understand the questions and to determine how long it would take respondents to complete the questionnaire. The pilot study was done under the same conditions as the main research. Thirty black female respondents of the Technikon Northern Gauteng were selected for the pilot study. Equal numbers of second and third year students were chosen from classes available on a set date. No specific departments were used and students were randomly selected. They participated voluntarily. Data were obtained during scheduled classes. The students were informed about the purpose the research and the method to fill in the questionnaire. The researcher was available to assist the students and to answer questions about the content and format of the questionnaire. Respondents were urged to comment on any problems they encountered to complete the questionnaire, especially if they were not sure of the meaning of items and/or words and in the case of ambiguous questions. Space was provided on the questionnaire for respondents to indicate the need for response alternatives and to comment on any aspect of the questionnaire.

Based on feedback from discussions with these respondents the following alterations were made on the questionnaire. Several questions were not clear and had to be changed as depicted in Table 3.5. The names of two categories were also changed namely *Clientele* to *Consumers and salespeople*, as well as *Promotion in store* to *Promotion*. The lay out of Section 3 was altered to enhance readability. Ndebele was added to population groups.

TABLE 3.5: ALTERED ITEMS IN SECTION 1 OF THE QUESTIONNAIRE AFTER PILOT STUDY

SECTION 1 – STORE IMAGE ATTRIBUTES			
Question number	**Original items**	**Altered items**	**Number of respondents**
16	Adjustments to clothes	Alterations to clothes	1
18	Adequate number of salespeople	Enough salespeople	1
33	Unintrusive salespeople	Not intruding salespeople	4
37	Courteous salespeople	Polite salespeople	3
41	Well-groomed salespeople	Well-groomed (tidy) salespeople	1
42	Escalator/ Elevator	Escalator and/or lift	1
47	Adequate lights	Enough lights	1
48	Adequate lights	Enough lights	1
57	Placement of aisles	Position of aisles	3

TABLE 3.5: ALTERED ITEMS IN SECTION 1 OF THE QUESTIONNAIRE AFTER PILOT STUDY continue

SECTION 1 – STORE IMAGE ATTRIBUTES			
Question number	**Original items**	**Altered items**	**Number of respondents**
61	Spacious dressing room	Big enough dressing room	1
67	Fast checkout points	Fast checkout point (pay points)	2
74	Precaution against crime	Save shopping area	1
76	Advertised clothing freely available	Availability of advertised clothing	2
77	Clearly visible in-store advertisements	Clearly visible in-store advertisements (cannot change without changing the meaning of the sentence)	1
80	Symbols used in advertisements	Symbols used in advertisements (e.g. logos)	1
87	Reputation of store	Reputation of store (cannot change without changing the meaning of the sentence)	1
91	Easy accessible complaint handling	Sympathetic complaint handling	1
92	Fair refund policy	Fair refund policy (give money back)	1

3.5. Reliability, validity and ethical considerations of the study

Measures were taken to investigate the reliability and validity of data collection. This is discussed in the last part of this Chapter. Reliability and validity of the questionnaire were tested and the results are discussed extensively in Chapter 4 (Section 4.3).

Investigating consumer behaviour involves humans. Therefore the researcher considered procedures that were *ethically correct* (Huysamen, 1994:178). During the survey all the respondents were treated with respect, dignity, courtesy and their privacy was respected. It was stressed that participation is voluntary and that respondents will remain anonymous. If a student had any objection to complete the questionnaire, she was replaced by the next possible student on the name list. Neutral venues, in the general classroom situation, were chosen for completion of questionnaires and students' privacy was not invaded.

3.6 Questionnaire administration and data gathering

During the main study the researcher was present at all times. The purpose of the study was explained before handing out the questionnaires. Twelve questionnaires were incomplete and 18 questionnaires were not handed in. To be able to analyse 500 questionnaires, 30 additional questionnaires were completed during a second session scheduled one week after the first session. The same classes and procedures were used as described in Section 3.2 and Table 3.2.

3.7 Editing and coding of data

After completion of the questionnaire all coding was done by the researcher and read into the computer. The researcher scrutinised every questionnaire for possible errors, due to incorrect completion of the questionnaire. All the raw data were double-checked before the statistician commenced with frequency analyses. Mistakes were corrected before the actual data analyses were done. The final data were entered in the computer and computer edited with the use of the SAS-statistical program (SAS Institute, 1989). Computer editing reinforced manual editing of raw data.

3.8 Statistical analysis

Statistical analyses were performed with the use of the SAS-statistical package (SAS Institute, 1989). The methods used were chosen and applied in accordance with the objectives of the study and after consultation with a statistician. The appropriateness of the statistical analyses implemented was confirmed by the literature and with statistical experts and researchers in the field of Social Science.

The ***first step*** in the analysis was to establish the validity of the questionnaire (Sections 1 and 2 only). Factor analysis was used to assist in determining the construct validity of the ninety-one store image attribute items and thirty lifestyle characteristic items.

The primary goal of factor analysis is to find the dimensions on factors underlying a set of items. Factor analysis is applied to the observed correlations between the items. Factor analysis was performed applying the principle component analysis application with varimax (an orthogonal) rotation. This method is deemed appropriate, as the dual purpose of the factor analysis was firstly to assist in increasing the reliability of the questionnaire by only including items that loaded on a specific factor in the subsequent analysis of the data. The secondary motivation for applying the factor analysis was to disclose the underlying factorial structure of the various variables. The researcher usually envisages a small number of principle components or factors that explain a large amount of variance in the data (Chatfield & Collins, 1980:35; Sheth & Tigert, 1977:72; Tabachnick & Fidell, 1989:43). These principle components should subsequently simplify the interpretation of large data sets without a meaningful loss of data. The results are discussed in Chapter 4, Section 4.3.1.

The ***second step*** comprised reliability testing. Cronbach's alpha was calculated to assess reliability of Section 1 and 2 of the questionnaire and to determine its internal consistency, which refers to the tendency of the different items to elicit the same results from any given respondent on a single administration of the instrument. A randomly selected reliability coefficient of more than 0.4 for store image and lifestyle items were deemed appropriate. High coefficient alpha-ratings were measured on store image attributes and lifestyle characteristics, as discussed in Chapter 4, Section 4.3.2.

The ***third step*** was determining the importance of store image attributes as perceived by a selected group of black clothing consumers. Mean scores and standard deviations were computed for all the valid store attribute items, followed by a mean percentage rating of each item. To determine and describe the respondent's lifestyle characteristics the same frequency distribution was done on the valid items.

Store choice behaviour was measured ***fourthly*** through frequency distribution, to be able to determine how often and at which type of clothing store the respondents prefer to shop.

The next step **(*fifthly*)** was to determine possible correlations between the importance of store image attribute factors, lifestyle factors and store choice behaviour. Pearson's correlation coefficients were performed to establish these relationships.

To analyse whether different groups of black female consumers existed based on the perception of the importance of clothing store image attributes, cluster analysis was done ***(sixth step)***. Cluster analysis is a multivariate procedure for detecting groups in data and is a good technique to use in exploratory data analysis. The principle goal of a cluster analysis is to group subjects according to their scores on one or more variables, in other words, to arrive at clusters of subjects that display small within-cluster variation (Dillon, Madden & Firtle, 1994:502; Hair, Anderson, Tatham & Black, 1998:499; West, 1991:105). These clusters can then be profiled in accordance with the mean values of the variables, which distinguish between the clusters. In the present study a hierarchical cluster procedure was applied, namely Ward's method (SAS Institute, 1989), together with the Squared Euclidean distance method as the measure of similarity. The final number of clusters to be derived is more than often decided upon by practical judgement. Standardisation of the variables was done prior to the analysis. The clustering technique is often used in Social Science research as the grouping and consequent description of objects or individuals are often the objectives of research. This technique has been successfully used by several researchers in the field of Clothing and Consumer Behaviour (Littrell, Ogle & Kim, 1999:31; Shim & Bickle, 1994:2; Shim & Kotsiopulos, 1993:73).

The ***seventh step*** was to determine whether mean differences on the vector of sub-scale/composite variables (store image attributes, lifestyle and store choice behaviour) among clusters are attributable to chance. For continuous variables (e.g. lifestyle), multivariate analysis of variance (MANOVA) and univariate analysis (ANOVA) tests were used. The purpose of performing a one-way MANOVA (multivariate analysis of variance) is to establish whether the dependent variables (store image attributes, lifestyle and store choice behaviour) differ as a whole across the cluster groups (independent variables). If an overall difference is found between groups, separate one-way ANOVA's (analysis of variance) are employed to establish which of the dependent variables differ significantly along the cluster groupings (Dillon *et al*, 1994:502; Hair *et al*, 1998:499). The ANOVA will therefore give an indication of which of the dependent variables differ significantly across the cluster groups, whereas the one-way MANOVA gives an indication as to whether the dependent variables as a whole differ significantly across the cluster groups. The ANOVA procedure is therefore significant to the differences between groups, as these variables will be used extensively in the typology of the different clusters (Green, 1978:664).

3.10 Summary

The researcher set out to plan the empirical study using the objectives of the study as point of departure. Scientific research methods and appropriate statistical analyses were first and foremost considerations in designing the study. Sample selection, compiling and testing the measuring instrument, as well as data gathering were done with circumspection. Experts in research methodology and the field of clothing were consulted. Statistical analyses were done in collaboration with and under the guidance of statisticians. In the next chapter the results of the study and the interpretation of the findings will be discussed in detail.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Introduction

The study was designed to investigate black female students' clothing perception of the importance of clothing store image attributes and selected variables related to this perception. A questionnaire was developed and distributed among a selected group of black female student clothing consumers to determine their perception of the importance of store image attributes, their lifestyle characteristics, store choice, and demographic features. In the previous chapter, the research design (methodology) of this study was described. A detailed description of the sample selection, questionnaire development, as well as data collection and statistical analysis were given.

Chapter 4 focuses on the statistical analysis of the data and the consequent findings. Kirkwood (1988:1) confirms that statistics is the science of collecting, summarising, presenting, and interpreting data according to the set objectives, and enables the researcher to test the hypotheses. The results obtained in the empirical study were analysed to provide the profile of the selected black female clothing consumers with reference to their demographic characteristics, perceptions of the importance of store image attributes, their lifestyle characteristics and store choice. Although limited, due to the nature and scope of this exploratory study, the results of this investigation provide future researchers and retailers with the means to gain insight into the black South African market, in the context of these variables. The results of this study were compared with relevant literature discussed in Chapter 2 concerning similar studies on consumer behaviour.

The SAS-statistical package (SAS Institute, 1989) was used in all statistical procedures. First, a description of the demographic characteristics of the sample will be presented. The questionnaire was evaluated for validity and reliability, followed by frequency analyses of the important store image attributes and lifestyle characteristics and store choice. Pearson's correlation analyses were performed to determine relationships between some of the investigated variables. Finally, cluster analyses based on store image attributes and lifestyle characteristics were performed, followed by a cluster analysis based on store image attributes, lifestyle characteristics and store choice jointly to identify groups of respondents with the same characteristics and preferences. After completion of the analyses, the researcher interpreted the findings within the framework of existing theory and past research.

4.2 Description of the sample

For the purposes of this research, black female students in their second and third year of study at Technikon Northern Gauteng were selected as respondents. To allow an equal distribution of students, black female students were selected from all the relevant departments, according to a set sampling procedure (Chapter 3, Table 3.1). Table 4.1 gives a description of the distribution of respondents between the different departments of Technikon Northern Gauteng.

TABLE 4.1: REPRESENTATION OF DEPARTMENTS (n = 500)

DEPARTMENT	FREQUENCY	% DISTRIBUTION
Management	26	5.2
Administration and Political Science	74	14.8
Human Resource Management	63	12.6
Marketing and Logistics	56	11.2
Architecture and Building	15	3.0
Environmental Health	13	2.6
Biomedical Technology	6	1.2
Tourism, Hospitality and Leisure Management	22	4.4
Educational Science and Technology	26	5.2
Commercial Education	24	4.8
Journalism	3	0.6
Computer Studies	41	8.2
Office System Development	68	13.6
Accounting	63	12.6
Total:	**500**	**100.0**

Highest number of students per department in sample selection

According to Table 4.1 the majority of the respondents (14.8%) were studying in the Department of Administration and Political Science and in Office System Development (13.6%), followed by equal numbers of respondents from the Departments of Human Resource Management (12.6%) and Accounting (12.6%). Only three (0.6%) respondents were studying in the Department of Journalism. A demographic profile of the selected black female students of Technikon Northern Gauteng is depicted in Table 4.2.

TABLE 4.2: DEMOGRAPHIC CHARACTERISTICS (n = 500)

DEMOGRAPHIC CHARACTERISTICS	FREQUENCY	% DISTRIBUTION
Age (years)		
18 – 19	55	11.0
20 – 21	**173**	**34.6**
22 – 23	158	31.6
24 – 25	72	14.4
26 – 27	30	6.0
Older than 28	12	2.4
Population / Ethnic group		
Ndebele	38	7.6
Pedi	**101**	**20.2**
Shangaan /Tsonga	66	13.2
Sotho (Southern)	9	1.8
Sotho (Northern)	94	18.8
Swazi	39	7.8
Tswana	67	13.4
Northern Tswana	0	0.0
Venda	31	6.2
Zulu	40	8.0
Xhosa	15	3.0
Educational qualification		
St. 10	500	100.0
Marital status		
Cohabitation / Living together	24	4.8
Married	16	3.2
Never married	**460**	**92.0**
Divorced/ Separated	0	0.0
Widow	0	0.0
Children		
One	**377**	**75.4**
Two	101	20.2
Three	16	3.2
Four	5	1.0
More than four	1	0.2
Residence during study period		
At home with family	79	15.8
In a hotel	18	3.6
In Technikon hostel/ residence	**311**	**62.2**
Hired private room	82	16.4
Hired flat	7	1.4
Commune	3	0.6
Method of travelling		
Walking	16	3.2
Own car	10	2.0
Friend's car	12	2.4
Bus	10	2.0
Taxi	**445**	**89.0**

TABLE 4.2: DEMOGRAPHIC CHARACTERISTICS (n = 500) continue

DEMOGRAPHIC CHARACTERISTICS	FREQUENCY	% DISTRIBUTION
Friend's car and Taxi	1	0.2
Walking and Taxi	2	0.4
Bus and Taxi	2	0.4
Train	1	0.2
Own car and Taxi	1	0.2
Time it takes to reach clothing store of choice		
Less than 15 minutes	26	5.2
15 minutes	59	11.8
30 minutes	**194**	**38.8**
45 minutes	145	29.0
1 hour	65	13.0
2 hours	6	1.2
More than 2 hours	5	1.0
How often clothes are bought		
Weekly	5	1.0
Monthly	135	27.0
Three times a year	75	15.0
Twice a year	68	13.6
Once a year	24	4.8
Only when in need of clothes	**193**	**38.6**
Money spent on clothing (per month)		
Less than R99	69	13.8
R100 – R199	**167**	**33.4**
R200 – R299	108	21.6
R300 – R399	74	14.8
R400 – R499	48	9.6
R500 – R599	17	3.4
More than R600	17	3.4

Highest percentage of respondents for each demographic feature

The group of respondents reflected a young female buyer, with a majority of 66,2% between the ages of 20 to 23 years. Consumers within this age group are known as Generation X (Mulrooney, 2001:26). Limited research is available on age-related behaviour of consumers. Joyce and Lambert (1996:24) examined store image perception as a function of age-related behaviour, where consumers in different age groups exhibited specific and differing patterns of behaviour and attitudes. They found that young shoppers felt more positive towards both store characteristics and salespeople's attitudes than older shoppers. As the consumers grew older, their perception of store image attributes with regard to the personality of a retail store, changed more slowly than that of the retail environment involved (Joyce & Lambert, 1996:26).

The sample included a wide selection of 11 ethnic groups, within the geographical region of Gauteng. The dominant population (ethnic) group was Pedi (20.2%), followed by Northern

Sotho (18.8%), Tswana (13.4%) and Shangaan/Tsonga (13.2%). In studies done on the black consumer, Statistics South Africa (2001) and Wells (1986:31) identified 15 different tribal sectors in South Africa, each with definite buying behaviour preferences, and different ethnic distributions per province. This study represented a large sector of the black market, with the Pedi and Northern Sotho the majority regarding the ethnic distribution in the Gauteng area. The relatively high representation of Tswana (13.4%) and Shangaan/Tsonga (13.2%) can be due to urbanisation or migration of populations from provinces or neighbouring countries to Gauteng (Pretoria and Johannesburg) for the purposes of further education and employment. Different sub-cultural groups differ on the basis of cultural and ethnic values, lifestyle, language, educational levels and religion. According to Du Plessis and Rousseau (1999:335) ethnic groups in South Africa have specific buying patterns and specific preferences.

The respondents had a relatively high educational qualification of St.10. They were predominantly single (92.0%), mostly with one child (75.4%) and preferred to live in a Technikon hostel (62.2%). Most students relied on public transport (89.0%), specifically taxi's. The time taken to reach a clothing store of their choice was indicated as approximately 30 to 45 minutes (67.8%). Only a few (17%) were near to clothing stores of their choice, namely 15 minutes or less.

The respondents in this study were characterised by specific buying behaviour. The majority (68.8%) spent less than R300 per month on clothing. An explanation for the relatively low amount spent on clothing, could be that the respondents are students (second and third year), probably with a low income. They mostly bought clothing when they needed it (38.6%) or on a monthly basis (27.0%). It is assumed that young females like to buy fashionable clothing, but the latest fashions are usually more expensive. This could be a possible reason why these respondents bought less than what they would like to. Limited store visits because of low finances could be one of the reasons for the respondents' clothing buying behaviour and store choices.

4.3 Psychometric properties of the measuring instrument

In Chapter 3 (Section 3.5) a discussion was given of the way in which the measuring instrument for this study was evaluated for validity and reliability. This enabled the researcher to draw accurate (valid) conclusions and to make recommendations. The nature of the questions with regard to demographics and store choice behaviour does not lend itself to reliability analysis.

4.3.1 Validity

Validity is the extent to which the values provided by the measuring instrument actually measure the attributes they are intended to measure (Kruger, Van Aardt & Steyn, 1996:110; Leedy, 1993:40; Touliatos & Compton, 1988:123; Van Aardt & Steyn, 1991:43). As discussed in Chapter 3, the questionnaire was tested for construct and content validity.

To substantiate construct validity, explorative factor analysis was applied to Sections 1 and 2 of the questionnaire. Principle component factor analysis is a method used to find new combinations of variables, called factors, that adequately explain the overall observed variation, and therefore reduce the complexity of the data (Kirkwood, 1988:72). The rotational process of factor analysis allows the researcher some flexibility by presenting a multiplicity of views of the same data set, in order to enhance interpretation of the data. The Varimax Method rotates factors, so that the variance of the squared factor loadings for a given factor is made larger (Dillon *et al*, 1994:502).

4.3.1.1 Store image attributes

In order to determine **construct validity** principle component factor analysis with varimax rotation was used to analyse the 91 store image attribute items. Table 6, Appendix D reports the factor loadings of all the items indicating those items with values lower than 0.40 that were not interpretable for the study. Fifty items were retained. There were more than 50 items with factor loadings equal to or higher than 0.4, but some of them did not fit in content-wise with the factor theme contents where they were grouped, while others overlapped with items in the same factor. Only those factors with a greater than one variance explained were retained. The factor analysis summary is presented in Table 4.3. Composite factors were identified using factor loadings and factor scores for items loading on each factor. These composite factors served as the dependent variables in subsequent analyses of the study and should be interpreted taking into consideration the item content of each factor.

TABLE 4.3: SUMMARY OF FACTOR ANALYSIS: STORE IMAGE ATTRIBUTES

FACTOR	PERCENTAGE VARIANCE EXPLAINED BY EACH FACTOR (AFTER ROTATION) %
1. Promotion	5.29
2. Store layout	5.00
3. Physical facilities	5.00
4. Merchandise requests	4.74
5. Salespeople service	4.55
6. Location and convenience	3.91
7. Various store services	3.41

TABLE 4.3: SUMMARY OF FACTOR ANALYSIS: STORE IMAGE ATTRIBUTES continue

FACTOR	PERCENTAGE VARIANCE EXPLAINED BY EACH FACTOR (AFTER ROTATION) %
8. Preference for salespeople	3.17
9. Credit facilities	2.93
Total	**38.00**

The 50 items yielded nine factors which were interpretable, namely *Promotion, Store layout, Physical facilities, Merchandise requests, Salespeople service, Location and convenience, Various store services, Preference for salespeople* and *Credit facilities.* Although the last factor contained only one item, it was kept on grounds of the high score that this item obtained, indicating the importance thereof for the respondents. The renamed factors differ from the categories used in the questionnaire, because of the grouping and characteristics of the items in the factors. They also differ from the original nine categories proposed by Lindquist (1974-75:32) and used in the questionnaire, namely *Merchandise in store* (13 items), *Service in store* (17), *Customers and salespeople* (11), *Physical facilities in store* (23), *Location and convenience* (10), *Promotion* (7), *Store atmosphere* (4), *Institutional factors* (3) and *Post transaction satisfaction* (3) (Chapter 3, Table 3.3). The factor loadings and communalities of the 50 selected individual items in each store image factor are displayed in Table 4.4.

TABLE 4.4: FACTOR LOADINGS AND COMMUNALITIES OF INDIVIDUAL ITEMS IN EACH STORE IMAGE FACTOR

STORE IMAGE ATTRIBUTE FACTORS	FACTOR LOADING	COMMUNALITIES
Factor 1: Promotion		
76. Availability of advertised clothing	0.64	0.54
77. Clearly visible in-store advertising	0.68	0.58
78. Window displays of clothing	0.62	0.57
79. In-store displays of clothing	0.43	0.36
82. Special events, such as discount offers or sales	0.59	0.47
Factor 2: Store layout		
53. Interesting store front	0.50	0.44
54. Visible/easy access of entrance	0.54	0.61
55. Visible/easy access of store exit	0.54	0.61
56. Fashionable interior	0.66	0.52
57. Position of aisles	0.64	0.48
58. Width of aisles	0.50	0.35
60. Sufficient direction information boards and posters	0.42	0.31
65. Attractive décor	0.50	0.39
66. Outside appearance of clothing stores	0.53	0.43
Factor 3: Physical facilities		
45. Sufficient number of dressing rooms	0.40	0.42
47. Enough lights in the store	0.63	0.56
48. Enough lights in the dressing room	0.60	0.48
49. Comfortable temperature	0.56	0.44
50. Cleanliness of the store	0.54	0.46

TABLE 4.4: FACTOR LOADINGS AND COMMUNALITIES OF INDIVIDUAL ITEMS IN EACH STORE IMAGE FACTOR continue

STORE IMAGE ATTRIBUTE FACTORS	FACTOR LOADING	COMMUNALITIES
51. Maintenance of the store	0.53	0.46
52. Floor covering	0.44	0.43
62. Mirrors in the dressing rooms	0.43	0.34
Factor 4: Merchandise requests		
10. Reduced prices (mark-downs or sales)	0.51	0.33
11. Merchandise easy to find	0.41	0.24
23. Ease with which merchandise can be returned if unsatisfactory	0.56	0.38
92. Fair refund policy	0.46	0.46
Factor 5: Salespeople service		
19. Salespeople's advice to help me with my buying decisions	0.42	0.48
21. Knowledgeable salespeople	0.47	0.49
32. Feeling special and welcome when entering the clothing store	0.48	0.37
34. Caring/helpful salespeople	0.62	0.48
35. Friendly salespeople	0.65	0.55
36. Honest salespeople	0.51	0.46
37. Polite salespeople	0.54	0.40
Factor 6: Location and convenience		
68. Clothing stores close to my home	0.58	0.42
69. Shopping centre where other clothing stores are nearby	0.41	0.33
70. Availability of a parking area near clothing stores	0.60	0.49
71. Availability of access to public transport	0.60	0.43
72. Clothing stores close to my work	0.59	0.43
73. Restaurants and other stores nearby to clothing stores	0.56	0.35
Factor 7: Various store services		
14. A trolley or basket to carry clothing	0.48	0.34
18. Enough salespeople	0.49	0.47
20. Salespeople's advice to help me find clothes	0.45	0.44
25. Delivery service to my home/residence	0.48	0.40
26. Mail-order services through a catalogue	0.63	0.43
27. Internet ordering facilities	0.59	0.39
28. Credit card or bank card facilities	0.42	0.35
Factor 8: Preferences for salespeople		
38. Salespeople my own age	0.73	0.54
39. Salespeople my own gender	0.69	0.52
40. Fashionably dressed salespeople	0.60	0.44
Factor 9: Credit facilities		
29. Store card facilities	0.54	0.39

At this point a conclusion regarding construct validity of Section 1 of the measuring instrument can be made. The nine factors (Table 4.3) together explained 38% of the variance. According to Smith and Barnard (1988:22), few factors that together explain a substantial proportion of the variance and high communalities on each item, are good indications of construct validity.

Although the percentages of variance explained by the different factors are rather low, it could be deemed as satisfactory. The communalities of the items (Table 4.4) are not too low and the overall construct validity could be considered satisfactory. The nine factors identified by means of factor analysis served as dependent variables in subsequent analysis in the study and should be interpreted in consideration of the item content under each factor.

The researcher also addressed the **content validity** of Section 1 of the questionnaire. Previous studies (See Appendix B, Table 4 & 5) revealed both similarities with and differences from the nine factors and the relevant items identified in this study. It should also be kept in mind that this section of the questionnaire was based on this in-depth literature study. Clothing experts also evaluated the questionnaire for content validity (Section 3.5).

Research done on the black South African consumer also reflected similarities with items included in the questionnaire (Anonymous, 1981:31; Anonymous, 1989:40; De Klerk *et al,* 1998:23; Du Plessis & Rousseau, 1999:335). Consequently it could be concluded that the questionnaire displays satisfactory content validity, as many of the items correspond with items found relevant in previous research.

4.3.1.2 Lifestyle characteristics

In order to determine **construct validity**, principal component factor analysis with varimax rotation was used to analyse the 30 lifestyle items. Factor loadings of the 30 items are displayed in Appendix D (Table 7). 23 items with a factor loading equal to or higher than 0.40 were retained. There were more than 23 items with factor loadings equal to or higher than 0.4, but some of them did not fit in content-wise with the factor theme contents where they were grouped, while others overlapped with items in the same factor. The analysis resulted in 12 factors with greater than one variance explained. The factor analysis summary is presented in Table 4.5.

TABLE 4.5: SUMMARY OF FACTOR ANALYSIS: LIFESTYLE CHARACTERISTICS

FACTOR	PERCENTAGE VARIANCE EXPLAINED BY EACH FACTOR (AFTER ROTATION) %
1. Clothing lifestyle	9.51
2. Community involvement	7.65
3. Media usage	7.08
4. Activities and interests	6.34
5. Sport activities	6.11
6. Social and family involvement	5.97
7. Up-market shopping	5.27
Total:	**47.93**

The 23 items yielded seven factors which were interpretable, namely *Clothing lifestyle*, *Community involvement*, *Media usage*, *Activities and interests*, *Sport activities*, *Social and family involvement*, *Up-market shopping*. Table 4.6 presents the factor loadings and communalities of the 23 selected items in each lifestyle factor.

TABLE 4.6: FACTOR LOADINGS AND COMMUNALITIES OF INDIVIDUAL ITEMS IN EACH LIFESTYLE FACTOR

LIFESTYLE FACTORS	FACTOR LOADING	COMMUNALITIES
Factor 1: Clothing lifestyle		
11. Shopping for clothing	0.59	0.44
12. Trying-on clothing	0.69	0.51
13. Try to dress stylishly	0.75	0.62
14. Shopping at clothing sales	0.65	0.53
18. Window-shopping	0.51	0.40
Factor 2: Community involvement		
19. Attending fashion shows	0.50	0.44
25. Community service	0.74	0.66
26. Service to technikon	0.68	0.57
Factor 3: Media usage		
27. Watching TV at home	0.59	0.46
28. Listening to the radio	0.66	0.55
29. Reading newspaper	0.64	0.59
30. Reading magazines	0.81	0.69
Factor 4: Activities and interests		
2. Hobbies or DIY projects	0.51	0.36
3. Needlework or crafts	0.54	0.41
4. Outdoor activities	0.53	0.45
5. Cooking or baking	0.60	0.48
Factor 5: Sport activities		
7. Physical exercise	0.82	0.71
8. Attending sports meetings	0.69	0.59
Factor 6: Social and family involvement		
20. Entertaining friends at home or eating-out at friends'	0.58	0.54
22. Family gatherings	0.72	0.64
23. Joining friends to socialise when shopping	0.59	0.59
Factor 7: Up-market shopping		
15. Buying clothes at boutiques	0.79	0.68
16. Buying clothes from designers	0.72	0.62

The original categories from the questionnaire were *Activities and interests* (6 items), *Sport activities* (2 items), *Culture* (2 items), *Clothing specific lifestyle* (9 items), *Social and family involvement* (4 items), *Church and community involvement* (3 items) and *Media usage* (4 items. In conclusion, the overall construct validity of Section 2 of the questionnaire could be considered satisfactory. The seven factors together explained 48% of the variance. According to Smith and Barnard (1988:22) few factors, which together explain a substantial proportion of the variance and high communalities on each item, are good indications of construct validity. For the lifestyle section of the questionnaire, the percentage of variance explained by the seven factors is satisfactory and the communalities of the 23 items ranged from satisfactory to high. It can thus be concluded that construct validity is satisfactory. The seven factors identified by means of factor analysis served as dependent variables in subsequent analysis in the study and should be interpreted in consideration of the item content under each factor.

Content validity was investigated by comparing items selected for this section of the questionnaire with those used in previous related research (Durvasula, Lysonski & Andrews, 1993:58; Shim & Kotsiopulos, 1992a:48; Shim & Kotsiopulos, 1993:73; Visser & Du Preez, 1998:46; Visser *et al*, 1996:5). It could be concluded that that several of the items correspond with the items found relevant in previous research, also with regard to South African investigators. The content validity of Section 2 of the questionnaire could thus considered as satisfactory.

4.3.2 Reliability

The reliability of the questionnaire was determined by using item analysis with coefficient alpha measurements. Reliability indicates the accuracy and consistency of the measuring instrument (questionnaire) and is measured by a reliability coefficient (Touliatos and Compton, 1988:117). Cronbach's alpha coefficient was calculated for the first two sections of the questionnaire, namely store image attributes and lifestyle characteristics respectively, yielding a reliability coefficient of mostly more than 0.5 on all items.

4.3.2.1 Store image attributes

Cronbach's alpha coefficient was calculated for each of the selected items of the nine store image attribute factors (Appendix D, Table 8) as well as for the nine factors. The results per factor are given in Table 4.7.

TABLE 4.7: COEFFICIENT ALPHA FOR THE STORE IMAGE ATTRIBUTE FACTORS

STORE IMAGE ATTRIBUTE FACTORS	NUMBER OF ITEMS	COEFFICIENT ALPHA
Factor 1: Promotion	5	0.78
Factor 2: Store layout	9	0.82
Factor 3: Physical facilities	8	0.75
Factor 4: Merchandise requests	4	0.56
Factor 5: Salespeople service	7	0.77
Factor 6: Location and convenience	6	0.73
Factor 7: Various store services	7	0.65
Factor 8: Preference of salespeople	3	0.70
Factor 9: Credit facilities	1	0.54

The Cronbach's alpha coefficients ranged from 0.54 to 0.82 for the nine store image attribute factors. The factors displayed a quite satisfactory reliability, except for two factors, namely *Credit facilities* and *Merchandise requests*, which displayed a fair reliability. It can thus be concluded that the reliability of Section 1 of the questionnaire is acceptable.

4.3.2.2 Lifestyle characteristics

Reliability testing (Cronbach's alpha) was also done on the Section 2 of the questionnaire. Values for each item are depicted in Appendix D, Table 9. The results per factor are portrayed in Table 4.8.

TABLE 4.8: COEFFICIENT ALPHA FOR LIFESTYLE CHARACTERISTIC FACTORS

LIFESTYLE CHARACTERISTIC FACTORS	NUMBER OF ITEMS	COEFFICIENT ALPHA
Factor 1: Clothing lifestyle	5	0.71
Factor 2: Community involvement	3	0.63
Factor 3: Media usage	4	0.65
Factor 4: Activities and interests	4	0.45
Factor 5: Sport activities	2	0.66
Factor 6: Social and family involvement	3	0.59
Factor 7: Up-market shopping	2	0.64

For the lifestyle section, the coefficient alpha values ranged from 0.45 to 0.71 for the various factors. The reliability for *Activities and interests* was low, while the rest of the factors displayed a quite satisfactory reliability. In conclusion, the reliability of section two of the questionnaire is acceptable.

4.3.3 Summary

Both construct and content validity of Sections 1 and 2 of the questionnaire were tested. Based on the results both sections could be considered satisfactory. The overall results of the reliability testing of the questionnaire were acceptable. Coefficient alpha values varied between 0.45 and 0.82 for all the factors. The nine store image attribute factors and seven lifestyle factors identified by means of factor analysis served as dependent variables in subsequent analyses in the study.

4.4 Perceptions of the importance of store image attributes

One of the primary objectives of this explorative study was to investigate black female consumers' perception of the importance of the clothing store image attributes. Consequently mean scores, standard deviations and mean percentage scores were computed for the valid items in Section 1 of the questionnaire. These calculations shed light on the respondents' perceptions of the relative importance of the different store image attributes. The results are given in Table 4.9. The items under each factor were ranked from the highest to the lowest scores. Ranking of the factor scores was done in order to determine the relative importance of the various factors.

In order to simplify the five-point Likert scale, the mean percentage ratings were calculated for each of the valid store image attribute items. The percentage ratings for each item were allocated in correspondence with the response categories (5=100%, 4=75%, 3=50%, 2=25%, 1=0%) and the factors were ranked accordingly in Table 4.9.

TABLE 4.9: AVERAGE OF ITEM AND FACTOR SCORES: PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTE FACTORS (n = 500)

STORE IMAGE ATTRIBUTE	MEAN RAW SCORE ($\bar{X}$)	STANDARD DEVIATION	MEAN PERCENTAGE SCORE (%)	MEAN FACTOR SCORE (%)	RANKING ORDER
Factor 1: Promotion				**88.72**	**2**
82. Special events, such as discount offers or sales	4.67	0.74	91.65		
76. Availability of advertised clothing	4.63	0.75	90.70		
78. Window displays of clothing	4.63	0.73	90.65		
77. Clearly visible in-store advertising	4.54	0.77	88.40		
79. In-store displays of clothing	4.41	0.95	82.20		
Factor 2: Store layout				**79.32**	**6**
54. Visible/easy access of entrance	4.52	0.86	87.95		
55. Visible/easy access of store exit	4.46	0.91	86.45		
53. Interesting store front	4.37	0.98	84.20		
66. Outside appearance of clothing stores	4.25	1.04	81.25		
65. Attractive décor	4.21	1.11	80.25		
60. Sufficient direction information boards and posters	4.07	1.20	76.85		
56. Fashionable interior	4.05	1.10	76.15		
57. Position of aisles	3.84	1.17	70.95		
58. Width of aisles	3.79	1.34	69.85		
Factor 3: Physical facilities				**89.81**	**1**
62. Mirrors in the dressing rooms	4.77	0.60	94.25		
50. Cleanliness of the store	4.77	0.56	94.15		
49. Comfortable temperature	4.67	0.67	91.65		
48. Enough lights in the dressing room	4.66	0.73	91.50		
47. Enough lights in the store	4.64	0.74	90.90		
45. Sufficient number of dressing rooms	4.50	0.92	87.55		

TABLE 4.9: AVERAGE OF ITEM AND FACTOR SCORES: PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTE FACTORS (n = 500) continue

STORE IMAGE ATTRIBUTE	MEAN RAW SCORE ($\bar{X}$)	STANDARD DEVIATION	MEAN PERCENTAGE SCORE (%)	MEAN FACTOR SCORE (%)	RANKING ORDER
51. Maintenance of the store	4.46	0.91	86.60		
52. Floor covering	4.28	1.15	81.90		
Factor 4: Merchandise requests				**83.63**	**5**
23. Ease with which merchandise can be returned if unsatisfactory	4.46	1.01	86.45		
10. Reduced prices (mark-downs or sales)	4.45	0.95	86.35		
92. Fair refund policy	4.40	1.04	84.90		
11. Merchandise easy to find	4.07	1.23	76.80		
Factor 5: Salespeople service				**85.07**	**4**
35. Friendly salespeople	4.69	0.74	92.20		
36. Honest salespeople	4.64	0.79	90.95		
34. Caring/ helpful salespeople	4.53	0.92	88.20		
32. Feeling special and welcome when entering the clothing store	4.44	1.04	86.05		
37. Polite salespeople	4.42	1.07	85.60		
21. Knowledgeable salespeople	4.25	1.14	81.25		
19. Salespeople's advice to help me with my buying decisions	3.85	1.41	71.20		
Factor 6: Location and Convenience				**69.18**	**7**
70. Availability of a parking area near clothing stores	4.32	1.04	83.05		
71. Availability of access to public transport	4.29	1.05	82.25		
69. Shopping centre where other clothing stores are nearby	4.13	1.14	78.30		
73. Restaurants and other stores nearby to clothing stores	3.56	1.47	63.95		
72. Clothing stores close to my work	3.15	1.49	53.85		
68. Clothing stores close to my home	3.15	1.50	53.70		
Factor 7: Various store services				**67.04**	**8**
18. Enough salespeople	4.42	1.00	85.55		
20. Salespeople's advice to help me find clothes	4.17	1.23	79.30		
28. Credit card or bank card facilities	4.14	1.26	78.40		
14. A trolley or basket to carry clothing	3.77	1.55	69.20		
27. Internet ordering facilities	3.36	1.53	59.00		
26. Mail-order services through a catalogue	3.30	1.56	57.40		
25. Delivery service to my home/residence	2.62	1.57	40.45		

TABLE 4.9: AVERAGE OF ITEM AND FACTOR SCORES: PERCEPTION OF IMPORTANCE OF STORE IMAGE ATTRIBUTE FACTORS (n = 500) continue

STORE IMAGE ATTRIBUTE	MEAN RAW SCORE ($\bar{X}$)	STANDARD DEVIATION	MEAN PERCENTAGE SCORE (%)	MEAN FACTOR SCORE (%)	RANKING ORDER
Factor 8: Preferences for salespeople				**44.68**	**9**
40. Fashionably dressed salespeople	3.12	1.55	52.95		
39. Salespeople my own gender	2.67	1.53	41.65		
38. Salespeople my own age	2.58	1.47	39.45		
Factor 9: Credit facilities				**85.10**	**3**
29. Store card facilities	4.40	1.03	85.10		

From Table 4.9 it is clear that the six most important store image attribute factors could be ranked as follows: *Physical facilities, Promotion, Credit facilities, Salespeople service, Merchandise requests* and *Store layout. Location and convenience*, *Various store services* and *Preferences for salespeople* were of less importance.

The black female clothing consumers included in this study, indicated that a large number of store image attributes were perceived as important. Because of the large number of attributes identified, the researcher selected those store image attributes scored above 80 % as the most important attributes. According to Table 4.9, the respondents considered the following clothing store attributes as very important in determining the image of clothing stores.

All the ***Physical facilities*** (8 attributes) were very important including mirrors in the dressing rooms, cleanliness of the store, comfortable temperature, enough light in the dressing room and store, a sufficient number of dressing rooms, maintenance of the store and floor coverings. In previous research Berman and Evans (1992:467) and Hawkins *et al* (1998:290) also found that cleanliness of stores was very important to their respondents, while Terblanché (1998:68) indicated temperature in stores as important. With regard to ***Promotion*** all five attributes, namely special events (like discounts and sales), availability of advertised clothing, window displays of clothing, clearly visible in-store advertisements and in-store displays of clothing seemed important. Regarding promotion, two researchers (Lumpkin *et al*, 1986:6; Nevin & Houston, 1980:85) found special events and exhibits of new products important. Various researchers (Birtwistle & Siddiqui, 1995:21; Chowdhary, 1999:129; Visser, 1994:43) indicated availability of advertised clothing as important. The only attribute under ***Credit facilities*** was credit card or bank card facilities, which was found very important. Several researchers (Chowdhary, 1999:129; Huddleston *et al*, 1990:75; Lee & Johnson, 1997:28) identified that a store should have different credit card facilities available. The most important attributes pertaining to ***Salespeople service*** (7 attributes) were friendly and honest salespeople, caring/helpful salespeople, feeling special and welcome when entering the clothing store, polite salespeople and knowledgeable salespeople. Only one out of seven attributes, namely salespeople's advice in buying decisions, seemed to be less important. Previous researchers agree that salespeople should be characterised by all the above attributes (Birtwistle & Siddiqui, 1995:21; Evans & Berman, 1992:411; Lee & Johnson, 1997:28; Mac Donald, Majumder & Bau-Lam, 1994:38). The attributes selected from ***Store layout*** as most important (five out of nine), were visible/easy access of entrance, visible/easy access of store exit, interesting store front, outside appearance of clothing store and attractive décor. The other four attributes seemed to be of less importance. In previous research Cox and Brittain (1993:179) and Morgenstein and Strangin (1992:260) also found that the store entrance and exit should be visible to encourage consumers into the store. Various researchers (Alexander & Muchlebach, 1992:39; Dunne *et al*, 1995:411) indicated the store front is an important aspect of the store exterior. With regard to ***Merchandise requests*** the three most important attributes were ease with which merchandise can be returned if unsatisfactory, reduced prices (mark-downs or sales) and a fair refund policy. Only one attribute, namely merchandise easy to find, could be considered as of less importance. Lindquist (1974-1975:31) as well as Terblanché (1998:269) agree on the importance for consumers to return any merchandise if not satisfied, while Birtwistle & Siddiqui (1995:21) indicated the importance of a variety of reduced prices. The most important ***Location and convenience*** attributes were availability of parking area near clothing stores and availability of access to public transport. The other four attributes were of less importance. Birtwistle & Siddiqui, (1995:21) and Terblanché (1998:269) noticed the importance of parking areas near the store, as well as the availability of access to public transport. With regard to ***Various store services,*** only one out of seven attribute, namely enough salespeople was important. Amirani and Gates (1993:35) mentioned the importance of enough salespeople to help the respondents during the purchasing decisions.

The three attributes listed under ***Preferences for salespeople*** could be considered as not important (mean percentage score below 52.95%). The respondents placed little emphasis on fashionably dressed salespeople and salespeople of their own age and gender. Regarding ***Various store services,*** the delivery service to homes was identified as the most unimportant attribute (40.45%). There were no unimportant attributes identified in the remaining seven store image attribute factors.

Six of the nine store image attribute categories identified by Lindquist (1974-75:31-32) as important were confirmed in the results of this study, namely *Merchandise, Salespeople service, Various services, Physical facilities and Store layout, Preference for salespeople, Location and convenience* and *Promotion.* The findings correspond with those of Lindquist (1974-75:36), especially regarding the dominance of the *Physical facilities*. The categories that were unimportant, included *Store atmosphere*, *Institutional factors* and *Post-transaction satisfaction*. Three new categories were identified, namely, *Credit facilities, Preference for salespeople* and *Store layout*.

4.5 Lifestyle characteristics

One of the objectives of the study was to determine the lifestyle characteristics of the selected group of black female clothing consumers. The mean scores, standard deviations and mean percentages were computed. In order to simplify the five-point Likert scale, the mean percentage ratings were calculated for each of the valid lifestyle characteristic items. The percentage ratings for each item were allocated in correspondence with the response categories (5=100%, 4=75%, 3=50%, 2=25%, 1=0%) and the factors were ranked accordingly. The mean scores provide averages on how often (or seldom) the respondents participated in certain activities or visited places of their choice. The items above 60 % are considered as the most important (Table 4.10).

TABLE 4.10: AVERAGE OF ITEM AND FACTOR SCORES: LIFESTYLE CHARACTERISTICS (n = 500)

LIFESTYLE CHARACTERISTICS	MEAN RAW SCORE($\bar{X}$)	STANDARD DEVIATION	MEAN PERCENTAGE SCORE (%)	MEAN FAC TOR SCORE(%)	RANKING ORDER
Factor 1: Clothing lifestyle				**69.07**	**2**
11. Shopping for clothing	4.01	1.05	75.25		
18. Window-shopping	3.86	1.20	71.50		
14. Shopping at clothing sales	3.76	1.08	69.10		
12. Trying-on clothing	3.75	1.18	68.85		
13. Try to dress stylishly	3.43	1.23	60.65		
Factor 2: Community involvement				**46.57**	**5**
26. Service to technikon	3.32	1.34	57.90		
25. Community service	3.06	1.30	51.50		
19. Attending fashion shows	2.21	1.31	30.30		
Factor 3: Media usage				**83.49**	**1**
28. Listening to the radio	4.64	0.70	90.95		
27. Watching TV at home	4.52	0.84	88.00		
30. Reading magazines	4.35	0.81	83.75		
29. Reading newspaper	3.85	0.98	71.25		
Factor 4: Activities and interests				**54.99**	**4**
5. Cooking or baking	4.06	1.13	76.50		
4. Outdoor activities	3.34	1.19	58.50		
2. Hobbies or DIY projects	3.27	1.18	56.75		
3. Needlework or crafts	2.13	1.25	28.20		

TABLE 4.10: AVERAGE OF ITEM AND FACTOR SCORES: LIFESTYLE CHARACTERISTICS (n = 500) continue

LIFESTYLE CHARACTERISTICS	MEAN RAW SCORE($\bar{X}$)	STANDARD DEVIATION	MEAN PERCENTAGE SCORE (%)	MEAN FAC TOR SCORE(%)	RANKING ORDER
Factor 5: Sport activities				**43.05**	**6**
7. Physical exercise	3.19	1.16	54.75		
8. Attending sports meetings	2.25	1.29	31.35		
Factor 6: Social and family involvement				**65.40**	**3**
22. Family gatherings	3.66	1.16	66.50		
20. Entertaining friends at home or eating-out at friends'	3.61	1.21	65.20		
23. Joining friends to socialise when shopping	3.58	1.22	64.50		
Factor 7: Up-market shopping				**20.73**	**7**
15. Buying clothes at boutiques	1.83	1.09	20.80		
16. Buying clothes from designers	1.83	1.09	20.65		

It can be concluded that, from the seven lifestyle factors identified (Table 4.10), *Media usage* received the highest percentage. The next factor was *Clothing lifestyle* followed by *Social and family involvement, Activities and interests* and *Community involvement.* The lifestyle factors rated lowest were *Sport activities* and *Up-market shopping*.

The lifestyle profile that emerged from this analysis indicated that the black female consumers who took part in this research were interested in and used various ***Media***, especially listening to the radio, watching TV, and reading magazines and newspapers (ranking from the highest to the lowest). Regarding ***Clothing lifestyle***, the respondents enjoyed shopping for clothing, trying-on clothes, dressing stylishly and shopping at clothing sales. Pertaining to ***Social and family*** involvement respondents engaged in family gatherings, entertaining friends at home or eating out at friends, as well as joining friends to socialize when shopping. With regard to ***Activities and interests*** the respondents indicated that they were mainly interested in cooking and baking and not so much in outdoor activities, hobbies or do-it-yourself projects and needlework. The respondents were only moderately interested in ***Community involvement***. They were not very involved in community service or service to the Technikon. The lifestyle factors rated the lowest were ***Sport activities*** and ***Up-market shopping*** indicating that the respondents were not interested in or seldom engaged in physical exercise, attending sports meetings, buying clothes at boutiques or from designers.

The profile described above reflects trends discussed in literature. The South African black consumer changed with a shift towards a more ambitious outlook of life, and moved away from being old fashioned, conservative and traditional towards becoming self-motivated, with a drive for self-improvement and a need for education (Cant & Machado, 2002:8; Du Plessis & Rousseau, 1999:331). With the increase in exposure to television, the black consumer turned aspirations and desires into actuality (Anonymous, 1989:33). The black buying power and changing spending patterns of the blacks accounts for more than half of South Africa's buying power. Black consumers' awareness of their choice of products, which is reflected in their social class structure, as well as social and family gatherings and shopping behaviour (Cant & Brink, 1999:7).

The current South African lifestyle is being influenced by the "cacooning" trend, first noticed in 1990 (Allemann, 2000a:28; Cant & Brink, 1999:7). This changed people's lifestyles and caused home-related pursuits, such as cooking. More people are tending to stay home for safety reasons and long travelling distance to stores. Their lifestyle mainly focuses on social activities such as music and friends. Young women are involved in activities at home and enjoy socializing with friends. These changes have a direct effect on they choice and buying behaviour (Allemann, 2000a:28; Cant & Brink, 1999:7). The respondents from this study relate to LSM 6 (SAARF LSM, 1999) and to the *Enhanchers* (ACNielsen, 1999). They are young black females with a relatively high education who are active at home, enjoy social activities and use several media.

4.6 Store choice behaviour

Store choice behaviour was measured to determine which types of clothing stores were visited by the respondents and how often. Consumer characteristics, such as demographics and lifestyles, are the most important determinants of consumer store choice behaviour. Environmental factors and marketing strategy also play an important role. In addition consumers' perceptions of stores and store environment, as well as the reasons for buying the product impact on store choice behaviour (Assael, 1992:11).

The South African retailing market has four types of retailing that were discussed in Chapter 2 (Section 2.5). The sixteen well-known clothing stores selected to this study were grouped according to the first three of these categories in order to measure the frequency with which respondents shopped at a particular type of store during a specified period of time. The respondents also had to indicate how often they buy at other stores. An eight-point scale was used varying from "never" to "more frequently than 11 to 12 times per year". The eight response categories were reduced to three, namely 6, 7 and 8 as "popular stores", 3, 4 and 5 as "average store choice" (visited 3 – 8 times per year) and categories 1 and 2 as "unpopular stores" visited seldom or never. Table 4.11 indicates the frequency of shopping at the various specialty, department and discount clothing stores.

TABLE 4.11: FREQUENCY DISTRIBUTION: STORE CHOICE (n = 500)

CLOTHING STORES	Unpopular store (1 = Never, buy 1–2 times a year)		Average store (2 = Buy 3–8 times a year)		Popular store (3 = Buy 9–10 times a year, more frequently)	
Specialty stores	**Freq.**	**%**	**Freq.**	**%**	**Freq.**	**%**
Jet	213	42.6	165	33.0	122	24.4
Foschini	219	43.8	142	28.4	139	27.8
Truworths	260	52.0	122	24.4	118	23.6
Sales House	319	63.8	120	24.0	61	12.2
Topics	359	71.8	94	18.8	47	9.4
Pages/exact	377	75.4	75	15.0	48	9.6
Milady's	414	82.8	46	9.2	40	8.0
Queen's Park	438	87.6	44	8.8	18	3.6
Choice clothing	449	89.8	23	4.6	28	5.6
Berger's	470	94.0	20	4.0	10	2.0
Department stores (variety of merchandise)						
Edgar's	182	36.4	180	36.0	138	27.6
Woolworth's	253	50.6	143	28.6	104	20.8
Ackerman's	406	81.2	70	14.0	24	4.8
Discount stores						
Mr Price	239	47.8	143	28.6	118	23.6
Smiley's Warehouse	402	80.4	67	13.4	31	6.2
Pep Stores	439	87.8	46	9.2	15	3.0

Most popular stores

About a quarter (23.6%-27.8%) of the respondents frequently bought their clothing at **specialty stores**. Three of the specialty stores listed in Table 4.11 were selected as the most popular stores, namely Foschini (27.8%), Jet (24.4%) and Truworths (23.6%). However, almost all the other specialty stores were not very popular or even unpopular. Donnellan (1996:30) pointed out that specialty stores are characterised by a specific store image and quality products. Important store image attributes identified in this study comprise physical and credit facilities, promotion, salespeople service and merchandise related attributes. Since Jet, Foschini and Truworths were by far the most popular specialty stores, it could be argued that they were perceived as reflecting these store image attributes.

Some of the **department stores** were also visited by the respondents with 27.6% buying frequently at Edgars and 20.8% at Woolworth's. Only 4.8% indicated that they visited Ackerman's frequently. According to the literature (Donnellan, 1996:30; Baker, 1991:27) the store image attributes considered important for these stores include a variety of advertising and promotional activities, combined with extensive displays, personal salespeople, customer services, store card credit, attractive and modern store facilities and the privilege to move about freely in the store. All these store image attributes were significant in this study.

The respondents also bought clothes at **discount stores**. Mr Price was frequented by 23.6%. Only 6.2% frequently bought clothes at Smiley's Warehouse. It could be surmised that the discount stores selected for this study were unpopular.

The most unpopular **specialty store** was Bergers (94.0%) followed by Choice Clothing (89.9%), Queen's Park (87.6%) and Milady's (82.8%). In the category **department store** Ackermans (81.2%) was the most unpopular. With regard to **discount stores** Pep Stores (87.8%) and Smiley's Warehouse (80.4%) were very unpopular.

It is important to note that all the listed stores were actually more unpopular than popular as the frequencies were consistently higher in the unpopular category than in the popular store choice categories. As the same tendency is displayed in Table 4.12 regarding other stores than those listed in Table 4.11, it could be deducted that the respondents do not shop at any of these clothing stores frequently. This tendency could be ascribed to limited funds, or that the respondents probably obtained their clothes in other ways. This should be investigated further.

The respondents were also requested to give an indication of those stores not listed in the questionnaire but where they have bought clothes. These shopping preferences for stores (other than those discussed in Table 4.11) are tabulated in Table 4.12.

TABLE 4.12: FREQUENCY DISTRIBUTION: STORE CHOICE OF OTHER CLOTHING STORES (n = 500)

CLOTHING STORES	**Unpopular store (1 = Never, buy 1–2 times a year)**		**Average store (2 = Buy 3–8 times a year)**		**Popular store (3 = Buy 9–10 times a year, more frequently)**	
	Freq.	**%**	**Freq.**	**%**	**Freq.**	**%**
Specialty stores						
Scott's	190	98.0	5	1.0	5	1.0
Fashion World	492	98.0	4	0.8	4	0.8
Mary's Fashion	496	99.2	1	0.2	3	0.6
Bee Gee's	496	99.2	3	0.6	1	0.2
Markham's	498	99.6	0	0.0	2	0.4
Smart Centre	498	99.6	2	0.4	0	0.0
Judy's Fashion	500	100.0	0	0.0	0	0.0
Department stores (variety of merchandise						
John Orr's	491	98.2	4	0.8	5	1.0
Stuttaford's	497	99.4	1	0.2	2	0.4
Total Sports	499	99.8	0	0.0	1	0.2
Discount stores						
Clothing City	498	99.6	2	0.4	0	0.0
Boutique clothing stores						
Soviet	0	0.0	4	100.0	0	0.0
Zoot's	475	95.0	12	2.4	13	2.6
Oxygen	484	96.8	13	2.6	3	0.6

TABLE 4.12: FREQUENCY DISTRIBUTION: STORE CHOICE OF OTHER CLOTHING STORES (n = 500) continue

CLOTHING STORES	Unpopular store (1 = Never, buy 1–2 times a year)		Average store (2 = Buy 3–8 times a year)		Popular store (3 = Buy 9–10 times a year, more frequently)	
	Freq.	%	Freq.	%	Freq.	%
Webber's	485	97.0	8	1.6	7	1.4
Identity	485	97.0	10	2.0	5	1.0
Dunn's	485	97.0	10	2.0	5	1.0
7th Avenue	486	97.2	7	1.4	7	1.4
Spitz	490	98.0	9	1.8	1	0.2
Lily's	490	98.0	6	1.2	4	0.8
LA Gear	493	98.6	6	1.2	1	0.2
RJL	493	98.6	3	0.6	4	0.8
Diesel	494	98.8	5	1.0	1	0.2
Levi Strauss	495	99.0	2	0.4	3	0.6
Express	496	99.2	4	0.8	0	0.0
The Issue	497	99.4	3	0.6	0	0.0
Pearl Modes	497	99.4	1	0.2	2	0.4
Mr. Nice	498	99.6	0	0.0	2	2.0
Baldini	498	99.6	0	0.0	2	0.4
Grand Bally	498	99.6	2	0.4	0	0.0
Dollar Clothing	499	99.8	0	0.0	1	0.2
City Girl	499	99.8	1	0.2	0	0.0
Young Designer	499	99.8	1	0.2	0	0.0
Gerani	499	99.8	1	0.2	0	0.0
Exact	499	99.8	1	0.2	0	0.0
Hub	499	99.8	1	0.2	0	0.0
Energy	499	99.8	1	0.2	0	0.0

Most popular stores

The stores in Table 4.12 were mentioned by the respondents apart from those stores listed in Table 4.11. The responses in Table 4.12 will not be discussed in detail because none of them were well supported in comparison with those stores mentioned in Table 4.11. The respondents listed several **boutiques** but they did not visit these stores frequently. Only 2.6% bought clothes frequently at Zoot's. All the respondents visited Soviet's between three and eight times a year. All the boutiques listed obtained scores in the "Unpopular store" category, ranging between 95% and 99.8%. Specialty and department stores listed by respondents played a minor roll in their store choice and will not be discussed further.

In South Africa a variety of retail formats developed to meet the challenges of a highly competitive market. Most of these retailers are situated in convenient one-stop shopping malls (Terblanché, 1998:35 & 37). The selected group of respondents enjoyed window-shopping, to shop around and to socialise with friends in shopping malls.

From the literature it is evident that specific clothing retail stores cater for specific needs of the South African clothing consumer. Gutman and Mills (1982:81) reveal that needs such as to be fashionable, are satisfied by Edgars, while stores like Truworths and Foschini cater for fashion conscious consumers who are willing to pay more. This is a clear indication that consumer characteristics affect store choice (Assael, 1992:629; Engel *et al*, 1986:492).

4.7 Correlations: Store image attributes, lifestyle characteristics and store choice

One of the objectives of the study was to determine whether inter-relationships exist among the store image attributes, lifestyle characteristics and store choice behaviour. Correlations of the store image attributes and lifestyle factors mutually and between each other, as well as correlations among store choice and the above mentioned two variables were computed.

4.7.1 Store image attribute factors mutually

For the purposes of this study Pearson's Correlation Coefficient was used to determine whether statistically significant mutual relationships exist among the various store image attribute factors. In Table 4.13 the correlation coefficients regarding store image attribute factors mutually, as well as the p-values are depicted, one above the other.

TABLE 4.13: INTERCORRELATIONS: STORE IMAGE ATTRIBUTE FACTORS

STORE IMAGE ATTRIBUTE FACTORS	Promotion	Store layout	Physical facilities	Merchandise requests	Salespeople service	Location and convenience	Various store services	Preferences for salespeople	Credit facilities
Promotion	1.00 0.00*	0.54 0.00*	0.50 0.00*	0.37 0.00*	0.42 0.00*	0.28 0.00*	0.25 0.00*	0.09 0.09	0.15 0.00*
Store layout		1.00 0.00*	0.59 0.00*	0.35 0.00*	0.41 0.00*	0.31 0.00*	0.28 0.00*	0.13 0.00*	0.21 0.00*
Physical facilities			1.00 0.00*	0.34 0.00*	0.51 0.00*	0.29 0.00*	0.24 0.00*	0.05 0.29	0.18 0.00*
Merchandise requests				1.00 0.00*	0.41 0.00*	0.24 0.00*	0.25 0.00*	0.05 0.26	0.27 0.00*
Salespeople service					1.00 0.00*	0.26 0.00*	0.39 0.00*	0.02 0.65	0.14 0.00*
Location and convenience						1.00 0.00*	0.26 0.00*	0.11 0.01*	0.12 0.01*
Various store services							1.00 0.00*	0.05 0.23	0.23 0.00*

TABLE 4.13: INTERCORRELATIONS: STORE IMAGE ATTRIBUTE FACTORS continue

STORE IMAGE ATTRIBUTE FACTORS	Promotion	Store layout	Physical facilities	Merchandise requests	Salespeople service	Location and convenience	Various store services	Preferences for salespeople	Credit facilities
Preference for salespeople								1.00 0.00*	0.01 0.84
Credit facilities									1.00 0.00*

*Significant at a 5 % level of significance p<0.05

Highest correlation coefficients

Eight of the store image attribute factors were statistically significantly related to all the other store image attribute factors. The correlations among the various factors of store image attributes were mostly rather low. According to Cohen (1977:80) a correlation coefficient of 0.1 indicates a small effect (low correlation), 0.3 a medium effect (medium correlation) and 0.5 a large effect (high correlation). The factor *Preference for salespeople* correlated statistically significantly with only two other factors, namely *Location and convenience*, as well as *Store layout*. The highest correlation coefficients were obtained between *Promotion* and *Store layout* (r = 0.54), *Promotion* and *Physical facilities* (r = 0.50), *Store layout* and *Physical facilities* (r = 0.59), as well as between *Physical facilities* and *Salespeople service* (r = 0.51) indicating a large positive relationship between these factors. *Merchandise requests* correlated moderately with *Promotion* (r = 0.37), *Store layout* (r = 0.35) and *Physical facilities* (r = 0.34). *Salespeople service* correlated moderately with *Promotion* (r = 0.42), *Store layout* (r = 0.41) and *Merchandise requests* (r = 0.41). *Location and convenience* correlated moderately with *Store layout* (r = 0.31) and *Various store services* correlated moderately with *Salespeople service* (r = 0.39). The fact that nearly all the correlations were statistically significant could possibly be attributed to the large sample size, but it could also be an indication of a certain extent of internal consistency in the scale.

4.7.2 Lifestyle factors mutually

Pearson's Correlation Coefficient was also used to determine whether statistically significant mutual relationships exist among the lifestyle factors of the selected group of black female respondents (Table 4.14).

TABLE 4.14: INTERCORRELATIONS: LIFESTYLE FACTORS

LIFESTYLE FACTORS	Clothing lifestyle	Community involvement	Media	Activities and interests	Sport activities	Social and family involvement	Up-market shopping
Clothing lifestyle	1.00 0.00*	0.20 0.00*	0.19 0.00*	0.18 0.00*	0.15 0.00*	0.36 0.00*	0.19 0.00*
Community involvement		1.00 0.00*	0.17 0.00*	0.30 0.00*	0.37 0.00*	0.36 0.00*	0.28 0.00*
Media			1.00 0.00*	0.13 0.00*	0.07 0.10	0.27 0.00*	0.17 0.00*
Activities and interests				1.00 0.00*	0.20 0.00*	0.28 0.00*	0.18 0.00*
Sport activities					1.00 0.00*	0.21 0.00*	0.18 0.00*
Social and family involvement						1.00 0.00*	0.22 0.00*
Up-market shopping							1.00 0.00*

* Significant at a 5 % level of significance p<0.05

Highest correlation coefficients

Statistically significant relationships existed among six lifestyle factors mutually, indicating a certain extent of internal consistency in the scale, although the large sample size could have contributed to the statistical significance. The factor *Sport activities* did not correlate statistically significantly with the *Media* factor. The highest correlation was between *Sport activities* and *Community involvement* (r = 0.37), followed by *Social and family involvement* and *Community involvement* (r = 0.36), *Social and family involvement* and *Clothing lifestyle* (r = 0.36), as well as *Activities and interests* and *Community involvement* (r = 0.30). This indicates a positive, although only moderate relationship between these factors (Cohen, 1977:80). The correlations between the remaining lifestyle factors were very low, and will therefore not be discussed any further.

4.7.3 Correlations: Store image attribute and lifestyle factors

Pearson's Correlation Coefficients were calculated to determine if a statistically significant relationship existed among store image attribute factors and lifestyle factors of the respondents included in this study. The correlation coefficients and the p-values are depicted in Table 4.15.

TABLE 4.15: PEARSON'S CORRELATION COEFFICIENTS: STORE IMAGE ATTRIBUTE AND LIFESTYLE FACTORS

LIFESTYLE FACTORS / STORE IMAGE ATTRIBUTE FACTORS	Clothing lifestyle	Community involvement	Media	Activities and interests	Sport activities	Social and family involvement	Up-market shopping
Promotion	0.11 0.01*	0.02 0.63	0.08 0.06	0.09 0.04*	0.03 0.50	0.07 0.11	0.02 0.69
Store layout	0.10 0.03*	0.03 0.56	-0.03 0.52	0.03 0.49	0.07 0.13	0.05 0.26	0.07 0.13
Physical facilities	0.08 0.08	0.03 0.45	0.05 0.24	0.10 0.02*	0.02 0.59	0.00 0.93	0.04 0.34
Merchandise requests	0.12 0.01*	0.03 0.50	0.03 0.50	0.13 0.00*	0.01 0.81	-0.03 0.53	-0.02 0.59
Salespeople service	0.08 0.08	0.01 0.85	0.01 0.86	0.06 0.17	0.03 0.53	0.03 0.52	-0.03 0.51
Location and convenience	0.08 0.08	0.04 0.40	0.04 0.40	0.09 0.04*	-0.07 0.15	-0.01 0.80	0.05 0.28
Various store services	0.04 0.40	0.19 0.00*	0.02 0.67	0.11 0.02*	0.08 0.08	0.06 0.20	0.12 0.01*
Preferences for salespeople	0.14 0.00*	0.03 0.54	0.04 0.34	-0.01 0.87	0.04 0.43	0.01 0.74	0.12 0.01*
Credit facilities	0.03 0.47	-0.03 0.53	-0.06 0.15	-0.00 0.99	-0.01 0.87	0.02 0.65	0.02 0.62

* Significant at a 5 % level of significance ($p<0.05$)

Highest correlation coefficients

Four of the lifestyle characteristics were statistically significantly related to one or more of the store image attribute factors ($p<0.05$). The highest statistically significant correlation existed between *Community involvement* and *Various store services* ($r = 0.19$). The remaining correlations existed between three lifestyle factors and various store image attribute factors. *Activities and interests correlate* with *Merchandise requests* ($r = 0.13$), *Various store services* ($r = 0.11$), *Physical facilities* ($r = 0.10$), *Promotion* ($r = 0.09$) as well as *Location and convenience* ($r = 0.09$). *Clothing lifestyle* correlated with *Preference for salespeople* ($r = 0.14$), *Merchandise requested* ($r = 0.12$), *Promotion* ($r = 0.11$) and *Store layout* ($r = 0.10$). Lastly, *Up-market shopping* correlated with *Various store services* ($r = 0.12$) and *Preference for salespeople* ($r = 0.12$).

The lifestyle factors that did not correlate statistically significantly with the store image attribute factors were *Media*, *Sport activities* and *Social and family involvement*. Because the correlations were very low, there is no definite indication that certain lifestyle characteristics are related to and could be associated with perceptions of the importance of store image attributes.

4.7.4 Correlations: Store image attribute factors, lifestyle factors and store categories

Pearson's Correlation Coefficients were also computed to investigate if any statistically significant relationships existed among store image attribute factors, lifestyle factors, and store choice. The three store categories discussed in paragraph 4.6 were used in the calculations. The results were depicted in Table 4.16.

TABLE 4.16: PEARSON'S CORRELATION COEFFICIENTS: STORE IMAGE ATTRIBUTE FACTORS, LIFESTYLE FACTORS AND STORE CATEGORIES

STORE CATEGORIES / FACTORS	Specialty stores	Department stores	Discount stores
STORE IMAGE ATTRIBUTE FACTORS			
Promotion	0.07 0.10	-0.01 0.89	-0.01 0.75
Store layout	0.02 0.59	-0.02 0.72	-0.04 0.32
Physical facilities	0.04 0.36	-0.03 0.46	-0.04 0.34
Merchandise requests	0.01 0.87	-0.01 0.81	0.05 0.28
Salespeople service	0.03 0.47	0.08 0.08	-0.03 0.52
Location and convenience	0.05 0.31	-0.01 0.91	-0.04 0.41
Various store services	0.07 0.14	0.02 0.71	-0.01 0.96
Preferences for salespeople	0.06 0.18	0.09 0.04*	-0.01 0.80
Credit facilities	0.05 0.25	0.07 0.12	0.02 0.74
LIFESTYLE FACTORS			
Clothing lifestyle	0.31 0.00*	0.23 0.00*	0.19 0.00*
Community involvement	0.20 0.00*	0.12 0.01*	0.09 0.06
Media	0.19 0.00*	0.21 0.00*	0.11 0.01*
Activities and interests	0.24 0.00*	0.19 0.00*	0.18 0.00*
Sport activities	0.15 0.00*	0.11 0.02*	0.09 0.05
Social and family involvement	0.31 0.00*	0.25 0.00*	0.15 0.00*
Up-market shopping	0.21 0.00*	0.20 0.00*	0.07 0.13

* Significant at a 5 % level of significance ($p<0.05$)

Highest correlation coefficients

There was only one statistically significant relationship between the store image attribute factors and the three store categories, namely *Preferences for salespeople* that was statistically significantly related to the store category *Department stores* (r = 0.09*).* All the store categories were statistically significantly related to more than one of the lifestyle factors. There were moderate correlations between ***Specialty stores*** and *Clothing lifestyle* (r = 0.31), *Social and family involvement* (r = 0.31), *Activities and interests* (r = 0.24), *Up-market shopping* (r = 0.21), *Community involvement* (r = 0.20) and *Media* (r = 0.19), as well as a lower correlation between *Specialty stores* and *Sport activities* (r = 0.15). Moderate correlations appeared between ***Department stores*** and *Social and family involvement* (r = 0.25), *Clothing lifestyle* (r = 0.23), *Media* (r = 0.21), *Up-market shopping* (r = 0.20), *Activities and interests* (r = 0.19), as well as lower correlation between *Department stores* and *Community involvement* (r = 0.12) and *Sport activities* (r = 0.11). Lower correlations existed between ***Discount stores*** and *Clothing lifestyle (r = 0.19), Activities and interests* (r = 0.18), *Social and family involvement* (r = 0.15) and *Media* (r = 0.11). Although the correlations are quite low, there is a definite indication that certain lifestyle factors are related to store choice behaviour for this group of respondents.

According to Table 4.16 *Department stores* correlated highest with *Salespeople service*, while Specialty stores' highest correlations were with *Promotion* and *Various store services*. Table 4.11 indicated that respondents prefer to shop at both Specialty and Department stores. The Department stores are known to give personal sales service to consumers (Huddleston *et al*, 1990:80; Donnellan, 1996:30; Lee & Johnson, 1997:29; Terblanché, 1998:350). This could explain the high correlations. Specialty stores are characterised by special promotional strategies and unintrusive store services (Evans & Berman, 1992:406; Terblanché, 1998:350). These store attributes could be considered as important because they contribute to the attractiveness of a store. This offers a plausible explanation for the high correlation between these stores and specific store image attributes.

A high correlation was exhibited between *Specialty stores* and *Clothing lifestyle* as well as *Social and family involvement*. *Clothing lifestyle* included consumers who enjoy shopping, window shopping, shopping at sales, trying on clothes and to dress stylishly. This correspond with findings by Du Plessis and Rousseau (1999:335) who reported that black consumers spend considerable time and energy on comparative shopping. They also found that shopping with friends is important because the type of clothing and stores to visit is determined by their peers (Anonymous, 1981:29; Du Plessis & Rousseau, 1999:335).

4.7.5. Summary

Statistically significant relationships were identified among store image attributes, lifestyles and store choice behaviour. The relationships between lifestyle factors and the three store categories were more significant than those between store image attribute factors and the store categories. Some of the correlations contribute to explaining respondents' preferences for stores.

4.8 Cluster analysis

Cluster analysis is a statistical method in which a collection of variables is examined to determine if the individuals could be clustered into a natural system of groups (Kirkwood, 1988:72). The objective of the present research project was to investigate whether distinct clusters of black female clothing consumers exist according to the applicable differentiation variables. Cluster analysis was performed to group the respondents according to the selected variables (perception of the importance of store image attributes, lifestyle characteristics and store choice) into a number of relatively homogeneous sub-groups. The Squared Euclidian distance method was used, together with the Ward method of clustering. The Squared Euclidian method determines the two most dissimilar points contained in the clusters at each stage, as provided by the agglomeration schedule. In order to determine the appropriate number of clusters to be extracted for further analysis, a graphical summary (icicle plot) of the cluster analysis was used. The number of clusters extracted could be based on interpretation ability, pragmatic reasons and the agglomeration schedule. A four cluster extraction was too broad (Hair *et al*, 1998:499). It was decided to extract three clusters because it yielded the most interpretable option.

4.8.1 Cluster analysis based on store image attributes

Based on the criteria of cluster size and homogeneity, the extraction of three store image attribute clusters was deemed appropriate, namely Cluster 1 (n = 183), Cluster 2 (n = 200) and Cluster 3 (n = 117). This substantiates the fact that the selected group of black female students cannot be considered as a homogeneous clothing consumer group (Table 4.17).

TABLE 4.17: CLUSTER FREQUENCY STATISTICS ACCORDING TO THE STORE IMAGE ATTRIBUTE VARIABLE (n = 500)

CLUSTER	FREQUENCY	%
1	183	36.60
2	200	40.00
3	117	23.40
Total:	**500**	**100.00**

To determine the dimensions in which the three clusters differ, a one-way MANOVA was performed with cluster membership as an independent variable and the other variables as dependent variables. The results of the multivariate test of significance are presented in Table

4.18. Wilks' Lambda was used to test the statistical significance of the cluster membership main effect. As can be seen from Table 4.18 the multivariate null hypothesis of no cluster membership main effect was rejected at the 5% significance level ($p < 0.05$).

TABLE 4.18: ONE-WAY MANOVA: STORE IMAGE ATTRIBUTE FACTORS

TEST	VALUE	Hypoth Df	Sig. p-value	η^2
Wilks' Lambda	0.136414	2.50	0.00*	0.86

* Significant at a 5 % level of significance ($p<0.05$)

From Table 4.18 it follows that approximately 86% ($\eta^2 = 1 - \lambda = 1 - 0.136414$) of the variance in the optimal linear combination of the nine composite store image attribute variables was accounted for by cluster membership.

Rejection of the multivariate null hypotheses of no cluster membership effect on an optimal linear continuation of the dependent variables led to a series of univariate ANOVA's to determine the precise dimensions in which clusters differed significantly. The procedure examined the amount of variability that was attributable to variation between the groups and the variation within the group. The results of the univariate F-tests are reported in Table 4.19, with the resulting ratio called the F-value. The F-value needed to exceed the cut-off point for a designated level of significance, tested statistically significant (Touliatos & Compton, 1988:388).

TABLE 4.19: ONE-WAY ANOVA: STORE IMAGE ATTRIBUTE FACTORS

STORE IMAGE ATTRIBUTE FACTORS		Df	MEAN SQUARE (effect)	F	Sig. = p-VALUE	η^2
Promotion	Between groups	2	27.91	51.10	0.00*	0.44
	Within groups	497	135.71			
Store layout	Between groups	2	44.67	58.48	0.00*	0.48
	Within groups	497	189.84			
Physical facilities	Between groups	2	23.20	56.71	0.00*	0.47
	Within groups	497	101.67			
Merchandise requests	Between groups	2	33.40	41.43	0.00*	0.39
	Within groups	497	200.36			
Salespeople service	Between groups	2	38.16	55.27	0.00*	0.46
	Within groups	497	171.56			

TABLE 4.19: ONE-WAY ANOVA: STORE IMAGE ATTRIBUTE FACTORS continue

STORE IMAGE ATTRIBUTE FACTORS		Df	MEAN SQUARE (effect)	F	Sig. = p-VALUE	η^2
Location and convenience	Between groups	2	32.40	25.17	0.03*	0.28
	Within groups	497	319.92			
Various store services	Between groups	2	44.85	40.65	0.36	0.39
	Within groups	497	274.17			
Preference for salespeople	Between groups	2	436.88	384.44	0.00*	0.86
	Within groups	497	282.40			
Credit facilities	Between groups	2	247.00	219.69	0.00*	0.78
	Within groups	497	279.39			

* Significant on a 5% level of significance ($p < 0.05$)

By examining the univariate F-tests of significance on the nine factors of store image attributes it was clear that eight of the nine dependent variables differed statistically significantly ($p = 0.00 - p = 0.03$). Only one of the variables, *Various stores services*, did not differ significantly ($p = 0.36$).

The average cluster profiles defined in terms of the composite variables are graphically portrayed in Figure 5. The following abbreviations of store image attributes were used: *Promotion* (Prom), *Store layout* (Layout), *Physical facilities* (Phys), *Merchandise requests* (Merc), *Salespeople service* (Service), *Location and convenience* (Loca), *Various store services* (Various), *Preference for salespeople* (Prefer) and *Credit facilities* (Credit).

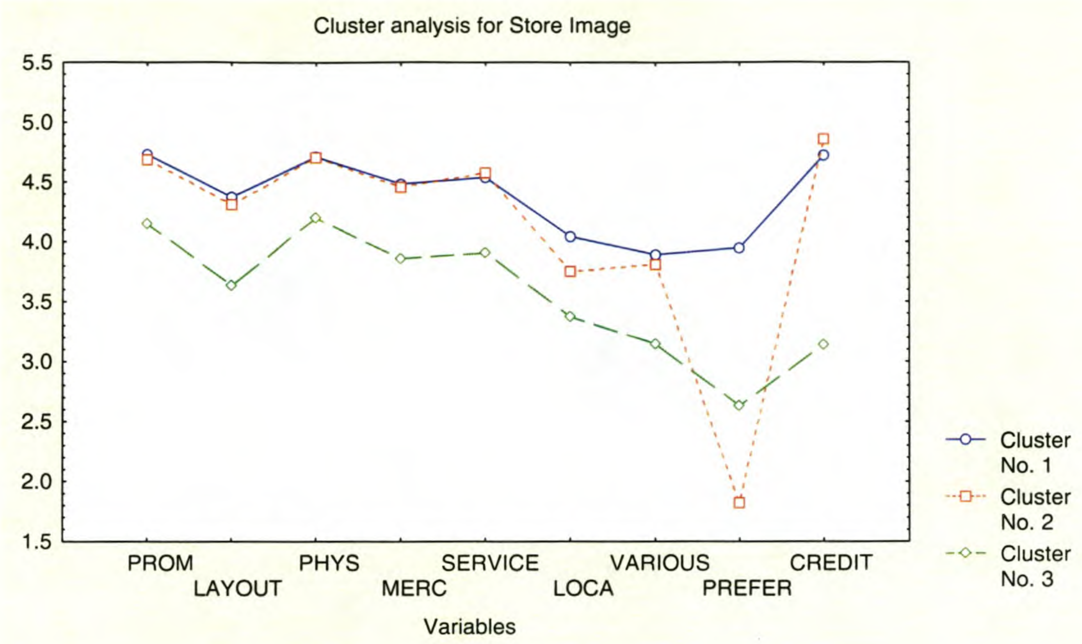


FIGURE 5: CLUSTER PROFILES: STORE IMAGE ATTRIBUTES (n = 500)

Upon examining the trends found in the three store image attribute clusters, it was clear that different clusters reflected the same perceptions regarding the importance of some of the store image attributes, but on different levels. The mean scores of the composite variables were used to discriminate between the various clusters (Table 4.20).

TABLE 4.20: STORE IMAGE ATTRIBUTES: COMPARISON OF MEAN SCORES FOR CLUSTERS (n = 500)

STORE IMAGE ATTRIBUTE FACTORS	MEAN SCORES FOR CLUSTERS					
	Cluster 1: Store intensive (n = 183)		Cluster 2: Practical (n = 200)		Cluster 3: Unconcerned/ Apathetic (n = 117)	
	mean	s.d.	mean	s.d.	mean	s.d.
Promotion	4.73	0.39	4.68	0.44	4.15	0.78
Store layout	4.37	0.53	4.31	0.61	3.63	0.74
Physical facilities	4.71	0.37	4.70	0.40	4.20	0.63
Merchandise requests	4.48	0.52	4.45	0.66	3.86	0.75
Salespeople service	4.54	0.48	4.57	0.48	3.90	0.86
Location and convenience	4.04	0.75	3.75	0.84	3.37	0.81
Various store services	3.89	0.74	3.81	0.72	3.14	0.80

TABLE 4.20: STORE IMAGE ATTRIBUTES: COMPARISON OF MEAN SCORES FOR CLUSTERS (n = 500) continue

STORE IMAGE ATTRIBUTE FACTORS	MEAN SCORES FOR CLUSTERS					
	Cluster 1: Store intensive (n = 183)		Cluster 2: Practical (n = 200)		Cluster 3: Unconcerned/ Apathetic (n = 117)	
	mean	s.d.	mean	s.d.	mean	s.d.
Preference for salespeople	3.95	0.69	1.82	0.63	2.63	1.00
Credit facilities	4.72	0.51	4.86	0.39	3.14	1.32

Highest mean scores

According to Table 4.20 the most important store image attributes for each of the three clusters seemed to be *Promotion* and *Physical facilities*. *Salespeople service* (Cluster 3) and *Credit facilities* (Clusters 1 & 2) were also deemed important. Cluster 3, however, did not consider *Credit facilities* as very important. The attributes that featured at lower levels (lowest and second lowest mean scores) were *Various store services* (Cluster 1 and 3) and *Preference for salespeople* (all three clusters), as well as *Location and convenience* (Cluster 2).

It is important to clarify the identity of the different clusters. The scores of the original variables, comprising each composite variable, tended to give a clearer picture of the nature of the differences among the clusters. Based on the above results and the interpretation of all the significant variables that differentiated between the clusters, the following cluster profiles (Figure 5) could be interpreted, namely Cluster 1: *Store intensive shoppers*, Cluster 2: Practical *shoppers* and Cluster 3: Unconcerned/*Apathetic shoppers.*

Cluster 1: Store intensive shoppers (n = 183)

Black female clothing consumers in this group valued the various store image attributes almost in the same order as Cluster 2, but on a higher level, indicating that they placed a higher priority on store attributes in general when compared to Cluster 2. They considered *Promotion, Credit facilities, Physical facilities, Salespeople service, Merchandise requests, Store layout,* as well as *Location and convenience* (in this order) as very important (mean score >4.0). *Preference for salespeople* was rated second lowest and *Various store services* lowest. Both were, however, still above average.

Cluster 2: Practical shoppers (n = 200)

Black female consumers in this cluster, the largest of the three, valued *Credit facilities* very high, followed by *Physical facilities, Promotion, Salespeople service, Merchandise requests and Store layout* (in this *order). They were moderately interested in Various store services, as well as in Location and convenience. Preference for salespeople* was rated very low.

Cluster 3: Unconcerned/ Apathetic (n = 117)

This is the smallest of the three clusters. The respondents regarded all the store image attributes of less importance than the other two clusters, with the exception of *Preferences for salespeople. Physical facilities* and *Promotion* were most important, followed by a slightly above moderate interest in *Salespeople service.* They considered *Merchandise requests, Store layout, Location and convenience, Various store services* and *Credit facilities* as moderately important. Of least importance was *Preference for salespeople.* In comparison with the other two clusters, this one did not regard store image attributes as very important (only two out of nine scores above 4).

To obtain more detailed information on the nature of the three clusters' perception of the importance of various store image attributes an item specific analysis was done (Appendix D, Table 10). It is evident that specific types of shoppers exist. Although the respondents were in the same population and age group, they differed regarding their perception of the importance of store image attributes. Huddleston *et al* (1990:76) identified the *Shopper* and Shim and Kotsiopulos (1993:79) the *Highly involved shopper* who could be compared with the *Store intensive shopper* in this study. These shopper types were concerned with the visual store image, salespeople, easy access and services and shopping convenience. Terblanché (1998:58) identified the "Secondary shopper" who chooses outlets to compare prices and merchandise, which corresponds with all three clusters' perception of the importance of promotion (they valued prices and merchandise, in-store and window displays, as well as special events).

4.8.2 Cluster analysis based on lifestyle characteristics

According to the criteria of cluster size and homogeneity, the extraction of three lifestyle clusters was deemed appropriate, namely Cluster 1 (n = 166), Cluster 2 (n = 204) and Cluster 3 (n = 130) (Table 4.21). This further substantiates the fact that the black female respondents in this research project were not a homogeneous group.

TABLE 4.21: CLUSTER FREQUENCY STATISTICS ACCORDING TO THE LIFESTYLE VARIABLE (n = 500)

CLUSTER	FREQUENCY	%
1	166	33.20
2	204	40.80
3	130	26.00
Total:	**500**	**100.00**

To determine the dimensions in which the clusters differ, a one-way MANOVA was performed with cluster membership as an independent variable and the other variables as dependent variables. The results of the multivariate test of significance are presented in Table 4.22. Wilks' Lambda was used to test the significance of the cluster membership main effect.

TABLE 4.22: ONE WAY MANOVA: LIFESTYLE FACTORS

TEST	VALUE	Hypoth Df	Sig. p-value	η^2
Wilks' Lambda	0.162598	2.50	0.00*	0.84

* Significant at a 5% level of significance ($p<0.05$)

As can be seen from Table 4.22 the multivariate null hypothesis of no cluster membership main effect can be rejected at the 5% significance level ($p <0.05$). From Table 4.22 it follows that approximately 84% ($\eta^2 = 1 - \lambda = 1 - 0.162598$) of the variance in the optimal linear combination of the seven composite lifestyle factors was accounted for by cluster membership.

Rejection of the multivariate null hypothesis of no cluster membership effect on an optimal linear continuation of the dependent variables led to a series of univariate ANOVA's to determine the precise dimensions in which clusters differed significantly. The results of the univariate F-tests are reported in Table 4.23.

TABLE 4.23: ONE-WAY ANOVA: LIFESTYLE FACTORS

LIFESTYLE FACTORS		Df	MEAN SQUARE (effect)	F	Sig. = p-VALUE	η^2
Clothing lifestyle	Between groups	2	59.77	61.00	0.83	0.42
	Within groups	497	243.50			
Community involvement	Between groups	2	195.79	162.23	0.10	0.66
	Within groups	497	299.90			
Media	Between groups	2	10.97	17.27	0.00*	0.17
	Within groups	497	157.84			

TABLE 4.23: ONE-WAY ANOVA: LIFESTYLE FACTORS continue

LIFESTYLE FACTORS		Df	MEAN SQUARE (effect)	F	Sig. = p-VALUE	η^2
Activities and interests	Between groups	2	48.35	55.35	0.09	0.40
	Within groups	497	217.06			
Sport activities	Between groups	2	333.12	361.12	0.00*	0.82
	Within groups	497	229.24			
Social and family involvement	Between groups	2	149.16	151.23	0.41	0.64
	Within groups	497	245.11			
Up-market shopping	Between groups	2	72.59	49.55	0.00*	0.38
	Within groups	497	364.04			

* Significant at a 5 % level of significance ($p<0.05$)

The univariate F-tests of significance on lifestyle characteristics indicated that there was a relative difference in the three clusters. The most important variables in which the groups differed statistically significantly (Table 4.23) seemed to be *Media, Sport activities and Up-market shopping* ($p = 0.00$). The variables towards which the groups did not differ significantly were *Clothing lifestyle, Community involvement, Activities and interests* and *Social and family involvement.*

The average cluster profiles defined in terms of the composite variable ratings are graphically portrayed in Figure 6. The following abbreviations of lifestyle characteristics will be used in Figure 6: *Clothing lifestyle* (Cloth), *Community involvement* (Commu), *Media* (Media), *Activities and interests* (Activ), *Sport activities* (Sport), *Social and family Involvement* (Social) and *Up-market shopping* (Upmarket).

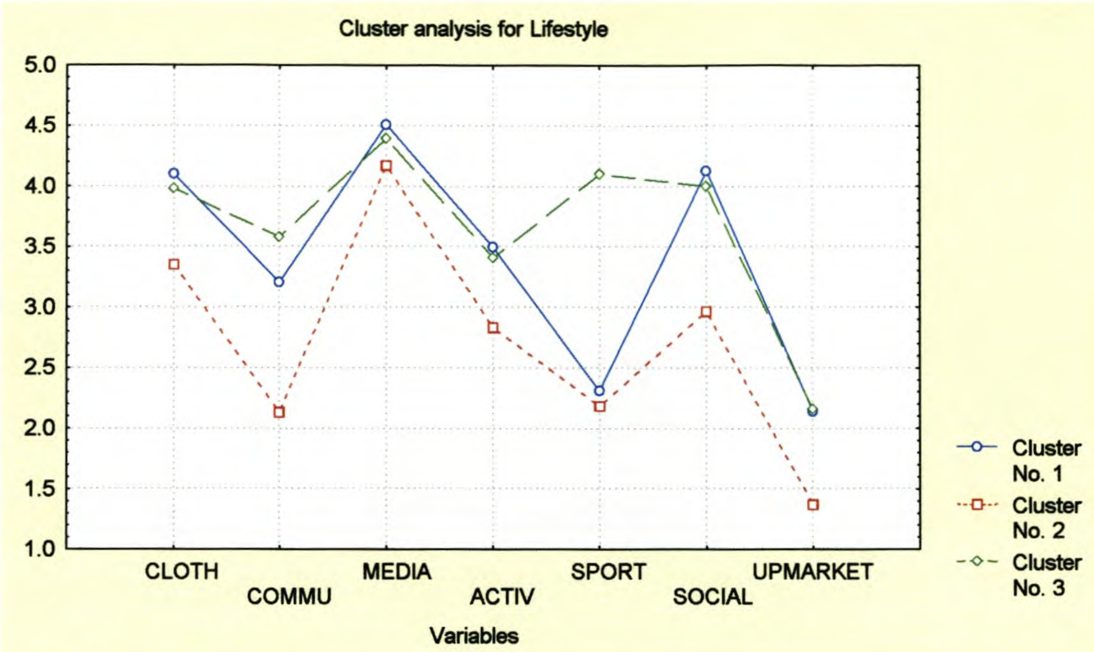


FIGURE 6: CLUSTER PROFILES: LIFESTYLES (n = 500)

Upon examining the trends found in the three lifestyle clusters, it was clear that different clusters reflected, to a certain extent, similar lifestyles. The mean scores of the composite variables were used to discriminate between the various clusters (Table 4.24).

TABLE 4.24: LIFESTYLES: COMPARISON OF MEAN SCORES FOR CLUSTERS (n = 500)

LIFESTYLE FACTORS	MEAN SCORES FOR CLUSTERS					
	Cluster 1: Social (n = 166)		Cluster 2: Unconcerned (n = 204)		Cluster 3: Active (n = 130)	
	mean	s.d.	mean	s.d.	Mean	s.d.
Clothing lifestyle	4.10	0.68	3.35	0.72	3.98	0.69
Community involvement	3.20	0.81	2.13	0.71	3.58	0.83
Media	4.51	0.47	4.17	0.67	4.39	0.49
Activities and interests	3.50	0.63	2.83	0.70	3.41	0.62
Sport activities	2.31	0.58	2.18	0.79	4.10	0.60
Social and family involvement	4.12	0.66	2.96	0.70	3.99	0.76
Up-market shopping	2.14	0.99	1.37	0.59	2.15	1.01

Highest mean scores

The trends found in the three clusters, as depicted in Table 4.24, were evaluated. Clusters 1 and 2 reflected similar patterns in the ratings on lifestyle characteristics, but on lower levels in the case of Cluster 2. The most prominent lifestyle characteristics, as indicated in Table 4.24 by the highest mean score for each of the clusters, seemed to be *Media, Clothing lifestyle,* as well as *Social and family involvement. Sport activities* featured strongly in only Cluster 3. The characteristics that featured at a lower level for all three clusters were *Community involvement* as well as *Activities and interests. Up-market shopping* obtained the lowest rating of the lifestyle factors for all three clusters.

It is important to clarify the identity of the different clusters. The scores of the original variables, comprising each composite variable, tended to give a clearer picture of the nature of the differences among the clusters. Based on the above results (Figure 6 and Table 4.24) and the interpretation of all the significant variables that differentiated between the clusters, the following cluster profiles could be interpreted namely Cluster 1: Social shopper, Cluster 2: Unconcerned shopper and Cluster 3: Active shopper.

Cluster 1: Social shoppers (n = 166)

The lifestyle characteristics of the *Social shoppers* were similar to those of Cluster 2. However, the higher mean scores indicated that respondents in Cluster 1 displayed higher interests and engaged more often in specific activities. They reflected a lifestyle where *Media* played an important role, followed by *Social and family involvement.* They were also interested in clothing as can be deduced from the mean score for *Clothing lifestyle.* They did not display high *Community involvement* and were moderately interested in *Activities and interests*, such as do-it-yourself projects, outdoor activities and cooking. They displayed a low interest in *Sport activities*, such as physical exercise and *Up-market shopping*, such as buying clothes at boutiques.

Cluster 2: Unconcerned shoppers (n = 204)

The largest number of respondents was in this cluster. They were also characterised by a high interest in *Media*, followed by a moderate interest in clothing (deduced from the mean score for *Clothing lifestyle*). They displayed a low concern for *Social and family involvement*, *Sport activities* and *Community involvement. Up-market shopping* obtained the lowest interest. In comparison with the other clusters, this one reflected the lowest scores for all the lifestyle characteristics of the three clusters. They could be considered as unconcerned or not interested in taking part in a variety of activities, with the exception of media related activities.

Cluster 3: Active shoppers (n = 130)

This is the smallest cluster. Respondents in this group reflected values between those of Cluster 1 and 2. In accordance with the other clusters they also portrayed a high interest in *Media (*information from television, radio, newspapers and magazines). In contrast with the other two clusters respondents in Cluster 3 were sport enthusiasts (deduced from mean score for *Sport activities*). They were moderately involved in social and family activities (*Social and family involvement)*, such as entertaining friends. These respondents portrayed a moderate interest in clothing (*Clothing lifestyle*), *Community involvement,* as well as *Activities and interests*, such as hobbies, needlework and cooking. Like the other two clusters, they were also the least engaged in *Up-market shopping*.

An item specific analysis was done to typify each cluster more intensively. Table 11, Appendix D gives more insight into the nature of the three clusters' lifestyle characteristics. The results from this analysis were compared with those found in related studies. The *Social shopper* in Cluster 1, compares with the *Pal-advice shopper* of Shim and Bickle (1993:62). Both shopper groups seeked advice from family and friends. They enjoyed a contemporary lifestyle and were price conscious. Cluster 1, also compares to the *Shopper* (Huddleston *et al*, 1990:83), who enjoyed shopping and socialising. The *Quality seekers* of Jenkins and Dickey (1976:160) liked to read advertisements and other information regarding clothing shopping, as well as the *Mass-media searcher* (Lumpkin *et al*, 1986:100) read advertisements, watched television and listened to the radio. The *Unconcerned shoppers*, in Cluster 2, are the same as the *Practical/conservative shopper* mentioned in Shim and Bickle (1993:62). These consumers were not socially oriented and did not necessarily enjoyed shopping. Both the *Economic shoppers* and *Uninvolved or apathetic shoppers* (Lumpkin, 1985:285) did not enjoy shopping around, and they shopped less often. Cluster 3, the *Active shopper* has the same characteristics as the *Symbolic/ instrumental shopper* discussed in Shim and Bickle (1993:62). They were independent, socially-oriented and exercise health concerned.

4.8.3 Cluster analysis based on store image attributes, lifestyles and store choice

The results discussed in the previous paragraphs clearly indicated that the respondents of this investigation were not a homogeneous group. They differed regarding their perception of the importance of the store image attributes, as well as their lifestyle characteristics. Different clusters were identified and discussed.

Keeping in mind the objectives of the study, namely to investigate whether distinct clusters of consumers could be identified based on store image attributes, lifestyle characteristics and store choice behaviour further clustering was done. The same method as described in Sections 4.8.1

and 4.8.2 was used for clustering. According to the criteria of the cluster size and homogeneity three clusters were extracted, namely Cluster 1 (n = 176), Cluster 2 (n = 200) and Cluster 3 (n = 124) (Table 4.25). This substantiates the fact that female black consumers included in this study are not a homogeneous group of clothing consumers.

TABLE 4.25: CLUSTER FREQUENCY STATISTICS ACCORDING TO STORE IMAGE ATTRIBUTES, LIFESTYLES AND STORE CATEGORY VARIABLES (n = 500)

CLUSTER	FREQUENCY	%
1	176	35.20
2	200	40.00
3	124	24.80
Total:	**500**	**100.00**

To determine the dimensions in which clusters differ, a one-way MANOVA was performed with cluster membership as an independent variable and the other variables as dependent variables. The results of the multivariate test of significance are presented in Table 4.26. Wilks' Lambda was used to test the statistical significance of the cluster membership main effect.

TABLE 4.26: ONE-WAY MANOVA: STORE IMAGE ATTRIBUTES, LIFESTYLES AND STORE CATEGORY VARIABLES

TEST	VALUE	Hypoth Df	Sig. p-value	η^2
Wilks' Lambda	0.153577	2.50	0.00*	0.85

* Significant at a 5 % level of significance ($p<0.05$)

As can be seen from Table 4.26, the statistical multivariate null hypothesis of no cluster membership main effect can be rejected ($p < 0.05$). It follows that approximately 85% ($\eta^2 = 1 - \lambda = 1 - 0.153577$) of the variance in the optimal linear combination of variables was accounted for by cluster membership.

Rejection of the multivariate null hypotheses of no cluster membership effect on an optimal linear continuation of 20 composite variables led to a series of ANOVA's to determine the precise dimensions in which clusters differed significantly. This is in line with the research objective to determine which variables attributed to the differences between clusters. The results of the univariate F-tests are presented in Table 4.27.

TABLE 4.27: ONE-WAY ANOVA: STORE IMAGE ATTRIBUTES, LIFESTYLES AND STORE CATEGORIES

VARIABLES		Df	MEAN SQUARE (effect)	F	Sig. = p-LEVEL	η^2
STORE IMAGE ATTRIBUTES						
Promotion	Between groups	2	33.45	63.85	0.14	0.70
	Within groups	497	130.18			
Store layout	Between groups	2	56.10	78.14	0.10	0.75
	Within groups	497	178.41			
Physical facilities	Between groups	2	24.23	59.82	0.65	0.69
	Within groups	497	100.64			
Merchandise requests	Between groups	2	47.85	63.96	0.52	0.71
	Within groups	497	185.91			
Salespeople service	Between groups	2	34.95	49.70	0.53	0.65
	Within groups	497	174.77			
Location and convenience	Between groups	2	316.27	28.33	0.05*	0.57
	Within groups	497	28.33			
Various store services	Between groups	2	269.50	45.66	0.63	0.63
	Within groups	497	45.66			
Preference for salespeople	Between groups	2	44.32	16.32	0.01*	0.37
	Within groups	497	674.96			
Credit facilitites	Between groups	2	168.02	116.51	0.14	0.81
	Within groups	497	358.37			
LIFESTYLE CHARACTERISTICS						
Clothing lifestyle	Between groups	2	53.52	53.39	0.83	0.67
	Within groups	497	249.64			
Community involvement	Between groups	2	130.06	88.40	0.10	0.77
	Within groups	497	365.62			

TABLE 4.27: ONE-WAY ANOVA: STORE IMAGE ATTRIBUTE, LIFESTYLES AND STORE CATEGORIES continue

VARIABLES		Df	MEAN SQUARE (effect)	F	Sig. = p-LEVEL	η^2
Media	Between groups	2	11.30	17.82	0.00*	0.39
	Within groups	497	157.51			
Activities and interests	Between groups	2	56.15	66.68	0.09	0.71
	Within groups	497	209.26			
Sport activities	Between groups	2	141.29	83.38	0.00*	0.76
	Within groups	497	421.07			
Social and family involvement	Between groups	2	93.00	76.70	0.41	0.74
	Within groups	497	301.28			
Up-market shopping	Between groups	2	67.18	45.18	0.00*	0.63
	Within groups	497	369.45			
STORE CATEGORIES						
Specialty clothing stores	Between groups	2	33.80	47.76	0.00*	0.64
	Within groups	497	175.88			
Department stores	Between groups	2	47.39	43.14	0.00*	0.62
	Within groups	497	273.04			
Boutiques	Between groups	2	0.17	5.19	0.00*	0.14
	Within groups	497	8.33			
Discount stores	Between groups	2	38.67	24.08	0.00*	0.47
	Within groups	497	399.12			

* Significant at a 5 % level of significance ($p<0.05$)

According to Table 4.27 the statistically significant differences were as follows: Store image attributes: *Location and convenience* and *Preference for salespeople*. Lifestyle characteristics: *Media, Sport activities and Up-market shopping.* Store choice: All four categories. The variables that did not significantly explain the differences in the clusters were *Promotion, Store layout, Physical facilities, Merchandise requests, Salespeople service, Various store services,*

Credit facilities, Clothing lifestyle, Community involvement, Activities and interests and Social and family involvement.

As depicted in Figure 7 the profiles of the three clusters reflected similar patterns, but on different levels. The following abbreviations of store image attributes, lifestyle characteristics and store choice were used in Figure 7: Store image attributes: *Promotion* (Prom), *Store layout* (Layout), *Physical facilities* (Phys), *Merchandise requests* (Merc), *Salespeople service* (Service), *Location and convenience* (Loca), *Various store services* (Various), *Preference for salespeople* (Prefer) and *Credit facilities* (Credit). Lifestyle characteristics: *Clothing lifestyle* (Cloth), Community involvement (Commu), Media (Media), Activities and interests (Activ), *Sport activities* (Sport), *Social and family involvement* (Social) and *Up-market* shopping (Upmarket). Store categories: Specialty *stores* (Spec), *Department stores* (Dept), *Boutiques* (Bout) and *Discount stores* (Disc).

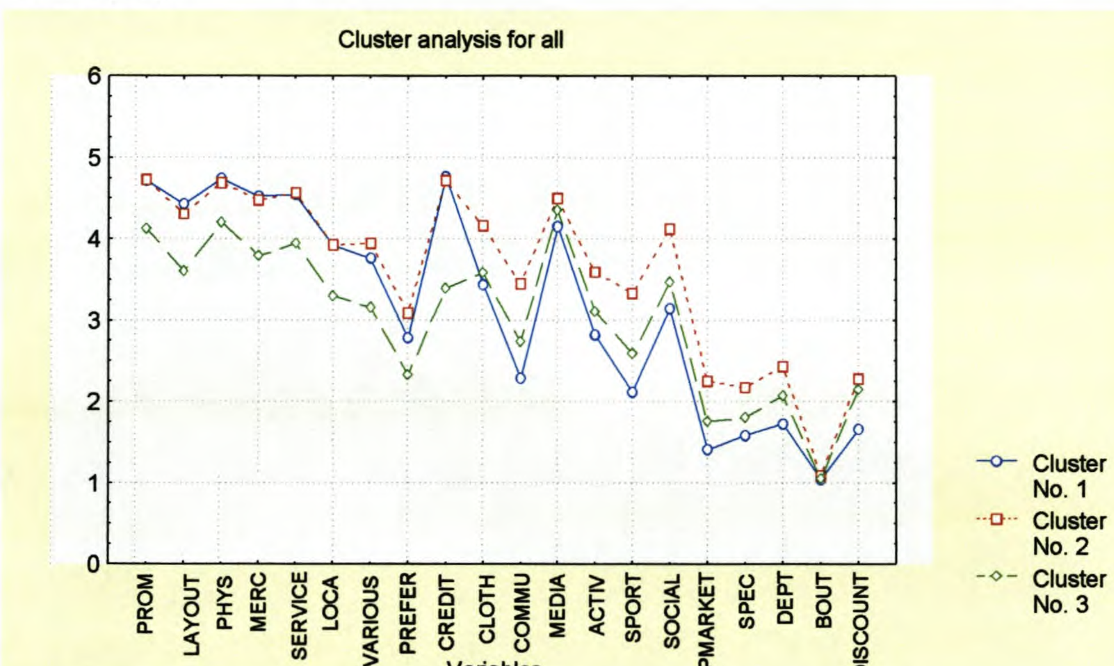


FIGURE 7: CLUSTER PROFILES: STORE IMAGE ATTRIBUTES, LIFESTYLES AND STORE CATEGORIES (n = 500)

The profiles of the clusters were based on the mean scores of the composite variables that statistically significantly discriminated among the various clusters (Table 4.28).

TABLE 4.28: STORE IMAGE ATTRIBUTES, LIFESTYLES AND STORE CATEGORIES: COMPARISON OF MEAN SCORES FOR CLUSTERS (n = 500)

VARIABLES	MEAN SCORES FOR CLUSTERS					
	Cluster 1: Practical intensive (n = 176)		Cluster 2: Active convenience (n = 200)		Cluster 3: Informed (n = 124)	
STORE IMAGE ATTRIBUTES	**mean**	**s.d.**	**Mean**	**s.d.**	**Mean**	**s.d.**
Promotion	4.71	0.38	4.73	0.40	4.12	0.77
Store layout	4.42	0.56	4.31	0.54	3.60	0.72
Physical facilities	4.74	0.35	4.69	0.38	4.21	0.64
Merchandise requests	4.52	0.50	4.48	0.45	3.79	0.80
Salespeople service	4.54	0.47	4.56	0.53	3.74	0.80
Location and convenience	3.92	0.81	3.92	0.81	3.30	0.77
Various store services	3.76	0.74	3.94	0.71	3.15	0.77
Preference for salespeople	2.78	1.29	3.08	1.11	2.32	1.07
Credit facilitites	4.76	0.54	4.71	0.60	3.40	1.38
LIFESTYLE FACTORS						
Clothing lifestyle	3.44	0.78	4.16	0.64	3.59	0.71
Community involvement	2.29	0.79	3.45	0.85	2.73	0.96
Media	4.15	0.66	4.50	0.47	4.35	0.55
Activities and interests	2.82	0.70	3.59	0.60	3.11	0.64
Sport activities	2.12	0.77	3.34	1.02	2.59	0.95
Social and family involvement	3.14	0.81	4.12	0.71	3.47	0.84
Up-market shopping	1.41	0.65	2.25	1.03	1.75	0.82
STORE CATEGORIES						
Specialty clothing stores	1.58	0.43	2.17	0.70	1.80	0.62
Department stores	1.72	0.55	2.43	0.82	2.07	0.84
Boutiques	1.04	0.13	1.08	0.14	1.05	0.11
Discount stores	1.65	0.64	2.28	1.08	2.14	0.89

Highest mean scores

Lowest mean scores

To clarify the identity of the three clusters, scores obtained for the original variables (store image attributes, lifestyle characteristics and store choice behaviour) were studied. Differences in the scores for these original variables tended to give a clearer picture of the nature of the differences between the clusters. The highest means as shown in Table 4.28 for store image attributes were obtained by: *Promotion*, *Physical facilities* and *Credit facilities* with the exception of Cluster

3 in which case *Merchandise requests* featured as one of the three most important attributes. The following lifestyle characteristics obtained the highest mean scores: *Media, Clothing lifestyle*, as well as *Social and family involvement*. Regarding store choice, *Department stores* obtained the highest mean score for Clusters 1 and 2. *Discount stores* had the highest score for Cluster 3. The lowest mean scores (Table 4.28) were obtained by *Preferences for salespeople, Sport activities* and *Up-market shopping*. The mean scores for store choice were very low in general (See Section 4.6).

Based on the above results and the interpretation of the significant variables that differentiate between the clusters, the following cluster profiles (Figure 7) could be interpreted, namely, Cluster 1: Practical intensive shopper, Cluster 2: Active convenience shopper and Cluster 3: Informed shopper.

Cluster 1: Practical intensive shoppers (n = 176)

The black female consumers in this cluster perceived the importance of various **store image attributes** in nearly the same order, as is the case in Cluster 2. *Credit facilities,* like store credit cards, were of most importance, closely followed by *Physical facilities*, *Promotion, Salespeople service, Merchandise requests and Store layout* which are all practical considerations. The importance of *Location and convenience*, as well as *Various store services* were considered slightly above moderate, while *Preference for salespeople* was of least importance.

Their **lifestyles** were characterised by a high interest in *Media* (like television, radio, newspapers and magazines) and a moderate interest in clothing related activities (*Clothing lifestyle)* as well as social and family gatherings (*Social and family involvement*). They were less interested in *Activities and interests*, *Community involvement*, as well as *Sport activities* and showed very little interest in *Up-market shopping.*

Regarding **store choice behaviour** it was found that although *Department stores* were their first store choice, followed by *Discount stores*, none of the shops were very important. This is in accordance with the other clusters, but it should be noted that Cluster 1 has the lowest mean scores for the different stores when compared to the other clusters.

Cluster 2: Active convenience shoppers (n = 200)

This is the biggest cluster. They tended to place about the same or slightly higher levels of importance on **store image attributes**, in general, than Cluster 1 and considerably higher than Cluster 3. This group of black consumers perceived *Promotion* (like special events, discount offers and availability of advertised clothing) as the most important store image attribute, followed by *Credit facilities, Physical facilities, Salespeople service, Merchandise requests* and *Store layout* all of which could make shopping for clothing more convenient. They also indicated a slightly above moderate emphasis on the importance *of Various store services,* namely enough salespeople and their advice to find clothes, as well as on *Location and convenience*, and a moderate importance on *Preference for salespeople*.

The mean values for the **lifestyle** factors were higher than was the case for the other clusters. They tended to have a high interest in *Media, Clothing lifestyle,* as well as *Social and family involvement*. They were moderately involved in *Activities and interests*, *Community involvement* and *Sport activities*. *Up-market shoppers* liked buying clothing at boutiques and designers, obtained the lowest mean score, as was the case for the other clusters, but in this case Cluster 2 had a higher mean score than Clusters 1and 3.

Pertaining to **store choice behaviour** they preferred to buy their clothing at *Department* and *Discount stores*, but they apparently had, a low interest in all four categories of shops although higher than both Clusters 1 and 3.

Cluster 3: Informed shoppers (n = 124)

This is the smallest cluster. In comparison with the other two clusters they had the lowest mean scores for all the **store image attributes**. They placed a high priority on *Physical facilities* (including mirrors in the dressing rooms and cleanliness of the store) and *Promotion*. Contrary to the other two clusters *Merchandise requests*, *Salespeople service* and *Store layout* received higher mean scores than *Credit facilities*. These respondents placed less than moderate importance on *Credit facilities, Location and convenience,* as well as on *Various store services. Preference for salespeople* was of least importance.

Their **lifestyles** were characterised by a high interest in *Media*, followed by a moderate *Clothing lifestyle, Social and family involvement*, as well as *Activities and interests*. They did not reflect high *Community involvement* and did not partake in *Sport activities or Up*-market *shopping* very often.

These respondents differed from the other clusters regarding **store choice behaviour** by giving *Discount stores* the highest priority. To get a more detailed insight into the nature of the clusters' perception of the importance of the various store attributes, their lifestyle characteristics and store choice, an item specific analysis was done to typify each cluster more intensively and depicted in Table 12 Appendix D.

In comparison with previous findings, the ***Active convenience shopper*** in this study has characteristics similar to the *Highly involved apparel shopper* (Shim & Kotsiopulos, 1993:83), *Recreational shopper* (Bellenger, Robertson & Greenberg, 1977:29) and *Active shopper* (Lumpkin, 1985:282). The consumers enjoyed shopping without feeling time pressure, and therefore placed great importance on the various store image attributes, like credit facilities and socially directed criteria when selecting outfits. The shoppers could actively engage in information seeking by using different media, such as newspapers, magazines, radio and television. The *Active convenience shoppers*, also correspond in characteristics to the *Shopper* of Huddleston *et al* (1990:26), as a shopper who placed a great deal of importance on a wide variety of store services when selecting a retail store and enjoyed shopping.

The ***Practical store intensive shopper*** and the ***Active convenience shopper*** has several characteristics in common with the *Store intensive searcher* of Shim and Drake (1988:5, 1989:393). These two groups of respondents has similar characteristics. They looked at displays in retail stores and tended to shop at several stores, read retail store information, had self-confidence in dressing and were less likely to use social directness when selecting clothing.

The ***Informed shoppers*** in this study has specific values, similar to those of the *Discount store shopper* (Shim & Kotsiopulos, 1992a:55). The profiles correlated on the importance placed on frequent sales, prices, price levels and return policies. They used media information but were not very concerned about credit facilities. None of the groups engaged in cultural and community activities.

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All three clusters indicated a high interest in media, clothing lifestyle, as well as social and family involvement, but on different levels. The young consumers in this study, also known as the Generation X, confirmed some of these characteristics as consumers who value friendship, but wants to be treated as individuals, valued choices and interactive media, as well as high family values and enjoyed activities at home (Mulrooney, 2001:25). The above mentioned clusters also corresponded with the *Enhanchers* developed by ACNielsen (1999), with young female respondents with a high educational level, active at home and social activities, as well as high media usage. They also had the same characteristics as SAARF LSM 6 (2001). These consumers between the age of 16 to 34, enjoyed watching television and read magazines and newspapers, as well as participated in social activities. The female respondents from this study had a need for credit facilities, and did not buy at up-market stores due to lack of income. Their low store choice behaviour could be explained due to limited money and the use of public transport to travel to specific stores.

4.8.4 Summary

One of the objectives of the study was to investigate whether distinct clusters of black female consumers exist, based on specific differentiation variables. Three clusters of black female clothing consumers were identified. Clear differences in their perceptions of the importance of store image attributes, lifestyle characteristics and store choice behaviour were found. In accordance with the objectives the profiles of the three clusters were discussed referring specifically to perceptions of store image attributes, lifestyles and store choice behaviour. Similarities with consumer groups identified by other researchers were pointed out.

4.9 Concluding remarks

In this chapter the demographic profile of the 500 respondents was described as well as the results regarding the validity and reliability of the questionnaire. In accordance with the objectives of the research the respondents' perceptions of the importance of store image attributes were discussed, as well as their lifestyle characteristics and store choice behaviour. Specific relationships between these three variables were identified. To further analyse differences and similarities between the respondents, cluster analysis was done. Three clusters were identified with distinct differences in their profiles. Consequently it could be deduced that the specific group of black female clothing consumers included in this study is heterogeneous with regard to specific variables and can be divided into three market segments based on these variables. In the next chapter the conclusions of this exploratory study will be discussed in more detail.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This study was designed to investigate black female student consumers' perceptions of the importance of store image attributes and to determine the relationships among these perceptions and the consumers' lifestyles, as well as their store choice behaviour. In the first two chapters introductory perspectives on the research problem and an in-depth literature review were given to establish the theoretical point of departure for the study. In the third chapter the research methodology was explained. The results were given and discussed in the fourth chapter.

This chapter focuses on the conclusions drawn from the results. Recommendations for further research, the implications for retailers and the limitations of the study will be discussed. The last set of objectives for this study will be addressed (See Chapter 1, Section 1.4). The conclusions will be formulated within the context of the conceptual framework that served as point of departure for the research as well as the objectives formulated to guide the empirical study.

5.2 Conclusions

Within South Africa's complex marketing milieu, with a majority of black consumers, it was imperative that knowledge was to be gained on the key variables as depicted in *Assael's model* of store choice. The contextual perspective, as well as *Assael's Model* was successfully used as point of departure for the planning of this study. Despite the fact that 52 % of all spending is done by Blacks, research on their perception of store image attributes is limited. It is imperative that this market segment is to be investigated to determine their perceptions on store image attributes. Within the black consumer market there are differences with regard to their lifestyle and buying behaviour. Black women, in particular, are regarded as the dominant buyers of retail products and may be considered as the largest group of potential consumers in the upcoming retail markets in South Africa. The youth market segment is also growing and as its economic situation improves, it will eventually emerge as a major market segment. In order to target the youth market efficiently and meet the needs of this diverse target market, retailers should be able to comprehend the influence of the key variables, such as consumers' lifestyle and their perception of store image attributes of various sub-cultural groups.

The conceptual framework (Figure 1, Chapter 1) served as theoretical point of departure from which the phenomena store image attributes, lifestyles and store choice behaviour were studied and described. This study was based on the contextual perspectives on clothing, as discussed in Chapter 1. Culture and subculture structured the young black consumers' thoughts and perceptions of store image attributes. Symbolic interactionism could explain their interpretation of the self and the evaluation criteria set for store image attributes. Therefore, the retailers that were congruent with the consumers' self image could have been advantaged.

Despite the apparent homogeneity of the selected group of respondents with regard to demographic factors, such as population groups, age, gender, geographic location and educational level, this study revealed that there were differences in their perceptions of the phenomena investigated. The most important store image attribute categories identified were *Promotion*, *Store layout*, *Physical facilities*, *Merchandise requests*, *Salespeople service*, *Location and convenience*, *Various store services*, *Preference for specific salespeople*, and *Credit facilities*. In this study six of the above categories corresponded to the original nine categories of Lindquist. *Store atmosphere*, *Institutional factors* and *Post-transaction satisfaction* were not considered as relevant store image categories by the respondents. *Promotion* displays inside the store and in the windows could contribute to browsing, comparing prices and evaluating merchandise. There are similarities between the respondents and Generation X consumers because they were attracted by visual and innovative ideas and therefore considered *Store layout* as very important. They were very fashion conscious, and chose stores accordingly. Therefore, external appearance, fashionable interior and layout of stores were important in selecting stores. They also wanted to feel comfortable in the store and to try on clothing. Therefore dressing rooms and effective lighting of the store were priorities.

Except for the *physical facilities*, a store needed to be clean and well maintained, and should retain a comfortable temperature. All these factors contributed to positive experiences in shopping for clothing. The quality of merchandise was important and the respondents preferred to return it if not satisfied with the product. Young consumers very easily became bored with the same range of clothing, because of frequent fashion changes. Personal attention from a friendly and caring *sales assistant* of their own gender with knowledge of their personal needs eased the selection of merchandise. Most respondents travelled by taxi to reach a store of their choice, and this could be the reason for their high priority for access to public transport or parking near a store where a friend can drop them off. The young consumers from this study were students who did not have much free time and were far from shopping malls. This could be the reason for their preference to order clothes through catalogue or the Internet. Most students had a limited financial allowance per month. Access to *store card facilities* gave them the opportunity to do so, and it could be that their parents might be in a position to assist them in paying the bills.

Three groups were identified, based on the respondents' perceptions of the importance of store image attributes, namely the *Store intensive shoppers*, the *Practical shoppers*, as well as the *Unconcerned/Apathetic shoppers*. All three groups considered *Promotion* and *Physical facilities* as the most important store image attribute categories. *Store intensive shoppers* valued the same store image attributes as the *Practical shoppers*, but at a higher level. The *Unconcerned/Apathetic shoppers* differed from the other two groups regarding the importance of *Salespeople service* by rating this attribute category in the third place. The less important store image attributes identified by all three groups were *Various store services* and *Preference for salespeople*.

Demographics alone are not sufficient to describe this selected black female clothing consumers' buying behaviour to such an extent that marketers can use the segment to channel their marketing efforts. In order to gain a more comprehensive view of the consumer characteristics, lifestyles should be considered. Several lifestyle characteristics were identified, namely *Clothing lifestyle*, *Community involvement*, *Media usage*, *Activities and interest*, *Sport activities*, *Social and family involvement*, and *Up-market shopping*. The lifestyle profile that emerged from this investigation revealed that M*edia used* by black female consumers ranged from radio, television as well as magazines and newspapers. Limited access to shopping malls, as well as their fashion consciousness may be possible reasons for this high level of *Media usage*. With regard to C*lothing lifestyle,* they enjoyed shopping for clothing, including the scrutinising of discount promotions and exposure to window displays, when they had the opportunity to do so. They liked to try on clothes and to dress stylishly. Young consumers enjoyed shopping as a leisure activity and hanging out with their friends. During shopping and browsing, they could identify with the needs of their peer group. *Community involvement* was characterised by activities that focussed on community service and service to the technikon. Some respondents even preferred to attend fashion shows with their friends as part of their social activities. They also enjoyed *Sport activities* such as physical exercise and attended sporting events as part of their lifestyle. They participated in outdoor a*ctivities* and were *interested* in cooking and baking, needlework and crafts, as well as hobbies or do-it-yourself projects. The respondents were *socially involved*. They entertained friends at home, or enjoyed eating out. They enjoyed family gatherings and liked to involve friends in browsing and shopping. In general, the young consumers were socially very active, because it is a characteristic of their age group, and this is the way they could associate with their peer group. Their lifestyle also included U*p-market shopping* at boutiques and the acquisition of clothing from designers happened seldom, and then mostly for social functions or special occasions.

Based on lifestyle characteristics three different groups were identified, namely the *Social shoppers*, the *Unconcerned shoppers*, and the *Active shoppers*. In examining the trends identified in the three groups, it was clear that the different groups reflected, to a certain extent, similar lifestyles. The most prominent lifestyle characteristics seemed to be *Media, Clothing lifestyle*, and *Social and family involvement*. The *Social shoppers* and *Unconcerned shoppers* reflected similar patterns in the rating of lifestyle characteristics, but at lower levels than in the case of the *Unconcerned group*. Both groups were not active in sport. The *Active shoppers* differed notably, because they enjoyed participating and watching *sport activities*. The characteristics that featured at a lower level for all three clusters were *Community involvement* as well as *Activities and interests*. *Up-market shopping* obtained the lowest rating of the lifestyle factors for all three groups.

Three groups were also identified when the three variables, namely perceptions of the importance of store image attributes, lifestyle characteristics and store choice behaviour were used to cluster the respondents. They were the *Practical-intensive shoppers*, the *Active convenience shoppers*, and the *Informed shoppers*. The profiles of the three groups reflected similar patterns but at different levels. They reflected similar patterns regarding the importance of store image attributes. *Promotion, Physical facilities and Credit facilities* were highly valued with the exception of the *Informed shoppers* in which case *Merchandise requests* featured as one of the three most important attributes. All three groups revealed similar lifestyle characteristics. The *Active convenience shoppers* had higher lifestyle values than the *Informed shoppers*. The most prominent lifestyle characteristics were *Media usage*, *Clothing lifestyle,* and *Social and family involvement*. The respondents were not interested in *Up-market shopping*. Regarding store choice, Department stores were the most popular stores for *Practical-intensive and Active convenience shoppers*, compared to the *Informed shoppers* that chose Discount stores as most important. The relationships found between store image attributes and lifestyles, as well as those attributes found responsible for differences between the groups of shoppers, could provide retailers with valuable means to identify market segments and meet the needs of various clothing consumer groups.

This study did not reveal a clear picture of the respondents' specific store choice behaviour. The particular clothing stores mentioned in the questionnaire were seldom supported. The same trend was noticed regarding the clothing stores the respondents added to the list. Several boutiques were listed, but they were also not frequently supported. The female respondents placed a high priority on credit facilities. It could be surmised that they did not have the financial means to buy much clothing. This could also be one of the reasons why they did not shop at up-market stores. The high crime rate and the need of public transport could also influence their clothing shopping behaviour.

Some of the relationships proposed in the conceptual framework were supported, namely the relationships between some of the lifestyle characteristics and store image attributes. The highest statistical significant correlations existed between *Community involvement* and *Various store services.* The respondents with a positive attitude towards involvement and service delivery placed a high premium on services rendered by the store. The lifestyle characteristics that did not correlate statistically significantly with store image attributes were *Media usage*, *Sport activities*, and *Social and family involvement.* This confirmed an independent approach as emphasised by the Generation X group where consumers possibly valued the use of media and social involvement less during buying behaviour.

The young consumers in this study are also known as Generation X, who place a high value on friendship and prefer to be treated as individuals, value choices and interactive media, have high family values and enjoy activities at home. They correspond to SAARF LSM 6 and the Enhancers of ACNielsen, who are young female respondents with a relatively high educational level, active at home and with social activities, as well as high media usage (discussed in Chapter 4).

Retailers should focus on a multi-cultural clothing market. This study revealed specific trends regarding the young, black female consumers' perceptions of store image attributes, lifestyles and store choice behaviour. The young consumers could be considered as the largest group of consumers -- the upcoming and future retailing market in South Africa. Therefore the importance of their clothing shopping behaviour could no longer be denied.

This study contributes to the knowledge on black South African clothing consumers. Limited empirical information on this important and growing market segment is available. The South African clothing retailing market should acknowledge that they serve a multicultural society and that stores are no longer limited to certain population groups. The South African black consumers westernise and enter the traditional white market progressively.

5.3 Limitations

Several limitations concerning this exploratory study should be noted. The research findings cannot be generalised to all black clothing consumers of all age and gender groups and geographic locations, but should be interpreted with circumspection due to the fact that a convenience sample was used. Only young female black consumers were included in this study. This leads to the question whether this group of consumers was representative to make conclusions regarding their shopping behaviour. Only certain aspects of consumer behaviour like the perception of the importance of store image attributes, lifestyle and store choice were addressed. To be able to meet the needs of diverse ethnic groups, researchers need to incorporate ethnicity in the consumer behaviour paradigm and marketers need to evaluate the potential of ethnic marketing. The researcher regards this as a possible follow-up study.

Time poverty is an important concept that influenced frequency of shopping, choice of retail stores and the amount of money spent. With the increase in the number of career and professional women, and specifically the educated young black female consumer, they have very limited time available for leisure and shopping. No investigation was done to correlate the time spent on shopping and non-purchase motives with shopping behaviour (importance of store image attributes, store choice and amount of money spent during shopping).

While the measurement of store image attributes has received considerable attention in the literature, attempts to relate store image attributes to store choice were lacking. By focusing on one shopping area only, it was impossible to infer the store image attributes determining the consumer's choice among various shopping centres. Although previous research has indicated a relationship between the choice of a store and the image of a particular shopping area or mall, it was difficult to know whether the presence/absence of other shopping areas, as well as their images would have affected the results.

This study, similar to the majority of previous research, has used bipolar scales with predetermined image attributes in the questionnaire. Foreign questionnaires and store image attributes were mainly used to compile the questionnaire. Currently no information is available of local consumers' perception of store image attributes. This limits the value of the research and prevents any new detailed evidence of change in consumer expectations. Even previous research using unstructured measurement techniques has asked respondents to provide specific store image attributes.

5.4 Recommendations for future research

When re-examining the conceptual framework used in this study additional variables could be investigated, such as shopping orientation and the use of information sources. The influence of specific lifestyle and demographic characteristics could also be examined. This study can be used as a point of departure for further research on the black clothing consumer in South Africa. Because the market is highly competitive with a wide range of stores and brands, consumers nowadays evaluate a store more often on its store image attributes than in the past. The study could be repeated with respondents from different geographic locations (rural versus urban), as well as varying socio-economic status groups and age groups. Repeating the study but using men as respondents could also be considered. Cross-cultural studies may also reveal interesting clothing shopping patterns of consumers with different cultural backgrounds. Therefore, this is a challenge for retailers to create a store image that will appeal to a particular segment of the population to exert a major impact on clothing shopping behaviour.

There are several other questions that remain to be answered with regard to research on retail store image, specifically clothing store image and store image attributes contributing to or determining store image. For example, to what extent does the image of a store influence the image of a shopping centre? So far, there has been no research in this regard in South Africa. Another issue to be addressed is the influence of the shopping centre's image on consumers. The inclusion of lifestyle characteristics would improve these comparisons and would allow the retailer to accurately measure the ability of store branches to attract the desired types of consumers in the desired proportions. The following approach is valuable when setting evaluation criteria for one store image compared to that of its competitors, located in different areas. Another question that developed out of previous research was, whether consumers form similar images of different stores that belong to the same company, and this leads to the question whether image can be transferable. Clothing retailers of the same company ought to have the same co-operative image, and see to it that stores throughout the country offer the same store image.

A qualitative research project could be undertaken without set parameters and the respondents will reply to open-ended questions. Without requiring one word attributes, more detailed information could be available to guide the retailers in designing their store image strategy. Thus when the researcher elicits store image in terms of predetermined store image attributes, some of the richness of the consumer's own imagery is lost. Qualitative research methods do not limit consumers to think of specific attributes.

Clothing producers and marketers should take cognisance of their target markets and the influence of the cultural orientation to be successful in this competitive and diverse industry. Locally the multicultural consumer segment is expanding with exposure to the global clothing and textile research, production and merchandising. Clothing manufactures, retailers and marketers could benefit from the findings of this investigation, especially with regard to the satisfaction of the needs of black clothing consumers, but also with regard to the South African multicultural clothing market.

5.5 Implications for clothing retailers

The findings of this study have practical implications for clothing retailers. To serve this group of consumers, retailers should focus on the following ***store image attributes***, namely marketing promotions, specific physical facilities, availability of credit facilities and salespeople service. The following could be considered:

- Promotions are the way to communicate with this market segment. The consumer prefers to experience the advertised clothing through displays in the store as well as in the windows. The clothing should be advertised with clearly visibly illustrations, accompanied by special events such as discount offers and sales.
- The visual image of the store is very important to this segment. Regular changes by means of displays and remodelling of the physical store facilities, may be an investment in the recruitment and retention of these customers. Such relevant physical store facilities include dressing rooms, store cleanliness and maintenance, comfortable temperature range, sufficient lighting, floor coverings, and the ease to find or return merchandise.
- Provide credit facilities. This market segment tends to be fashion conscious and, as such, it has a high potential for retailing. However, due to limited cash flow of the students there is a need for financing through different credit facilities at reasonable interest levels.
- The service rendered by salespeople appears to be important. They should be caring, friendly and knowledgeable when approaching consumers.

Marketers should acknowledge and address these consumers' needs and develop strategies that will make shopping a pleasant experience within a tidy store environment, with reasonable prices and helpful and friendly salespeople.

The ***lifestyles*** that are portrayed by this segment include media usage, social and family involvement, and clothing lifestyle. They showed a low interest in community and sport activities. Consequently the following should be considered:

- Promotion campaigns should be integrated and aimed at the individual who enjoys reading magazines, watching television and listening to the radio.
- Advertisements should be used as source of information for sales and bargains.
- Fashion promotions and media events should be tied in with social and family activities.

When planning strategies retailers should keep in mind that these consumers prefer to browse with friends and use shopping as leisure activities. They shop around for bargains or scrutinise advertisements for sales, to satisfy their economic outlook and price-consciousness.

5.6 Concluding remarks

The South African retailing market serves a dynamic and unique environment that changes constantly and becomes more and more complex and diverse. One of the important environmental factors to consider is the increasing buying power of the black consumer market. To be able to invest in this buying power optimally, and for the purposes of this study the young black clothing female consumer, the South African clothing retailing industry should take cognisance of this upcoming market segment that cannot be ignored in the sales turnover and job creation potential. Marketing strategies should be targeted to address the needs of this growing market segment.

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APPENDIX A

TABLE 1: CLOTHING CONSUMER TYPOLOGIES

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Chen –Yu and Seock (2002)	Impulsive	• Shop very often • Spend a lot on clothing per month • Purchase motivations are recreation, confirmation, sexual attraction, and recognition • Gather most of personal information from peers (friends) • Important impersonal information sources are magazines, television, celebrities, and observing street wear • Important clothing store selection criteria include variety/availability of products, followed by store facilities, store displays, and customer service/store image
	Non-impulsive	• Shop less often • Spend average amount on clothing per month • Purchase motivations are recreation and sexual attraction • Gather personal information from friends, but less than impulsive • Important impersonal information source is observation of street wear • Important clothing store selection criteria include price
Gutman and Mills (1982)	Leaders	• High fashion leadership, interest, and importance factors, low in anti-fashion attitude • Strong involvement with designers
	Followers	• High interest and importance factors, lower fashion leadership, low anti-fashion attitude • (Follow the leader)
	Independents	• Fashion-aware, and strong anti-fashion attitudes • Interested in fashion, but resent designers and other fashion experts dictating tastes
	Neutrals	• Neutral and moderate on all fashion-oriented factors • Regard fashion as not so important, but not members of anti-fashion
	Uninvolved	• Low desire for leadership, low interest in fashion, low importance given to fashion, and low anti-fashion attitudes
	Negatives	• No desire for leadership, and no interest in fashion • Moderate importance to be well-dressed (neat and clean rather than fashionably clothed) • Recent fashion establishment telling them what to wear
	Rejectors	• Mirror image of the leaders • Profile similar to negatives, except no importance to fashion

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Hong and Koh (2002)	Budget-oriented	• Older and lower educated women • Higher educated consumers in group place more importance on price/variety and discount policy than less educated consumers • The well-educated women in this group place more importance on customer service and convenience. Opposite with less educated women • Older women in this group see discount policy as important, more so than younger women
	Fashion-oriented	• Highest fashion orientation, lower in budget and practical factors • Self-expression important • Seek fashion, individuality or aesthetics from fashion • Lower educated • Younger women in this group seek more discount policy as important than older women
	Brand-oriented	• Largest segment • Low fashion and brand orientation • Prefer well-known brand apparel • Well educated and young • Desire for upward social mobility, lead to materialistic tendencies whereby self expression by use of popular brands sought • Due to social changes (expansion of educational opportunities, display higher statuses with popular brands (personal and parental status) • Lower educated consumers in group seek discount and price/variety more often than higher educated consumers do • Evaluate store attributes in general as important for store choice, as well as information sources, promotion and fashion styles
Huddleston *et al* (1990)	Shoppers	• Enjoy shopping • Wide variety of store services important
	Positive thinker	• Convenience • Quality/ reputation • Credit • Special services targeted to age groups is not important
	Educational oriented	• Convenience • Quality-related store attributes important
	Socially active	• Age and credit attributes important
	Credit prone	• Credit attributes important

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Jenkins and Dickey (1976)	Fashion advocates	• Need approval of others in making clothing choices • De-emphasize care-performance, quality, appearance-brand, economy and refinement conscious • Valued aestheticism and non-pessimistic, non-information seekers, fashion conscious and impulsive innovative shoppers • Age younger, and employed in semiskilled occupations • Middle class and white
	Quality seekers	• Highly quality conscious, and lower on other evaluation factors • Like advertising, knowledegeable information transmitters, non-impulsive, non-innovative, and non-discount shoppers • Middle aged, upper middle class, well educated
	Frugal aesthetes	• Emphasize the approval of appearance-brand, economy, refinement factors, and de-emphasize quality and care-performance • Place high value on sociability, non-recognition, and aestheticism. • Pessimistic and anti-advertising and discount shoppers • High proportion of lower social class, limited educational respondents
	Concerned pragmatist	• Value all evaluative factors highly • Most important is quality and care performance, followed by economy and refinement • High in pragmatic values • Lower middle social class, better than average education
Lumpkin (1985)	Active shoppers	• Fashion innovative and fashion leaders • Most clothing interest • Rate store reputation more important than label and brand • Credit important
	Economic shoppers	• Need conformity in clothing • Good quality and price value, interest • Do not like to shop around • Loyal customer to store that offers value for money
	Uninvolved or apathetic shoppers	• Need conformity in clothing • Shop less often • Just the opposite of the active consumer

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Lumpkin, Hawes and Darden (1986)	Inactive shoppers	• Inactive in shopping but loyal to local merchants • Married with older children, middle income, not concerned with price or convenience
	Active shoppers	• Active, leisure-oriented, favourable toward large city out-shopping
	Thrifty innovators	• Time conscious, in-home shopping, confident and innovative, economic shopper • Somewhat active shopper, lowest, fewer children
Shim (1993)	Mass-media searcher	• Read advertisements, watch television and listen to radio • Self-confident in lifestyle • More independent than most people • Considered leaders
	Professional searcher	• Talk to personal shoppers and use wardrobe consultants • Read women's and general business magazines • Not seen as opinion leaders • Feel more attractive to opposite sex • Tend to look different from others • Dressing well is important part of life • Travel phone
	Store-intensive searcher	• Look at displays in stores • Talk to salespeople and read catalogues • Self-designated opinion leaders, influenced by what friends buy • Enjoy a comprehensive lifestyle and like entertaining • Use attractiveness/ appropriateness evaluation criteria when selecting apparel
	Pal-advice searcher	• Talk to family/ relatives or friends • Traditional view of women, to stay at home • Seek advice from friends on products and brands • Enjoy a contemporary lifestyle • Price-conscious, shop around for bargains and check all prices • Use socially-directed evaluation criteria when selecting apparel for social occasions
Shim and Bickle (1994)	Symbolic/instrumental	• Innovative, independent, socially-oriented, exercise-health oriented, optimistic about education, career and finance • Enjoy shopping at upscale stores, fashion conscious and credit users • Young and high social class level • Known for innovativeness, sociability and outgoing nature and fashion consciousness

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Shim and Bickle (1994) continue	Practical/conservative	• More practical, individual, comfort and functional-oriented • Independent, but not socially oriented • Pessimistic about finances • Not likely to enjoy shopping, use department stores • Middle social class in terms of education, income and residential area • Clothing individuality-oriented
	Apathetic	• High income level, suburban residents, professional occupations, moderate spenders of apparel and accessories, moderately engaged in cultural and grooming activities • Patronize specialty stores and catalogue retailers • More frequent users of fashion publications such as catalogue • Moderately concerned with store attributes • Highly conscious of convenience and time • Highly catalogue-shopping oriented • Heavy users of credit cards • Least favourable toward shopping malls or local stores • Moderately confident in apparel shopping • Moderately interested in appearance/fashion/brand
Shim and Chen (1996)	Minimalist-acculturated shoppers	• Cash oriented • Choose store based on convenience • Lower levels of acculturated characteristics • Lower interest in television, radio and newspaper media • Lower levels of interest in shopping and fashion in general
	Actively involved-more acculturated shoppers	• Actively involved shoppers (planned shoppers) • Walk through malls and browse through fashion magazines, catalogues, and promotion publications • Brand and fashion conscious • Credit-oriented • Confident about shopping, talk to salespeople • Lower level of consumer ethnocentrism • Involved in entertainment, such as attending concerts and plays, art exhibits, watching TV and going to the movies • Use media such as TV, radio and newspapers

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Shim and Kotsiopulos (1992a &b)	Discount store shoppers	• Frequent sales prices, price levels or return policies important • Economic shoppers • Use media information • Lower in social class • Not to be concerned with clothing quality or variety in style • Not to be appearance managers • Do not use credit cards • Do not read fashion publications • Not to be engaged in cultural activities • Not in first stage of family life cycle
	Specialty store shoppers	• Clothing quality and variety of styles important • Concerned with brand names or new fashions carried by stores • Appearance managers • Fashion conscious • Heavily engaged in grooming activities • Not to be concerned with frequent special sales prices, price levels, or return policies • Not economic shoppers
	Department store shoppers	• Mall shoppers • First stage of family life cycle
	Catalogue shoppers	• Catalogue shopping oriented • Not concerned with easy access of the stores • Not fashion conscious • Do not shop in mall or at local stores
Shim and Kotsiopulos (1993)	Highly involved apparel shoppers	• High income level, professional occupation, suburban residents, heavy spenders of apparel and accessories, frequently engaged in cultural activities, heavy grooming product users • Patronise specialty and department stores • Frequent users of fashion publications, active users of information such as store fashion service • Highly concerned with most store attributes – visual image, brand/ fashion, store personnel, easy access and customer service • Highly confident in apparel shopping • Highly interested in managing appearance and keeping up with fashion • Highly conscious about brand names and loyal to some brands • Not concerned with shopping convenience and time • Highly oriented towards shopping malls and local stores • Not favourable toward in-home catalogue shopping • Somewhat economic and price conscious • Moderately oriented toward credit usage

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Shim and Kotsiopulos (1993) continue	Apathetic apparel shoppers	• Lower income level, lower status of employment or unemployment, rural residents, light spenders on apparel and accessories, least engaged in cultural activities, least concerned with grooming • Patronise discount stores • Least users of all information sources • Least concerned with most store attributes • Least confident in apparel shopping • Least interested in appearance/fashion • Least conscious about brand names • Moderately oriented toward shopping malls and local stores • Least favourable toward catalogue shopping • Least frequently users of credit cards
	Convenience-oriented catalogue shoppers	• High income level, suburban residents, professional occupations, moderate spenders of apparel and accessories, moderate engaged in cultural and grooming activities • Patronise specialty stores and catalogue retailers • More frequent users of fashion publications such as catalogue • Moderately concerned with store attributes • Highly conscious about convenience and time • Highly catalogue shopping oriented • Heavy users of credit cards • Least favourable towards shopping malls or local stores • Moderate confident in apparel shopping • Moderate interested in appearance/ fashion and brand
Thorpe and Avery (1984)	Contemporary shoppers	• Higher family income • Make fewer purchases of woman's wear • Knowledgeable salespeople important • Visit fewer stores before making a purchase • Less importance on price • Live further away from their favourite retail outlet • Under 35 year of age, single, well educated, employed • Like shopping • Perceive apparel as a means of expression and as a way of showing their individuality • Fashion and new merchandise • Key requisite is quality

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Thorpe and Avery (1984) continue	Conservative shoppers	• Older, married, less well educated and less often employed • Negative attitude towards shopping • Purchase apparel on the basis of need, quality, price and durability • Responds to promotional advertising • Prefer to shop at national chains and local major department stores
	Classic/transitional shoppers	• More contemporary viewpoint, still embracing conservative values • Slightly older than contemporary shopper • Married, have professional or managerial position • High family income • Active life with diversified wardrobe • Clothing a means of expression and is willing to experiment • Price sensitive • Shop in local department store, where new merchandise is constantly arriving
Visser, Du Preez and Du Toit (1996)	Clothing moderates	• Positive moderation in clothing involvement • Opinion leadership and opinion receiving of group limited towards buying of clothing • Not actively involved in fashion news and consequently do not read a lot about fashion • Unconcerned whether they keep up with fashion changes • Most active, buy at sales and tend to compare prices • Enjoy needlework and make own clothes • Very active in the church and community • Enjoy cooking and entertaining • Have an interest in nature, health and dressing stylishly • Moderate positive towards South Africa and its future, neutral opinions in buying behaviour towards clothing • Very positive orientation towards family gatherings, relationships and the value of the family in the community • Great need for financial security, self-respect and security • Neutral towards spending money on clothing items • Radio medium of communication, low rate on television entertainment programmes • Enjoy watching some television and reading magazines • Gain information from magazines, very little from television, radio and newspapers. • Very little exposure to any other fashion specialty magazines

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Visser, Du Preez and Du Toit (1996) continue	Clothing enthusiasts	• Very strong positive clothing involvement • Clothing very important, very relevant and useful, valuable, beneficial and very interesting and desirable • Not early buyers of fashion clothing or opinion leaders in fashion • Highest in sharing clothing information, average exposure to fashion magazines • Do not compare prices, do not enjoy buying on sales • Do not make any of their own clothes • Enjoy buying quality fashion items and therefore not very fashion conscious • Involved in church and community activities • Active interest in fashion and entertainment • Other fields of interest are nature and gardening • Very health-conscious, reflected in concern for dressing stylishly • Positive orientation towards life and likes changes and challenges that life offer • Strong family ties and interest in the family • Strong needs towards financial security, self-respect and security • Don't mind to spend money on clothes and enjoy it • Watch a fair amount of television and entertainment programmes • Highest score of magazine reading
	Clothing indifferent	• Moderately negative in their perception towards clothing • Clothing is an item of unimportance, relevant, essential or exiting • Not positive orientation towards fashion, reflected in behaviour of not being interested in fashion trends, not buying fashion items and not reading fashion news • Dot not adhere to fashion changes • Prefer to make their own clothes and do needlework • Do not compare prices when buying clothes and do not enjoy buying on sales • Limited attendance of church and community activities • Enjoy gardening and health, with moderate interest in nature and entertainment • Dress stylishly • Neutral towards change in the new South Africa, the complexities of life,and scepticism towards change • Strong family ties and place a high premium on family gatherings and family relationships • Strong need for financial security, security and self-respect

TABLE 1: CLOTHING CONSUMER TYPOLOGIES continue

RESEARCHER	TYPOLOGY	CHARACTERISTICS
Visser, Du Preez and Du Toit (1996) continue	Clothing indifferents continue	• Do not enjoy spending money on clothes • Watch television and specifically entertainment programmes • Dot spend a lot of time reading magazines or listening to radio programmes, neutral towards gathering information

TABLE 2: OVERVIEW OF DIFFERENT RETAIL FORMATS

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
1.Department stores: The **target market** includes: • Middle to upper income consumers who like to shop in a mall. • The stores attempt to develop a strong fashion oriented **store image** to local consumer markets.	• Cater for multiple needs of several groups of consumers. • Offer a wide variety of merchandise at different price ranges. • Largest sales are in clothing and related fashion lines. • Different kinds of merchandise, in separate sections of department (e.g. clothing home furnishing). • Sell clothing, home furnishings, appliances, jewellery, sporting goods,toys and cosmetics.	• Most department stores emphasise new fashions and higher-quality. • Higher prices. • Brand name fashions. • Fashion orientated. • Full mark-up policy. • Nationally branded merchandise. • Operates in large stores and could be shopping centre anchors.	• Variety of advertising and promotional activities. • Extensive displays. • Personal salesmanship and consumer services, (e.g. gift wrapping, shipping, clubs, wedding registry, pick-up service, sales associates). • Customers move around freely.
Cox & Brittain (1993:16); Donnellan (1996:30); Evans & Berman (1992:406); Frings (1996:306); Jernigan & Easterling (1990:331); Lee & Johnson (1997:29); Rabolt & Miler, (1997:3); Rath, Peterson, Greensley & Penney (1994:334); Shim & Kotsiopulos, (1992b:62); Sproles (1979:77); Terblanché (1998:350)			
2. Speciality stores: The **target market** is a particular kind of customer. The specific market segments emphasise the **store's fashion image** and quality of products. Other important attributes include price and return policy and appearance management.	• Focus extensively on marketing one specific category of related clothing merchandise. • Provide a narrow focus of unique merchandise for specific tastes. • *Single-line* stores carry one category of merchandise. • *Limited-line* stores carry related categories of merchandise (such as boutiques). • Private label retailers produce own clothing under store name.	• Most current trends in fashions. • Specialise in a narrow line of products. • Expensive high line of fashion. • Merchandise within a certain price range, as well as in a specific category. • Exclusive private labels.	• Specific promotional strategies (fashion image and quality of products). • Return policy. • Knowledgeable sales associates. • Personal attention/ Personalised service. • Unique merchandise. • Unintrusive service.
Donnellan (1996:36); Frings (1996:304, 305); Shim & Kotsiopulos, (1992b:62); Sproles (1979:77); Evans & Berman (1992:403); Jernigan & Easterling (1990:332); Lee & Johnson (1997); Rabolt & Miler (1997:4); Rath *et al* (1994:341); Terblanché (1998:350)			

TABLE 2: OVERVIEW OF DIFFERENT RETAIL FORMATS continue

TYPE OF RETAILERS	CHARACTERISTICS	FASHIONABILITY AND PRICE	SERVICES
3. Chain stores **Target market** includes: • Lower and middle income consumer (large segment of the population) high- volume. • Low-cost locations in most of the major shopping centres alongside other multiple unit stores.	• Centrally organised and operated groups of stores similar to one another in marketing practices and lines of merchandise. • Marketing activities of each store in a chain directed from centralised headquarters. • Relative range of merchandise (for example furniture, clothing, books and periodicals).	• Moderately prized clothing of well-established fashions. • Private brand names. • Catalogue and mail order emphasise low prices and convenience ordering. • Centralised buying.	• Promote a fashion image. • Basic styles sold in large volumes. • Engage in catalogue or mail order marketing of fashions (basic styles with variety of choice in colours, fabrics and standard sizes). • Fast-moving lines. • National advertising. • Open in-store displays. • Few services or alternatively optional charge services. • Strong corporate identity noticeable in storefront, fascias, in-store fittings and advertising.
Cox & Brittain (1993:13); Frings (1996:313); Sproles (1979:77); Evans & Berman (1992:400); Jernigan & Easterling (1990:342); Rath *et al* (1994:338); Terblanché (1998:350)			
4. Mass merchants: Retailers sell commodity merchandise in a multi store/department store format. Consumers buy products in bulk at lower prices.			
TYPE OF RETAILERS	**CHARACTERISTICS**	**FASHIONABILITY AND PRICE**	**SERVICES**
4.1 Discount stores: **Target market** is: • Price-conscious/ economic shoppers. • Important **store image** attributes: quality/ variety, price/ return policies, credit user, appearance management.	• Large variety of merchandise in different categories.	• Merchandise at lower than average prices. • Lower mark-ups or by buying larger quantities. • Turning merchandise quickly. • Expenses down with no-frills atmosphere. • Store's own brand names and national brand names.	• Minimise services and other expensive promotional activities. • Fashion advertising and promotions to lure profits. • Select merchandise on self-service basis. • Return policy. • Many registers. • Merchandise assortment. • Low-cost fitting. • No free delivery services. • Lower prices. • Convenient shopping hours . • Parking location near residence.
Cox & Brittain (1993:18); Dardis & Sandler (1971:68); Donnellan (1996:38); Evans & Berman (1992:406); Frings (1996: 307); Jernigan & Easterling (1990:336); Lee & Johnson (1996); Rabolt & Miler (1997:4); Shim & Kotsiopulos (1992b:62); Sproles (1979:77); Rath *et al* (1993:340); Terblanché (1998:350)			

TABLE 2: OVERVIEW OF DIFFERENT RETAIL FORMATS continue

TYPE OF RETAILERS	CHARACTERISTICS
4.2 Off-price retailers:	• Merchandise at lower prices by offering special buys (closeouts, overruns, last season goods, off-colours). • Manufacturers' returns.
Donnellan (1996:41); Frings (1996:308); Rabolt & Miler (1997:4)	
4.3 Outlet stores:	• Some department and specialty stores opened their own outlet stores.
Donnellan (1996:44); Frings (1996:308)	
4.4 Warehouse clubs:	• Large discounts on general merchandise, with charge of a small membership fee. • Primarily casual or active sportswear.
Donnellan (1996:45); Frings (1996:308); Rabolt & Miler (1997:4)	
TYPE OF RETAILERS	**CHARACTERISTICS**
4.5 Promotional stores:	• Special buys. • Frequent sales. • Speciality stores. • Department stores or mass merchants.
Frings (1996:308)	

TABLE 2: OVERVIEW OF DIFFERENT RETAIL FORMATS continue

5. Non-store retailing:

The retailer and the consumer communicate without the use of a retailing facility. Traditional non-store retailers include mail order shopping, in-home shopping, catalogue buying, door to door selling and street hawkers. Non-store retailers (modern) emerged from technology development that includes communication and selling over internet and those who operate electronic kiosks. Customers do not have to visit fixed shop premises. Non-store retailers are classified in accordance to the extent to which consumers depend on the location or available time for a transaction.

Target market include consumers with:

- Higher level of income.
- Higher status occupation than store shoppers.
- Young consumers.
- Upper-income suburbs.
- Significantly less buying than store consumers.
- A liberal attitude towards credit.
- Different values and attitudes.
- A more cosmopolitan style and value-consciousness.
- Less price-consciousness and concern with lowest prices.
- More flexible and venturesome than traditional shoppers.
- A willingness to take a risk and less concerned about social approval.
- A dislike for inconvenience caused by traffic, parking locations, crowds, shopping from store to store.
- A need to buy clothes and accessories quickly and efficiently.

Enhance **store image** through:

- Promotion of convenience.
- Ease of ordering by phone or mail.
- Minimising the risk of ordering wrong items.
- Careful attention to merchandise quality and competitive prices.

Darian (1987:163); Donnellan (1996:53); Frings (1996:308); Gillet (1970:40); Gillet (1976:85); Kim, Feather & McEnally (1996:39); Kwon, Paek & Arzeni (1991:17); Rabolt & Miler (1997:4); Solomon (1996:315);Terblanché (1998:350)

TABLE 2: OVERVIEW OF DIFFERENT RETAIL FORMATS continue

TYPE OF RETAILERS	CHARACTERISTICS
5.1 Mail-order and catalogue retailing: **Target market** includes: • Working women outside the home. • Mostly elderly consumers • Fashion-conscious consumers.	• Work directly with manufacturers in developing the kind of merchandise they want for their stores. • Merchandise offer in a letter, brochure, catalogue or videologue, with a wide selection. • Aimed at consumers who compare merchandise, brands and prices at home. • Consumers with lack of time. • Consumers who demand more service and convenience in shopping. • Consumers who do not enjoy shopping as leisure activity. • Consumers who are sensitive to price and merchandise assortment. • Economic shoppers with less impulsive buys.
Cox & Brittain (1993:21); Donnellan (1996:49); Frings (1996:309); Harden (1996:58); Jasper & Lan (1992:275); Jernigan & Easterling (1990:348); Korgaonkar (1981:86); Rabolt & Miler (1997:4); Shim & Kotsiopulos (1992b:62); Terblanché (1998: 355)	
5.2 Electronic retailing:	Work directly with manufacturers in developing the merchandise they want. Examples: • Cable television shopping. • Computer shopping (Internet). • Video shopping/ Infomercials. • Tele-retailing. The consumers are not pressured to buy immediately, can take time to consult others and compare prices.
Frings (1996:310); Harden (1996:61); Jernigan & Easterling (1990:348); Rabolt & Miler (1997:4); Terblanché (1998:352 & 357)	
5.3 Direct Selling	Form of direct marketing that uses personal explanation or demonstration to sell a product. Two types: • Person-to-person selling. • Party plan.
Evans & Berman (1992:406); Jernigan & Easterling (1990:346); Donnellan (1996:57); Rabolt & Miler (1997:4); Terblanché (1998:351)	
5.4 Other examples: • Street hawkers. • Informal markets. • Electronic kiosk. • Magazine/ newspaper retailing. • Radio and television retailing. • Vending machines.	• All retail activities that generate sales from advertisements. • Consumers place orders through telephone, mail of fax.
Evans & Berman (1992:408); Rath *et al* (1994:347); Terblanché (1998:352, 356 & 359)	

APPENDIX B

TABLE 3: STORE IMAGE ATTRIBUTE EVIDENCE COMPILED BY LINDQUIST (1974 –1975)

IMAGE/ATTITUDE ATTRIBUTES	**RESEARCHERS**																		
	Rich	Martineau	Arons	Bucklin	Alderson and Sessions	Rich & Portis	Myers	Rachman and Kemp	McCann	Wingate	Stonier	Kunkel and Berry	Tillman	Kelly and Stephenson	Fisk	Ellsworth, Benjamin and Rodulf	May	Wyckham	Weale
Merchandise																			
• Quality	E	E	H			E						E	E	H	H		E	E	
• Selection, Assortment	E	E	H	H	E	E						E	E	H	H		E		
• Styling, Fashion		E	H			E	E	E				E					E		
• Guarantee				H															
• Pricing	E	E	H	H		E		E				E		H	H		E		
Service																			
• Service, General	E	E	H	H			E					E			H				
• Salesclerk Service	E	E				E	E						E		H		E		
• Self-Service	E																		
• Ease of Return	E	E				E		E				E					E		
• Credit	E	E		H		E									H		E		
• Delivery	E					E									H		E		
• Phone Orders	E					E											E		
Clientele																			
• Social Class Appeal		E							H	H					H				E
• Self-Image Congruency		E												H			E		
• Store Personnel		E				E	E					E	E	H				E	

TABLE 3: STORE IMAGE ATTRIBUTE EVIDENCE COMPILED BY LINDQUIST (1974 –1975) continue

IMAGE/ATTITUDE ATTRIBUTES	RESEARCHERS																		
	Rich	Martineau	Arons	Bucklin	Alderson and Sessions	Rich & Portis	Myers	Rachman and Kemp	McCann	Wingate	Stonier	Kunkel and Berry	Tillman	Kelly and Stephenson	Fisk	Ellsworth, Benjamin and Roduif	May	Wyckham	Weale
Physical Facilities																			
• Physical Facilities		E												H					
• Store Layout	E	E				E								H	H		E		
• Shopping Ease				H															
• Architecture		E																	
Convenience																			
• Convenience												E					E		
• Locational Convenience	E	E			E	E						E		H	H		E	E	
• Parking	E					E					H				H		E		
Promotion																			
• Sales Promotion												E							
• Displays	E	E				E									H				
• Advertising		E	E									E		H	H		E		
• Trading Stamps												E			H	E			
• Symbols and Colours		E																	
Store Atmosphere																			
• Atmosphere / Congeniality		E	H									E						E	
Institutional factors																			

TABLE 3: STORE IMAGE ATTRIBUTE EVIDENCE COMPILED BY LINDQUIST (1974 –1975) continue

IMAGE/ATTITUDE ATTRIBUTES	**RESEARCHERS**																		
	Rich	Martineau	Arons	Bucklin	Alderson and Sessions	Rich & Portis	Myers	Rachman and Kemp	McCann	Wingate	Stonier	Kunkel and Berry	Tillman	Kelly and Stephenson	Fisk	Ellsworth, Benjamin and Rodulf	May	Wyckham	Weale
• Conservative / Modern		E																	
• Reputation	E	E				E													
• Reliability	E		H			E	E												
Post-Transaction Satisfaction															H				

Before offering specific observations from the figure, two notes of caution should be sounded.

- The attribute categories do not include possible, and most likely probable, combinations of factors. Only evidence of individual Image/Attitude Attributes is present.
- Statements of the relative importance of various attributes with respect to consumer retail store image formulation based upon relative frequency of mention by the investigators cited is not encouraged. However, one may assert that such relative frequency of mention is a valuable indicator of potentially key attributes (Lindquist, 1974-1975:33).

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989)

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et a;* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
1. Merchandise:																										
Quality of merchandise	X									X																
• General quality of merchandise good/high		X				X				X	X	X	X		X			X				X	X	X		X
Selection, Assortment	X			X						X	X		X	X						X	X					X
• Great variety of merchandise				X	X			X							X	X	X	X		X	X	X			X	
• Good variety range/brand of clothes						X									X											
• Buy well know brands																X	X	X								
• Reasonable quantity of stock																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Name tags/brand labels easily found and readable				X										X			X	X								
• Adequate bolt/tags			X																							
• Merchandise easily found										X								X								
• Merchandise sorted in sections – organized display									X																	
• Merchandise pleasant visual appeal																										
• Good quality organization																										
• Out-of-stock adjustments made																										
• Abundance of imported clothing				X																						

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Merchandise clearly marked																										X
Styling, Fashion																										X
• Different styles of merchandise										X			X													
• Variety of sizes available in different styles												X												X		
• Sizes and styles suit own age				X													X	X								
• Presence of new fashion			X									X	X									X			X	
• Presence of designer ware																								X		
Guarantee													X													X
Pricing	X						X						X													X

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Reasonable prices											X									X	X			X		
• Attractive prices																		X								
• Low prices for quality clothing		X	X	X				X						X	X							X			X	
• Variety at low prices					X				X							X										
• Competitive prices						X				X																
• Comparison (range of prices											X															
Sales																										
• Reasonable sales on merchandise			X	X																						
• Marked-down prices during sales																	X	X								
• Special promotion sales on merchandise											X															
Presentation																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Display a tidy environment																			X							
• Clothes ironed and well presented																										
• Clothing presentation not too tacky/fancy																										
• Number of shelves/ racks presented influence sales on products																										
• Merchandise on eye-level position on shelves																										
• Odourless merchandise			X																							
• Neat and clean merchandise			X																							

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	**RESEARCHERS**																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
2. *Service*							X																			
Service, General									X											X						
• Help to carry heavy parcels																		X								
• Trolley or baskets																										
• General satisfaction with service			X										X													X
• Adjustments made on merchandise			X																							
• Service to fit and size				X																						
• Additional services																										
• High security		X																							X	
Salesperson Service						X				X			X							X						
• Advice (helpful suggestions)									X							X						X				
• Time spent with customer			X																				X			

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
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• Ease in obtaining sales help			X	X						X																
• Knowledge of the clothing selling			X						X		X					X	X	X						X		
• Help to find clothing items									X								X							X		
• General satisfaction with salesperson service			X						X																	X
• Caring attitude																									X	
• Adequate number of sales people																										X
Self-service – presence and satisfaction									X				X													X
Presence of related services		X																								

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																								
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Facilities available in or near the store – banks, restaurants, movies, games		X																								
• Convenient public phone and fax facilities																									X	
• Convenient vending machines																										
• Direction information on related services																										
• Toll free number to store on any inquiries																										
• Hair dresser																		X	X							
Ease of Return										X							X									
• Unsatisfactory products													X													X

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
Delivery services										X																
• Delivery service to the home													X				X	X								X
• Order clothes by phone													X				X	X								
• Order clothes from catalogue									X																	
• Order clothes from internet									X																	
Credit																										
• Different credit options available (store card)				X						X			X	X	X	X	X	X								X
• Credit card facilities																		X								
• Laybuy or lay-away services										X																X

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
3. Clientele							X			X																
Social Class Appeal													X													
• Buy clothes at the same store a friends																										X
Self-Image Congruency													X													
• Like to feel special and welcome																										X
Store Personnel	X			X									X	X	X						X					X
• Wear fashionable clothing											X															
• Professional and friendly						X																				
• Helpful suggestions										X		X				X										
• Honest sales person																										
• Courtesy of personnel		X								X		X														
• Unintrusive consumer service																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Sales person same age as consumer																		X								
4. Physical Facilities							X																			
Facilities available										X										X						
• An escalator or elevator													X													X
• Lighting flattering													X													
• Temperature in store not uncomfortable (hot/ cold)													X													
• A washroom													X												X	X
• Facilities for disabled people and small children in prams																					X					
• Resting area or at least a chair to rest											X						X	X								
• Bright lighting																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	**RESEARCHERS**																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Adequate lighting in store and dressing room			X																						X	X
• Carpets/ Floors													X													X
• Enough dressing rooms																										
• Store clean and well maintained		X						X		X		X													X	
• Play ground and childcare in store or close by											X										X				X	
• Transportation facilities								X									X									
• Attractive essential facilities										X		X														
• Steps																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Physical facilities ease shopping													X		X	X										
Store Layout									X	X			X								X					X
• Direction information boards/ posters																									X	
• Bright signs																										
• Plenty of room to walk around									X				X													X
• Multiple dressing rooms																										
• Mirrors outside dressing rooms																										
• Clean dressing rooms																										
• Mirrors in dressing room clean and quality																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Enough space in dressing room																										
• Wide aisles													X					X								X
• Private dressing rooms																	X	X								
• Specific traffic route through store																										
• Attractive décor		X																	X							X
• Odourless merchandise																										
• Neat and clean merchandise																										
Architecture													X													X
• Interesting store front																									X	
• Well planned layout											X															
• Interior design																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
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• Attractive landscaping												X													X	
• Expensive looking interior – higher prices																										
• Fashionable image		X																								
• Visible and comfortable entrance and exit																	X									
• Acceptable store surrounding																		X								
• Tidy physical environment						X		X																		
• Convenient entrance and exit																		X	X							
• Quality store image		X										X										X				
5. Convenience																										
General convenience			X											X												

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

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• Location and amount of cash registers																						X				X
• Fast checkout points									X	X								X								
• Return of unsatisfactory products										X																X
• Convenience when shop								X				X														X
• Convenient parking																	X	X								X
• Lunch/refreshments											X										X					
• Visit when weather bad								X																	X	
• Visit when short of time										X															X	
Locational Convenience	X			X		X	X		X	X			X	X	X	X	X		X	X		X		X		X
• Close to home		X			X										X		X	X								

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

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	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
• Close to work		X																								
• Different stores close together		X		X										X	X		X	X							X	X
• Easy accessibility		X							X									X								
• Variety under one roof		X									X										X				X	
• Stores not spread out																									X	
• Eat and drink places																									X	
Transportation								X								X			X							
• Loading zones																										
• Clean attractive travel atmosphere								X																		
• Safety from crime								X																		
• Traffic congestion								X				X														
Parking	X									X																

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

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• Parking available		X			X						X	X	X								X					
• Parking close to store																										
• Undercover and protected parking																										
• Parking costs								X																	X	
• Easy to park								X																	X	
• Enough parking																									X	
Store Hours																									X	
• Convenient hours		X			X				X			X														
• Weekends								X	X																	
• Evenings								X																		
6. Promotion							X																			
Sales promotion											X										X	X				X
• Freely available													X					X								
Advertising/ Displays							X																			X
• Clearly visible													X			X										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

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• Many												X														
• Quality of advertising										X		X														
• Information										X		X														
• Variety of colours in window displays																										
• Window displays desire purchases																										
• Level of displays																										
• Mannequins																										
• On ordinary shelves																										
• Buy promotions at displays													X													
• Notice store displays																										X
• Imaginative displays			X																							
• Adequate information			X																							

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

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Trading Stamps																										
• Trading stamps on returned goods						X							X													X
Symbols and Colours																										
• Effect of colour of décor													X													X
Special events/ exhibits											X			X				X								
• Buy at sales signs																										
7. Store Atmosphere						X																				
Atmosphere / Congeniality	X									X	X		X													
• Pleasant		X										X						X								X
• Feel the warmth, acceptance or ease													X													
• Effect of loud music																										
• Effect of music playing																										

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

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• Dressing while shopping								X																		
• Walkways and sidewalks uncrowded and peaceful								X																		
• Great place to spend a few hours											X										X					
8. Institutional factors																										
Projection													X													
• Conservative											X										X					X
• Modern													X		X											X
Reputation										X																
• Acceptable				X									X			X		X								X
Reliability																										
• Reliable performance								X					X													X

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
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9. *Post-Transaction satisfaction*							X			X																
Merchandise in use													X													
• Buy many items in one store versus single items in many stores																										X
• Access to gift wrapping and packaging																										
Adjustments										X			X													
• Alterations and hems																										X
Returns																										
• Easy accessible complaint handling																										
• Refund policy and procedure																										X

TABLE 4: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1974 - 1989) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Bearden (1977)	Bellenger *et al* (1977)	Cary & Zylla (1981)	Chowdhary (1989)	Dardis & Sandler (1971)	Darden & Ashton (1974-1975)	Engel *et al* (1986)	Gautschi (1981)	Gill (1989)	Hansen & Deutscher (1977-1978)	Houston & Nevin (1980)	Howell & Rogers (1980)	Lindquist (1974-1975)	Lumpkin (1984)	Lumpkin (1985)	Limpkin & Greenberg (1982)	Lumpkin & Hite (1988)	Lumpkin *et al* (1985)	Lumpkin *et al* (1986)	Malhotra (1983)	Nevin & Houston (1980)	Pessemier (1980)	Solomon (1987)	Thorpe & Avery (1984)	Wee (1986)	Zimmer & Golden (1988)
Consumer satisfaction																										
• Satisfaction with purchase														X												

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002)

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Amirani & Gates (1993)	Berman & Evans (1992)	Birtwistle & Siddiqui (1995)	Chen-Yu & Seock (2002)	Chowdhary (1999)	Cox & Brittain (1993)	Donnellan (1996)	Evans & Berman (1992)	Frings (1996)	Hawkins *et al* (1998)	Hong & Koh (2002)	Huddleston *et al* (1990)	Ko & Kincade (1997)	Lee & Johnson (1997)	Leung & Fung (1996)	MacDonald *et al* (1994)	O'Connor (1992)	Oppewal *et al* (1997)	Peter & Olson (1990)	Shim & Bickle (1993)	Shim & Kotsiopulos (1992a)	Terblanché (1998)	Van de Velde *et al* (1996)	Visser (1994)	Visser *et al* (1996)	Visser & Du Preez (1998)
1. Merchandise:																										
Quality of merchandise	X									X									X							
• General quality of merchandise good/high		X	X		X	X			X			X	X				X	X			X		X	X	X	X
Selection, Assortment	X	X	X							X				X												
• Great variety of merchandise				X							X						X			X	X			X	X	X
• Good variety range/brand of clothes								X										X			X		X			
• Buy well know brands				X	X						X	X														X
• Reasonable quantity of stock																									X	
• Name tags/brand labels easily found and readable					X							X												X	X	X

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																										
	Amirani & Gates (1993)	Berman & Evans (1992)	Birtwistle & Siddiqui (1995)	Chen-Yu & Seock (2002)	Chowdhary (1999)	Cox & Brittain (1993)	Donnellan (1996)	Evans & Berman (1992)	Frings (1996)	Hawkins *et al* (1998)	Hong & Koh (2002)	Huddleston *et al* (1990)	Ko & Kincade (1997)	Lee & Johnson (1997)	Leung & Fung (1996)	MacDonald *et al* (1994)	O'Connor (1992)	Oppewal *et al* (1997)	Peter & Olson (1990)	Shim & Bickle (1993)	Shim & Kotsiopulos (1992a)	Terblanché (1998)	Van de Velde *et al* (1996)	Visser (1994)	Visser *et al* (1996)	Visser & Du Preez (1998)	Williams & Slama (1995)
• Adequate bolt/tags																											
• Merchandise easily found					X							X				X								X	X	X	
• Merchandise easily cleaned and ironed											X																
• Merchandise sorted in sections – organized display																	X										
• Choose clothing according to age*											X																
• Select clothes that give social status*											X																
• Buy clothes that reflect self-image and personality*											X																
• Buy clothes that express lifestyle*											X																

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Buy individualistic clothes*											X															
• Merchandise pleasant visual appeal								X														X				
• Good quality organization								X														X				
• Out-of-stock adjustments made																						X				
• Abundance of imported clothing																										
• Merchandise clearly marked																										
Styling, Fashion	X	X								X																
• Different styles of merchandise				X				X																		
• Variety of sizes available in different styles				X																						

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Sizes and styles suit own age											X		X							X				X	X	X
• Presence of new fashion		X	X					X											X	X	X		X			
• Presence of designer ware											X															
• Buy latest styles*											X															
• Choose classic styles*											X															
• Choose formal styles*											X															
• Variety of styles and colours*											X															
Guarantee																			X			X				
Pricing	X			X		X	X			X			X				X		X							
• Reasonable prices			X								X										X				X	
• Attractive prices					X							X												X		X

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Low prices for quality clothing																	X					X				
• Variety at low prices																										
• Competitive prices											X							X								
• Comparison (range of prices		X									X												X			
Sales																										
• Reasonable sales on merchandise																										
• Marked-down prices during sales											X	X												X		X
• Special promotion sales on merchandise		X																				X				
• Bargains during sales*											X															
• Discount coupons and free gifts*											X															
Presentation			X				X																			

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Display a tidy environment																										
• Clothes ironed and well presented																										
• Clothing presentation not too tacky/fancy																										
• Number of shelves/ racks presented influence sales on products														X								X				
• Merchandise on eye-level position on shelves													X									X				
• Odourless merchandise								X														X				
• Neat and clean merchandise								X																		

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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2. Service	X																X									
Service, General						X	X							X					X				X			
• Help to carry heavy parcels																									X	X
• Trolley or baskets																						X				
• General satisfaction with service									X											X	X	X				
• Adjustments made on merchandise																						X				X
• Service to fit and size																										
• Additional services		X																X								
• High security																										
Salesperson Service				X						X									X							
• Advice (helpful suggestions)																										
• Time spent with customer																						X				

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
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• Ease in obtaining sales help																										
• Knowledge of the clothing selling												X												X		X
• Help to find clothing items														X									X		X	X
• General satisfaction with salesperson service																X					X					
• Caring attitude					X																					
• Adequate number of sales people	X																									
Self-service – presence and satisfaction																			X							
Presence of related services																										

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Facilities available in or near the store – banks, restaurants, movies, games																										
• Convenient public phone and fax facilities																						X				
• Convenient vending machines																						X				
• Direction information on related services																						X				
• Toll free number to store on any inquiries																						X				
• Hair dresser																										
Ease of Return				X						X									X							
• Unsatisfactory products					X								X								X	X		X	X	X
Delivery services										X									X							

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

STORE IMAGE ATTRIBUTES	Amirani & Gates (1993)	Berman & Evans (1992)	Birtwistle & Siddiqui (1995)	Chen-Yu & Seock (2002)	Chowdhary (1999)	Cox & Brittain (1993)	Donnellan (1996)	Evans & Berman (1992)	Frings (1996)	Hawkins *et al* (1998)	Hong & Koh (2002)	Huddleston *et al* (1990)	Ko & Kincade (1997)	Lee & Johnson (1997)	Leung & Fung (1996)	MacDonald *et al* (1994)	O'Connor (1992)	Oppewal *et al* (1997)	Peter & Olson (1990)	Shim & Bickle (1993)	Shim & Kotsiopulos (1992a)	Terblanché (1998)	Van de Velde *et al* (1996)	Visser (1994)	Visser *et al* (1996)	Visser & Du Preez (1998)
• Delivery service to the home					X				X			X	X									X			X	X
• Order clothes by phone																									X	X
• Order clothes from catalogue											X									X						
• Order clothes from internet																										
Credit										X									X							
• Different credit options available (store card)			X		X							X		X								X				X
• Credit card facilities						X			X		X	X													X	
• Laybuy or lay-away services										X				X								X				

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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3. Clientele		X				X				X									X							
Social Class Appeal	X																									
• Buy clothes at the same store a friends																						X	X			
Self-Image Congruency																										
• Like to feel special and welcome																						X				
Store Personnel	X	X																X				X				
• Wear fashionable clothing								X																		
• Professional and friendly		X	X					X					X	X			X									
• Helpful suggestions														X												
• Honest sales person														X												
• Courtesy of personnel																									X	
• Unintrusive consumer service														X												

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Sales person same age as consumer					X							X													X	X
• Wardrobe consultant											X															
4. Physical Facilities																	X									
Facilities available		X						X																		
• An escalator orelevator							X	X																		
• Lighting flattering																										
• Temperature in store not uncomfortable (hot/ cold)								X														X				
• A washroom																										
• Facilities for disabled people and small children in prams																						X				
• Resting area or at least a chair to rest				X	X									X		X						X			X	X
• Bright lighting		X																				X				

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Adequate lighting in store and dressing room				X		X								X								X				
• Carpets/ Floors						X	X	X														X				
• Enough dressing rooms				X				X																		
• Store clean and well maintained		X								X							X									
• Playground and childcare in store or close by																						X				
• Transportation facilities																										X
• Attractive essential facilities			X				X			X				X												
• Steps																X										
• Physical facilities ease shopping						X				X																

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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Store Layout			X							X			X					X				X				
• Direction information boards/ posters																						X				
• Bright signs						X	X								X											
• Plenty of room to walk around								X								X						X			X	
• Multiple dressing rooms						X					X															
• Mirrors outside dressing rooms														X												
• Clean dressing rooms								X														X				
• Mirrors in dressing room clean and quality																										
• Enough space in dressing room																										X
• Wide aisles		X				X	X	X														X				X

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• Private dressing rooms								X						X		X						X			X	X
• Specific traffic route through store																X						X				
• Attractive decor							X																			
• Odourless merchandise																										
• Neat and clean merchandise																										
Architecture						X	X																			
• Interesting store front	X							X														X				
• Well-planned layout				X		X		X														X				
• Interior design									X									X								
• Attractive landscaping		X						X													X	X				
• Expensive looking interior – higher prices																						X				
• Fashionable image									X																	

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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• Visible and comfortable entrance and exit																										
• Acceptable store surrounding								X														X				
• Tidy physical environment								X														X			X	X
• Convenient entrance and exit						X		X																	X	X
• Quality store image																										
5. Convenience																			X							
General convenience																										
• Location and amount of cash registers		X						X						X								X			X	
• Fast checkout points					X							X														X
• Return of unsatisfactory products					X									X												

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• Convenience when shopping														X				X								
• Convenient parking					X							X												X	X	
• Lunch/refreshments																						X				
• Visit when weather bad																										
• Visit when short of time																										
Locational Convenience		X			X	X				X							X	X					X			
• Close to home												X													X	X
• Close to work																										
• Different stores close together																										X
• Easy accessibility																		X			X	X				
• Variety under one roof					X							X													X	

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• Stores not spread out																										
• Eat and drink places																										
Transportation																										
• Loading zones																										
• Clean, attractive travel atmosphere																										
• Safety from crime														X												
• Traffic congestion								X														X				
Parking										X																
• Parking available			X								X															
• Parking close to store																										
• Undercover and protected parking																										
• Parking costs									X																	
• Easy to park																										X
• Enough parking																										

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

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Store Hours						X																				
• Convenient hours			X						X					X								X				
• Weekends									X																	
• Evenings																										
6. Promotion																			X							
Sales promotion		X				X	X		X				X										X			
• Freely available			X		X							X												X	X	X
Advertising/ Displays		X					X			X							X									
• Clearly visible																										
• Many		X																								
• Quality of advertising																										
• Information											X															
• Variety of colours in window displays									X													X				
• Window displays desire purchases			X	X					X													X				
• Level of displays																						X				
• Mannequins									X													X				

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Amirani & Gates (1993)	Berman & Evans (1992)	Birtwistle & Siddiqui (1995)	Chen-Yu & Seock (2002)	Chowdhary (1999)	Cox & Brittain (1993)	Donnellan (1996)	Evans & Berman (1992)	Frings (1996)	Hawkins *et al* (1998)	Hong & Koh (2002)	Huddleston *et al* (1990)	Ko & Kincade (1997)	Lee & Johnson (1997)	Leung & Fung (1996)	MacDonald *et al* (1994)	O'Connor (1992)	Oppewal *et al* (1997)	Peter & Olson (1990)	Shim & Bickle (1993)	Shim & Kotsiopulos (1992a)	Terblanché (1998)	Van de Velde *et al* (1996)	Visser (1994)	Visser *et al* (1996)	Visser & Du Preez (1998)
• On ordinary shelves																						X				
• Buy promotions at displays								X																		
• Notice store displays				X				X															X			
• Imaginative displays																										
• Adequate information																										
Trading Stamps																										
• Trading stamps on returned goods								X														X				
Symbols and Colours																										
• Effect of colour of décor																						X				
Special events/ exhibits							X																			
• Buy at sales signs																										
7. Store Atmosphere	X																		X							
Atmosphere / Congeniality						X				X			X													
• Pleasant			X																							

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Amirani & Gates (1993)	Berman & Evans (1992)	Birtwistle & Siddiqui (1995)	Chen-Yu & Seock (2002)	Chowdhary (1999)	Cox & Brittain (1993)	Donnellan (1996)	Evans & Berman (1992)	Frings (1996)	Hawkins *et al* (1998)	Hong & Koh (2002)	Huddleston *et al* (1990)	Ko & Kincade (1997)	Lee & Johnson (1997)	Leung & Fung (1996)	MacDonald *et al* (1994)	O'Connor (1992)	Oppewal *et al* (1997)	Peter & Olson (1990)	Shim & Bickle (1993)	Shim & Kotsiopulos (1992a)	Terblanché (1998)	Van de Velde *et al* (1996)	Visser (1994)	Visser *et al* (1996)	Visser & Du Preez (1998)
• Feel the warmth, acceptance or ease									X																	
• Effect of loud music								X																		
• Effect of music playing				X				X														X				
• Dressing while shopping																										X
• Walkways and sidewalks uncrowded and peaceful																										
• Great place to spend a few hours								X																		
8. *Institutional factors*																										
Projection		X																								
• Conservative																										
• Modern																										X
Reputation				X			X			X																
• Acceptable			X		X							X												X	X	

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																									
	Amirani & Gates (1993)	Berman & Evans (1992)	Birtwistle & Siddiqui (1995)	Chen-Yu & Seock (2002)	Chowdhary (1999)	Cox & Brittain (1993)	Donnellan (1996)	Evans & Berman (1992)	Frings (1996)	Hawkins *et al* (1998)	Hong & Koh (2002)	Huddleston *et al* (1990)	Ko & Kincade (1997)	Lee & Johnson (1997)	Leung & Fung (1996)	MacDonald *et al* (1994)	O'Connor (1992)	Oppewal *et al* (1997)	Peter & Olson (1990)	Shim & Bickle (1993)	Shim & Kotsiopulos (1992a)	Terblanché (1998)	Van de Velde *et al* (1996)	Visser (1994)	Visser *et al* (1996)	Visser & Du Preez (1998)
Reliability																										
• Reliable performance																										
9. Post-Transaction satisfaction										X																
Merchandise in use																										
• Buy many items in one store versus single items in many stores																										
• Access to gift wrapping and packaging									X					X								X				
Adjustments						X																				
• Alterations and hems														X												
Returns						X																				
• Easy accessible complaint handling					X																	X				

TABLE 5: SAMPLE STATEMENTS OF IMPORTANCE OF STORE IMAGE ATTRIBUTES (1990 – 2002) continue

STORE IMAGE ATTRIBUTES	RESEARCHERS																								
	Amirani & Gates (1993)	Berman & Evans (1992)	Birtwistle & Siddiqui (1995)	Chen-Yu & Seock (2002)	Chowdhary (1999)	Cox & Brittain (1993)	Donnellan (1996)	Evans & Berman (1992)	Frings (1996)	Hawkins *et al* (1998)	Hong & Koh (2002)	Huddleston *et al* (1990)	Ko & Kincade (1997)	Lee & Johnson (1997)	Leung & Fung (1996)	MacDonald *et al* (1994)	O'Connor (1992)	Oppewal *et al* (1997)	Peter & Olson (1990)	Shim & Bickle (1993)	Shim & Kotsiopulos (1992a)	Terblanché (1998)	Van de Velde *et al* (1996)	Visser (1994)	Visser *et al* (1996)	Visser & Du Preez (1998)
• Refund policy and procedure			X			X								X												
Consumer satisfaction		X																								
• Satisfaction with purchase																										

* Attributes added after 1990

APPENDIX C

QUESTIONNAIRE

ON

CLOTHING STORE IMAGE

COMPILED BY

MRS EH KLEINHANS
MASTER'S DEGREE IN CONSUMER SCIENCE
DEPARTMENT OF CONSUMER SCIENCE:
FOOD, CLOTHING, HOUSING
UNIVERSITY OF STELLENBOSCH
STELLENBOSCH
7600

February 2000

UNIVERSITEIT VAN STELLENBOSCH
UNIVERSITY OF STELLENBOSCH

CONSUMER PERCEPTION OF THE ATTRIBUTES INFLUENCING CLOTHING STORE IMAGE

TO ALL RESPONDENTS

Mrs Elna Kleinhans is currently conducting research on the perception of female consumer on the attributes influencing clothing store image. We need your support and contribution to be able to complete the study. Your participation is **voluntary** and information will be handled with **confidentiality**.

Please read the following questionnaire and complete the questions asked. It will not take more than 30 minutes of your time. Please make sure you answer all the questions. There are no right or wrong answers.

We trust that the research will benefit you as a buyer of clothing. Please give your name and address to Mrs Kleinhans if you are interested in the results of the survey.

Thank you for your co-operation and support

Mrs E H Kleinhans

Study committee:
Proff E M Visser, A M van Aardt, J B du Toit
University of Stellenbosch

February 2000

FOR OFFICE USE ONLY

Pta	NG	2	3											
Technikon:		Year:		Major:								Questionnaire		

SECTION 1: IMAGE ATTRIBUTES OF CLOTHING STORE

How **important (unimportant)** are the following clothing store attributes in determining the **IMAGE** of a **CLOTHING STORE?** Please **circle the number** that best matches your response.

Unimportant — Important

MERCHANDISE IN STORE (Merchandise is clothing offered by a clothing store)					
1. Good quality of clothes	1	2	3	4	5
2. Variety in different categories of clothes (e.g. jeans, T-shirts, shirts, etc)	1	2	3	4	5
3. Variety in different sizes of clothes (e.g. small, medium, large)	1	2	3	4	5
4. Visible name tags/brand names	1	2	3	4	5
5. Sizes suit my age	1	2	3	4	5
6. Styles suit my age	1	2	3	4	5
7. Fashionable styles (latest styles)	1	2	3	4	5
8. Competitive/ Reasonable prices	1	2	3	4	5
9. Low prices (value for money)	1	2	3	4	5
10. Reduced prices (mark–downs or sales)	1	2	3	4	5
11. Merchandise easy to find	1	2	3	4	5
12. Tidy inside store environment	1	2	3	4	5
13. Clean merchandise	1	2	3	4	5

SERVICE IN STORE					
14. A trolley or basket to carry clothing	1	2	3	4	5
15. Security (e.g. cameras and officers)	1	2	3	4	5
16. Alterations to clothes free of charge	1	2	3	4	5
17. Service to fit clothes	1	2	3	4	5
18. Enough salespeople	1	2	3	4	5
19. Salesperson's advice to help me with my buying decisions	1	2	3	4	5
20. Salespeople's advice to help me find clothes	1	2	3	4	5
21. Knowledgeable salespeople (knowledge of the clothes they sell)	1	2	3	4	5
22. Availability of self-service	1	2	3	4	5
23. Ease with which merchandise can be returned if unsatisfactory	1	2	3	4	5
24. Refunding of unsatisfactory clothes	1	2	3	4	5
25. Delivery service to my home/residence	1	2	3	4	5
26. Mail-order services through a catalogue	1	2	3	4	5
27. Internet ordering facilities	1	2	3	4	5
28. Credit card or bank card facilities	1	2	3	4	5
29. Store card facilities	1	2	3	4	5
30. Lay-buy or lay-away services	1	2	3	4	5

Unimportant → Important

CUSTOMERS AND SALESPEOPLE					
31. Buying clothes at the same store as my friends	1	2	3	4	5
32. Feeling special and welcome when entering the clothing store	1	2	3	4	5
33. Not intruding salespeople	1	2	3	4	5
34. Caring/ helpful salespeople	1	2	3	4	5
35. Friendly salespeople	1	2	3	4	5
36. Honest salespeople	1	2	3	4	5
37. Polite salespeople	1	2	3	4	5
38. Salespeople of my age	1	2	3	4	5
39. Salespeople of my gender	1	2	3	4	5
40. Fashionably dressed salespeople	1	2	3	4	5
41. Well-groomed (tidy) salespeople	1	2	3	4	5

PHYSICAL FACILITIES IN STORE					
42. Escalator and/or lift	1	2	3	4	5
43. Washroom	1	2	3	4	5
44. Resting area (at least chairs to rest while shopping)	1	2	3	4	5
45. Sufficient number of dressing room	1	2	3	4	5
46. Provision for physically disabled people	1	2	3	4	5
47. Enough lights in the store	1	2	3	4	5
48. Enough lights in dressing room	1	2	3	4	5
49. Comfortable temperature	1	2	3	4	5
50. Cleanliness of the store	1	2	3	4	5
51. Maintenance of the store	1	2	3	4	5
52. Floor covering (carpets, tiles, etc)	1	2	3	4	5
53. Interesting store front	1	2	3	4	5
54. Visible/easy access to entrance	1	2	3	4	5
55. Visible/easy access to store exit	1	2	3	4	5
56. Fashionable interior	1	2	3	4	5
57. Position of aisles	1	2	3	4	5
58. Width of aisles (plenty of room to walk around)	1	2	3	4	5
60. Sufficient direction information boards and posters	1	2	3	4	5
61. Big enough dressing rooms	1	2	3	4	5
62. Mirrors in the dressing rooms	1	2	3	4	5
63. Privacy in dressing rooms	1	2	3	4	5
64. Brackets to hang clothes in the dressing room	1	2	3	4	5
65. Attractive décor	1	2	3	4	5

Unimportant → Important

LOCATION AND CONVENIENCE OF STORE					
66. Outside appearance of clothing stores	1	2	3	4	5
67. Fast checkout points (pay points) in clothing stores	1	2	3	4	5
68. Clothing stores close to my home	1	2	3	4	5
69. Shopping centre where other clothing stores are nearby	1	2	3	4	5
70. Availability of a parking area near clothing stores	1	2	3	4	5
71. Availability of access to public transport	1	2	3	4	5
72. Clothing stores close to my work	1	2	3	4	5
73. Restaurants and other stores nearby to clothing stores	1	2	3	4	5
74. Safe shopping area	1	2	3	4	5
75. Convenient store hours	1	2	3	4	5

PROMOTION					
76. Availability of advertised clothing	1	2	3	4	5
77. Clearly visible in-store advertisements	1	2	3	4	5
78. Window displays of clothing	1	2	3	4	5
79. In-store displays of clothing	1	2	3	4	5
80. Symbols used in advertisements (e.g. logos)	1	2	3	4	5
81. Promotions at the point of display (instead of at the normal shelve)	1	2	3	4	5
82. Special events, such as discount offers or sales	1	2	3	4	5

STORE ATMOSPHERE					
83. Type of music playing	1	2	3	4	5
84. Loudness of music playing	1	2	3	4	5
85. Feel at ease when entering the store	1	2	3	4	5
86. Uncrowded store	1	2	3	4	5

INSTITUTIONAL FACTOR					
87. Reputation of the store	1	2	3	4	5
88. Reliability of the salespeople	1	2	3	4	5
89. Fashion policy of the store (for example whether they sell high fashion or not)	1	2	3	4	5

POST TRANSACTION SATISFACTION					
90. Clothes I buy will still be satisfactory when I wear them	1	2	3	4	5
91. Sympathetic complaint handling	1	2	3	4	5
92. Fair refund policy (give money back)	1	2	3	4	5

SECTION 2: LIFESTYLE

Please indicate on the five-point scale **how often** you participated in the following activities or visited the following places. Please **circle the number** that best matches your response.

	Never	On occasion	Sometimes	Often	Very often
1. Movies in a cinema	1	2	3	4	5
2. Hobbies or Do-it-yourself projects	1	2	3	4	5
3. Needlework or crafts	1	2	3	4	5
4. Outdoor activities	1	2	3	4	5
5. Cooking or baking	1	2	3	4	5
6. Travel (leisure or work related)	1	2	3	4	5
7. Physical exercise	1	2	3	4	5
8. Attend sports meetings	1	2	3	4	5
9. Art museum or gallery	1	2	3	4	5
10. Ballet/Opera/ Musical performance	1	2	3	4	5
11. Shopping for clothing	1	2	3	4	5
12. Trying on clothes	1	2	3	4	5
13. Try to dress stylish	1	2	3	4	5
14. Shop at clothing sales	1	2	3	4	5
15. Buy clothes at boutiques	1	2	3	4	5
16. Buy clothes at designers	1	2	3	4	5
17. Read fashion magazines (Vogue)	1	2	3	4	5
18. Window-shopping	1	2	3	4	5
19. Attend fashion shows	1	2	3	4	5
20. Entertain friends at home or eat out at friends	1	2	3	4	5
21. Eat out in a restaurant	1	2	3	4	5
22. Family gatherings	1	2	3	4	5
23. Join friends when shopping to socialize	1	2	3	4	5
24. Church attendance and activities	1	2	3	4	5
25. Community service	1	2	3	4	5
26. Services to technikon	1	2	3	4	5
27. Watch TV at home	1	2	3	4	5
28. Listen to the radio	1	2	3	4	5
29. Read newspapers	1	2	3	4	5
30. Read magazines	1	2	3	4	5

SECTION 3: DEMOGRAPHIC INFORMATION (Strictly confidential)

Please put a **cross (X)** in the applicable box.

1. Age		**6. Approximately how much do you spend on clothing per month/ each month?**	
18 – 19 years		Less than R99	
20 – 21		R100 – R199	
22- 23		R200 – R299	
24 – 25		R300 – R399	
26 – 27		R400 – R499	
28 years and older		R500 – R599	
		More than R600	
2. Population group		**7. Where do you stay during your study period?**	
Asian		At home with family	
Black/African		In a Hotel	
Ndebele		In the technikon hostel/ residence	
Pedi		Hired private room	
Shangaan/ Tsonga		Hired flat	
Sotho (Southern)		Commune	
Sotho (Northern)		Other, please specify: ____________	
Swazi		**8. How do you travel when shopping for clothing?**	
Tswana			
Northern Tswana		Walk	
Venda		Own car	
Zulu		Friend's car	
Xhosa		Bus	
Brown/ Coloured		Taxi	
White		Other, please specify: ____________	
Other, please specify: ____________			
3. Highest formal qualifications		**9. How long does it take you to reach the clothing store(s) of your choice?**	
St 8/ Grade 10		Less than 15 minutes	
St 10/Grade 12		15 minutes	
Diploma/ Degree		30 minutes	
		45 minutes	
4. How many children do you have?		1 hour	
Please specify __________		2 hours	
		More than 2 hours	
5. Marital status		**10. How often do you buy clothes?**	
Cohabitation/ living together		Weekly	
Married		Monthly	
Never married		Twice a year	
Divorced/ Separated		Three times a year	
Widow		Once every year	
		Only when in need of clothes	
		Other, please specify ___________	

11. At which of the following stores do you buy clothes, and how often?								
	Never	1-2 per year	3 - 4 per year	5 - 6 per year	7 - 8 per year	9 - 10 per year	11-12 per year	More frequently
Ackermans	1	2	3	4	5	6	7	8
Bergers	1	2	3	4	5	6	7	8
Choice clothing	1	2	3	4	5	6	7	8
Edgars	1	2	3	4	5	6	7	8
Foschini	1	2	3	4	5	6	7	8
Jets	1	2	3	4	5	6	7	8
Milady's	1	2	3	4	5	6	7	8
Mr Price	1	2	3	4	5	6	7	8
Pages/Exact	1	2	3	4	5	6	7	8
Pep Stores	1	2	3	4	5	6	7	8
Queens Park	1	2	3	4	5	6	7	8
Saleshouse	1	2	3	4	5	6	7	8
Smiley's Warehouse	1	2	3	4	5	6	7	8
Topics	1	2	3	4	5	6	7	8
Truworths	1	2	3	4	5	6	7	8
Woolworths	1	2	3	4	5	6	7	8
Other, please specify the name of the store and how often you buy there.								
1	1	2	3	4	5	6	7	8
2	1	2	3	4	5	6	7	8
3	1	2	3	4	5	6	7	8
4	1	2	3	4	5	6	7	8
5	1	2	3	4	5	6	7	8

THANK YOU VERY MUCH FOR COMPLETING THE QUESTIONNAIRE

APPENDIX D

TABLE 6: FACTOR LOADINGS: STORE IMAGE ATTRIBUTE ITEMS

STORE IMAGE ATTRIBUTES	FACTORS								
	1	2	3	4	5	6	7	8	9
MERCHANDISE IN STORE									
1. Good quality of clothes	0.25	-0.00	0.05	-0.10	0.36	0.11	-0.06	-0.10	0.34
2. Variety in different categories of clothes	0.15	0.09	0.03	0.08	0.40	0.02	-0.20	0.07	0.26
3. Variety in different sizes of clothes	0.17	0.03	-0.06	0.12	0.38	0.03	0.03	-0.02	0.27
4. Visible name tags/brand names	-0.00	0.05	0.01	0.05	0.08	-0.03	0.07	0.11	0.47
5. Sizes suit my age	0.09	0.09	0.07	0.04	0.03	-0.02	0.03	0.03	0.33
6. Styles suit my age	0.10	0.05	0.19	0.12	0.05	0.10	-0.07	-0.03	0.38
7. Fashionable styles (latest styles)	-0.05	0.10	0.03	0.05	0.05	-0.05	0.04	0.20	0.48
8. Competitive/ Reasonable prices	0.30	0.07	-0.13	0.18	0.17	0.18	0.07	-0.27	0.25
9. Low prices (value for money)	0.01	0.20	-0.14	0.16	-0.02	0.27	-0.00	-0.00	0.17
10. Reduced prices (mark–downs or sales)	0.10	0.10	-0.02	0.51	0.05	0.10	0.01	-0.05	0.22
11. Merchandise easy to find	-0.03	0.11	-0.06	0.41	0.03	-0.09	0.26	0.04	0.21
12. Tidy inside store environment	0.07	-0.06	0.14	0.36	0.06	-0.01	-0.05	0.04	0.27
13. Clean merchandise	0.15	0.04	0.20	0.25	0.23	0.04	-0.05	-0.14	0.17
SERVICE IN STORE									
14. A trolley or basket to carry clothing	0.08	0.05	-0.02	-0.02	0.14	0.25	0.48	-0.05	0.13
15. Security (e.g. cameras and officers)	0.20	0.12	0.04	0.07	0.07	0.07	0.38	-0.07	0.20
16. Alterations to clothes free of charge	0.08	0.10	0.08	0.30	-0.01	0.23	0.13	0.22	0.07
17. Service to fit clothes	0.37	0.06	0.20	0.29	0.03	-0.21	0.23	-0.01	0.13
18. Enough salespeople	0.12	-0.03	0.09	0.11	0.41	-0.04	0.49	-0.08	-0.05
19. Salesperson's advice to help me with my buying decisions	0.16	0.12	-0.03	-0.01	0.42	-0.13	0.44	0.00	-0.13
20. Salespeople's advice to help me find clothes	0.03	0.17	-0.10	0.13	0.38	-0.13	0.45	-0.14	0.03

TABLE 6: FACTOR LOADINGS: STORE IMAGE ATTRIBUTE ITEMS continue

STORE IMAGE ATTRIBUTES	FACTORS								
	1	2	3	4	5	6	7	8	9
21. Knowledgeable salespeople (knowledge of the clothes they sell)	0.09	0.14	0.23	0.37	0.47	-0.01	0.20	0.03	-0.10
22. Availability of self-service	0.03	0.11	0.21	0.18	0.16	0.17	0.09	0.16	0.16
23. Ease with which merchandise can be returned if unsatisfactory	0.06	0.10	0.15	0.56	0.17	-0.01	0.01	-0.05	0.02
24. Refunding of unsatisfactory clothes	0.04	0.12	0.02	0.40	0.14	0.23	0.04	-0.04	-0.07
25. Delivery service to my home/ residence	-0.06	0.02	0.02	0.08	-0.17	0.25	0.48	0.25	-0.00
26. Mail-order services through a catalogue	0.02	0.08	0.04	-0.01	0.01	0.10	0.63	0.08	-0.00
27. Internet ordering facilities	-0.00	0.07	0.08	0.06	0.00	0.11	0.59	0.09	0.07
28. Credit card or bank card facilities	0.15	-0.05	0.21	0.02	-0.04	0.04	0.42	0.03	0.31
29. Store card facilities	0.05	0.07	0.03	0.20	0.00	0.06	0.18	-0.11	0.54
30. Lay-buy or lay-away services	0.32	0.00	-0.01	0.11	0.03	0.14	0.22	-0.16	0.36
CUSTOMERS AND SALESPEOPLE									
31. Buying clothes at the same store as my friends	-0.10	0.05	0.03	-0.20	0.02	0.04	0.09	0.37	0.25
32. Feeling special and welcome when entering the clothing store	0.05	0.08	0.25	0.23	0.48	0.00	0.04	0.10	0.07
33. Not intruding salespeople	-0.12	0.12	0.16	0.18	0.30	-0.00	-0.04	0.14	0.26
34. Caring/ helpful salespeople	-0.12	0.12	0.16	0.18	0.62	0.04	0.10	0.03	-0.02
35. Friendly salespeople	0.21	-0.04	0.17	0.07	0.65	0.14	0.11	-0.06	0.02
36. Honest salespeople	0.30	0.16	0.08	0.19	0.51	0.17	0.00	-0.09	0.06
37. Polite salespeople	0.04	0.06	0.21	0.05	0.54	0.17	0.01	0.09	0.15
38. Salespeople of my age	-0.02	-0.00	-0.04	-0.02	0.02	0.05	-0.04	0.73	0.05
39. Salespeople of my gender	0.10	0.00	-0.15	0.10	-0.05	0.07	-0.05	0.69	-0.01

TABLE 6: FACTOR LOADINGS: STORE IMAGE ATTRIBUTE ITEMS continue

STORE IMAGE ATTRIBUTES	FACTORS								
	1	2	3	4	5	6	7	8	9
40. Fashionably dressed salespeople	0.11	0.19	-0.02	0.04	-0.06	-0.10	0.09	0.60	0.04
41. Well-groomed (tidy) salespeople	0.11	0.18	0.10	0.26	0.17	0.05	-0.08	0.22	0.07
PHYSICAL FACILITIES IN STORE									
42. Escalator and/or lift	-0.02	0.23	0.25	-0.01	0.09	0.11	0.25	0.02	0.21
43. Washroom	-0.14	0.18	0.16	0.04	-0.07	0.29	0.21	0.29	-0.00
44. Resting area (at least chairs to rest while shopping)	-0.05	0.18	0.12	0.39	0.05	0.35	0.18	-0.04	0.04
45. Sufficient number of dressing room	0.06	0.07	0.40	0.35	0.28	0.18	0.10	-0.03	0.02
46. Provision for physically disabled people	0.11	0.05	0.31	0.50	0.10	0.16	0.08	-0.00	0.04
47. Enough lights in the store	0.15	0.05	0.63	0.32	0.05	-0.07	0.04	0.07	0.11
48. Enough lights in dressing room	0.17	0.09	0.60	0.21	0.04	-0.04	0.01	0.06	0.14
49. Comfortable temperature	0.12	0.12	0.56	0.01	0.26	0.11	0.10	0.01	0.05
50. Cleanliness of the store	0.19	0.21	0.54	0.10	0.27	0.02	-0.03	-0.11	-0.00
51. Maintenance of the store	0.03	0.30	0.53	0.01	0.21	0.04	0.19	0.02	0.10
52. Floor covering (carpets, tiles, etc)	0.31	0.38	0.44	-0.09	0.08	0.03	0.04	0.20	0.10
53. Interesting store front	0.22	0.50	0.32	0.06	0.03	-0.06	0.11	0.11	0.10
54. Visible/easy access to entrance	0.12	0.54	0.49	0.20	-0.03	0.03	0.05	-0.12	0.06
55. Visible/easy access to store exit	0.14	0.54	0.50	0.14	-0.02	0.08	0.05	-0.07	0.09
56. Fashionable interior	0.06	0.66	0.10	0.19	0.02	0.01	0.10	0.09	0.15
57. Position of aisles	0.03	0.64	0.07	0.18	0.00	0.11	0.04	0.05	0.15
58. Width of aisles (plenty of room to walk around)	-0.00	0.50	0.12	0.04	0.18	0.10	0.09	0.07	0.16
60. Sufficient direction information boards and posters	0.22	0.42	0.06	0.03	0.09	0.14	0.20	-0.00	0.03
61. Big enough dressing rooms	0.05	0.19	0.27	0.07	0.15	0.21	0.10	0.06	0.25

TABLE 6: FACTOR LOADINGS: STORE IMAGE ATTRIBUTE ITEMS continue

STORE IMAGE ATTRIBUTES	FACTORS								
	1	2	3	4	5	6	7	8	9
62. Mirrors in the dressing rooms	0.26	0.05	0.43	0.07	0.05	0.16	-0.04	-0.19	0.13
63. Privacy in dressing rooms	0.32	0.12	0.27	0.18	0.08	0.05	-0.15	0.07	-0.01
64. Brackets to hang clothes in the dressing room	0.37	0.19	0.36	0.20	-0.01	0.21	0.06	-0.13	-0.00
65. Attractive décor	0.25	0.50	0.17	0.11	0.12	0.04	-0.06	0.13	-0.02
LOCATION AND CONVENIENCE OF STORE									
66. Outside appearance of clothing stores	0.25	0.53	0.03	0.06	0.23	0.18	0.01	-0.02	0.00
67. Fast checkout points (pay points in clothing stores	0.22	0.34	0.04	0.35	0.24	0.25	-0.04	-0.08	-0.05
68. Clothing stores close to my home	-0.01	0.17	-0.01	0.06	0.03	0.58	0.15	0.14	0.09
69. Shopping centre where other clothing stores are nearby	0.08	0.24	-0.09	0.21	0.14	0.41	0.04	-0.08	0.13
70. Availability of a parking area near clothing stores	0.20	0.03	0.10	0.00	0.22	0.60	0.11	-0.12	0.04
71. Availability of access to public transport	0.18	-0.01	0.12	0.10	0.06	0.60	-0.00	-0.11	0.02
72. Clothing stores close to my work	0.17	0.04	0.03	0.07	0.04	0.59	0.06	0.20	-0.07
73. Restaurants and other stores nearby to clothing stores	0.01	0.04	0.11	0.05	-0.00	0.56	0.06	0.12	-0.07
74. Safe shopping area	0.47	-0.04	0.12	0.38	0.18	0.26	0.01	-0.07	0.07
75. Convenient store hours	0.40	-0.00	0.24	0.49	0.08	0.13	0.00	0.08	0.04
PROMOTION									
76. Availability of advertised clothing	0.64	0.13	0.21	0.11	0.19	0.02	0.12	-0.04	0.11
77. Clearly visible in-store advertisements	0.68	0.21	0.12	0.14	0.17	0.05	0.10	-0.01	0.07
78. Window displays of clothing	0.62	0.29	0.23	-0.09	0.16	-0.02	0.04	0.09	0.04
79. In-store displays of clothing	0.43	0.37	0.11	-0.02	0.06	0.07	0.03	0.11	0.04

TABLE 6: FACTOR LOADINGS: STORE IMAGE ATTRIBUTE ITEMS continue

STORE IMAGE ATTRIBUTES	FACTORS								
	1	2	3	4	5	6	7	8	9
80. Symbols used in advertisements (e.g. logos)	0.38	0.36	0.17	-0.13	0.15	0.16	0.22	0.21	0.10
81. Promotions at the point of display (instead of at the normal shelve)	0.36	0.36	0.03	0.21	-0.02	0.19	0.10	0.23	-0.03
82. Special events, such as discount offers or sales	0.59	0.07	0.09	0.29	0.06	0.13	0.09	0.02	0.04
STORE ATMOSPHERE									
83. Type of music playing	0.12	0.08	0.24	-0.03	0.20	0.14	0.13	0.34	0.03
84. Loudness of music playing	-0.17	0.14	0.11	-0.04	0.24	0.22	-0.01	0.30	0.13
85. Feel at ease when entering the store	0.26	0.16	0.07	0.21	0.20	0.09	0.07	0.14	0.07
86. Uncrowded store	0.05	-0.03	0.29	0.20	0.12	0.16	0.02	0.24	0.09
INSTITUTIONAL FACTORS									
87. Reputation of the store	0.26	0.28	0.09	0.30	0.10	0.11	-0.02	0.18	0.16
88. Reliability of the salespeople	0.36	0.10	0.09	0.42	0.28	0.06	0.10	0.06	0.17
89. Fashion policy of the store (for example whether they sell high fashion or not)	0.25	0.20	0.13	-0.01	0.05	0.04	0.14	0.18	0.32
POST TRANSACTION SATISFACTION									
90. Clothes I buy will still be satisfactory when I wear them	0.31	0.12	0.25	0.13	0.19	0.17	-0.20	0.06	0.19
91. Sympathetic complaint handling	0.33	0.16	0.16	0.35	0.02	0.26	-0.08	0.05	0.18
92. Fair refund policy	0.30	0.14	0.12	0.45	0.19	0.29	-0.08	0.05	0.05

Valid items

TABLE 7: FACTOR LOADINGS: LIFSTYLE ITEMS

LIFESTYLE CHARACTERISTICS	FACTORS						
	1	2	3	4	5	6	7
1. Movies in a cinema	0.30	-0.33	-0.12	-0.44	-0.14	-0.31	-0.07
2. Hobbies or Do-it-yourself projects	0.32	0.12	0.06	0.51	0.35	-0.09	0.17
3. Needlework or crafts	0.22	0.38	-0.09	0.54	0.30	0.08	0.08
4. Outdoor activities	0.36	0.07	-0.04	0.53	0.36	-0.18	0.09
5. Cooking or baking	0.26	-0.03	-0.13	0.60	0.19	0.29	0.26
6. Travel (leisure or work related)	0.34	-0.01	-0.09	-0.13	-0.36	-0.14	0.36
7. Physical exercise	0.30	0.28	-0.21	-0.05	0.82	-0.25	0.45
8. Attend sports meetings	0.33	0.37	-0.20	-0.08	0.69	-0.28	0.24
9. Art museum or gallery	0.39	0.32	0.02	0.07	-0.08	-0.05	0.05
10. Ballet/Opera/ Musical performance	0.33	0.32	0.04	-0.14	0.25	0.08	0.05
11. Shopping for clothing	0.59	-0.41	-0.12	0.06	0.04	0.05	-0.04
12. Trying on clothes	0.69	-0.49	-0.21	0.03	- 0.02	0.06	-0.01
13. Try to dress stylish	0.75	-0.43	-0.27	0.03	-0.21	0.20	-0.00
14. Shop at clothing sales	0.65	-0.32	-0.30	0.32	-0.05	0.26	-0.01
15. Buy clothes at boutiques	0.38	0.10	0.01	-0.38	-0.21	0.37	0.68
16. Buy clothes at designers	0.32	0.12	0.06	-0.34	0.00	0.39	0.62
17. Read fashion magazines (Vogue)	0.31	-0.19	0.06	-0.00	-0.11	0.21	0.30
18. Window-shopping	0.51	-0.31	-0.17	0.26	-0.09	-0.19	-0.10
19. Attend fashion shows	0.39	0.50	0.04	-0.25	-0.10	-0.07	-0.21
20. Entertain friends at home or eat out at friends	0.37	-0.10	-0.07	-0.08	0.09	0.58	-0.11
21. Eat out in a restaurant	0.40	-0.24	-0.11	-0.36	0.07	-0.20	-0.11
22. Family gatherings	0.40	0.10	0.12	0.15	0.19	0.72	-0.42
23. Join friends when shopping to socialize	0.37	0.02	0.06	0.17	0.14	0.59	-0.40
24. Church attendance and activities	0.27	0.21	-0.10	0.39	-0.17	0.03	0.05
25. Community service	0.33	0.74	0.32	-0.14	-0.23	0.06	-0.17
26. Services to technikon	0.34	0.68	-0.04	0.16	-0.09	0.14	-0.13
27. Watch TV at home	0.32	-0.30	0.59	0.18	0.06	0.12	0.19
28. Listen to the radio	0.33	-0.24	0.66	0.25	-0.01	-0.09	0.15
29. Read newspapers	0.31	0.11	0.64	-0.10	-0.21	-0.04	-0.07
30. Read magazines	0.36	-0.14	0.81	0.01	-0.10	-0.09	0.13

Valid items

TABLE 8: COEFFICIENT ALPHA FOR THE STORE IMAGE ATTRIBUTE ITEMS

STORE IMAGE ATTRIBUTE ITEMS	ITEM-TOTAL CORRELATION
FACTOR 1: PROMOTION	
82. Special events, such as discount offers or sales	0.76
76. Availability of advertised clothing	0.72
78. Window displays of clothing	0.71
77. Clearly visible in-store advertising	0.68
79. In-store displays of clothing	0.74
FACTOR 2: STORE LAYOUT	
54. Visible/easy access of entrance	0.79
55. Visible/easy access of store exit	0.78
53. Interesting store front	0.79
66. Outside appearance of clothing stores	0.80
65. Attractive décor	0.79
60. Sufficient direction information boards and posters	0.81
56. Fashionable interior	0.78
57. Position of aisles	0.79
58. Width of aisles	0.80
FACTOR 3: PHYSICAL FACILITIES	
62. Mirrors in the dressing rooms	0.71
50. Cleanliness of the store	0.68
49. Comfortable temperature	0.67
48. Enough lights in the dressing room	0.69
47. Enough lights in the store	0.68
45. Sufficient number of dressing rooms	0.70
51. Maintenance of the store	0.68
52. Floor covering	0.72
FACTOR 4: MERCHANDISE REQUESTS	
23. Ease with which merchandise can be returned if unsatisfactory	0.48
10. Reduced prices (mark-downs or sales)	0.41
92. Fair refund policy	0.49
11. Merchandise easy to find	0.54
FACTOR 5: SALESPEOPLE SERVICE	
35. Friendly salespeople	0.69
36. Honest salespeople	0.70
34. Caring/ helpful salespeople	0.69
32. Feeling special and welcome when entering the clothing store	0.71
37. Polite salespeople	0.71
21. Knowledgeable salespeople	0.69
19. Salespeople's advice to help me with my buying decisions	0.76
FACTOR 6: LOCATION AND CONVENIENCE	
70. Availability of a parking area near clothing stores	0.68

TABLE 8: COEFFICIENT ALPHA FOR THE STORE IMAGE ATTRIBUTE ITEMS continue

STORE IMAGE ATTRIBUTE ITEMS	ITEM-TOTAL CORRELATION
71. Availability of access to public transport	0.69
69. Shopping centre where other clothing stores are nearby	0.71
73. Restaurants and other stores nearby to clothing stores	0.69
72. Clothing stores close to my work	0.65
68. Clothing stores close to my home	0.67
FACTOR 7: VARIOUS STORE SERVICES	
18. Enough salespeople	0.64
20. Salespeople's advice to help me find clothes	0.64
28. Credit card or bank card facilities	0.64
14. A trolley or basket to carry clothing	0.62
27. Internet ordering facilities	0.57
26. Mail-order services through a catalogue	0.57
25. Delivery service to my home/residence	0.63
FACTOR 8: PREFERENCE FOR SALESPEOPLE	
40. Fashionable dressed salespeople	0.73
39. Salespeople my own gender	0.49
38. Salespeople my own age	0.60
FACTOR 9: CREDIT FACILITIES	
29. Store card facilities	0.67

TABLE 9: COEFFICIENT ALPHA FOR THE LIFESTYLE ITEMS

LIFESTYLE ITEMS	ITEM-TOTAL CORRELATION
FACTOR 1: CLOTHING LIFESTYLE	
11. Shopping for clothing	0.66
12. Trying-on clothing	0.62
13. Try to dress stylishly	0.64
14. Shopping at clothing sales	0.67
18. Window-shopping	0.71
FACTOR 2: COMMUNITY INVOLVEMENT	
19. Attending fashion shows	0.66
25. Community service	0.44
26. Service to technikon	0.47
FACTOR 3: MEDIA USAGE	
27. Watching TV at home	0.63
28. Listening to the radio	0.58
29. Reading newspaper	0.61
30. Reading magazines	0.45
FACTOR 4: ACTIVITIES AND INTERESTS	
2. Hobbies or DIY projects	0.33
3. Needlework or crafts	0.38
4. Outdoor activities	0.42
5. Cooking or baking	0.36
FACTOR 5: SPORT ACTIVITIES	
7. Physical exercise	0.49
8. Attending sports meetings	0.49
FACTOR 6: SOCIAL AND FAMILY INVOLVEMENT	
20. Entertaining friends at home or eating-out at friends'	0.56
22. Family gatherings	0.42
23. Joining friends to socialise when shopping	0.49
FACTOR 7: UP-MARKET SHOPPING	
15. Buying clothes at boutiques	0.47
16. Buying clothes from designers	0.47

TABLE 10: CLUSTER PROFILES: STORE IMAGE ATTRIBUTES

CLUSTERS	CHARACTERISTICS
Cluster 1: **Store Intensive shopper** **(n = 183)**	• A wide variety of store image attributes are important, show highest values of all three clusters • Placed importance on ◊ Availability of advertised clothing ◊ clearly visible in-store advertisements • Look at in-store and window displays • Enjoy special events such as sales and discount offers (use advertising to find prices) • Seek a store with card facilities • Prefer a wide variety of store facilities, like ◊ enough light in store and dressing room, enough dressing rooms and mirrors in dressing rooms, temperature control, store clean and maintained, floor covering • Seek merchandise at reduced prices (price- conscious) • Look for fair refund policy and easy to return merchandise • Value easy to find merchandise • Talk to salespeople for advice with buying decisions • Want to feel special and welcome when entering the store • Prefer salespeople how are knowledgeable, caring/ helpful, friendly, honest and polite • Outside appearance of store should be interesting • Look for ◊ easy access to the store entrance and exit ◊ fashionable interior ◊ wide and conveniently placed aisles ◊ sufficient direction information boards and posters • Prefer stores close to home and work • Shop where other clothing stores and restaurants are nearby • Look for easy access to parking and public transport • Display a moderate need for salespeople (age, gender & fashionable) and various store services (trolley or baskets, enough salespeople and their advice in finding clothing, delivery service, card facilities)
Cluster 2: **Practical shopper** **(n = 200)**	• Highly value credit card facilities • Place importance on: convenient facilities in the store such as enough light in store and dressing room, enough dressing rooms and mirrors in dressing rooms, temperature control, store clean and maintained, floor covering • Seek store information from visible in-store advertising, window and in-store displays • Look for easy to find clothing in store (also advertised) • Enjoy special events like discount offers and sales (reduced prices) • Want to feel special and welcome when entering the store • Prefer salespeople who are knowledgeable, caring/ helpful, friendly, honest and polite • Value fair refund policy and easy to return merchandise • Look for an interesting outside appearance of store

TABLE 10: CLUSTER PROFILES: STORE IMAGE ATTRIBUTES continue

CLUSTERS	CHARACTERISTICS
Cluster 2: Practical shopper (n = 200) continue	• Look for ◊ easy access to store entrance and exit ◊ fashionable and attractive interior ◊ wide and conveniently placed aisles ◊ sufficient direction information boards and posters • Display a moderate interest in various store services such as location and convenience attributes such as easy parking at the store, access to public transport, different stores close together, as well as stores close to home or work • Show very little interest in age, gender and dress code of salespeople
Cluster 3: Unconcerned/Apathetic shopper (n = 117)	• Cluster with lowest interest in store image attributes • Highest value on store facilities such as enough light in store and dressing room, enough dressing rooms and mirrors in dressing rooms, temperature control, store clean and maintained, floor covering • Place importance on advertised clothing available and clearly visible • Look at in-store and window displays • Enjoy special events such as sales and discount offers (use advertising to find prices) • Slightly above moderate interest in salespeople attitude (knowledgeable, caring/helpful, friendly, honest and polite) and personal assistance and feeling special and welcome • Show a moderate interest in merchandise requests such as reduced prices, easy to find, refunds and returns, as well as location and convenience, like close to home and work, clothing stores and stores other close together, parking, public transport access • Moderate interest displayed in various store services, like trolley or baskets, enough salespeople and their advice in finding clothing, delivery service, card and store card facilities • Show very little interest in age, gender and dress code of salespeople

TABLE 11: CLUSTER PROFILES: LIFESTYLE CHARACTERISTICS

CLUSTERS	CHARACTERISTICS
Cluster 1: **Social shopper** **(n = 166)**	• Highest values for lifestyle factors • Gather information from television, radio, newspapers and magazines • Engage in social gatherings, entertaining friends and enjoy shopping with friends • Try to dress stylish • Enjoy shopping and trying on clothing • Display price-consciousness (shop at sales) • Compare prices while window –shopping • Show moderate interest in activities like hobbies, needlework/crafts, outdoor activities and cooking • Show little interest in sport activities • Don't like to buy clothes at boutiques and designers
Cluster 2: **Unconcerned shopper** **(n = 204)**	• Lowest general values for lifestyle factors • Enjoy reading magazines and newspapers, watching television, listening to the radio • Show moderate interest in shopping and trying on clothing, dressing stylishly, shopping at sales and window-shopping • Display low involvement with social gatherings and shopping with family and friends • Show little interest in activities like hobbies, needlework/crafts, outdoor activities and cooking • Do not attend community activities
Cluster 3: **Active shopper** **(n = 130)**	• Show active interest in information from television, radio, newspapers and magazines • Enjoy doing sport and attending meetings • Display slightly above moderate interest in social and family gatherings and shopping along with friends • Try to dress stylish • Shop and try on clothing • Shop at sales and do window-shopping • Have a moderate interest in community activities and general activities like hobbies, needlework/crafts, outdoor activities and cooking • Don't like to buy clothes at boutiques and designers

TABLE 12: CLUSTER PROFILES: STORE IMAGE ATTRIBUTES, LIFESTYLE CHARACTERISTICS AND STORE CATEGORIES

CLUSTERS	CHARACTERISTICS
Cluster 1: Practical intensive shopper (n = 176)	**STORE IMAGE ATTRIBUTES**
	• High need for store card facilities • Highest value for a wide variety of store facilities, like enough light in store and dressing room, enough dressing rooms and mirrors in dressing rooms, temperature control, store clean and maintained, floor covering • Place importance on advertised clothing available and clearly visible in-store advertisements • Look at in-store and window displays • Enjoy special events such as sales and discount offers (use advertising to find prices) • Enjoy talking to salespeople for advice with buying decisions • Store should make them feel special and welcome when entering the store • Salespeople should be knowledgeable, caring/helpful, friendly, honest and polite • Seek merchandise at reduced prices (price- conscious) • Look for fair refund policy and easy to return merchandise • Value easy to find merchandise • Outside appearance of store should be interesting • Look for easy access to store entrance and exit • Store interior should be fashionable and attractive • Seek wide and conveniently placed aisles • Sufficient direction information boards and posters • Display a slightly above moderate interest in location and convenience, such as stores close to home and work, stores close together, parking and access to public transport. • Various store services moderately important, like trolleys or baskets, enough salespeople and their advice in finding clothing, delivery service, card and store card facilities. • Show very little interest in age, gender and dress code of salespeople
	LIFESTYLE CHARACTERISTICS
	• Gather information from television, radio, newspapers and magazines • Moderate interest in shopping and stylish dressing • Moderately interested in social and family gatherings and shopping along with friends • Not interested in activities like hobbies, cooking, sport activities and community involvement • Do not visit boutiques and designers
	STORE CATEGORIES
	• Not likely to enjoy shopping, tend to buy at department and discount stores

TABLE 12: CLUSTER PROFILES: STORE IMAGE ATTRIBUTES, LIFESTYLE CHARACTERISTICS AND STORE CATEGORIES continue

CLUSTERS	CHARACTERISTICS
Cluster 2: Active convenience shopper (n = 200)	**STORE IMAGE ATTRIBUTES**
	• Highest level of importance on most of the store image attributes • They mostly valued available and clearly visible advertised and other clothing • Enjoy to look at in-store and windows-displays • Enjoy special events like sales and discount offers • Seek a store with credit card facilities • Convenient facilities in the store should include: enough light in store and dressing room, enough dressing rooms and mirrors in dressing rooms, temperature control, store clean and maintained, floor covering. • Salespeople should give advice on buying decisions, make them feel welcome when entering the store, as well as be knowledgeable, caring/helpful, friendly, honest and polite • Like to buy merchandise at reduced prices (price-conscious) • Value fair refund policy and easy to return merchandise • Look for an interesting outside appearance of store • Seek easy access to store entrance and exit • Look for fashionable and attractive interior • Store should have wide and conveniently placed aisles • Sufficient direction information boards and posters should be displayed • Have a slightly above moderate interests for various store services and location and convenience • Show moderate interest in age, gender and dress code of salespeople • All the store image factors were regarded as important
	LIFESTYLE CHARACTERISTICS
	• Highest lifestyle activities • Actively interested in information from the television, magazines, newspapers and radio • Enjoy shopping and trying on clothing to dress stylishly • Seek clothing sales and do window-shopping • Highly value social and family gatherings and shopping with them • Moderately interested in hobbies and cooking, sport activities and community involvement • Do not visit boutiques and designers
	STORE CATEGORIES
	• Not likely to enjoy shopping, tend to buy at department and discount stores, but less interested than Cluster 1

TABLE 12: CLUSTER PROFILES: STORE IMAGE ATTRIBUTES, LIFESTYLE CHARACTERISTICS AND STORE CATEGORIES continue

CLUSTERS	CHARACTERISTICS
Cluster 3: Informed shopper (n = 24)	**STORE IMAGE ATTRIBUTES**
	• Lowest level of importance of store image attributes • Highly value store facilities like enough light in store and dressing room, enough dressing rooms and mirrors in dressing rooms, temperature control, store clean and maintained, floor covering • Seek store information from the visible in-store advertising, window and in-store displays • Need advertised clothing to be available and clearly visible • Buy at special events like discount offers and sales • They moderately value participate in merchandise requests and value salespeople service and the store layout as important • They seek less than moderate importance on credit facilities, location and convenience of the store and various store services • Show very little interest in age, gender and dress code of salespeople
	LIFESTYLE CHARACTERISTICS
	• Enjoy reading magazines and newspapers, watching television, listening to the radio • Moderately interested in shopping and trying on clothing, dressing stylishly, shop at sales and do windows-shopping • Moderately interested in social and family gatherings and shopping along with friends • Moderately interested in activities like hobbies, needlework/crafts, outdoor activities and cooking • No interest in community and sport activities
	STORE CATEGORIES
	• Not likely to enjoy shopping, tend to buy at discount and department stores