

**FACTORS INFLUENCING THE BUYER
BEHAVIOUR OF GENERATION X AND Y
CONSUMERS IN JOHANNESBURG**

By

Sive Maqula

Submitted in partial fulfilment of the requirements for the
degree of Master of Business Administration to be
awarded at the Nelson Mandela University

December 2021

Supervisor: Dr. Ankit Katrodia

DECLARATION

I, Sive Maqula (208078365), hereby declare that the treatise for Master in Business Administration to be awarded is my own work and that it has not previously been submitted for assessment or completion of any postgraduate qualification to another University or for another qualification.



..... (Signature)
Sive Maqula

Official use:

In accordance with Rule G5.11.4, I hereby declare that the above-mentioned treatise/dissertation/thesis is my own work and that it has not previously been submitted for assessment to another University or for another qualification. However, material from publications by the student may be embodied in a treatise/dissertation/thesis

NELSON MANDELA
UNIVERSITY

**PERMISSION TO SUBMIT FINAL COPIES
OF TREATISE/DISSERTATION/THESIS TO THE EXAMINATION
OFFICE**

Please type or complete in black ink

FACULTY: Business and Economic Sciences

SCHOOL/DEPARTMENT: Business School

I, (surname and initials of supervisor) Katrodia, A.

and (surname and initials of co-supervisor) _____

the supervisor and co-supervisor respectively for (surname and initials of

candidate) Maqula, S.

(student number) 208078365 a candidate for the (full description of
qualification)

MBA

with a treatise/dissertation/thesis entitled (full title of treatise/dissertation/thesis):

Factors influencing the buyer behaviour of Generation X and Y consumers in
Johannesburg.

It is hereby certified that the proposed amendments to the treatise/dissertation/thesis have
been effected and that **permission is granted to the candidate to submit** the final bound
copies of his/her treatise/dissertation/thesis to the examination office.

Ankit J. Katrodia

DR. ANKIT KATRODIA

12 November 2021

SUPERVISOR

DATE

And

CO-SUPERVISOR

DATE

ACKNOWLEDGEMENTS

I hereby express my sincere gratitude to the following people that supported me during this journey:

- To my Lord and Saviour Jesus Christ, who gave me the strength to succeed during this journey – All glory be unto Him!
- To my research supervisor, Dr. Ankit Katrodia, I appreciate your guidance during this journey. I am grateful that I had you as my supervisor.
- To my syndicate group mates from MBA_GT_19.2, I appreciate your support and I am glad that I had the privilege of being in the same group as you guys.
- To all the respondents who took their time to answer my survey. I appreciate it a lot.
- To all my close friends, relatives and everyone else who supported me in different ways – Thank you very much!
- To my wife, Zamalunga, and children, Anaye, Milani and Akahlulwa, for your support throughout the entire journey and for understanding when I was always busy. I love you guys so much.
- To my elder brother, Songezo Maqula, I appreciate your support as my elder brother. I love you.
- Lastly, to my late grandmother and mother, Nowelile and Nonkumbulo Maqula, for all your sacrifices in raising me to be the independent man that I am today. I will forever be grateful to you. I miss you so much and will always love you.

I dedicate this treatise is my beloved grandmother and mother.

ABSTRACT

The purpose of the study described in this treatise was to determine the factors that influence the purchasing behaviour of Generation X and Generation Y sports apparel consumers in Johannesburg. Understanding why customers buy specific products presents an opportunity for companies to design marketing communications strategies that will ensure more customer buying decisions. Studying consumer behaviour is important for sports apparel companies so that they can meet changing customer needs, build customer loyalty and stay in touch with their consumers. Quantitative research methods were used in this study. Primary data were obtained using a closed-ended questionnaire that was completed online. In total, 70 responses were obtained. After collection, the data were analysed using STATISTICA. Based on the proposed research model, perceived product quality and brand image were found to have no positive influence on attitude. Subjective norms and perceived behavioural control were found to have a positive influence on attitude. In addition, attitude was reported to have a positive influence on purchase intention. There were no significant differences in the buying behaviour of Generations X and Y consumers in the present study. Also variables such as gender, race, educational qualifications and income levels had no significant influence on consumer purchase intentions for sports apparel. Therefore, the study recommended that managers and marketers of sports apparel companies use similar marketing strategies for both generational cohorts in order to minimise promotional costs. Managers and marketers can also use experts in the field to run their promotional campaigns. Furthermore, they need to make it easy for their consumers to access sports apparel and provide them with enough information so that their consumption is informed by knowledge. Moreover, managers and marketers need to create favourable consumer attitudes towards their products or brands by using reputable celebrities to endorse them and genuinely engage in charitable initiatives. Sports apparel companies should ensure that they study consumer behaviour on an on-going basis because consumer needs, wants and preferences evolve.

Key words: consumer behaviour, Generation X, Generation Y, Johannesburg, consumers, sports apparel, generational cohorts

TABLE OF CONTENTS

DECLARATION	i
PERMISSION TO SUBMIT FINAL COPIES.....	ii
ACKNOWLEDGEMENTS	iii
ABSTRACT.....	iv
LIST OF FIGURES	ix
LIST OF TABLES.....	x
LIST OF ABBREVIATIONS.....	xi
DEFINITIONS OF KEY CONCEPTS.....	xii
CHAPTER 1.....	1
OUTLINE OF THE STUDY	1
1.1. INTRODUCTION.....	1
1.2. PROBLEM STATEMENT	3
1.3. RESEARCH OBJECTIVES	4
1.4. RESEARCH QUESTIONS.....	5
1.4.1. Main Research Question	5
1.4.2. Secondary Research Questions.....	5
1.5. HYPOTHESES.....	5
1.6. ETHICAL CONSIDERATIONS	7
1.7. OUTLINE OF THE STUDY.....	7
1.8. CHAPTER SUMMARY	8
CHAPTER 2.....	9
LITERATURE REVIEW.....	9
2.1. INTRODUCTION.....	9
2.2. THE MEANING OF CONSUMER BUYING BEHAVIOUR.....	9
2.3. THE CONCEPT OF CONSUMER BEHAVIOUR	10
2.3.1. Factors influencing consumer buying behaviour.....	10
2.3.1.1. Cultural factors	11
2.3.1.2. Social factors.....	11
2.3.1.3. Personal factors	12
2.3.1.4. Psychological factors.....	12
2.3.2. Consumer decision making process	12
2.4. THE IMPORTANCE OF UNDERSTANDING CONSUMER BEHAVIOUR	15
2.4.1. Understanding reasons behind customer purchase intention.....	16
2.4.2. Understanding and satisfying customer needs	16

2.4.3.	Customer loyalty.....	17
2.4.4.	Keeping up with market trends	17
2.5.	MARKET SEGMENTATION	18
2.5.1.	Generational cohorts	18
2.5.2.	Generations X and Y in a consumption context	19
2.5.2.1.	Generation X (Gen X).....	19
2.5.2.2.	Generation Y (Gen Y or millennials)	20
2.6.	THE SPORTS APPAREL INDUSTRY	20
2.6.1.	The sports apparel industry in South Africa	21
2.6.2.	Challenges in the sports apparel industry	21
2.7.	THE THEORY OF REASONED ACTION (TRA) AND THE THEORY OF PLANNED BEHAVIOUR (TPB)	22
2.8.	FACTORS INFLUENCING BUYER BEHAVIOUR	24
2.8.1.	Perceived product quality	24
2.8.2.	Brand Image.....	24
2.8.3.	Subjective norms.....	25
2.8.4.	Perceived behavioural control	25
2.8.5.	Attitude.....	26
2.8.6.	Purchase intention.....	26
2.9.	HYPOTHESISED MODEL TO UNDERSTAND BUYER BEHAVIOUR	27
2.9.1.	The relationship between perceived product quality and attitude	27
2.9.2.	The relationship between brand image and attitude	27
2.9.3.	The relationship between subjective norms and attitude.....	28
2.9.4.	The relationship between perceived behavioural control and attitude	29
2.9.5.	The relationship between attitude and purchase intention	29
2.10.	CHAPTER SUMMARY	31
	CHAPTER 3.....	32
	RESEARCH METHODOLOGY	32
3.1.	INTRODUCTION.....	32
3.2.	RESEARCH PROCESS	32
3.2.1.	Research paradigm	33
3.2.2.	Research approach	35
3.2.3.	Sampling design.....	38
3.2.4.	Data collection.....	39
3.2.4.1.	Pilot study	40
3.2.4.2.	The research instrument.....	40

3.2.5.	Ethical considerations.....	42
3.2.6.	Data analysis approach.....	43
3.3.	DATA QUALITY	44
3.3.1.	Reliability.....	44
3.3.2.	Validity	44
3.4.	CHAPTER SUMMARY	45
CHAPTER 4.....		46
FINDINGS AND ANALYSIS.....		46
4.1.	INTRODUCTION.....	46
4.2.	DESCRIPTIVE STATISTICS	46
4.2.1.	Demographic profile of the respondents and consumer preferences/reasons....	47
4.2.1.1.	Analysis of the response rate by gender.....	49
4.2.1.2.	Analysis of the response rate by age.....	49
4.2.1.3.	Analysis of the response rate by race.....	50
4.2.1.4.	Analysis of the response rate by educational qualifications	50
4.2.1.5.	Analysis of the response rate by employment status	51
4.2.1.6.	Analysis of the response rate by monthly income levels	51
4.2.1.7.	Analysis of the response rate by preferred option when buying sports apparel	52
4.2.1.8.	Analysis of the response rate by reason for buying sports apparel	53
4.2.2.	Analysis of the constructs.....	54
4.2.2.1.	Perceived product quality	54
4.2.2.2.	Brand image.....	55
4.2.2.3.	Subjective norms.....	57
4.2.2.4.	Perceived behavioural control	59
4.2.2.5.	Attitude.....	61
4.2.2.6.	Purchase intention.....	63
4.3.	INFERENCEAL STATISTICS.....	65
4.3.1.	Data reliability.....	66
4.3.1.	Correlation analysis.....	66
4.3.2.	Multiple regression analysis.....	71
4.3.3.	T-tests between the demographic variables and purchase intention.....	66
4.4.	THE RELATIONSHIPS BETWEEN THE CHOSEN VARIABLES.....	74
4.4.1.	The relationship between perceived product quality and attitude.....	74
4.4.2.	The relationship between brand image and attitude	74
4.4.3.	The relationship between subjective norms and attitude.....	75

4.4.4.	The relationship between perceived behavioural control and attitude	75
4.4.5	The relationship between attitude and purchase intention	75
4.5.	CHAPTER SUMMARY	77
CHAPTER 5.....		78
CONCLUSION.....		78
5.1.	INTRODUCTION.....	78
5.2.	OVERVIEW OF THE STUDY	78
5.3.	RESEARCH QUESTIONS.....	78
5.3.1	Main research question	78
5.3.2	Secondary research questions	79
5.3.2.1	Question one (RQ1).....	79
5.3.2.2.	Question two (RQ2)	81
5.3.2.3	Question three (RQ3).....	82
5.3.2.4	Question four (RQ4).....	84
5.3.2.5.	Question five (RQ5)	84
5.4	MANAGERIAL IMPLICATIONS.....	85
5.4.2	Demographics and consumer preferences/reasons.....	85
5.4.3	Perceived product quality	86
5.4.4	Brand image.....	87
5.4.5	Subjective norms.....	88
5.4.6	Perceived behavioural control	89
5.4.7	Attitude.....	90
5.4.8	Purchase intention.....	91
5.5	SUMMARY OF EMPIRICAL FINDINGS	92
5.6	LIMITATIONS OF THE STUDY	95
5.7	RECOMMENDATIONS FOR FUTURE RESEARCH.....	95
5.8	CHAPTER SUMMARY	96
5.9	CONCLUSION	97
REFERENCES		99
ANNEXURES		111
Annexure 1:	Covering letter for the research questionnaire	111
Annexure 2:	The research instrument.....	112
Annexure 3:	Ethics clearance	117
Annexure 4:	Turnitin report.....	120
Annexure 5:	Proof of language editing.....	121

LIST OF FIGURES

Figure 1.1: The proposed research model.....	6
Figure 2.1: Factors that influence consumer behaviour.....	11
Figure 2.2: Model of the consumer decision process.....	13
Figure 2.3: The theory of planned behaviour.....	23
Figure 2.4: Hypothesised research model.....	30
Figure 3.1: The research onion.....	33
Figure 3.2: Induction versus deduction.....	38
Figure 4.1: Response rate by gender.....	49
Figure 4.2: Response rate by age.....	49
Figure 4.3: Response rate by race.....	50
Figure 4.4: Response rate by educational qualifications.....	50
Figure 4.5: Response rate by employment status.....	51
Figure 4.6: Response rate by monthly income.....	52
Figure 4.7: Response rate by preferred option when buying sports apparel.....	53
Figure 4.8: Response rate by reasons for buying sports apparel.....	53
Figure 4.9: Descriptive statistics for perceived product quality.....	55
Figure 4.10: Descriptive statistics for brand image.....	57
Figure 4.11: Descriptive statistics for subjective norm.....	59
Figure 4.12: Descriptive statistics for perceived behavioural control.....	61
Figure 4.13: Descriptive statistics for attitude.....	63
Figure 4.14: Descriptive statistics for purchase intention.....	65
Figure 4.15: Graphical representation of the correlation coefficient interpretation.....	70
Figure 4.16: Revised hypothesised model.....	77
Figure 5.1: Proposed new model of consumer behaviour.....	94

LIST OF TABLES

Table 2.1 Stages of the consumer decision making process	14
Table 3.1: Differences between the positivist and interpretivist paradigms	35
Table 3.2: Quantitative versus qualitative research.....	36
Table 3.3: Section B questions.....	41
Table 3.4 Questionnaire items	42
Table 4.1: Demographic data	47
Table 4.2: Descriptive statistics on perceived product quality	54
Table 4.3 Descriptive statistics for brand image.....	56
Table 4.4: Descriptive statistics for subjective norm.....	58
Table 4.5: Descriptive statistics for perceived behavioural control	60
Table 4.6: Descriptive statistics for attitude	62
Table 4.7: Descriptive statistics for purchase intention.....	64
Table 4.8: Chronbach's alpha results	66
Table 4.9: Grouping by gender.....	67
Table 4.10: Grouping by age	67
Table 4.11: Grouping by age (between Gen X and Y)	68
Table 4.12: Grouping by education level	68
Table 4.13: Grouping by preferred option when buying sports apparel	69
Table 4.14: Grouping by reasons for buying sports apparel.....	69
Table 4.15: Correlation analysis.....	70
Table 4.16: Multiple regression analysis of the relationship between the independent variables and attitude	72
Table 4.17: Multiple regression analysis of the relationship between the independent variables and purchase intention including attitude.....	733
Table 4.18: Multiple regression analysis of the relationship between the independent variables and purchase intention excluding attitude.....	744
Table 4.19: Summary of the hypotheses.....	766

LIST OF ABBREVIATIONS

CDP	consumer decision process model
CSR	corporate social responsibility
GDP	gross domestic product
Gen X	Generation X
Gen Y	Generation Y
GGP	gross geographic product
GGP	gross geographic product
GNP	gross national product
MRO	main research objective
MRQ	main research question
PBC	perceived behavioural control
RO	research objectives
RQ	research questions
RSA	Republic of South Africa
TPB	theory of planned behaviour
TRA	theory of reasoned action
US	United States

DEFINITIONS OF KEY CONCEPTS

A generational cohort - can be defined in terms of particular years of birth, which could extend from 20 to 25 years, or as long as it typically takes one birth group to be born, grow up and have its own children (Meredith & Schewe, 1994).

Attitude - is the extent to which an individual has a favourable or unfavourable evaluation or appraisal of the behaviour in question (Kim & Chung, 2011).

Brand image - can be described as the mental image that customers have of a company (Deheshti, Adabi Firouzjah & Alimohammadi, 2016).

Consumer behaviour - is described as the activities undertaken by people in the acquisition, consumption and disposal of products and services (Blackwell, Miniard & Engel, 2001).

Perceived behavioural control (PBC) - is the perceived ease or difficulty of performing a behaviour (Ajzen, 1991).

Perceived product quality - can be defined as a consumer's judgement of a particular product's superiority and excellence (Zeithaml, 1988).

Purchase intention - refers to a consumer's plan or willingness to buy a certain product or service in the future (Chiu, Chang, Cheng & Fang, 2009).

Subjective norms - refer to the perceived social pressure that motivates an individual to either carry out or not carry out a behaviour (Ajzen, 1991).

CHAPTER 1

OUTLINE OF THE STUDY

1.1. INTRODUCTION

The factors underlying how and why people shop for specific products has been widely studied for many years (Bakewell & Mitchell, 2003). However, these studies have demonstrated that consumer behaviour is unpredictable and dynamic (Jin & Kim, 2003). Understanding why customers buy particular products present an opportunity for companies to design relevant strategies that will ensure more customer buying decisions. Consumer behaviour is defined by Kotler and Armstrong (2017) as the buying behaviour of final customers, who are the individuals and households that buy goods and services for personal consumption.

The study described in this treatise investigated the factors influencing the buying behaviour of Generations X and Y sports apparel consumers in Johannesburg, South Africa. In recent years, the sports apparel industry has become a profitable business globally (Euromonitor International, 2014). According to Watts and Chi (2019), consumers are becoming more interested in healthy lifestyles, resulting in an increased demand for sports apparel that meets performance, functionality and style criteria. Furthermore, sportswear has become an ordinary part of people's wardrobes that goes beyond the gym. This behavioural shift, which spans from baby boomers to millennials and even children, is helping to increase demand in markets, such as sports apparel, consumer electronics and energy drinks (Euromonitor International, 2014).

Therefore, sports apparel companies need to prioritise the study of consumer behaviour in order to understand the factors influencing consumer buying decisions. Customers often find themselves faced with numerous choices when they buy the goods that they need. Thus, it is important for companies to study consumer behaviour if they want to meet the needs of their customers.

The focus of the present study was on Generation X and Generation Y consumers because there is limited research on their buying behaviour in Johannesburg. For years, generational differences, especially between Generation X and Generation Y

have been important subjects of academic research on consumer behaviour (Acar, 2014); Connor, Shaw & Fairhurst, 2008). As pointed out in Lissitsa and Kol (2016), Generation X refers to people born between 1961 and 1979, while Generation Y (sometimes referred to as millennials) encompasses people born between 1980 and 1999.

South Africa is a very diverse nation with different consumer tastes and preferences. The country's diverse population, consisting of many cultures and ethnicities, presents opportunities for various retailers or brands to prosper (Wilson, Oberholzer, Martino & Harding, 2019). Therefore, companies need to understand consumer purchasing behaviour.

Johannesburg, is the biggest single metropolitan contributor of the nation's GDP, contributing almost 16% to the national economy and 40% to the provincial economy (Joburg, 2018). Johannesburg's average annual income per household is R31 048, which is 57% higher, on average, than that of the country as a whole, and 9% higher than the gross geographical product (GGP) per capita for Gauteng (Joburg, 2018). The population of Johannesburg is estimated to be about 4.94 million, according to the 2016 population estimate (Joburg, 2016). A more accurate figure will be obtained in the next census.

There is a great deal of competition in the South African retail market (Independent Online, 2019). Some South African retailers sell very similar products, resulting in customers choosing one retailer over the other, inspired by their need to have distinctive shopping experiences and products (Kumar & Kim, 2014). A number of factors, such as perceived product quality, brand image, subjective norms and perceived behavioural control, are believed to influence consumer attitude, which influences purchase intention. These factors will be discussed in more detail in the sections below.

Textile and clothing industries play a major role in production, manufacturing, trade and job creation in many developing nations (Keane & Te Velde, 2008). The clothing retail market contributes significantly to the gross domestic product (GDP) and employment creation in these countries. For example, in 2018, retail sales of

clothing, footwear and textiles totalled more than R175 billion in South Africa (Globe Newswire, 2019).

It is very important for clothing marketers to have sufficient knowledge of the many factors that influence consumer decisions in order to ensure successful product delivery and customer retention in the marketplace (Mafini & Dhurup, 2014). In addition, Maziriri, Chuchu and Madinga (2019) argue that retailers need to develop an understanding the factors that influence buyers when selecting a store from which to buy the products they seek.

1.2. PROBLEM STATEMENT

Owing to the competition amongst sports apparel companies, firms need to study consumer behaviour to understand the reasons behind consumer buying decisions so that they can meet customer needs and wants. The present study aimed to provide sports apparel companies with an understanding of the factors that influence consumer buying behaviour.

Previous studies of sports apparel consumption locally and internationally have paid little attention to the measurement of consumer decision-making trends (Mandhlazi, Dhurup, & Mafini, 2013); Mafini & Dhurup, 2014; Manna, 2019). In addition, there is insufficient research on the factors influencing the buying behaviour of Generations X and Y consumers in Johannesburg.

In Johannesburg, there is a great deal of competition amongst sportswear companies, such as Totalsports, Mr Price Sport and Sportsman's Warehouse, in capturing customer patronage, with each company fighting for a share in the market. Thus, if a company does not understand what influences customers' decisions to buy a product, it will not know what strategies to implement to ensure more buyers.

Each individual sports apparel company employs people who support families, and thus depend on their jobs. However, if fewer of their store's products are being bought, there will be job losses. This is undesirable because South Africa already finds itself with a national unemployment rate of 32.6% (Stats SA, 2021) and cannot afford any more jobs being lost. This is why it is so important for sports apparel

companies to understand consumers' buying behaviour, so that they can effectively attract more customers, and thus stay in business.

Moreover, Watts and Chi (2019) maintain that, despite the substantial growth in the use of sports apparel, not much research has been done on the determinants of sportswear consumption for casual wear. As pointed out in Chi and Kilduff (2011), there is still a gap in the literature in terms of exploring the purchase intention for sports apparel. This gap still exists in South Africa and more studies are needed to address it. Consequently, it is a worthwhile exercise to examine the factors that influence the attitudes and purchase intentions of South African consumers towards sport apparel, especially foreign brands (Dhurup, Muposhi, & Shamhuyenzva, 2015).

Sportswear companies face potentially negative consequences if they do not have an understanding of consumer behaviour and identity. Hence, the study aimed to complement existing research on consumer purchasing decision-making within a Johannesburg context.

1.3. RESEARCH OBJECTIVES

Main research objective (MRO): The primary research objective of the study was to determine the factors that influence the purchasing behaviour of Generation X and Generation Y sports apparel consumers in Johannesburg.

To achieve the above-mentioned primary objective, the following secondary research objectives (RO's) were formulated:

RO1: To determine whether there are any significant differences in the buying behaviour of Generations X and Y sports apparel consumers

RO2: To determine which of the independent variables have significant relationships with consumer attitude and purchase intention

RO3: To conduct an empirical research study and determine whether there are any similarities and differences between the existing literature and the findings of the study under consideration

1.4. RESEARCH QUESTIONS

1.4.1. Main Research Question

Main research question (MRQ): What are the factors influencing the buying behaviour of Generations X and Y sports apparel consumers in Johannesburg?

1.4.2. Secondary Research Questions

In order to address the above main question, the following secondary research questions were formulated:

RQ1: Based on the hypothesised research model, which of the constructs found in the literature have a significant influence on consumer attitude and purchase intention?

RQ2: Why is the study of consumer buying behaviour important for sports apparel companies?

RQ3: How can sports apparel companies create a favourable attitude towards their brands, increase purchase intention and achieve a competitive advantage?

RQ4: Are there any significant differences in the buying behaviour of Generations X and Y sports apparel consumers that marketers need to understand when designing promotional strategies for these two generational cohorts?

RQ5: Why is it so important for sports apparel companies to create a favourable consumer attitude towards their brands?

1.5. HYPOTHESES

From various literature sources like Putra, Hartoyo and Simanjuntak (2017); Jai and Ziegler (2019); Paul, Modi and Patel (2016) and Cristea and Gheorghiu (2016), it was found that perceived product quality, brand image, subjective norms, and perceived behavioural control have a positive influence on consumer attitude. Watts and Chi (2019) further state that attitude has a positive influence on purchase

intention. The following hypotheses were then developed to test these relationships between the variables:

H1: Perceived product quality positively influences the attitudes of Generations X and Y sports apparel consumers.

H2: Brand image positively influences the attitudes of Generations X and Y sports apparel consumers.

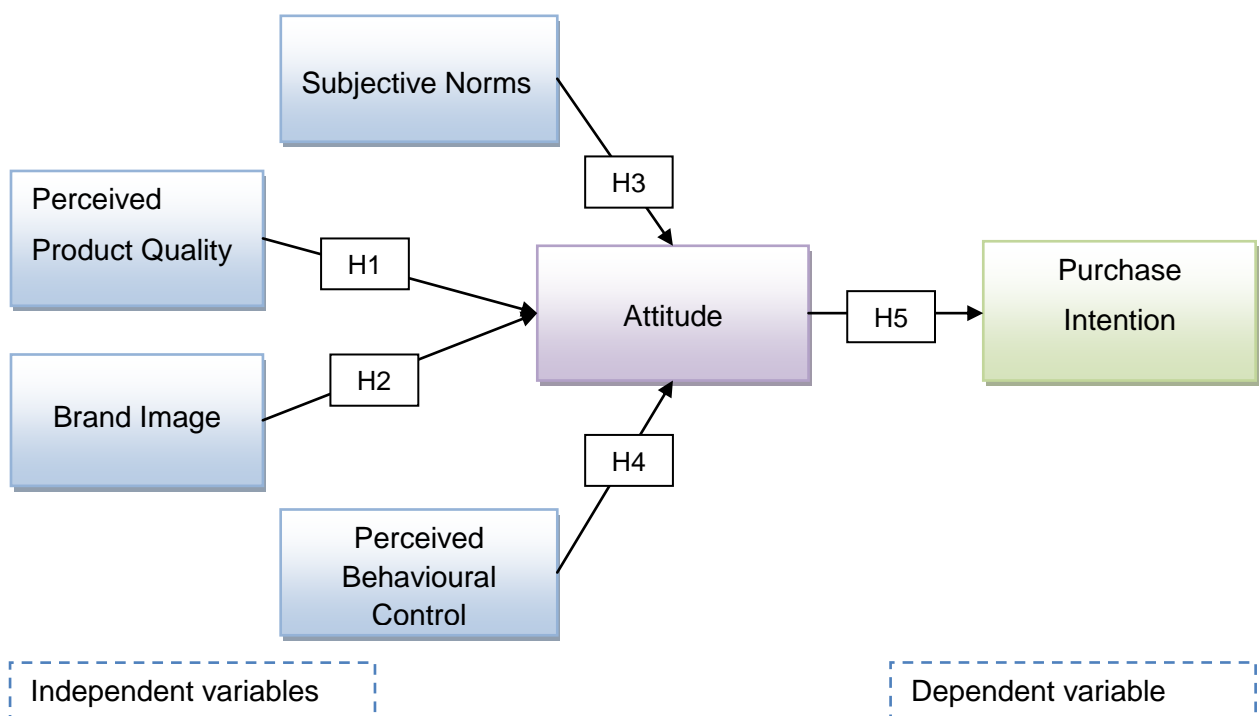
H3: Subjective norms positively influence the attitudes of Generations X and Y sports apparel consumers.

H4: Perceived behavioural control positively influences the attitudes of Generations X and Y sports apparel consumers.

H5: Attitude positively influences the purchase intentions of Generations X and Y sports apparel consumers.

Figure 1.1 below illustrates the proposed research model that was used in the study. In the end, the empirical results determined the viability of the model.

Figure 1.1: Hypothesised research model



Source: Author's own construct

1.6. ETHICAL CONSIDERATIONS

The research ethics protocol of the Nelson Mandela University was maintained in the study:

- All the respondents were above the age of 18.
- The participants were requested to answer closed-ended questions in the form of an online survey.
- Consent was requested from the respondents prior to their participation.
- The privacy, confidentiality and anonymity of the respondents were maintained. No personal information that could be used to identify the respondents was requested.
- The respondents were allowed to withdraw their participation at any stage. The respondents were informed that their participation was voluntary and that no benefit would accrue to them because of participating in this study.
- All the participants were treated with the respect and dignity that they deserved. They were not subjected to any harm due to their participation in this study.

1.7. OUTLINE OF THE STUDY

This study consists of five chapters as outlined below:

Chapter 1 introduced the scope of the study, detailing the problem statement, research questions, research objectives, hypotheses, definitions of concepts and the research methodology.

Chapter 2 is a literature review of the study, where consumer behaviour is explained in detail as well as the factors that influence it. Previous studies are also discussed to see what previous authors are saying about the topic. The hypothesised model of the study is also presented in this chapter.

Chapter 3 provides a discussion of the research methodology adopted in the study. This includes the research paradigm, research approach, sampling design, data collection and analysis.

Chapter 4 focuses on the statistical analysis and the interpretation of the descriptive and inferential statistics.

Chapter 5 provides a discussion of the findings, recommendations and managerial implications of the study findings. In addition, the study's limitations and opportunities for future research are discussed.

1.8. CHAPTER SUMMARY

This chapter provided an outline of the study, including an introduction, a detailed problem statement, research questions, research objectives, hypotheses, definitions of concepts and ethical considerations applicable to this study. The proposed research model was also presented. In the following chapter, a literature study will be conducted. More detail on the variables as well as findings from previous studies will also be discussed. This will lay the foundation for the empirical testing of the hypotheses.

CHAPTER 2

LITERATURE REVIEW

2.1. INTRODUCTION

The previous chapter provided an overall outline of the study, including the introduction, the problem statement, the research questions, the research objectives, the research model, the hypotheses, definitions of concepts and ethical considerations. In this chapter, a literature review will be carried out in order to understand the existing knowledge about the research topic, which formed the basis of the hypothesised research model.

The key concepts used in this study will be explained in detail, and an in-depth explanation of the relevant theories will be provided. When investigating the problem in the present study, the researcher will identify the findings from previous authors, their solutions and the areas that they did not address.

The present study followed a quantitative research approach. The data collected in quantitative research creates objective meanings (Williams, 2007). The research model for the quantitative study and the hypotheses to be empirically tested were based on the findings of the literature review.

The study looked at consumer buying behaviour that marketers need to understand in today's competitive business environment. As highlighted in Kotler and Armstrong (2017), although buying behaviour is never simple, marketing management needs to know the factors that drive people to buy products, one of which is the consumer's generation.

2.2. THE MEANING OF CONSUMER BUYING BEHAVIOUR

A number of authors have defined consumer behaviour (also referred to as buyer behaviour) in the literature. One definition is that consumer behaviour is the activities undertaken by people in the acquisition, consumption and disposal of products/services (Blackwell, Miniard, & Engel, 2001). It can also be described as a field of study that focuses on consumer activities.

Consumer behaviour is described by Du Toit, Erasmus and Strydom (2012) as the patterns of decision-making units (individuals or families) that are directly involved in the buying and consumption of products. Moreover, it includes the decision-making processes that inform and establish these behaviour patterns.

Consumer behaviour involves the psychological processes of buyers recognising and finding ways to meet their needs; interpreting information; and making and implementing plans (Furaiji, Łatuszyńska, and Wawrzyniak, 2012) These processes would lead to decisions about whether to buy a product, which brand to buy and where, which would be facilitated by comparing shopping options before making the purchase. According to Kotler and Armstrong (2017), consumer buyer behaviour is the buying behaviour of final consumers who are the individuals and households that purchase goods and services for personal use.

Based on the above definitions, consumer behaviour was understood in the study as the activities and actions of people engaged in acquiring products and services that they need in their day-to-day lives. Many factors influence consumer behaviour when buying products and services, which will be discussed in the sections below.

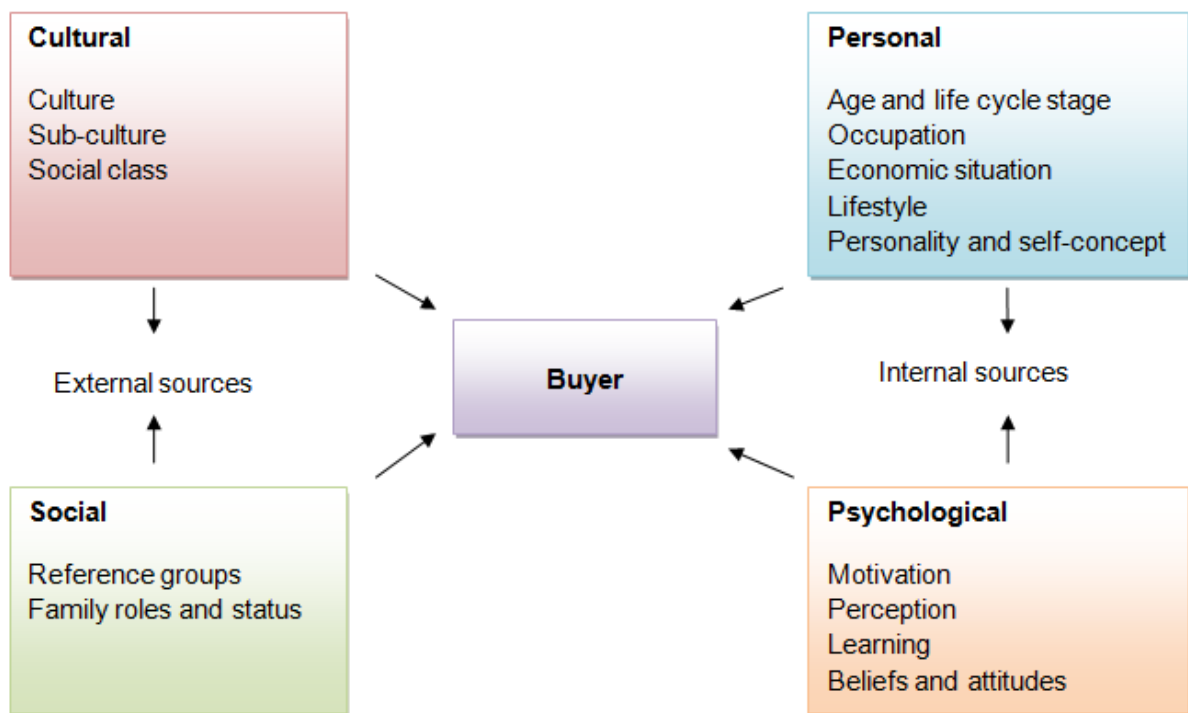
Although there are many definitions of consumer behaviour, the consumer is central in all of them. Marketers ought to make reasonable efforts to understand the psychological, emotional, social and mental state of the consumer, which influences his/her purchasing decisions. Consumers are assumed to start by identifying the various attributes that they desire in a product or service. Then, they evaluate each option in light of these attributes when they must choose between rival products or brands (Ajzen, 2015).

2.3. THE CONCEPT OF CONSUMER BEHAVIOUR

2.3.1. Factors influencing consumer buying behaviour

Many factors influence consumers when making buying decisions. As stated in Kotler and Armstrong (2017), consumer purchases are influenced a great deal by cultural, social, personal and psychological factors, which are depicted in Figure 2.1 below. Marketers are not able to control these factors, but they should consider them.

Figure 2.1: Factors that influence consumer behaviour



Source: Kotler and Armstrong (2017)

2.3.1.1. Cultural factors

Cultural factors influence consumer behaviour in a broad and deep way, which means that marketers have to understand the role that is played by the consumer's culture. For instance, a consumer may decide to buy or not to buy sports apparel based on cultural considerations.

2.3.1.2. Social factors

Social factors also have an impact on consumer behaviour. Consumers may be influenced by social factors to make buying decisions in order to be relevant, fit in or feel respected.

2.3.1.3. Personal factors

Personal factors can also affect consumer behaviour. For example, a consumer may want to buy sports apparel because they want to live a healthy lifestyle, they can afford it or they want to feel good about themselves.

2.3.1.4. Psychological factors

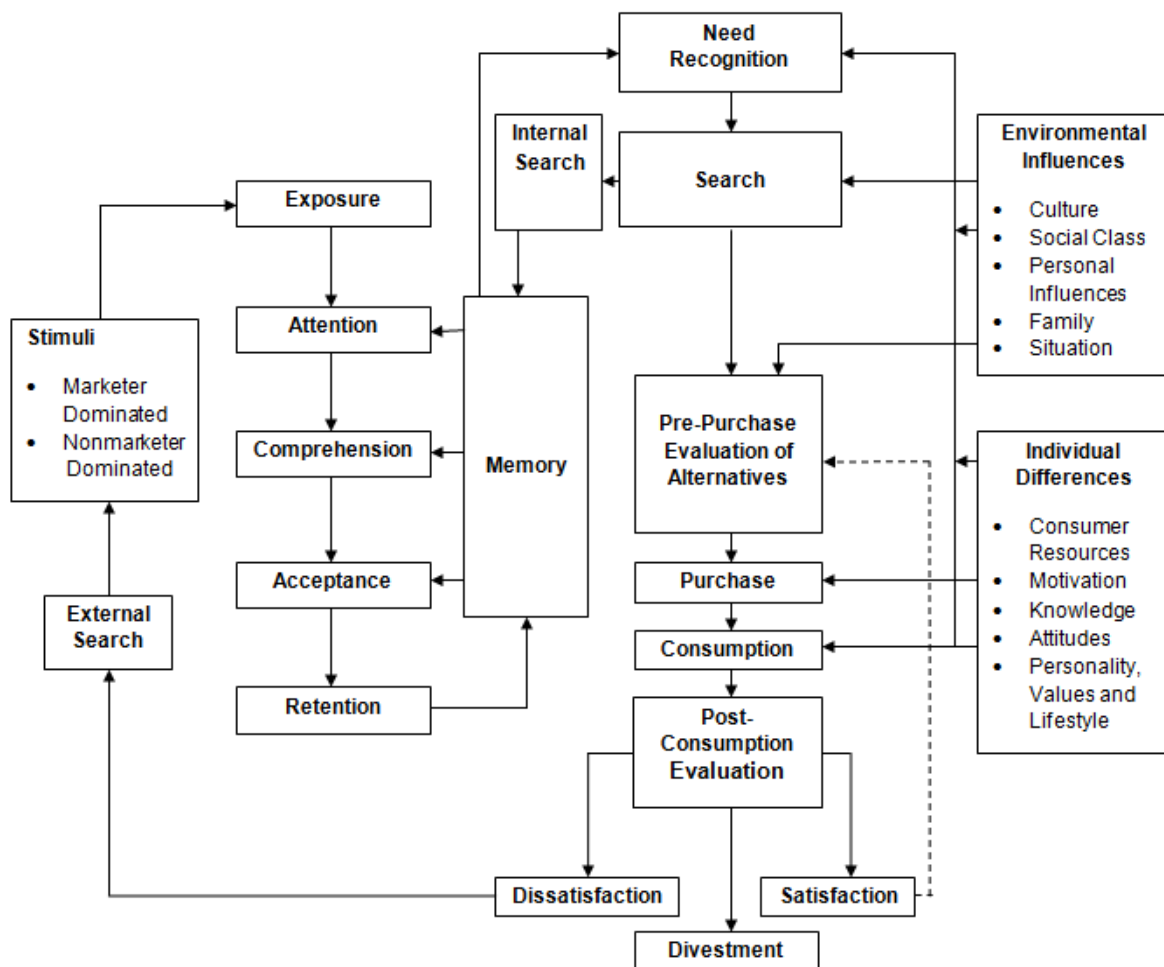
Psychological factors also influence a person's buying decisions. Consumers may be motivated to buy sports apparel because they have favourable attitudes or perceptions towards it.

2.3.2. Consumer decision making process

Consumers normally follow a certain process when making buying decisions. According to Kotler and Armstrong (2017), the buying process begins long before the actual purchase is made; moreover, it continues afterwards even. One of the most useful models of the consumer decision-making process is known as the consumer decision process (CDP) model.

The CDP model illustrates that in making purchasing decisions, consumers follow different stages. The process begins with need recognition, then a search for information, an evaluation of alternatives, a purchase decision, consumption, post-consumption evaluation and then divestment (Blackwell et al., 2001). The stages of the CDP model are shown in Figure 2.2 below.

Figure 2.2: Model of the consumer decision process



Source: Blackwell et al. (2001)

Marketers need to understand the thought process of consumers during each of the stages indicated in the figure above so that they can ensure that they give them value and support, which is likely to turn them into repeat customers. In Table 2.1 below, the CDP is explained by using an example of the process that a consumer would typically follow when buying sports apparel.

Table 2.1: Stages of the consumer decision making process

Stage	Description	Consumer action
1	Need recognition	The consumer realises that they need sports apparel to do physical activities, such as going to the gym.
2	Information search	They may use information in their own memory first, or do an external search concerning sports apparel. This could include asking friends, family, colleagues; viewing adverts; searching the Internet; and following the media, for example.
3	Evaluation of alternatives	At this point, they then evaluate different active wear brands from which to choose, such as Nike, Kappa, Fila, Adidas, Maxed, and so on.
4	Purchase decision	After looking at the different alternatives, the consumer would then develop a purchase intention and ultimately buy the most preferred brand.
5	Consumption	This is where the consumer is now using the chosen brand to wear when he/she participates in an exercise session.
6	Post-consumption evaluation	The consumer may be either satisfied or dissatisfied with the brand upon using it. He/she conducts an evaluation to establish whether his/her needs have been met, which would determine if he/she would continue searching for more information or re-evaluate alternatives.
7	Divestment	Here, the consumer may decide to discard, recycle or re-market the sports apparel. In other words, he/she may throw it away, use it for something else or sell it to someone else.

Source: Authors own construct, based on the CDP model in Blackwell et al. (2001)

2.4. THE IMPORTANCE OF UNDERSTANDING CONSUMER BEHAVIOUR

It is important for companies to understand consumer behaviour if they want to attain commercial success (Furaiji et al., (2012). Furthermore, the relationship between the marketing strategy of a firm and consumer buyer behaviour depends on its management's understanding of this behaviour. In other words, the success of a company's marketing strategies is dependent upon management's understanding of consumer buying behaviour. Put simply, marketing activities should always be centred on the customer.

Attracting shoppers to stores and making profitable sales determine the financial health of retailers (Perdikaki, Kesavan and Swaminathan, 2012). In addition, understanding what appeals to the different generational market segments will help companies to devise specific marketing strategies, instead of spending marketing funds on those that yield minimal results. Thus, companies that fail to meet changing customer needs are at risk of being unsuccessful in the market.

Access to information in today's market environment exposes consumers to many alternatives. However, understanding the needs of a company's specific market segment will ensure that the company will be able to offer consumers appropriate alternatives that will meet these needs and that customers buy the product, which will most likely lead to customer loyalty. Environmental scanning is another important approach that retailers should use to stay in touch with their market segments. The present study was important because it provided useful insights into consumer buying behaviour in a particular context with a view to marketers using that information to increase the number of consumers who decide to buy their products and to retailers knowing the right merchandise to stock.

For companies to succeed, they need to offer their customers the value they need. As highlighted in Chi and Kilduff (2011), previous research has shown that there are misalignments between what companies believe their consumers value and what consumers actually value. Without studying consumer behaviour, companies may not know what customers value and how to design relevant marketing strategies that reassure them that a product has appropriate value.

2.4.1. Understanding reasons behind customer purchase intention

Consumer purchase intention is one of the main concepts that marketing scholars study, because of its relation to buying behaviour (Tsiotsou, 2006). There is a positive relationship between behavioural intention and actually carrying out the behaviour (Ajzen, 1991). Thus, a higher purchase intention is more likely to result in buying behaviour.

Marketers and retailers may benefit a great deal from understanding what drives customers' purchase intentions. For instance, the knowledge of how consumers assess quality and the factors that influence their buying decisions may help marketers to design effective marketing strategies and retailers to select the right merchandise to stock, thereby promoting their business (De Klerk & Lubbe, 2008). Having the right products at the right time and promoting them well can help in improving purchase intentions.

In addition, since consumer purchase decisions are driven by a variety of factors, studying customer buying behaviour helps to unearth some of those reasons, which the current study aimed to do in the context of the sports apparel industry. The objective of doing research on consumer behaviour is to understand the individual and collective buyer decision-making process (Furajji et al., (2012).

2.4.2. Understanding and satisfying customer needs

Understanding consumer buying behaviour is very important if a company wants to satisfy customer needs. As people consume goods daily, marketers are faced with the challenge of determining a customer's exact needs and finding ways of meeting them in the most efficient way possible (North, De Vos & Kotze, 2003). Marketers should understand the needs and wants of consumers, as well as the factors that influence their purchase and consumption of particular products or services (Venter, Chuchu, & Pattison, 2016).

A lack of knowledge about customers' needs and wants can generate many strategic, functional and operational challenges for companies (Karpova, Hodges and Tullar, 2007). If organisations want to influence their customers and anticipate customer reactions to their marketing strategies, then it is important for organisations

to understand the needs, motivations and prospects of their existing customers prospects (McKechnie, 1992).

2.4.3. Customer loyalty

Knowledge of consumer behaviour may help marketers to determine the elements that bring about customer satisfaction, which may result in customer loyalty and the proper allocation of resources (Blackwell et al., 2001). Once customers are satisfied, they are more likely to become loyal to a particular brand. If a company wants to ensure business sustainability, it needs to retain its customers as long as possible. Furthermore, loyal customers assist in promoting a brand.

In the case of millennials, who are a very large market, Ordun (2015) postulates that determining the specific factors influencing their purchasing patterns and attitudes has become a focus of consumer research, as they have the ability to be trendsetters, demonstrate the potential power to spend, adopt new products and can become lifetime customers. Retailers and marketers should strive to retain their patronage as much as possible and build lasting relationships with them by studying what is important to them.

2.4.4. Keeping up with market trends

The world is forever evolving. What is relevant today may not be relevant in the future. Paying attention to current trends is extremely important for companies that do not want to be left behind. Customer tastes and preferences also change with time. Therefore, marketers are always facing the challenge of having to innovate and bring new offerings to the market to keep up with the dynamic needs of their customers.

Failure to do this may have negative consequences for companies that refuse to follow the trends. Smart retailers can gain the benefits of being responsive to market trends (Grewal, Krishnan, Levy, & Munger, 2010). Furthermore, those who fail to respond speedily in the right way find themselves struggling and being forced to look deeper into their businesses, sometimes even ending up seeking bankruptcy protection (Grewal et al., 2010).

2.5. MARKET SEGMENTATION

Market segmentation is a state of demand heterogeneity, which means that the total market demand can be split into segments with distinct demand functions (Dickson & Ginter, 1987). According to Kotler and Armstrong (2017), markets can be segmented in numerous ways:

- Geographic segmentation (different geographical units)
- Demographic segmentation (different groups based on factors like age, gender, income, education, race, etc.)
- Psychographic segmentation (different groups based on lifestyle, social class or personality traits)
- Behavioural segmentation (different groups based on attitude and knowledge of a product as well as how it is used).

It is highlighted in Lissitsa and Kol (2016) that segmenting the market according to generational cohorts is more efficient than just using age because it provides the stability that segmentation by age offers and insight into consumer motivation due to common values and beliefs. Cohort members share similar values and experiences that influence their preferences and shopping behaviour (Parment, 2013). According to Ordun (2015), generational cohorts consist of people born during a particular period whose life courses are similar. Therefore, generational cohort segmentation has become a useful marketing tool.

2.5.1. Generational cohorts

A generational cohort can be defined in terms of particular years of birth, which could extend from 20 to 25 years, or as long as it typically takes one birth group to be born, grow up and have its own children (Meredith & Schewe, 1994). Since generational cohorts have been born during the same period and have lived through common experiences (in terms of social, political and economic events that occurred as members were growing up), they tend to have the same values, ideas, beliefs and attitudes (Strauss & Howe, 1991).

Each generation has distinctive values, experiences, lifestyles, expectations, history and demographics that have an influence on its buying behaviour (Williams & Page,

2011). This means that different generations must never be treated in same way by marketers. Effort must be made to ensure that the unique needs of each generation are met accordingly. Consumer motivation and purchase engagement are often determined by age, meaning that a deeper understanding of buying behaviour can be gained by considering the generational characteristics of consumers (Parment, 2013).

2.5.2. Generations X and Y in a consumption context

There is no single definitive timeframe for Generations X and Y cohorts. However, Lissitsa and Kol (2016) refer to Generation X as those people born between 1961 and 1979, whilst Generation Y are those born between 1980 and 1999. There are sometimes notable differences in the consumer behaviour of different generational cohorts.

2.5.2.1. Generation X (Gen X)

As observed in Lissitsa and Kol (2016), Gen Xers care about the opinions of others. They can sometimes feel unsure of themselves and often need to be reassured that they are making sound choices. According to Ordun (2015), Gen X consumers have been said to feel sidelined and ignored by marketers, which has made them feel that most companies or brands lack understanding of their personalities or needs.

It is indicated in Ordun (2015) that Gen Xers are most likely to look for the more affordable or discounted item, as opposed to thinking of the investment value of purchases. In addition, scholars have reported that Gen Xers are very sophisticated in their purchasing behaviour and are not easily impressed by polished and generalised promotions. Gen Xers still buy according to traditional search and decision-making methods. They also want to be informed about a product's features and be given a justification of why these features are needed. Gen Xers read more reviews and visit more opinion sites, compared to other consumers (Peralta, 2015).

As mentioned by Lissitsa and Kol (2016), Gen X consumers look for customer convenience, community relations and branding. However, Williams (2005) indicates that they have a reputation of not being loyal to brands and companies. Moreover, because they have many needs and more financial limitations, they often prefer to shop at value-oriented retailers.

2.5.2.2. Generation Y (Gen Y or millennials)

Ordun (2015) indicates that Gen Y buyers opt for and consume products that help them to define who they are and what they value in life. Moreover, they choose products that express their image or personality. They make use of their vast knowledge of the latest trends, retailer reputations, products and brand names to compete with their peers to be considered specialists or leaders. Millennials grew up with advanced technology, such as computers and the Internet, which exposed them to a variety of products, services and brand categories (Monteiro et al., 2020).

As Ordun (2015) mentions, Gen Y differs from previous generations. According to Lissitsa and Kol (2016), millennials grew up in an era when shopping was regarded not as a simple act of buying. The rapid increase in the number of retail and product choices led to a retail culture whereby shopping became an experience and entertainment (Lehtonen & Maenpaa, 1997). Therefore, those who belonged to Gen Y most likely developed a shopping style that was different to that of previous generations (Bakewell & Mitchell, 2003).

Social networks are important to millennials who use them to seek status by displaying their purchasing power and wealth (Eastman & Liu, 2012). Members of Gen Y have a great need to be accepted by their peers as well as connecting and fitting in with them, especially through social networking (Williams & Page, 2011). This suggests that the views and opinions of others matter for millennials. A study conducted on shopping behaviour, buyer involvement and implications for retailing found that social influence on buying decisions is high for Gen Y consumers (Parment, 2013).

2.6. THE SPORTS APPAREL INDUSTRY

The sports apparel industry involves the marketing and selling of fashionable brands and consists of two main categories, namely fashion and sports (Venter et al., 2016). They add that in recent years, there have been increased collaborations between fashion and sportswear brands, with the gap between them narrowing, resulting in continuous fabric innovations across the sportswear and clothing industries.

Sports apparel is described by Ahmadi, Mirzazadeh, and Azimzadeh (2016) as clothes and shoes used for participation in sports, although it currently includes clothes that people use for their daily activities. Additionally, sports apparel is a significant part of the sports product markets. The sports apparel industry is of considerable importance both socially and economically, as it provides jobs, foreign currency and sustained economic development opportunities (Keane and Te Velde, 2008).

2.6.1. The sports apparel industry in South Africa

The South African sports apparel industry is relatively small, although owing to developments in technology, local textile production has evolved into a capital-intensive industry (Venter et al., 2016). Notably, the influence of Western fashion trends, social media culture and the sportswear worn by celebrities, has led to the evolution of sports apparel, making it fashionable to wear not only for sports activities and exercise but also for daily activities (Market Research, 2020).

2.6.2. Challenges in the sports apparel industry

Some of the challenges faced by the sportswear industry include seasonal conditions and ever-changing consumer tastes and preferences (Venter et al., 2016). In addition, consumer preferences for sportswear depend on the combined influence of price and product aspects, such as quality, brand and style. In the sports apparel industry, marketing is utilised to bridge the gap between what the market or consumers want and what the company has to offer (North et al., 2003).

In South Africa, challenges, such as cheap imports from other countries, exert pressure on sellers of sports apparel. In addition, the current slow economic growth has led to consumers diligently investigating alternatives before they decide to buy a product. This puts pressure on each individual company to be ahead of the competition, which would be difficult without understanding consumer purchasing behaviour.

According to Morris and Einhorn (2008), China continues to export cheap clothing to different parts of the world, which poses a threat to domestic firms. Cheap imports from other nations affect the profitability of local firms who have to grapple with high

costs, and thus are unable to lower the prices of their products to compete with firms that sell inexpensive imported goods. South Africa saw a significant growth of total imports of clothing and textiles from China, which was 16.1% in 1996 and 60.7% in 2008 (Biacuana, 2009). In 2019, China alone contributed 57.75% to the total imports of clothing and textiles into South Africa (South African Market Insights, 2019).

2.7. THE THEORY OF REASONED ACTION (TRA) AND THE THEORY OF PLANNED BEHAVIOUR (TPB)

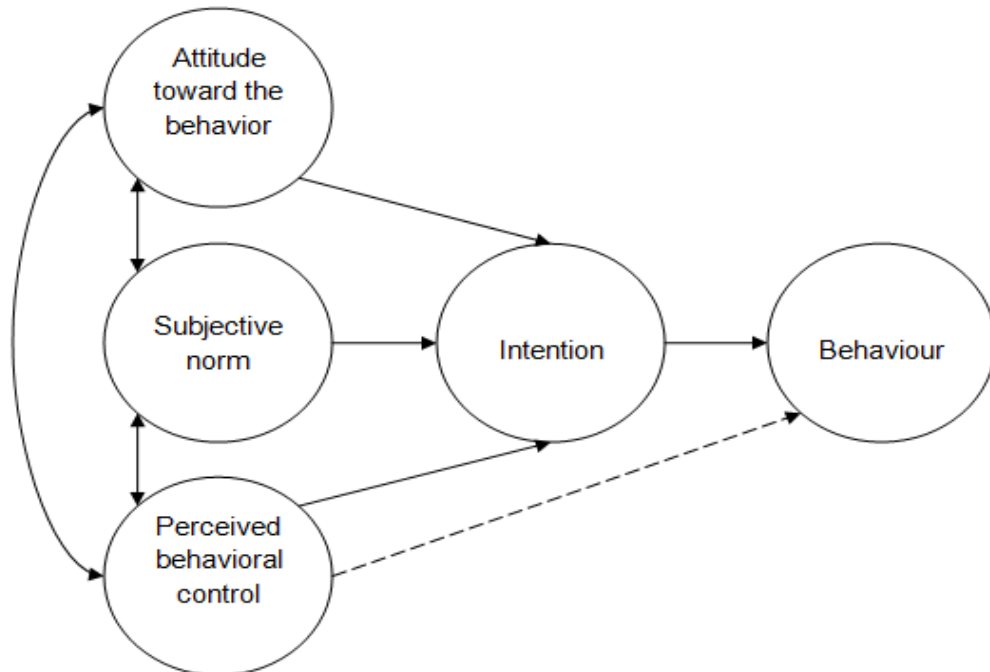
The present study will use the theory of reasoned action (TRA) and the theory of planned behaviour (TPB) to predict the consumer purchase intention for sports apparel of Generations X and Y consumers in Johannesburg. The TPB, which was developed by Ajzen in 1991 as an extension of the earlier TRA proposed by Ajzen and Fishbein (1973), is one of the most widely used theories in social psychology. This theory has been applied in a variety of areas, such as healthcare, environmentally friendly clothing in Zheng and Chi (2014), various consumer goods and the prediction of consumer purchase intention.

As indicated in Zheng and Chi (2014), the TRA is made up of three constructs, namely attitude, subjective norms and intention. It suggests that an individual's behavioural intention is dependent upon his/her attitude towards the behaviour and subjective norms. However, there was a need to improve on the TRA, as it did not make provision for people's behavioural control. The TPB then came into existence in order to broaden the applicability of the TRA. This was done by adding the fourth construct "perceived behavioural control" (PBC). As illustrated in Figure 2.3 below, carrying out a behaviour is the result of the existence of an intention, which in turn is influenced by attitude, subjective norms and PBC.

According to Watts and Chi (2019), the TPB proposes that an individual's behavioural intention is dependent on his/her attitude towards the behaviour, subjective norms and PBC. As in the original TRA, the central factor in the TPB is a person's intention to carry out a given act or behaviour (Ajzen, 2015). Motivational factors are presumed to lead to intentions that influence the eventual act or behaviour. Conner and Norman (2005) point out that an intention indicates a person's willingness to try and the level of effort he/she plans to make in order to

perform the behaviour. The general rule is that the greater the intention to engage in a behaviour, the greater the likelihood that it will be done (Ajzen, 1991).

Figure 2.3: The theory of planned behaviour



Source: (Ajzen, 1991)

According to Conner and Norman (2005), the factors influencing the constructs shown in the diagram are as follows:

- Intention is determined by attitude towards the behaviour, subjective norms and PBC, which are in turn influenced by other factors (not indicated in the diagram).
- Attitude is determined by perceptions of the possibility of critical outcomes and their assessment.
- Subjective norms are determined by the motivation to conform to the views of significant others.
- PBC is determined by the perceived existence or absence of the required resources and opportunities, as well as the perceived power of factors that enable or hinder the behaviour from being performed.

2.8. FACTORS INFLUENCING BUYER BEHAVIOUR

2.8.1. Perceived product quality

In broad terms, quality can be defined as excellence or superiority (Zeithaml, 1988). By extension, perceived quality can then be defined as the consumer's judgement of a particular product's excellence or superiority. Perceived product quality is distinguished from objective quality, which is measurable and verifiable according to a pre-determined specification. Objective quality is the real quality of the product (Zeithaml, 1988).

Perceived product quality depends on the customer's subjective opinion about a product, which may differ from consumer to consumer. For example, one person may believe that Reebok clothing is of a better quality than that of Umbro or vice versa. However, the objective and measurable quality of these brands may differ from what the consumer perceives. In reality, the brands in question may be very similar in terms of their real quality.

2.8.2. Brand Image

Brand image can be defined as the perceptions about a particular brand as reflected by the brand associations held in the memory of the consumer (Keller, 1993). Kim et al. (2017) describes a fashion brand's image as the brand personality that attendees at fashion shows attribute to a fashion brand. Brand image refers to the general view of how consumers feel about a brand and how it influences human behaviour (Monteiro et al., 2020). They add that it can be considered as a source of competitive advantage.

Brand image is what comes into mind when a customer is thinking of a particular brand. It is therefore important for marketers to understand the level of familiarity the consumer has with their brand (Venter et al., 2016). They should know the customers' perceptions of the brand. These could be negative or positive, and therefore marketers should know how to influence consumers' attitudes.

An empirical study conducted by Chi and Kilduff (2011) on consumer perceived value of casual sportswear found that the reputation of a product/company/brand is important when trying to attract and retain customers. Brand names have a

significant effect on consumer choice of sportswear (Dickson & Pollack, 2000). For example, some customers may prefer to buy Pro Action products over Adidas, or Maxed instead of Puma, and so on.

2.8.3. Subjective norms

Subjective norms are the result of perceived social pressure to perform a behaviour or not (Ajzen, 1991 and Kim & Chung, 2011). For instance, if consumers believe that significant others think sports apparel is good, their intention to end up buying (behaviour) this product is increased. A consumer might buy a product simply because someone important to them thinks that it is a good idea.

Subjective norms are a function of the beliefs of significant others, such as families, relatives and close friends, which lead to social pressure exerted on consumers (Nam, Dong, Lee, 2017). Thus, consumers consider these beliefs before carrying out a behaviour. Kotler and Armstrong (2017) highlight that consumers are likely to buy a product if someone that is important to them thinks that they should do so.

Therefore, when buying products, subjective norms play an important role in showing a consumer's perception of his/her close relationships. In other words, a consumer is motivated to buy a product to please the people that think he/she should do so. Noble, Haytko and Phillips (2009) claim that younger people might feel more pressure to conform.

2.8.4. Perceived behavioural control

Perceived behavioural control (PBC) is the perceived ease or difficulty of performing a behaviour and is a reflection of experience as well as anticipated hurdles and hindrances (Ajzen, 1991). It is the perceived degree of control over performing the behaviour (Kim & Chung, 2011). PBC is simply a person's perception of how easy or difficult it is to carry out a particular action.

PBC reflects an individual's perception of access to resources and opportunities required to achieve a behaviour, including access to time, money and other resources, and the individual's self-confidence in his/her capability to perform the behaviour (Ajzen, 2015). Watts and Chi (2019) point out that if individuals do not

have these resources, or the self-confidence to carry out a behaviour, their intentions do not have any value.

2.8.5. Attitude

An attitude towards a behaviour is the extent to which an individual has a favourable or unfavourable evaluation or appraisal of the behaviour under consideration (Ajzen, 1991 and Kim & Chung, 2011). Attitude is one of the constructs used in the TPB to predict human behaviour. People develop different attitudes for different situations. People learn to form positive attitudes towards behaviours that they believe will yield mainly pleasant outcomes. However, they form negative attitudes towards behaviours they associate with mostly unpleasant outcomes (Ajzen, 2015). Therefore, people's attitudes are never constant. It all depends on what they believe the outcome of the behaviour in question will be.

This can be applied to the context of consumer behaviour. Consumers typically buy products or brands towards which they have a favourable attitude. Therefore, it makes sense that a bad attitude towards a product or brand is an unacceptable position for marketers and retailers who should constantly endeavour to understand their consumers to address issues that may negatively influence consumer attitudes towards their product or brand.

2.8.6. Purchase intention

Purchase intention refers to a consumer's plan or willingness to buy a certain product or service in the future (Chiu et al., 2009). According to Hien et al. (2011), purchase intention is a reflection of the planned or predicted future behaviour of a consumer and indicates the probability that it will result in a buying behaviour. In other words, an increased purchase intention can translate into a greater likelihood to buy.

Kim and Ko (2012) indicate that purchase intention is a combination of consumer interest in a product and the chances of making a purchase. A purchase intention is a representation of what an individual person thinks he/she will buy (Blackwell et al., 2001). Before buying a jacket, for instance, a person may start by having the intention to buy that jacket.

2.9. HYPOTHESISED MODEL TO UNDERSTAND BUYER BEHAVIOUR

From the literature, it was found that perceived product quality, brand image, subjective norms, and perceived behavioural control have an effect on consumer attitude, which in turn influences purchase intention. Hypotheses were then developed, as explained in the sections below and shown in Figure 2.4 thereafter, about these relationships in the context of Generations X and Y consumers.

2.9.1. The relationship between perceived product quality and attitude

Perceived product quality is important in influencing consumer satisfaction and consumer attitude. Findings from a study conducted by Razak, Nirwanto, & Triatmanto, (2016) indicated that there is a positive relationship between product quality and consumer satisfaction. Moreover, satisfied customers are more likely to develop a positive attitude towards a product or brand. The influence of perceived product quality goes further. Ghafoor, Ahmed, Naeem and Huang (2018) point out that the quality of apparel brands can influence consumer purchase intention. This is supported in the study by Ahmadi et al. (2016) that found that both perceived quality and emotional value have an impact on consumer purchase intention.

Studies by Boisvert and Ashill (2011), Aynadis (2014) as well as Putra et al. (2017) maintain that perceived product quality has a positive influence on consumer attitude. Consumers may be reluctant to buy products that they perceive as inferior in terms of quality. This is a problem for marketers because even if their products are, in reality, of a good quality, they may struggle to persuade customers to buy them because of a negative attitude, which has a negative impact on sales. These findings from past research led to the formulation of the hypothesis below:

H1 - Perceived product quality positively influences the attitudes of sports apparel consumers.

2.9.2. The relationship between brand image and attitude

Brand image has an influence on consumer behaviour, and it is the key driver of brand equity (Zhang, 2015). Consumer attitude towards competing brands are vital determinants of their purchasing decisions (Ajzen, 2008). Past research indicates that the risk that a consumer might perceive when buying a certain brand is reduced

if it is familiar/well known, and the consumer has had a positive experience of it (Venter et al., 2016). Therefore, a positive brand image is good for a company because it creates a favourable attitude towards that brand.

Advertising and other promotional methods can be advantageous in associating the brand with favourable attributes, resulting in a positive brand image that unfamiliar brands may not have (Ajzen, 2008). Creating this image will lead to a positive attitude towards the brand or product with which customers will feel familiar.

Customers are more willing to buy the brands that they know than the ones they do not know. The level of brand familiarity can influence consumer purchase intention positively (Venter et al., 2016). A familiar brand image makes consumers more trusting of a brand. This suggests that a high level of brand familiarity and knowledge increases consumer purchase intention (Kwon & Lennon, 2009). Mubarok (2018) indicates that when consumers have a positive attitude towards a product or brand, they tend to develop an interest in purchasing it.

Several other studies, such as those of Batra, Ramaswamy, Alden, Steenkamp and Ramachander (2000); Wu and Wang (2014); Elseidi and El-Baz (2016) as well as Min, Chang, Jai and Ziegler (2019) have found that brand image has a positive influence on consumer attitude. Mubarok (2018) and Hien et al. (2020) found that brand image and brand evaluation have a direct effect on purchase intention. Based on these views from previous studies, the following hypothesis was formulated:

H2 - Brand image positively influences the attitudes of sports apparel consumers.

2.9.3. The relationship between subjective norms and attitude

According to Kim and Karpova (2010), previous studies indicate a positive relationship between subjective norms and attitude. If consumers believe that those who are important to them consider it acceptable to perform a certain behaviour, they may develop a favourable attitude towards that behaviour. Subjective norms do not only play a crucial role in a consumer's buying decision but also are positively related to a person's attitude towards certain types of behaviours (Nam et al., 2017). Studies conducted by Han and Chung (2014) along with Paul et al. (2016) also found that subjective norms have a significant effect on attitude. Therefore, the study formulated the following hypothesis:

H3 - Subjective norms positively influence the attitudes of sports apparel consumers.

2.9.4. The relationship between perceived behavioural control and attitude

PBC is not only a powerful factor that influences consumer attitude and behaviour but is also related to beliefs that have been considered as important resources for decision-making (Nam et al., 2017). Previous studies have found that PBC has a positive influence on consumer attitude (Cristea & Gheorghiu, 2016) and purchase intention (Kim, Ham, Yang and Choi, 2013). With regard to its influence on attitude, it can be deduced that if a consumer believes that buying sports apparel is easy for them, they may have a more favourable attitude towards buying it. Therefore, from the above knowledge, the following hypothesis was formulated:

H4 - Perceived behavioural control positively influences the attitudes of sports apparel consumers.

2.9.5. The relationship between attitude and purchase intention

The general rule is that if an individual has a favourable attitude towards a certain behaviour, he/she may have an intention to perform it (Ajzen, 2015). Kim et al. (2017) add that purchase intention reflects a consumer's aim to buy a product or service based on his/her emotions and attitudes. For instance, if a consumer has a favourable attitude towards buying sports apparel, and he/she has the intention to do so, he/she is likely to end up buying it.

Past research, such as that of Kim and Ko (2012), has shown that customer purchase intention is strongly related to a customer's attitude towards and preference for a brand. This shows that when consumers have a favourable attitude towards a certain brand, their intention to purchase it increases. Conversely, a negative attitude towards a particular brand can lead to a decreased intention to buy it.

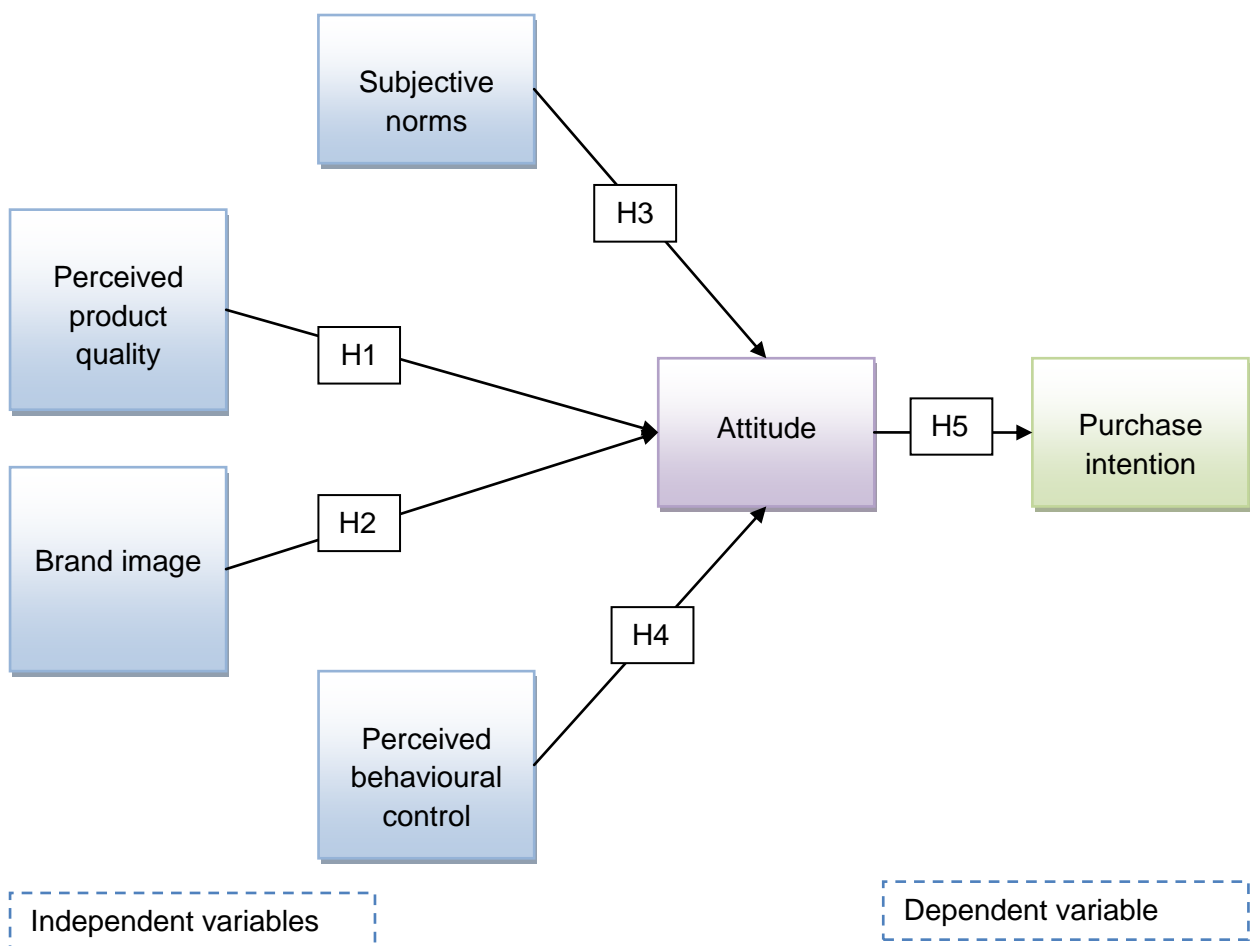
In a US study conducted by Watts and Chi (2019) on the key factors that influence purchase intention for active wear, it was found that consumer attitude was a determinant. A study of purchase intention for personal care products found that there is a positive relationship between attitude and purchase intention (Kim &

Chung, 2011). In their study on the purchase intention of US consumers for environmentally friendly apparel, Zheng and Chi (2014) also found that attitude showed the most significant impact on consumer purchase intention. Other studies by Gopi and Ramayah (2007) arrived at the same conclusion. Based on the above-mentioned literature findings, the following hypothesis was formulated:

H5 - Attitude positively influences the purchase intentions of sports apparel consumers.

Figure 2.4 below illustrates the hypothesised research model used in the study. These hypotheses were tested empirically and the findings are presented in Chapter 4 of this treatise.

Figure 2.4: Hypothesised research model



Source: Author's own construct.

2.10. CHAPTER SUMMARY

In this chapter, different descriptions of buyer behaviour were cited. The literature review indicated that buyer behaviour is complex because people are driven by different reasons to buy. However, there are patterns that that can provide an understanding of the reasons behind the purchasing decisions of consumers. The TRA and the TPB were explained in the chapter. In addition, the hypotheses and the research model were explained. In the next chapter, the research methodology will be discussed.

CHAPTER 3

RESEARCH METHODOLOGY

3.1. INTRODUCTION

The previous chapter provided an in-depth theoretical background of consumer behaviour, its importance was explained and models used to predict it were provided. The research model for the study was also presented in detail. The present chapter will give a complete outline of the research methodology that was followed in conducting the study.

This chapter includes an explanation of and a discussion about the research process in general, which is followed by a description of the research paradigm that was followed in the study and the motivation behind choosing it. The chapter will then cover the research approach, the sampling design, the data collection method and the data analysis. Ethical considerations, such as avoiding harm to the participants, informed consent and respect for the respondents' right to privacy, anonymity and confidentiality, will be clearly outlined. The manner in which the measuring instrument was structured and the sources of the statements used in it will be explained.

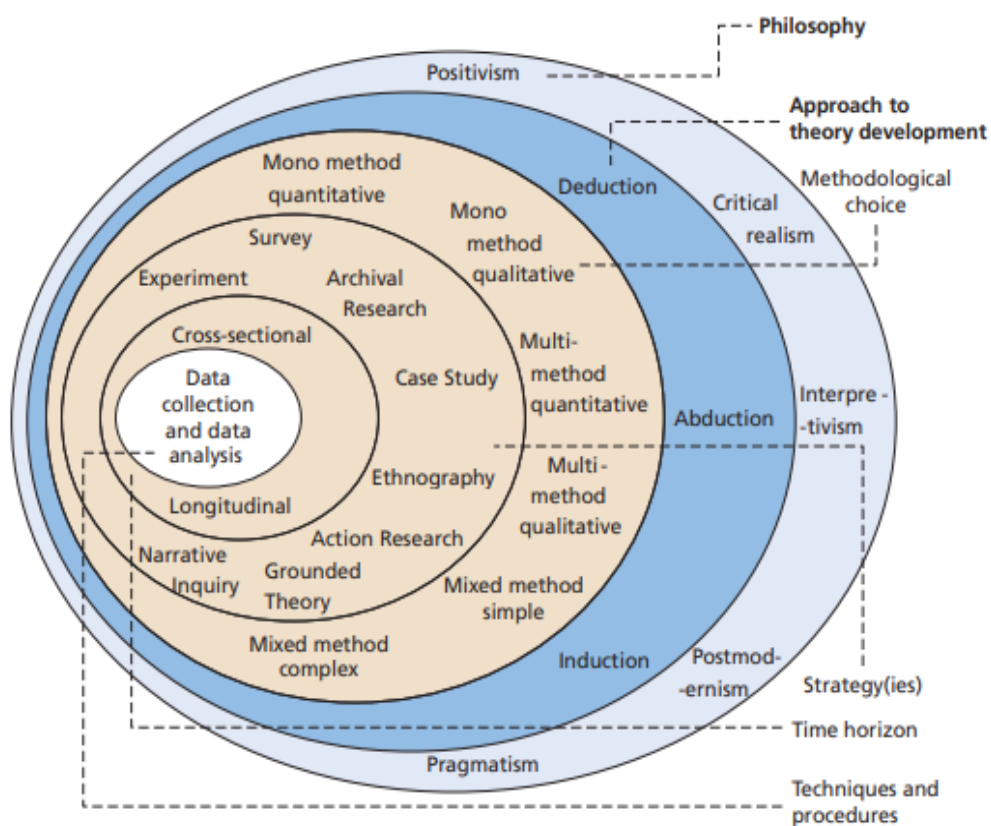
3.2. RESEARCH PROCESS

In conducting the study, a research process was followed. Research is the process of data collection, analysis and interpretation in order to understand a phenomenon (Leedy & Ormrod, 2001). It is different from the mere gathering of information, documenting of facts or the unstructured search for information. Instead, researchers normally follow a particular process when conducting their research.

The research process is systematic because steps such as the definition of the objectives, the management of the data and the communication of the findings follow existing guidelines within established frameworks (Williams, 2007). Research begins with at least one question about a particular phenomenon of interest. In other words, it is an orderly process (Williams, 2007).

Figure 3.1 below is a depiction of the generic process that researchers typically follow, which is commonly termed the “research onion”. It is used to highlight the underlying choices of research paradigm, data collection and analysis, for example, which make up a particular research methodology. Saunders, Lewis and Thornhill (2007) indicate that the procedures used in data collection/analysis are at the core of the onion. Each layer of the onion provides the researcher with a guideline of how he/she should approach a study.

Figure 3.1: The research onion



Source: Saunders et al. (2007)

The present study followed the research process, as outlined in the diagram, and the sections that follow explain the particular methodological choices that were made.

3.2.1. Research paradigm

In the present study, the researcher adopted positivism as the research paradigm or philosophy, as this layer of the research process is termed in Figure 3.3 above.

Positivism is defined in Bryman and Bell (2011) as an epistemological position that advocates applying the methods of the natural sciences to the study of social reality and beyond. In this paradigm, the quantitative research approach is mostly adopted in order to ensure emphasis on objectivity, impartiality, measurement and repeatability (Aliyu, Bello, Kasim, & Martin, 2014).

In contrast, interpretivism argues that worldwide and universal truth does not exist (Aliyu et al., 2014). Furthermore, an interpretivist researcher understands and interprets the meanings that humans attach to their actions from his/her perspective and mostly follows a qualitative research approach.

Establishing the research paradigm is very important for the successful execution of a research design, which is a similar concept to the research process described above. A research design is defined by Blaikie (2000) as an integrated statement and justification for the more technical decisions involved when planning a research project. This is a process comparable to an architect's activities when designing a building. A similar definition by Babbie (2007) refers to a research design as a set of decisions regarding the topic to be studied, the population, the research methods and the purpose of the study.

Paradigms are important because they provide the beliefs and rules that, for scholars in a particular field, influence the research methodology and the interpretation of results (Kivunja & Kuyini, 2017). A paradigm is a worldview or a basic set of beliefs that provide guidance to an investigation or a research action (Guba & Lincoln, 1994). Put simply, it is an approach to thinking about and conducting research (Antwi & Hamza, 2015).

Further differences between positivism and interpretivism are outlined in Table 3.1 below. From this table, it can be observed that there are significant differences between these paradigms. For instance, positivism uses larger samples, is concerned with testing hypotheses, has highly specific and precise data, uses an artificial location, shows a high reliability but low validity and generalises findings from a sample to a population.

This is contrary to interpretivism, which has a tendency to use smaller samples, is concerned with generalising theories, has rich and subjective data, uses a natural

location, shows a low reliability but high validity and generalises findings from one setting to another.

Table 3.1: Differences between positivism and interpretivism

Positivism	Interpretivism
Tends to produce quantitative data	Tends to produce qualitative data
Uses large samples	Uses small samples
Concerned with hypotheses testing	Concerned with generalising theories
Data are highly specific and precise	Data are rich and subjective
Location is artificial	Location is natural
Reliability is high	Reliability is low
Validity is low	Validity is high
Generalises from sample to population	Generalises from one setting to another

Source: Glesne and Peshkin (1992)

3.2.2. Research approach

Since the present study followed a positivist paradigm, a quantitative research approach was chosen, which involves the collection of data that leads to the quantification of information by subjecting it to statistical analysis to either support or disprove alternate knowledge suppositions (Creswell, 2003). According to McCusker and Gunaydin (2015), quantitative research is objective in nature because the inquirer is independent from what is being researched.

There are three research approaches, namely: quantitative, qualitative and mixed methods. Depending on the research paradigm used, a particular approach becomes suitable. For the positivist research paradigm, quantitative research is normally used, whereas choosing the interpretivist paradigm means that the research will be qualitative in nature (Kivunja & Kuyini, 2017).

Quantitative research usually entails a systematic and empirical investigation of phenomena through mathematics and statistics as well as numerical data processing (Basias & Pollalis, 2018). A deductive approach to the relationship between theory and research is usually followed whereby the focus is on generating hypotheses based on theories and testing them.

Quantitative research methods include surveys, experiments, structured interviews and structured observations. The survey method was used in the current study in the form of an online survey (Ragab & Arisha, 2018). This method was chosen because it was considered safe in light of COVID-19 risks. Wegner (2016) highlights that the survey method has the advantage of providing data that is current and more likely to be accurate.

As pointed out in Bryman and Bell (2011), qualitative research differs from quantitative research, as it follows a research strategy that mostly emphasises words instead of numbers in the collection and analysis of data. Additionally, it follows an inductive approach to the relationship between theory and research, emphasising the generation of theories based on the findings of a data analysis.

Qualitative research is described by Collis and Hussey (2014) as subjective, since the inquirer interacts with what is being researched. It has the advantage of enabling the researcher to probe deeply into a phenomenon, thus gaining a deeper understanding.

Some researchers use the mixed methods research approach, which combines methods from the qualitative and quantitative research approaches. The goal of mixed methods research is not to replace these approaches, but to draw from their strengths, while minimising their weaknesses (Johnson & Onwuegbuzie, 2004). In other words, it can help to bridge the gap between these approaches.

The differences between quantitative and qualitative data analysis, as adapted from Glesne and Peshkin (1992), are presented in Table 3.2 below.

Table 3.2: Quantitative versus qualitative research

Quantitative research	Qualitative research
<p>Assumptions</p> <ul style="list-style-type: none"> • Social facts have an objective reality • Knower and known are independent – a dualism • Primacy of method • Variables can be identified and relationships measured 	<p>Assumptions</p> <ul style="list-style-type: none"> • Reality is socially constructed • Knower and known are interactive and inseparable • Primacy of subject matter • Variables are complex, interwoven and difficult to measure

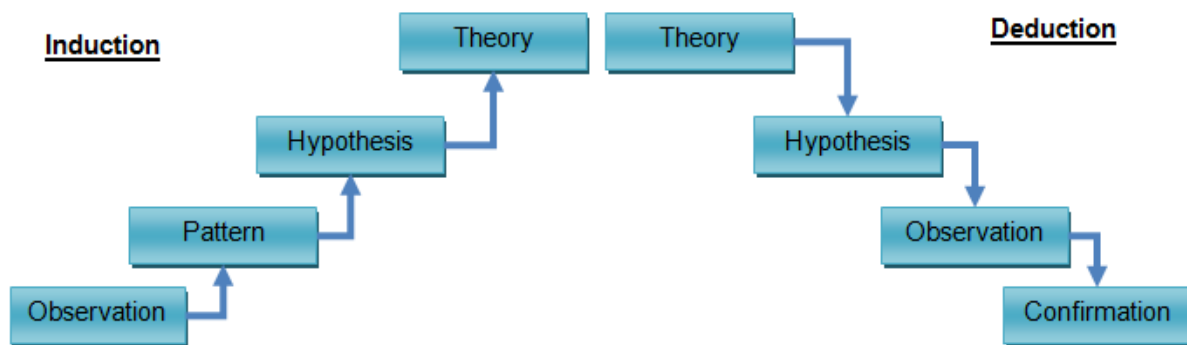
<ul style="list-style-type: none"> • Inquiry is objective, value-free 	<ul style="list-style-type: none"> • Inquiry is subjective, value-bound
<p>Purposes</p> <ul style="list-style-type: none"> • Generalisability (Time and context free generalisations through nomothetic or generalised statements) • Prediction • Causal explanations 	<p>Purposes</p> <ul style="list-style-type: none"> • Contextualisation (Only time and context bound working hypotheses through idiographic statements) • Interpretation • Understanding actors' perspectives
<p>Approach</p> <ul style="list-style-type: none"> • Begins with hypotheses and theories • Manipulation and control • Uses formal, structured instruments • Experimentation and intervention • Deductive • Component analysis • Seeks consensus, the norm • Reduces data to numerical indices • Abstract language in write-up 	<p>Approach</p> <ul style="list-style-type: none"> • Ends with hypotheses and grounded theory • Emergence and portrayal • Researcher as the instrument • Naturalistic or non-intervention • Inductive • Searchers for patterns • Seeks pluralism, complexity • Makes minor use of numerical indices • Descriptive write-up
<p>Researcher role</p> <ul style="list-style-type: none"> • Detachment and impartiality • Objective portrayal • Etic (outsider's point of view) 	<p>Researcher role</p> <ul style="list-style-type: none"> • Personal involvement and partiality • Empathic understanding • Emic (insider's point of view)

Source: Glesne and Peshkin (1992)

In the study, the researcher followed a deductive approach whereby theories were used to generate hypotheses. In this approach, the relationship between theory and research is such that hypotheses and ideas for the research come from the theory (Yilmaz, 2013).

Figure 3.2 below depicts that the inductive approach begins with an observation, and then patterns are noted, leading to the development of hypotheses and theories. Contrary to this, in the deductive approach, the researcher looks at theories to formulate hypotheses, and then observations are made, leading to the confirmation or rejection of the hypotheses.

Figure 3.2: Induction versus deduction



Source: Ragab and Arisha (2018)

3.2.3. Sampling design

This study was conducted in Johannesburg, South Africa, which has an estimated 4.94 million people according to the 2016 population estimate (Joburg, 2016). A sample was drawn from this population, targeting Generations X and Y sports apparel consumers with buying power aged between 18 and 59 years.

Probability sampling, also known as random sampling, was used in this study. This is a sampling method that allows for each member of the target population to be selected (Etikan & Bala, 2017). In particular, simple random sampling was used. In simple random sampling, every unit in the population has the same probability of selection (Vehovar, Toepoel, & Steinmetz, 2016). Probability sampling was therefore chosen in order to obtain a more representative sample and to ensure that each member of the target population had an equal chance of being selected. This is contrary to the non-probability sampling method, which is totally based on judgement (Sharma, 2017).

The randomly selected participants included family, friends, colleagues and other members of the public in various areas within the city. The respondents had to be Generation X and Y sports apparel consumers with buying power in Johannesburg. The participants had to be representative of the country's diverse population, so the researcher selected people regardless of their gender; race; educational level; employment status; and income level.

Considering the population size, the sample size calculation tool, Raosoft, recommended a sample size of 385 respondents at a 95% confidence level for the study (Raosoft, 2020). Owing to the limited timeframe of the research, cost limitations and complexities, such as having to use online surveys that tend to have low response rates, brought about by the COVID-19 pandemic, only 70 responses were obtained, which translates to an 18% response rate.

Attempts to increase this sample size were made. This was done by prolonging the time it took to statistically analyse the data and making additional attempts to reach out to more people. However, time limitations and the progression of the pandemic during that period further complicated the process. As a result of this, it is important to highlight that the findings of this study cannot be generalised, which is a noteworthy limitation of this research study. In other words, this study can be viewed as an exploratory study that provides a snapshot of consumer insights. Marketers and future researchers can then build upon it in order to gain more understanding of the phenomenon under investigation.

3.2.4. Data collection

Primary data were used in the present study because as Wegner (2016) points out, they are more likely to be of a high quality (accurate and relevant). Primary data are recorded for the first time at source, which is the case for surveys (Curtis and Allen, 2018). Primary data are data that are collected to solve a specific research problem, using procedures that best fit it (Hox & Boeije, 2005).

Secondary data are described by Kotler and Armstrong (2017) as information that is already in existence somewhere, having been obtained for some other purpose. This could include government statistics and reports; published articles; online databases; and reports from trade associations, banks and companies. Secondary data have limitations that include a lack of availability, inaccuracy, insufficiency and may also be less relevant. In addition, they may be only a summarised version of the original data (Church, 2002).

To collect the primary data for the study, a link to the e-survey was sent to the respondents electronically, and they had to complete it in their own time and at their own pace. Although e-surveys have the advantages of being less expensive and

collating the data automatically, their drawback is that they exclude those who have no Internet access (Curtis & Allen, 2018).

3.2.4.1. Pilot study

It is important to conduct a pilot study when undertaking a research project in order to address any issues beforehand. According to De Vos et al. (2011), a pilot study is one method that prospective researchers can use to orientate themselves to the project they plan to take on. Through the pilot study, an investigator is able to see whether there are any issues with his/her research instrument.

The current researcher had initially intended to perform a pilot study of about 20 respondents to determine the levels of reliability and validity of the research instrument. Owing to time limitations, this could not be done. However, this was found not to be an issue because the statistical results showed good reliability with regard to the research instrument because the Cronbach's alpha co-efficients, (which measured it), were all above 0.8, indicating that the scale was highly reliable.

3.2.4.2. The research instrument

The present study collected data using a closed-ended questionnaire that the respondents were invited to complete after agreeing to voluntarily participate in an online survey. The questionnaire consisted of two sections (A and B). Section A was mainly for demographic and consumer data. The items this section included gender, age, race, education level, employment status and monthly income level. In addition, the section included items concerning the respondents' preferred option for buying sports apparel (explained below) and the reasons behind buying sports apparel.

The respondents were asked to indicate which option they preferred when purchasing sports apparel. These options included buying from stores inside an enclosed mall, stores located in shopping centres, stand-alone stores or online stores. They were also asked to specify whether they bought sports apparel for participating in sporting activities, doing physical activities or for casual wear.

Section B consisted of the likert scale questions. The five-point Likert scale questions required respondents to indicate their level of agreement or disagreement with particular statements, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

There were 40 questions, sourced from existing literature and articles written by several authors who had studied some of the constructs included in the questionnaire. Only a few of the questions were constructed by the researcher.

Table 3.3 below provides a picture of the number of questions and the aim of the questions under each construct.

Table 3.3: Section B questions

Question construct	Number of questions	Aim of the question
Perceived product quality	7	To understand how perceived product quality affects consumer attitude
Brand image	6	To understand the influence of brand image on consumer attitude
Subjective norms	6	To gain insights into how consumers are influenced by subjective norms in their purchasing behaviour.
Perceived behavioural control	7	To determine how perceived ease or difficulty in buying sports apparel influences consumer attitude
Attitude	7	To establish the effect of consumer attitude on purchase intention
Purchase intention	7	To find out the consumers' opinions in terms of their purchase intentions for sports apparel

Source: Author's own construct

The research instruments selected had on average a Cronbach's alpha of more than 0.7, which suggests that the questionnaires were reliable and valid for the study. This was consistent with Vaske et al. (2017), who noted that a good measure of internal consistency should be a Cronbach's alpha above 0.7. Table 3.4 below provides a breakdown of the different questions and from where they were sourced.

Table 3.4: Questionnaire items

Variable	Item(s) adopted	Source
Perceived product quality	5	Chi and Kiddulf (2011); Schnurr, Brunner-Sperdin and Stokburger-Sauer (2017) as well as Hakim and Susanti (2017)
Brand image	5	Ghafoor et al. (2018) and Hien, Phuong, Tran and Thang (2020)
Subjective norms	7	Watts and Chi (2019); Zheng and Chi (2014) as well as Chiu, Kim and Won (2018)
Perceived behavioural control	6	Watts and Chi (2019); Zheng and Chi (2014) as well as Chiu, Kim and Won (2018)
Attitude	6	Watts and Chi (2019); Zheng and Chi (2014) as well as Chiu, Kim and Won (2018)
Purchase intention	6	Chiu et al. (2018) and Kim et al. (2015) as well as Zheng and Chi (2014)

Source: Author's own construct

3.2.5. Ethical considerations

The research ethics protocol of the Nelson Mandela University was maintained in the present study. All the respondents were above the age of 18. The participants were requested to answer a closed-ended questionnaire in the form of an online survey. One of the reasons for taking this approach was to avoid physical contact and the

passing of hard copies of questionnaires and other documents between the researcher and the respondents, which would have compromised the hygiene requirements of the COVID-19 pandemic regulations. This was to ensure that there was no harm caused to the respondents and the researcher in terms of COVID-19.

Informed consent was requested from the respondents prior to participation. The participants' right to privacy was respected. Their confidentiality and anonymity were also maintained. No personal information that could be used to identify the respondents was requested. The respondents were allowed to withdraw their participation at any stage. It was explained to the respondents that their participation was voluntary and that no benefit would accrue to them because of them participating in this study.

Ethical concerns come up at various stages during business research. This makes it important for researchers to put measures in place to ensure that the integrity of their work is not compromised. Even in social research, ethics is important, and therefore university ethics processes are created to ensure that the primary investigator, the participant, the university, the object of the study, funders and the public are protected from liability (Grant & Gazdula, 2020).

The importance of identifying and addressing the following ethical issues when conducting research are highlighted in De Vos et al. (2011):

- Avoiding harm to the participants
- Ensuring voluntary participation
- Ensuring that informed consent has been obtained
- Avoiding any invasion of the participants privacy/anonymity/confidentiality
- Avoiding any deception of the respondents

3.2.6. Data analysis approach

The data were analysed using a computer software program called STATISTICA. Firstly, the data were analysed for reliability and validity. It is important to ensure that the data collection instrument measures what it is intended to. Thereafter, data analysis generated descriptive and inferential statistics. Descriptive statistics, according to Wegner (2016), condense sample data into a few summary descriptive

measures. This includes determining the measures of central location and dispersion.

Inferential statistics, as described by Wegner (2016), generalise the findings from the sample to the broader population. Thus, in the study, statistical analysis assisted in testing for any patterns or relationships in the general population based on the data obtained from the sample. Moreover, the hypotheses that had been formulated were tested and accepted or rejected.

3.3. DATA QUALITY

In order to ensure that the study was credible and of a good quality, the researcher had to adhere to certain principles. Firstly, prior to conducting the study, an ethical clearance process by the University was undergone in order to address any ethical issues beforehand. In addition, the researcher had to ensure that the reliability and validity of the study were established. Bryman and Bell (2011) maintain that reliability, replication and validity are presented as measures for assessing the quality of business research.

3.3.1. Reliability

In the present study, the Cronbach's alpha co-efficients for all the constructs were above 0.8, which indicated excellent reliability. A Cronbach's alpha coefficient of 0.7 indicates good reliability (Nunally, 1978). According to De Vos et al. (2011), this coefficient ranges from 0 to 1; moreover, values closest to 1 (0.8-0.9) generally signify a highly reliable scale. It is stipulated in De Vos et al. (2011) that reliability occurs when an instrument measures the same item repeatedly, producing the same outcomes. Furthermore, an item is reliable when it performs in the future as it did in the past.

3.3.2. Validity

The sample size of this study was small relative to the hypothesised model; therefore, the findings were tested for content and face validity. Validity is concerned with how meaningful the research components are (Drost, 2011). Validity in quantitative research verifies whether the research truly measures what it was intended to measure, which indicates the truthfulness of the research findings

(Golafsani, 2003). In other words, the research conclusions must have integrity; hence, measuring validity is important.

3.4. CHAPTER SUMMARY

Chapter three provided a detailed discussion of the research methodology that was used in the study. The research process, paradigm, approach, sampling design and data collection methods were discussed. The way in which the measuring instrument used in the study was constructed, piloted and tested was explained. Matters relating to ethical considerations, data analysis and data quality were outlined. The next chapter will present the results of statistical analysis of the data.

CHAPTER 4

FINDINGS AND ANALYSIS

4.1. INTRODUCTION

In the previous chapter, a detailed outline of the research methodology employed in this study was provided. Aspects, such as the research paradigm, the research approach, data collection and analysis methods as well as ethical considerations were discussed. In this chapter, findings from the data analysis will be explained. This will entail a presentation of the descriptive and inferential statistics.

The results of the analysis of the demographic information about the respondents will be presented. Moreover, the results of the analysis of the respondents' preferences regarding sports apparel purchase location and reasons for buying this product will be presented. This will be followed by an explanation of the frequency distribution of the responses to the statements on the independent and dependant variables: perceived product quality (PPQY); brand image (BRND); subjective norms (SBNM); perceived behavioural control (PBCL); attitude (ATTD); and purchase intention (PINT). The results of the correlation and multiple regression analyses that established the relationships between the variables will be explained.

4.2. DESCRIPTIVE STATISTICS

In this section, descriptive statistics that resulted from the analyses of the answers to questions that were asked in Section A of the questionnaire are explained and interpreted. According to De Vos et al. (2011), descriptive statistics describe, summarise, organise and interpret numerical data provided by a sample of research participants. Section A of the questionnaire comprised questions to gather data about the respondents' demographics, their preferred location when buying sports apparel and the reasons why they purchased it.

Section B was made up of questions to gather information about the independent and dependent variables. The independent variables were perceived product quality (PPQY), brand image (BRND), subjective norms (SBNM), perceived behavioural control (PBCL) and attitude (ATTD). The dependant variable was purchase intention

(PINT). Frequency tables and graphs were used to illustrate the results of the statistical analysis of the answers given by the respondents to each question.

The aim of the statements presented in the questionnaire was to gather information about the consumers' perspectives on the influence of the independent variables on the dependant variable. To simplify the process of data collection and analysis, the five-point Likert scale was collapsed into only three categories. All the responses that fell into the Strongly Disagree and Disagree categories were classified as Disagree, whilst all the Strongly Agree and Agree responses were categorised as Agree. The neutral responses were left unchanged.

4.2.1. Demographic profile of the respondents and consumer preferences/reasons

This section presents the descriptive statistics representing the important demographic information that was captured in the survey. Variables, such as gender, age, race, highest education level, employment status and monthly income level are discussed. In addition, the section presents the descriptive statistics of the information gathered from the respondents when they were asked to indicate their preferred options when buying sports apparel and the reasons why they purchased it. Table 4.1 below summarises the demographic distribution of the 70 surveyed respondents as well as their preferences and reasons when buying sportswear.

Table 4.1: Demographic profile and consumer preferences/reasons

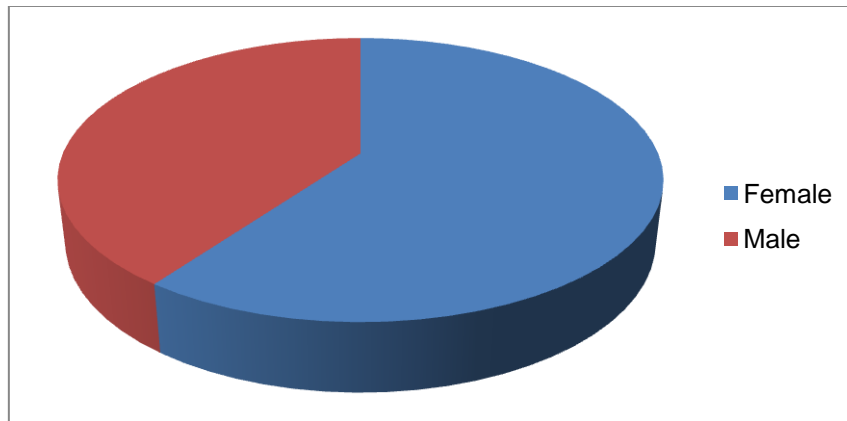
Variable	Distribution	% Response	Number of respondents
Gender	Female	60%	42
	Male	40%	28
	Total	100%	70
Age	18 – 29	29%	20
	30 – 39	59%	41
	40 – 49	9%	6
	50 - 59	4%	3
	Total	100%	70
Race	Asian	0%	0
	Black	80%	56
	Coloured	6%	4
	Indian	6%	4

	White	9%	6
	Total	100%	70
Highest education level	Below matric	1%	1
	Matric	11%	8
	Diploma	29%	20
	Bachelor's degree	39%	27
	Postgraduate	13%	9
	Masters	7%	5
	Doctorate	0%	0
	Total	100%	70
Employment status	Employed	87%	61
	Unemployed	4%	3
	Self-employed	6%	4
	Prefer not to say	3%	2
	Total	100%	70
Monthly income level	R0 – R2 999	4%	3
	R3 000 – R7 999	1%	1
	R8 000 – R14 999	16%	11
	R15 000 – R29 999	29%	20
	R30 000 – R49 000	20%	14
	R50 000+	10%	7
	Prefer not to say	20%	14
	Total	100%	70
Preferred option when buying sports apparel	Stores inside a shopping mall	54%	38
	Stores inside shopping centres	29%	20
	Stand-alone stores	11%	8
	Online stores	6%	4
	Total	100%	70
Reasons for buying sports apparel	For participating in sports activities	9%	6
	For doing physical activities (like gym)	51%	36
	For casual wear	40%	28
	Total	100%	70

4.2.1.1. Analysis of the response rate by gender

Table 4.1 above and Figure 4.1 below show that 60% (n = 42) of the respondents were female, whilst 40% (n = 28) were male. Figure 4.1 below illustrates this distribution in graphical form.

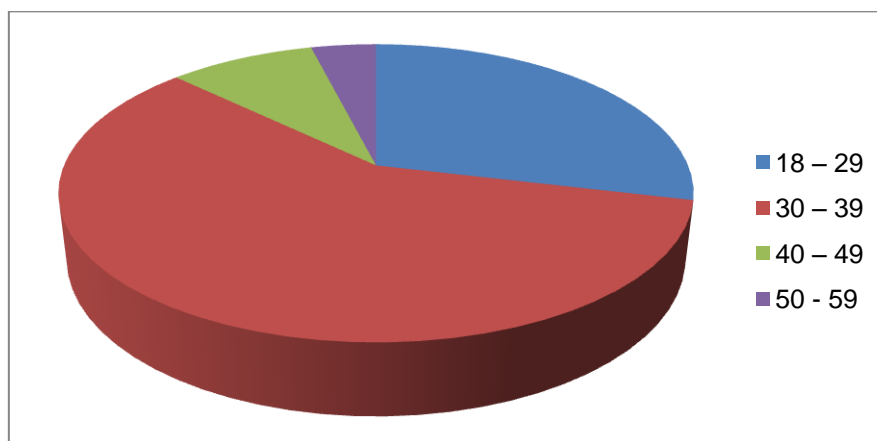
Figure 4.1: Response rate by gender



4.2.1.2. Analysis of the response rate by age

Table 4.1 above and Figure 2.2 below show that the participants were between the ages of 18 and 59 years. The dominant age group ranged from 30 to 39 years old, accounting for 59% (n = 41) of the total sample. Figure 4.2 below illustrates this distribution.

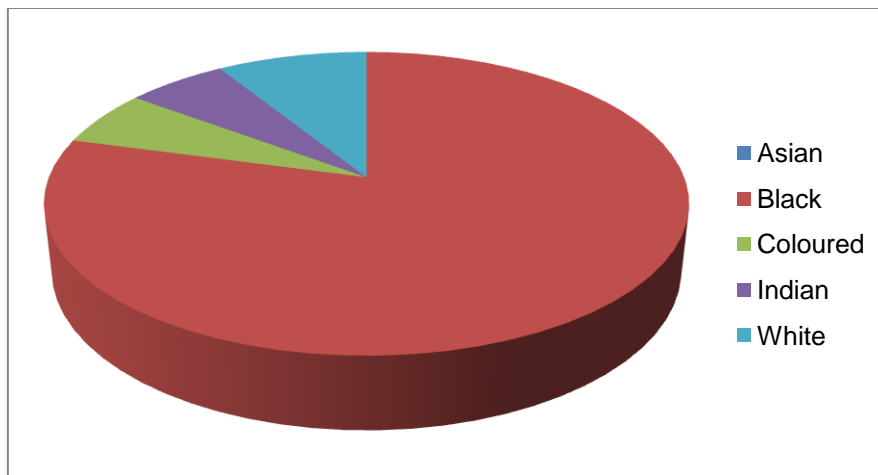
Figure 4.2: Response rate by age



4.2.1.3. Analysis of the response rate by race

As depicted in Table 4.1 above and Figure 4.3 below, Blacks were the dominant ethnic group (80%; n = 56), followed by Whites (9%; n = 6), with Asians, Coloureds and Indians each making up 6% (n = 4) of the total sample.

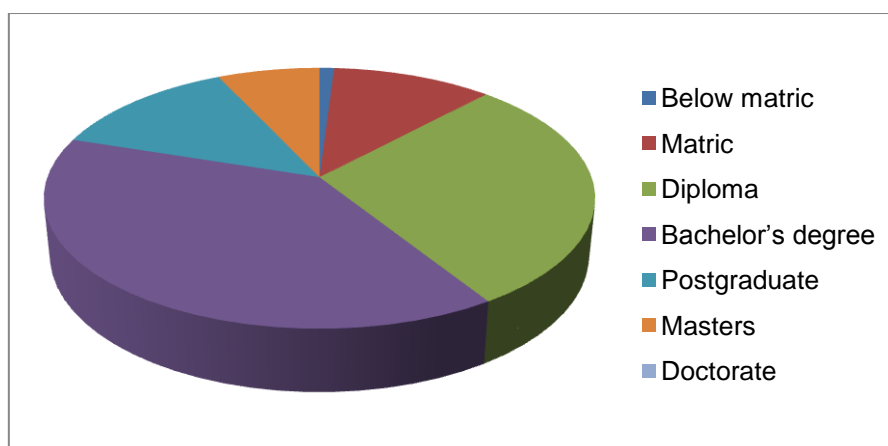
Figure 4.3: Response rate by race



4.2.1.4. Analysis of the response rate by educational qualifications

In terms of educational qualifications, as illustrated in Table 4.1 above and Figure 4.4 below, most of the respondents (39%; n = 27) held a bachelor's degree, 29% (n = 20) had a diploma, whilst 13% (n = 9) had a postgraduate qualification, which could have been an honours degree or a postgraduate diploma.

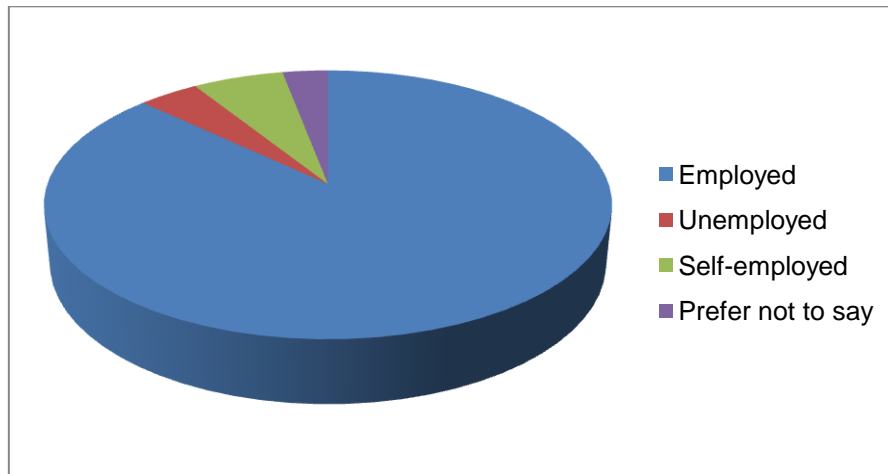
Figure 4.4: Response rate by educational qualifications



4.2.1.5. Analysis of the response rate by employment status

Table 4.1 above and Figure 4.5 below present the employment status of the respondents. Most of them were employed (87%; n =61), followed by self-employed (6%; n = 4), then those who were unemployed (4%; n = 3).

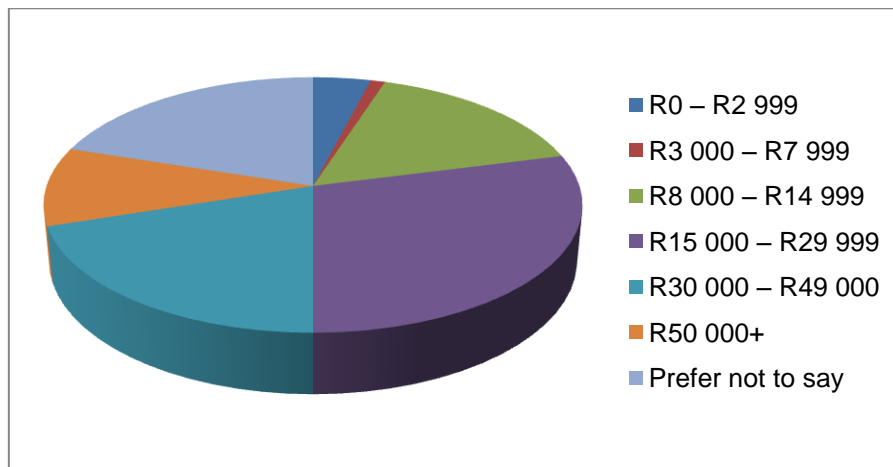
Figure 4.5: Response rate by employment status



4.2.1.6. Analysis of the response rate by monthly income levels

In terms of monthly income levels, as shown in Table 4.1 above and Figure 4.6 below, the majority (29%; n = 20) of those surveyed earned between R15 000 and R29 999. This was followed by those who earned between R30 000 and R49 000 (20%; n = 14) and those who earned between R8 000 and R14 999 (16%; n = 11). Next were those who earned more than R50 000 a month (10%; n = 7), while the lowest number of respondents earned between R3 000 and R7 999 a month (1%, n = 1). Some of the respondents (20%; n = 14) preferred not to say how much they earned.

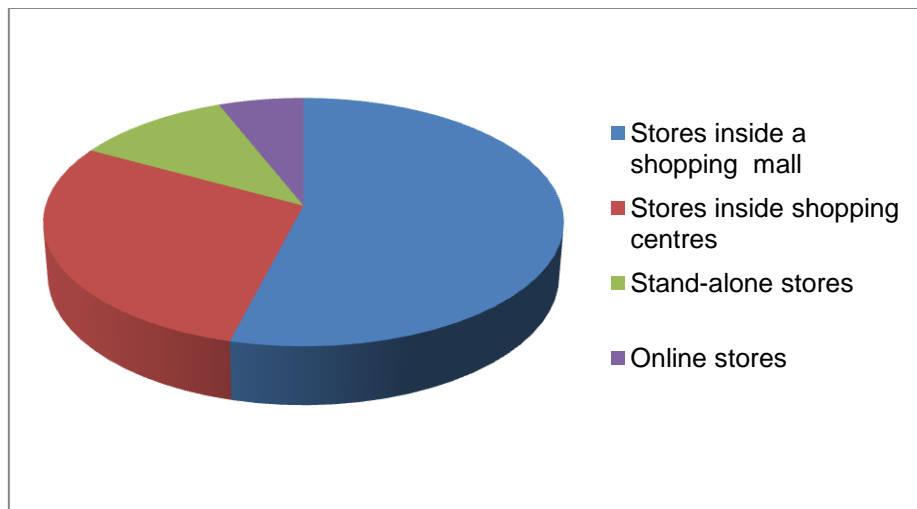
Figure 4.6: Response rate by monthly income



4.2.1.7. Analysis of the response rate by preferred option when buying sports apparel

The respondents were asked to indicate their preferred option when buying sports apparel, as illustrated in Table 4.1 above and Figure 4.7 below. More than half of them (54%; n = 38) indicated that they were in favour of stores inside a shopping mall. The next most popular choice was stores inside shopping centres (29%; n = 20), and stand-alone stores were preferred by only 11% of the respondents (n =8). Interestingly, only a few people (6%; n = 4) selected online stores, although the world is in the digital age. The convenience of using a mall, where many stores are close to one another and where a consumer can try on clothes in the store, was most likely the reason why most respondents preferred shopping malls. This may have been the case with stores inside shopping centres, as opposed to online stores, where the respondents would have needed to return an item if it did not fit well or meet expectations.

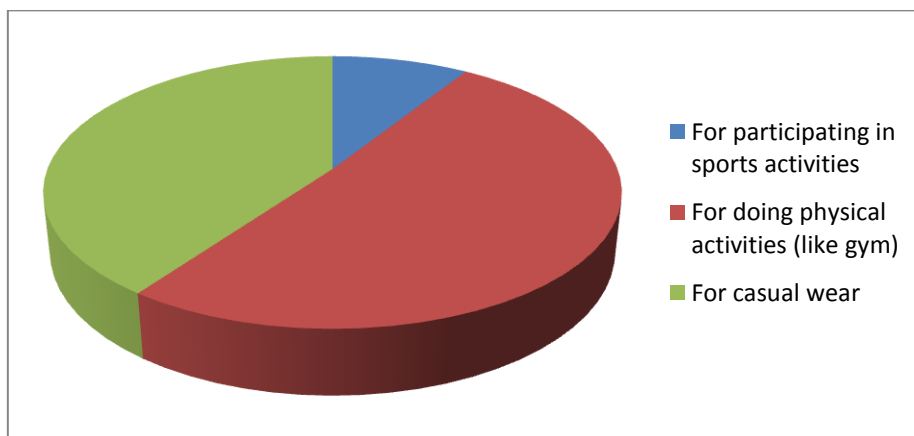
Figure 4.7: Response rate by preferred option when buying sports apparel



4.2.1.8. Analysis of the response rate by reason for buying sports apparel

The respondents gave different reasons for buying sports apparel as shown in Table 4.1 above and Figure 4.8 below. Most of them (51%; n = 36) indicated that they bought sports apparel to participate in physical activities (like exercising). Others (40%; n = 28) bought sports apparel to use as casual wear, while only a few (9%; n = 6) of the respondents bought sports apparel for participating in sporting activities. The increased interest for healthy lifestyles could explain why so many respondents indicated that they bought sports apparel for physical activities. In addition, the significant number of respondents buying sports apparel for casual wear was consistent with literature that suggests that the line between fashion and sportswear is becoming blurred.

Figure 4.8: Response rate by reason for buying sports apparel



4.2.2. Analysis of the constructs

4.2.2.1. Perceived product quality

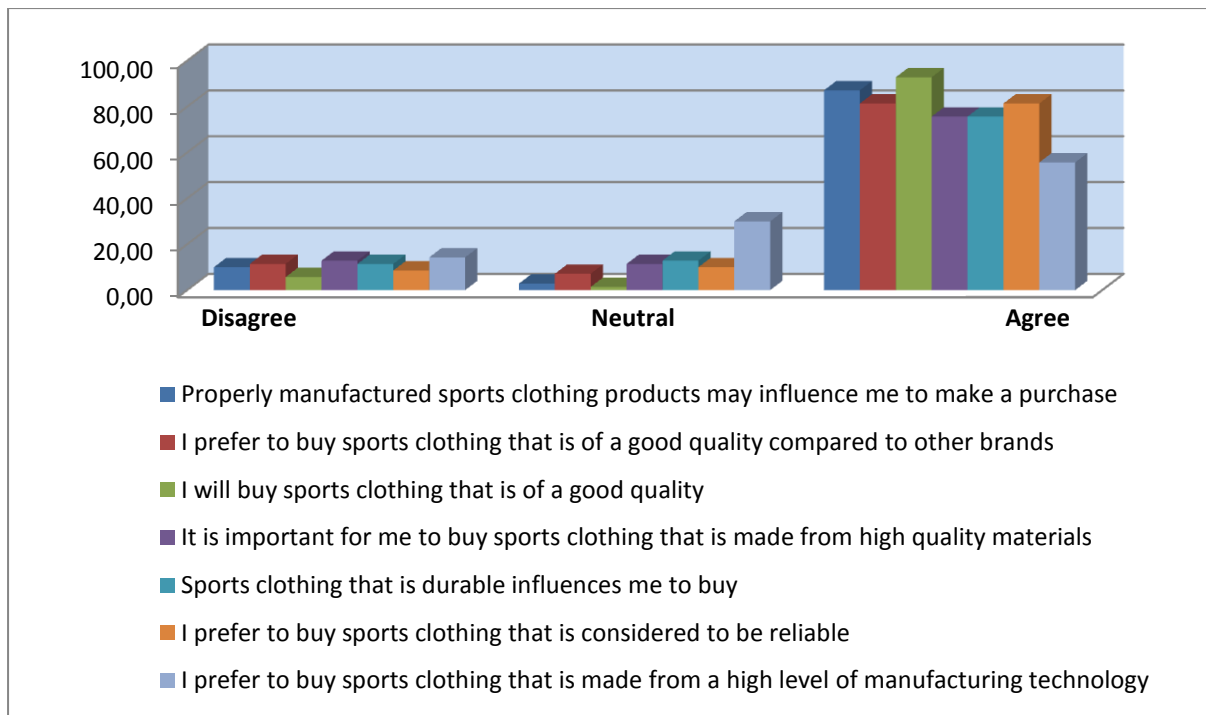
Table 4.2 and Figure 4.9 below present the frequency distribution of the responses to the statements about perceived product quality.

Table 4.2: Descriptive statistics for perceived product quality

Code	Statement	Disagree	Neutral	Agree	Mean	Standard Deviation
		Percentages				
PPQY1	Properly manufactured sports clothing products may influence me to make a purchase	10,00	2,86	87,14	4,21	1,048
PPQY2	I prefer to buy sports clothing that is of a good quality compared to other brands	11,43	7,14	81,43	4,00	1,090
PPQY3	I will buy sports clothing that is of a good quality	5,71	1,43	92,86	4,21	0,946
PPQY4	It is important for me to buy sports clothing that is made from high quality materials	12,86	11,43	75,71	3,93	1,171
PPQY5	Sports clothing that is durable influences me to buy	11,43	12,86	75,71	3,96	1,083
PPQY6	I prefer to buy sports clothing that is considered to be reliable	8,57	10,00	81,43	4,11	1,084
PPQY7	I prefer to buy sports clothing that is made from a high level of manufacturing technology	14,29	30,00	55,71	3,56	1,163
Average mean score					4,00	

n = 70

Figure 4.9: Descriptive statistics for perceived product quality



The results above indicated a tendency for respondents to agree to the statements. The results were distributed mainly towards agreement, with the highest being PPQY 3 (92.86%) and the lowest being PPQY 7 (55.71%). Fewer respondents disagreed or were neutral about the statements.

These responses suggested that perceived product quality was important for most of the respondents. For example, 92.86% (with a mean score of 4.21) of the responses to statement PPQY 3 showed that most respondents agreed that they would buy sports clothing of a good quality, whereas only 5.71% disagreed and 1.43% were neutral. The average mean score for perceived product quality was 4.00.

4.2.2.2. Brand image

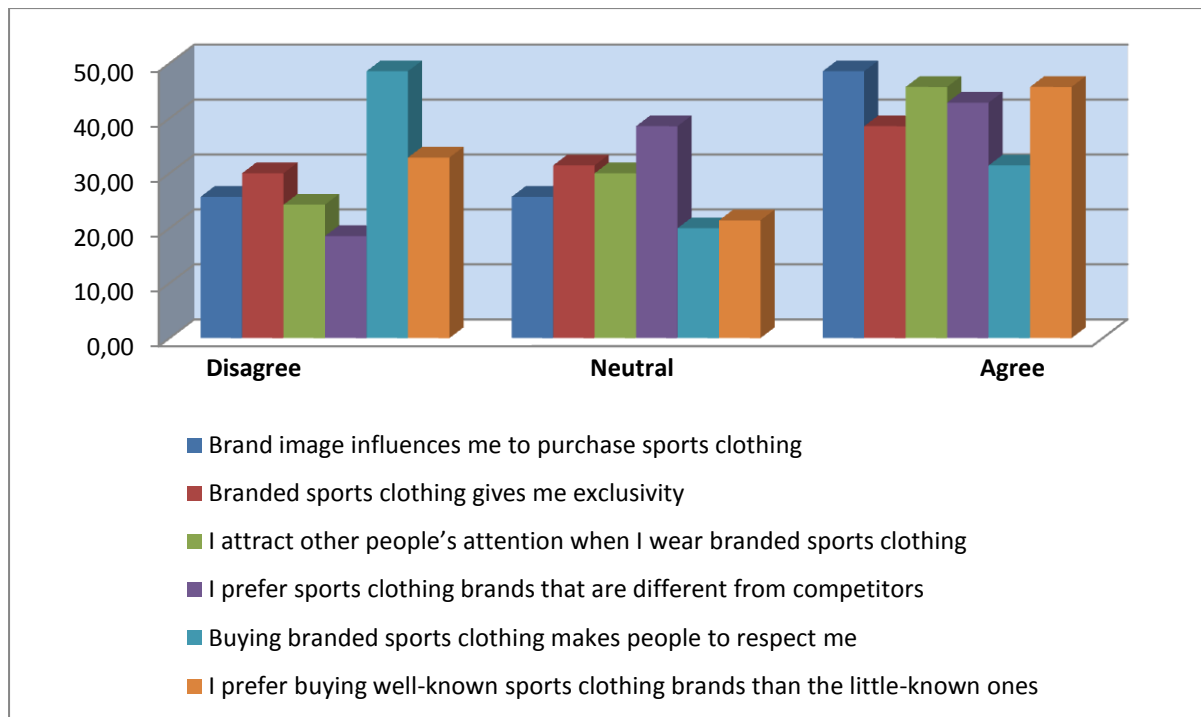
Table 4.3 and Figure 4.10 below illustrate the frequency distribution for the responses to the statements about brand image.

Table 4.3 Descriptive statistics for brand image

Code	Statement	Disagree	Neutral	Agree	Mean	Standard Deviation
		Percentages				
BRND 1	Brand image influences me to purchase sports clothing	25,71	25,71	48,57	3,34	1,190
BRND 2	Branded sports clothing gives me exclusivity	30,00	31,43	38,57	3,11	1,246
BRND 3	I attract other people's attention when I wear branded sports clothing	24,29	30,00	45,71	3,30	1,147
BRND 4	I prefer sports clothing brands that are different from competitors	18,57	38,57	42,86	3,29	1,169
BRND 5	Buying branded sports clothing makes people respect me	48,57	20,00	31,43	2,71	1,264
BRND 6	I prefer buying well-known sports clothing brands than the little-known ones	32,86	21,43	45,71	3,11	1,368
Average mean score					3,15	

n = 70

Figure 4.10: Descriptive statistics for brand image



As indicated in the table, the responses on this variable leaned more towards agreement. Most respondents (48.57%, with a mean score of 3.34) agreed with BRND 1, which indicated that brand image influenced them to buy sports clothing, while 25.71% disagreed and another 25.71% remained neutral.

The lowest mean score (2.71) was for BRND 5, which meant that many respondents (48.57%) disagreed that buying branded sports clothing made people respect them. In general, the difference between the respondents who disagreed and those who chose to remain neutral with the statement was insignificant. The average mean score for all BRND items was 3.15.

4.2.2.3. Subjective norms

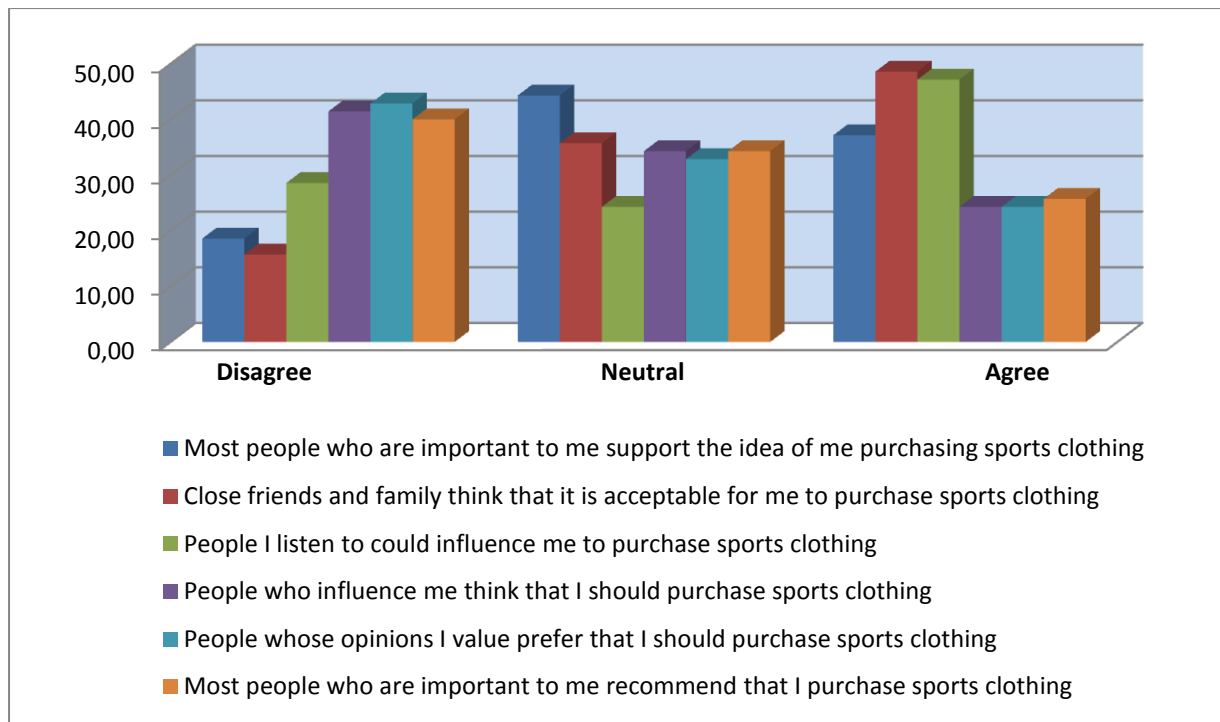
In Table 4.4 and Figure 4.11 below, the frequency distribution for the responses to the statements about subjective norms is outlined.

Table 4.4: Descriptive statistics for subjective norms

Code	Statement	Disagree	Neutral	Agree	Mean	Standard Deviation
		Percentages				
SBNM 1	Most people who are important to me support the idea of me purchasing sports clothing	18,57	44,29	37,14	3,20	0,957
SBNM 2	Close friends and family think that it is acceptable for me to purchase sports clothing	15,71	35,71	48,57	3,41	0,909
SBNM 3	People I listen to could influence me to purchase sports clothing	28,57	24,29	47,14	3,19	1,120
SBNM 4	People who influence me think that I should purchase sports clothing	41,43	34,29	24,29	2,80	1,071
SBNM 5	People whose opinions I value prefer that I should purchase sports clothing	42,86	32,86	24,29	2,73	1,062
SBNM 6	Most people who are important to me recommend that I purchase sports clothing	40,00	34,29	25,71	2,73	1,076
Average mean score					3,01	

n = 70

Figure 4.11: Descriptive statistics for subjective norms



The responses were mixed and without a conclusively dominant trend in the answers, although the responses towards neutral were distributed almost evenly. A number of respondents (48.57%, with a mean of 3.41) indicated that close friends and family thought that it was acceptable for them to purchase sports clothing (statement SBNM 2), although 15.71% disagreed with this statement, and 35.71% chose to be neutral.

A number of respondents (42.86% with a mean score of 2.73) disagreed with statement SBNM 5, 32.86% remained neutral and 24.29% agreed. The least number of respondents agreed to statements SBNM 4 and SBNM 5 (24.29%, with mean scores of 2.8 and 2.83, respectively). However, disagreement to SBNM 2 received the least number of responses (15.71%). The average mean score for all SBNM items was 3.01.

4.2.2.4. Perceived behavioural control

Table 4.5 and Figure 4.12 below present the frequency distribution of the responses to the statements about perceived behavioural control.

Table 4.5: Descriptive statistics for perceived behavioural control

Code	Statement	Disagree	Neutral	Agree	Mean	Standard Deviation
		Percentages				
PBCL 1	In general, shopping for sports clothing is easy	27,14	14,29	58,57	3,34	1,089
PBCL 2	It is easy to find the products I want when shopping for sports clothing	30,00	17,14	52,86	3,23	1,106
PBCL 3	I have the resources to purchase sports clothing	17,14	21,43	61,43	3,49	0,880
PBCL 4	If I want to, I have complete control of purchasing sports clothing	10,00	18,57	71,43	3,80	0,957
PBCL 5	I have complete control over the quantity of sports clothing that I will buy for personal use	11,43	15,71	72,86	3,77	0,951
PBCL 6	I am capable of purchasing sports clothing	5,71	15,71	78,57	3,94	0,931
PBCL 7	I choose to buy sports clothing where it is most convenient for me	7,14	10,00	82,86	4,09	0,989
Average mean score					3,67	

n = 70

Figure 4.12: Descriptive statistics for perceived behavioural control



The responses showed a tendency towards agreement, with fewer respondents who disagreed. The highest percentage of respondents that constituted 82.86% agreed that they chose to buy sports apparel where it was convenient for them. Only 7.14% of the respondents disagreed with this statement, whilst 10.00% were neutral.

In addition, 78.57% of the responses in PBCL 6 agreed with the statement, whilst 5.71% disagreed and 15.71% chose to be neutral. The responses on perceived behavioural control seemed to be positive, with the respondents showing that they were in control and had the ability to purchase sports apparel. The mean scores ranged from 3.23 to 4.09, with an average mean score of 3.67.

4.2.2.5. Attitude

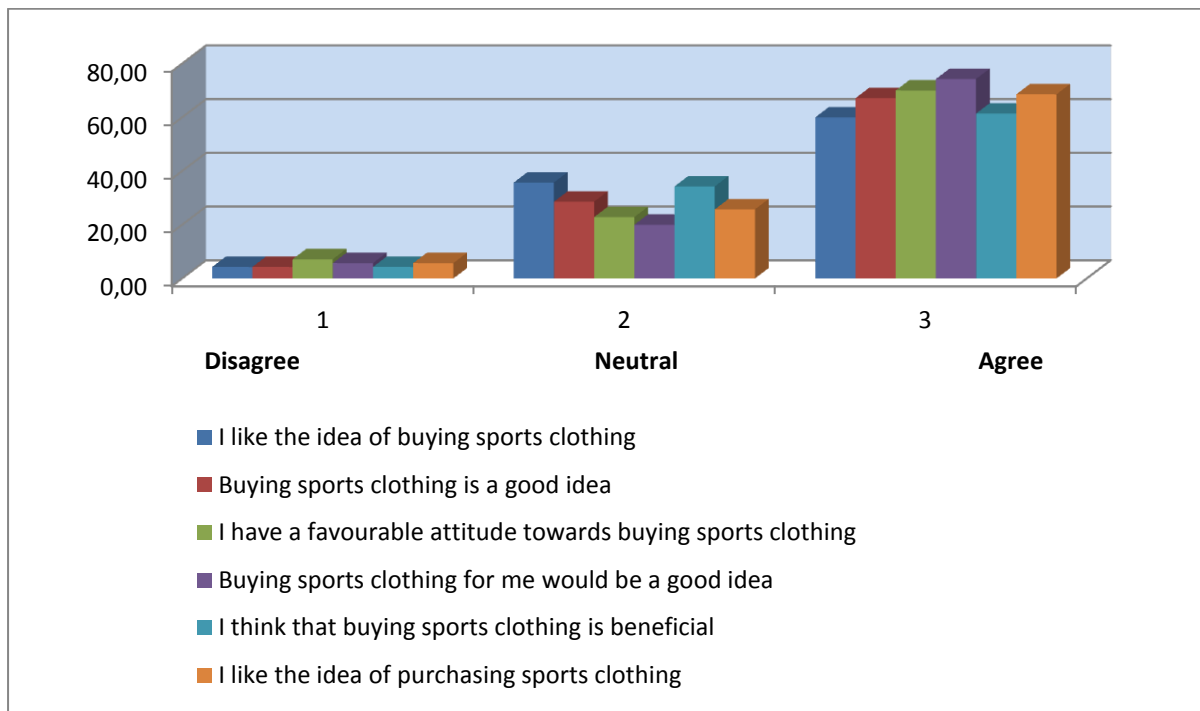
The frequency distribution for the answers to the statements about attitude is presented in Table 4.6 and Figure 4.13 below.

Table 4.6: Descriptive statistics for attitude

Code	Statement	Disagree	Neutral	Agree	Mean	Standard Deviation
		Percentages				
ATTD 1	I like the idea of buying sports clothing	4,29	35,71	60,00	3,69	0,808
ATTD 2	Buying sports clothing is a good idea	4,29	28,57	67,14	3,74	0,774
ATTD 3	I have a favourable attitude towards buying sports clothing	7,14	22,86	70,00	3,73	0,797
ATTD 4	Buying sports clothing for me would be a good idea	5,71	20,00	74,29	3,83	0,798
ATTD 5	I think that buying sports clothing is beneficial	4,29	34,29	61,43	3,66	0,759
ATTD 6	I like the idea of purchasing sports clothing	5,71	25,71	68,57	3,77	0,820
Average mean score					3,74	

n = 70

Figure 4.13: Descriptive statistics for attitude



The responses were more towards agreement, with most respondents surveyed agreeing with the statements under this variable. Fewer respondents disagreed or remained neutral. There was generally a positive attitude towards buying sports apparel amongst the surveyed respondents. For instance, most respondents (74.29%) agreed with ATTD 4 that buying sports apparel for them would be a good idea, whilst only 5.71% of them disagreed with this statement and 20% were neutral. The mean score for ATTD 4 was 3.83.

In addition, the highest percentage of respondents who disagreed with the statements about this variable was 7.14% in ATTD 3. They did not agree that they had a favourable attitude towards buying sports apparel, whilst 70% agreed and 22.86% remained neutral. The mean scores for this variable ranged from 3.66 to 3.83, with an average mean score of 3.74.

4.2.2.6. Purchase intention

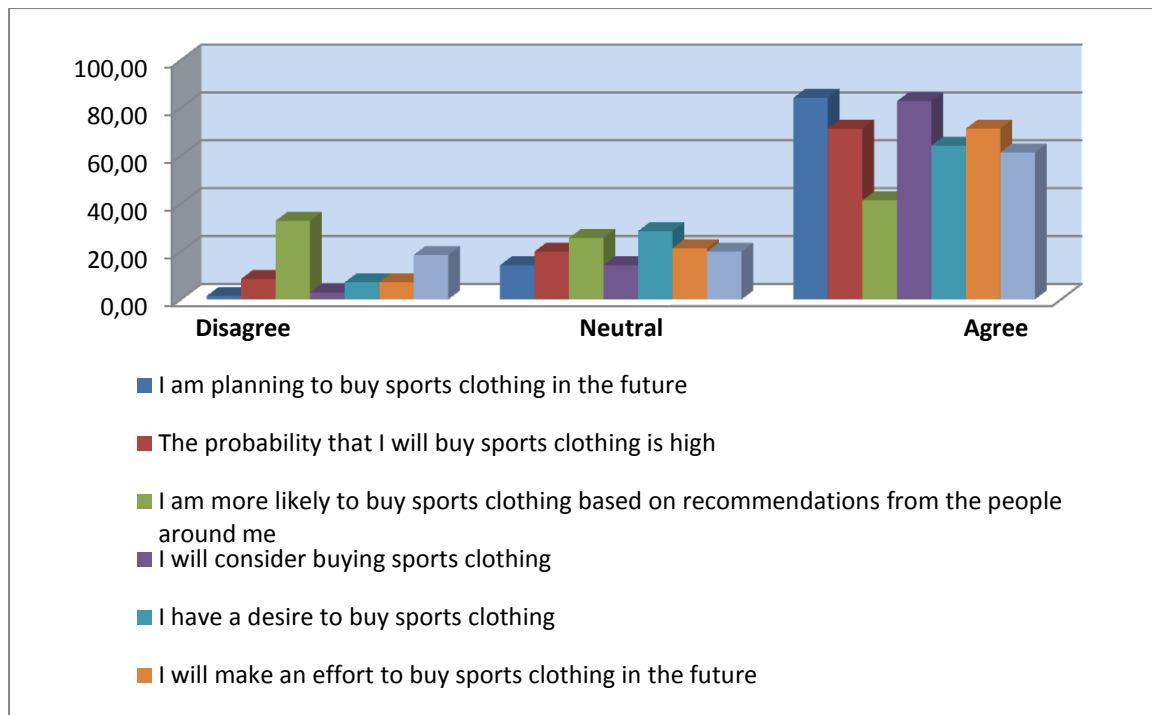
In Table 4.7 and Figure 4.14 below, the frequency distribution of the responses on purchase intention is indicated.

Table 4.7: Descriptive statistics for purchase intention

Code	Statement	Disagree	Neutral	Agree	Mean	Standard Deviation
		Percentages				
PINT 1	I am planning to buy sports clothing in the future	1,43	14,29	84,29	4,09	0,737
PINT 2	The probability that I will buy sports clothing is high	8,57	20,00	71,43	3,84	0,911
PINT 3	I am more likely to buy sports clothing based on recommendations from the people around me	32,86	25,71	41,43	3,09	1,046
PINT 4	I will consider buying sports clothing	2,86	14,29	82,86	3,97	0,722
PINT 5	I have a desire to buy sports clothing	7,14	28,57	64,29	3,80	0,926
PINT 6	I will make an effort to buy sports clothing in the future	7,14	21,43	71,43	3,83	0,868
PINT 7	I will consider to buy more sports clothing simply to dress sporty from time to time	18,57	20,00	61,43	3,50	1,176
Average mean score					3,73	

n = 70

Figure 4.14: Descriptive statistics for purchase intention



The responses were distributed more towards agreement. A significant proportion of the responses were positive towards the statements relating to purchase intention. As many as 84.29% of the respondents agreed with PINT 1 that they were planning to buy sports apparel in the future, whilst only 1.43% disagreed and 14.29% remained neutral. Interestingly, 32.86% of the respondents disagreed with PINT 3 that they would be more likely to buy sports clothing based on recommendations from the people around them. The lowest number (41.43%) of respondents agreed with this statement.

Additionally, another 82.86% of the respondents agreed with PINT 4 that they would consider buying sports clothing, whilst 2.89% of them disagreed and 14.29% chose to be neutral. Overall, these results suggested a favourable view towards sports clothing amongst those surveyed. The mean scores ranged from 3.09 to 4.09 with an average mean score of 3.73.

4.3. INFERENCE STATISTICS

Inferential statistics, as described by Wegner (2016), generalise sample findings to the population at large. They are used to reach important conclusions about the associations between variables. This section presents the statistical inferences from

the data collected. The results of the correlation and multiple regression analysis will be presented. Additionally, the section will explain whether the hypotheses were accepted or rejected, and a discussion on the relationships between the variables will be provided. It is worth noting that the findings of this study cannot be generalised due to the small sample size as explained in chapter three.

4.3.1. Data reliability

As highlighted in Chapter 3, a data collection instrument has to be reliable and produce the same results repeatedly. In research, data reliability is very important to ensure that the quality of research is not compromised. Table 4.8 below presents the Cronbach’s alpha values of the constructs of the questionnaire, with the lowest one being that of the construct “purchase intention” (0.85). The highest value was that of the construct “perceived product quality” (0.94). Cronbach’s alpha coefficients above 0.8 are considered excellent, which means that the data produced in the current study was highly reliable.

Table 4.8: Cronbach’s alpha results

Construct	Cronbach’s Alpha	Description
Perceived product quality	0,94	Excellent
Brand Image	0,90	Excellent
Subjective norms	0,87	Excellent
Perceived behavioural control	0,86	Excellent
Attitude	0,92	Excellent
Purchase intention	0,85	Excellent

4.3.1. T-tests between the demographic variables and purchase intention

As pointed out in Schober and Vetter (2019), two sample t-tests must be before if it is assumed that the data are normally distributed, the observations are independent of each other and the variances are approximately equal in both groups. In light of the data obtained in this study, the researcher was satisfied that these assumptions have been met, which then resulted in the following two sample t-tests being calculated and explained.

Table 4.9 below illustrates the two-sample t-test between gender and purchase intention. The results ($p > 0.05$) showed that there was no difference between males (mean = 3.7090 and females (mean = 3.745) with regard to their purchase intentions for sports apparel. This suggests that similar promotional strategies can be applied to both males and females to save the costs associated with customised advertising.

Table 4.9: Grouping by gender

Variable	T-tests; Grouping: Gender (Survey Sive)								
	Group 1: 1					Group 2: 2			
	Mean (1)	Mean (2)	t-value	Df	p	Valid N (1)	Valid N (2)	Std.Dev. (1)	Std.Dev. (2)
PINT	3,709	3,745	-0,218	68	0,828	28	42	0,567	0,732

Table 4.10 below presents the two-sample t-test results for age. These results ($p > 0.05$) indicated that there was no difference between the two age categories made up of those aged between 18 and 29 years old (mean = 3.686) and those who were between 30 and 39 years old (mean = 3.756) in terms of their purchase intentions for sports apparel.

Table 4.10: Grouping by age

Variable	T-tests; Grouping: Age (Survey Sive)								
	Group 1: 2					Group 2: 1			
	Mean (2)	Mean (1)	t-value	Df	p	Valid N (2)	Valid N (1)	Std.Dev. (2)	Std.Dev. (1)
PINT	3,756	3,686	0,377	59	0,708	41	20	0,625	0,798

Since the present study was investigating the buying behaviour of Generations X and Y consumers, a comparison was done between the two cohorts to see if there were any significant differences in their purchase intentions for sports apparel. The results ($p > 0.750$) of the two-sample t-test illustrated in Table 4.11 above indicated that those aged between 30 and 39 years old (Gen Y) (mean = 3.756) and those aged between 40 and 49 years old (Gen X) (mean = 3.667) did not differ. This

suggests that marketers can use similar marketing strategies for both. However, it is worth mentioning that a larger sample could possibly produce different results.

Table 4.11: Grouping by age (Generations X and Y)

Variable	T-tests; Grouping: Age (Survey Sive)								
	Group 1: Gen Y					Group 2: Gen X			
	Mean (Gen Y)	Mean (Gen X)	t-value	df	p	Valid N (Y)	Valid N (X)	Std.Dev. (2)	Std.Dev. (3)
PINT	3,756	3,667	0,321	45	0,750	41	6	0,625	0,738

Table 4.12 below illustrates the results of the two-sample t-test for education level and purchase intention. According to these results ($p > 0.05$), there was no difference between those who had a diploma (mean = 3.593) and those who had a bachelor's degree (mean = 3.751). This suggests that marketers can use similar promotional strategies for both groups of people.

Table 4.12: Grouping by education level

Variable	T-tests; Grouping: Education Level (Survey Sive)								
	Group 1: 3					Group 2: 4			
	Mean (3)	Mean (4)	t-value	Df	p	Valid N (3)	Valid N (4)	Std.Dev. (3)	Std.Dev. (4)
PINT	3,593	3,751	-0,792	45	0,432	20	27	0,545	0,761

Table 4.13 below indicates the results of the two-sample t-tests for the preferred option when buying sports apparel and their purchase intentions. The results ($p > 0.05$) showed that there was no difference between those who preferred stores inside shopping malls (mean = 3.714) and those who preferred stores in shopping centres (mean = 3.821). This suggests that managers may decide to locate their sports apparel stores inside either shopping malls or shopping centres, depending on where it is more commercially viable to do so.

Table 4.13: Grouping by preferred option when buying sports apparel

Variable	T-tests; Grouping: Preferred option for buying sports clothing (Survey results)								
	Group 1: 1 Group 2: 2								
	Mean (1)	Mean (2)	t-value	Df	p	Valid N (1)	Valid N (2)	Std.Dev. (1)	Std.Dev. (2)
PINT	3,714	3,821	-0,576	56	0,567	38	20	0,728	0,552

Table 4.14 below shows the two-sample t-test results for the reasons for buying sports apparel and purchase intention. The results indicated that there was no difference between those who bought sports clothing for participating in physical activities (mean = 3.742) activities and those who bought them for casual wear (mean = 3.786). This suggests that marketers can consider using similar marketing strategies for both groups to save on the costs associated with customised advertising.

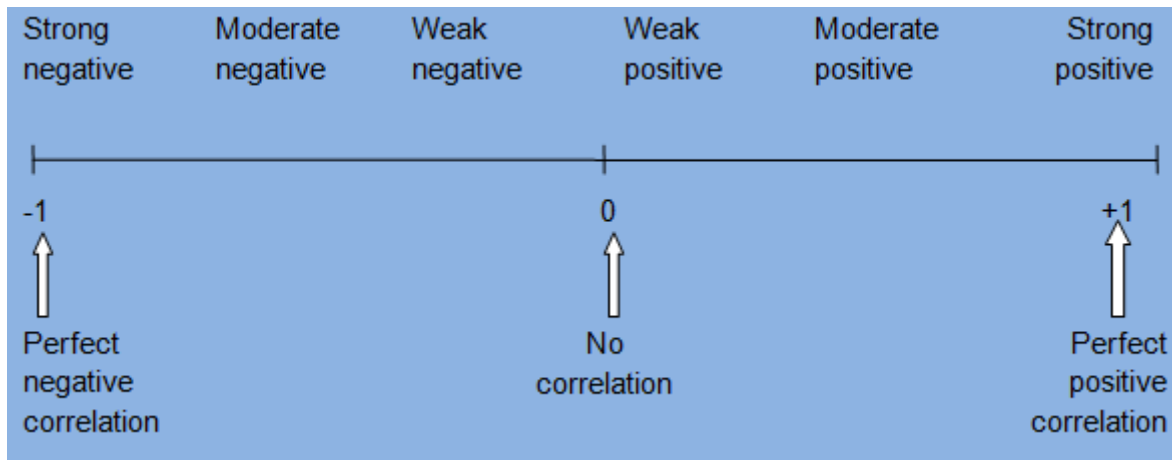
Table 4.14: Grouping by reasons for buying sports apparel

Variable	T-tests; Grouping: Reasons for buying sports clothing (Survey Sive)								
	Group 1: 2 Group 2: 3								
	Mean (2)	Mean (3)	t-value	Df	p	Valid N (2)	Valid N (3)	Std.Dev. (2)	Std.Dev. (3)
PINT	3,742	3,786	-0,265	62	0,792	36	28	0,617	0,698

4.3.2. Correlation analysis

The interpretation of the correlation coefficient is presented in Figure 4.15 below, which shows that the correlation coefficient (r) ranged between -1 and +1 ($-1 < r < +1$). A correlation coefficient of -1 indicates a perfect negative correlation, whereas a correlation coefficient of +1 means a perfect positive correlation. In between these values, the correlation could also be moderate negative or positive, or weak negative or positive, depending on the R-value. A correlation coefficient of zero means no correlation.

Figure 4.15: Graphical representation of the correlation coefficient interpretation



Source: Wegner (2016)

The results of the correlation analysis are presented in Table 4.15 below, where the relationships between the variables are illustrated.

Table 4.15: Correlation analysis

Variable	Correlations (Survey results)					
	PPQY	BRND	PBCL	SBNM	ATTD	PINT
PPQY	1,000	0,314	0,333	0,337	0,392	0,271
BRND	0,314	1,000	-0,003	0,421	0,154	0,211
PBCL	0,333	-0,003	1,000	0,130	0,412	0,355
SBNM	0,337	0,421	0,130	1,000	0,403	0,406
ATTD	0,392	0,154	0,412	0,403	1,000	0,584
PINT	0,271	0,211	0,355	0,406	0,584	1,000

NB: Items in red indicate significant relationships

The results showed that there was a relationship between variables PPQY, PBCL and SBNM (except for brand image) and attitude as well as purchase intention. Perceived product quality (PPQY) had a significant positive influence on attitude ($r = 0.392$, $p < 0.05$) and purchase intention ($r = 0.271$, $p < 0.05$). This suggests that a positive perception of product quality amongst consumers for sports apparel will lead

to a more favourable attitude towards buying them and increase their purchase intention.

Brand image (BRND) was not significantly related to attitude ($r = 0.154$, $p < 0.05$) and purchase intention ($r = 0.211$, $p < 0.05$). This suggests that enhancing a positive brand image will not necessarily result in a more favourable attitude towards buying sports apparel, and will therefore not increase consumers' purchase intentions. Perceived behavioural control (PBCL) was significantly related to attitude ($r = 0.412$, $p < 0.05$) and purchase intention ($r = 0.355$, $p < 0.05$). This implies that if consumers' perceived behavioural control is increased, their attitudes and purchase intentions towards sports apparel will also increase.

The results showed that subjective norms (SBNM) had a significant positive influence on attitude ($r = 0.403$, $p < 0.05$) and purchase intention ($r = 0.406$, $p < 0.05$). This implies that by enhancing subjective norms, consumer attitudes on sports apparel would also improve, leading to higher purchase intentions. The data analysis revealed that attitude had a strongly positive influence on purchase intention ($r = 0.584$, $p < 0.05$). This suggests that improving the attitude of consumers towards buying sports apparel will increase their purchase intentions.

4.3.3. Multiple regression analysis

In this section, three regression models will be discussed. The first one will be the multiple regression analysis of the relationship between the independent variables and attitude. The second one will be the multiple regression analysis of the relationship between the independent variables and both purchase intention and attitude. The third multiple regression analysis tested the relationship between the independent variables and purchase intention.

According to Osborne and Waters (2002), the following basic assumptions must be tested before a multiple regression analysis is done:

- The data must be normally distributed
- Linear relationships must exist between the independent and the dependent variables
- The variables are measured reliably

- The data has to be homoscedadic

Thus, the data obtained in this study made it possible to perform the multiple regression analysis. From the correlation analysis results, it was observed that there are linear relationships between the independent and dependant variables. The variables were measured reliably as indicated by the Chronbach's alpha coefficients that were all above 0.8, as shown in table 4.8 above. Multicollinearity was also not found to be a problem because the correlations between the independent variables were mostly less than 0.4. Wegner (2016) indicates that if correlations between the different pairs of independent variables, multicollinearity do not adversely affect the predictive validity of the regression model.

Brand image was not included in the multiple regression analysis because it was not significant in the correlation analysis. According to Bahna (2009), correlation coefficients can tell whether two variables are related, indicate the direction of the relationship and reveal whether or not the relationship is significant. In this case, since brand image was not related to attitude and purchase intention, it was therefore deemed not necessary to include it in the multiple regression analysis.

Table 4.16 below shows the results of multiple regression analysis of the relationship between the independent variables and attitude. The results indicated that perceived behavioural control (PBCL: $b = 0.310$; $p < 0.05$) and subjective norms (SBNM: $b = 0.299$; $p < 0.05$) were positively related to attitude. The other variables were not. The three independent variables explained 32% ($R^2 = 0.322$) of the movement of attitude.

Table 4.16: Multiple regression analysis of the relationship between the independent variables and attitude

Regression Summary for Dependent Variable: Attitude (Survey results) R= ,567 R ² = ,322 Adjusted R ² = ,291 F(3,66)=10,448 p<,00001 Std. Error of estimate: ,563						
N=70	Beta coefficient	Std. Error	B Coefficient	Std. Error	t value	p-value
Intercept			1,407	0,426	3,303	0,002
PPQY	0,189	0,113	0,135	0,081	1,666	0,101

PBCL	0,310	0,108	0,285	0,099	2,883	0,005
SBNM	0,299	0,108	0,248	0,089	2,778	0,007

NB: Items in red indicate significant relationships.

Table 4.17 below illustrates the multiple regression analysis of the relationship between the independent variables and both purchase intention and attitude. Subjective norms (SBNM: $b = 0.217$; $p < 0.05$) and attitude (ATTD: $b = 0.444$; $p < 0.05$) were positively related to purchase intention. The other variables were not. The four independent variables explained 39% ($R^2 = 0.394$) of the movement of purchase intention.

Table 4.17: Multiple regression analysis of the relationship between the independent variables and both purchase intention and attitude

N=70	Regression Summary for Dependent Variable: Purchase Intention (Survey results) $R = ,628$ $R^2 = ,394$ Adjusted $R^2 = ,357$ $F(4,65) = 10,567$ $p < ,00000$ Std.Error of estimate: ,534					
	Beta coefficient	Std. Error	B Coefficient	Std. Error	t value	p-value
Intercept			1,105	0,436	2,532	0,014
PPQY	-0,027	0,110	-0,019	0,079	-0,248	0,805
PBCL	0,153	0,109	0,140	0,099	1,405	0,165
SBNM	0,217	0,108	0,179	0,089	2,000	0,050
ATTD	0,444	0,117	0,443	0,117	3,788	0,000

NB: Items in red indicate significant relationships.

Table 4.18 below presents the results of the multiple regression analysis of the relationship between the independent variables and purchase intention. Perceived behavioural control (PBCL: $b = 0.290$; $p < 0.05$) and subjective norms (SBNM: $b = 0.350$, $p < 0.05$) were positively related to purchase intention. The other variables were not. These three independent variables explained 26% ($R^2 = 0.260$) of the movement of purchase intention.

Table 4.18: Multiple regression analysis of the relationship between the independent variables and purchase intention

n = 70	Regression Summary for Dependent Variable: Purchase Intention (Survey results) R= ,510 R ² = ,0.260 Adjusted R ² = ,227 F(4,65)=7.740 p<,000 Std.Error of estimate: ,586					
	Beta coefficient	Std. Error	B Coefficient	Std. Error	t value	p-value
Intercept			1,728	0,443	3,897	0,000
PPQY	0,056	0,118	0,040	0,084	0,478	0,634
PBCL	0,290	0,112	0,266	0,103	2,585	0,012
SBNM	0,350	0,112	0,288	0,093	3,108	0,003

NB: Items in red indicate significant relationships.

4.4. THE RELATIONSHIPS BETWEEN THE CHOSEN VARIABLES

4.4.1. The relationship between perceived product quality and attitude

The relationship between perceived product quality and attitude was investigated to test the following hypothesis that had been formulated:

H1: Perceived product quality positively influences the attitudes of sports apparel consumer.

The results of the multiple regression analysis for the relationship between perceived product quality and attitude are illustrated in Table 4.16 above. These results indicated that with regard to the respondents in the study, perceived product quality was not positively related to attitude. This suggests that a higher perceived product quality will not lead to a more favourable attitude towards sports apparel, which does not support H1.

4.4.2. The relationship between brand image and attitude

The above-mentioned relationship was investigated to test the following hypothesis:

H2: Brand image positively influences the attitudes of sports apparel consumers.

The results of the correlation analysis indicated that there was no relationship between brand image and the attitudes of the respondents as shown in Table 4.16 above. This suggests that a positive brand image will not necessarily result in a more positive attitude towards sports apparel, which does not support H2. Moreover, the construct “brand image” was left out of the multiples regression analysis.

4.4.3. The relationship between subjective norms and attitude

The relationship between these two variables was analysed to test the following hypothesis:

H3: Subjective norms positively influence the attitudes of sports apparel consumers.

The results of the multiple regression analysis showed that, in the case of the respondents, there was a positive relationship between subjective norms and attitude as indicated in Table 4.16 above. This implies that the more society approves of an individual’s purchases of sports apparel, the more positive his/her attitude will be to buying it, which supports H3. Managers can use influential people in their promotional campaigns to improve consumer attitude.

4.4.4. The relationship between perceived behavioural control and attitude

The relationship between PBC and attitude was investigated to test the hypothesis below:

H4: Perceived behavioural control positively influences the attitudes of sports apparel consumers.

The results presented in Table 4.16 above revealed that in the case of the respondents that the PBC and attitude variables were positively related. This suggests that an individual who believes that he/she can easily buy sportswear will feel positive about doing so, which supports H4. Thus, management should ensure that sports apparel stores are located in convenient places so that consumers can access the products easily.

4.4.5 The relationship between attitude and purchase intention

The relationship between attitude and purchase intention was analysed to test the following hypothesis:

H5: Attitude positively influences the purchase intentions of sports apparel consumers.

The results as shown in Table 4.17 indicated that in the case of the respondents, a positive relationship existed between the two variables. This implies that a positive attitude towards buying sportswear will lead to consumers planning to do so, which supports H5. Thus, managers should focus on improving consumer attitude through appropriate promotional methods in order to improve customers' purchase intentions.

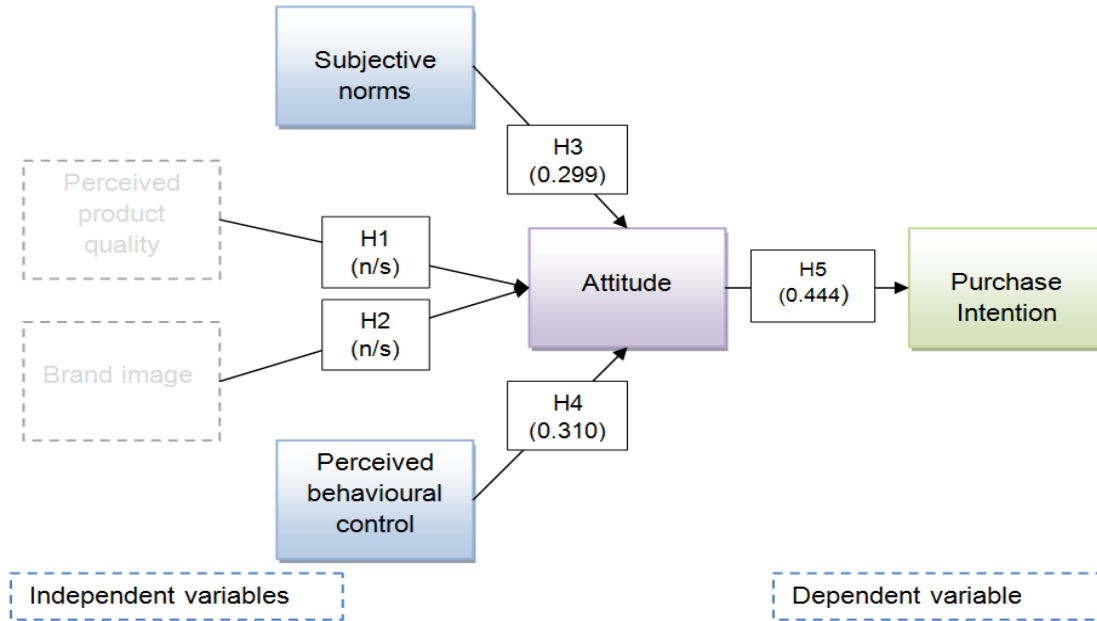
The hypotheses and the decisions about each are summarised in Table 4.19 below.

Table 4.19: Summary of the hypotheses

	Hypothesis	Decision
H1	Perceived product quality positively influences the attitudes of sports apparel consumers.	Not accepted
H2	Brand image positively influences the attitudes of sports apparel consumers.	Not accepted
H3	Subjective norms positively influence the attitudes of sports apparel consumers.	Accepted
H4	Perceived behavioural control positively influences the attitudes of sports apparel consumers.	Accepted
H5	Attitude positively influences the purchase intentions of sports apparel consumers.	Accepted

The diagrammatic representation of the results of the multiple regression analysis is shown in Figure 4.16 below:

Figure 4.16: Revised hypothesised model



4.5. CHAPTER SUMMARY

Chapter 4 presented the empirical findings of the study. Descriptive statistics were presented and discussed. The demographic profile of the respondents was provided in Section 4.2, where the different variables were discussed. The results of the data analysis were also presented in graphical format. A discussion of the constructs was also provided in order to explain how the responses to the different statements were distributed. Inferential statistics were also presented and discussed in order to see the relationships between the variables. Multiple regression analyses were conducted, and the implications of the results were that Hypotheses H1 and H2 were not accepted, whilst H3 to H5 were accepted.

The next chapter concludes this treatise by providing an outline of the study; a discussion of the findings in light of the research questions; managerial implications; a summary of the empirical findings; the limitations of the study; recommendations for future research; a summary of the chapter; and a brief conclusion.

CHAPTER 5

CONCLUSION

5.1. INTRODUCTION

The previous chapter explained and discussed the empirical findings of the data analysis, which were presented in the form of descriptive and inferential statistics. Moreover, the chapter explained the hypotheses testing and the implications of the results of this in terms of the factors influencing the buyer behaviour of Generations X and Y sports apparel consumers in Johannesburg.

The purpose of this chapter is to provide an outline of the study; a discussion of the findings in light of the research questions; managerial implications; a summary of the empirical findings; the limitations of the study; recommendations for future research; a summary of the chapter; and a conclusion.

5.2. OVERVIEW OF THE STUDY

The primary objective of the present study was to determine the factors that influence the buying behaviour of Generations X and Y sports apparel consumers in Johannesburg. This was done by investigating the influence of factors (constructs), such as perceived product quality, brand image, subjective norms and perceived behavioural control on consumer attitude. Moreover, the study explored the effect of consumer attitude on purchase intention. The theory of reasoned action and the theory of planned behaviour provided a foundation for establishing some of these constructs.

5.3. RESEARCH QUESTIONS

This section discusses the findings in light of the research questions that were formulated to address the research problem.

5.3.1 Main research question

What are the factors influencing the buying behaviour of Generations X and Y sports apparel consumers in Johannesburg?

In order to gain insight into this question, an extensive literature review on consumer behaviour, which is defined as the activities undertaken by people in the acquisition, consumption and disposal of products and services (Blackwell et al., 2001), was conducted and described in Chapter 2. The literature, including the theory of reasoned action and the theory of planned behaviour, indicated that factors, such as perceived product quality, brand image, subjective norms and perceived behaviour control, have a positive influence on attitude. It was also learnt that attitude positively influences purchase intention.

This culminated in the formulation of secondary research questions and hypotheses about the relationships between the abovementioned factors, which would become independent and dependent variables in an empirical study of 70 respondents, who were Generations X and Y sports apparel consumers. Statistical analyses were performed on the quantitative data to test the relationships between the variables. In the following sections, which focus on the secondary research questions, comparisons will be made between the theoretical and empirical findings.

5.3.2 Secondary research questions

5.3.2.1 Question one (RQ1)

Based on the hypothesised research model, which of the constructs found in the literature have a significant influence on consumer attitude and purchase intention?

The starting point in answering this question was the theoretical study, which was described in Chapter 2, to determine what authors have found about the relationships between the variables. Previous studies have reported that perceived product quality, brand image, subjective norms and perceived behavioural control have a positive influence on consumer attitude and purchase intentions. Furthermore, attitude was positively linked to purchase intention in numerous studies.

A study conducted by Boisvert and Ashill (2011) found that there is a positive relationship between perceived product quality and consumer attitude as well as purchase intention. Aynadis (2014) and Putra et al. (2017) arrived at a similar conclusion. However, empirical results in the current study showed that perceived product quality does not have a positive influence on consumer attitude and

purchase intention, which was in contrast to the past studies that found otherwise. This could be because the consumers in the current study believed that, by default, good product quality should be an intrinsic part of any product. A further investigation could use a bigger sample and a qualitative approach to see whether different results might be obtained.

The literature review revealed that brand image has a positive influence on attitude and purchase intention. Studies by Batra et al. (2000), Elseidi and El-Baz (2016), Mubarok (2018), as well as Min et al. (2019) found that brand image influences a consumer's attitude towards a brand positively and significantly. Wu and Wang (2014) reported that brand image is an important factor for enhancing the attitude of consumers towards a brand, especially that of Generation Y. Brand image and brand evaluation were also found to have a direct effect on purchase intention by Mubarok (2018) and Hien et al. (2020).

In the present study, it was found that brand image did not have a positive influence on the attitudes of Generations X and Y sports apparel consumers, which was inconsistent with the findings of many authors, who found a positive relationship. Similar to perceived product quality, this variable needs to be investigated further in order to see whether other researchers will arrive at a different conclusion.

In the literature, subjective norms have been positively linked to consumer attitude. Subjective norms do not only play an important role in a consumer's buying decision but are also positively related to a person's attitude towards certain types of behaviours (Nam et al., 2017). A study by Han and Chung (2014) found that subjective norms are positively related to attitude. Similar findings were obtained from studies done by Paul et al. (2016) and Kim and Karpova (2010).

In the study, it was empirically found that subjective norms have a positive influence on the attitudes of sports apparel consumers, which was the hypothesis of the study. The results of the multiple regression analysis confirmed this relationship, which was consistent with the findings of various other researchers.

Perceived behavioural control was also reported in the literature to have a positive influence on attitude. In a similar study conducted in the US by Watts and Chi

(2019), it was reported that that a high perceived control of resources, such as time, money and information, for active wear consumption and self-confidence in wearing sportswear outside of exercise situations led to consumers being willing to purchase it. This suggested that perceived behavioural control improves a consumer's attitude towards buying a particular product, which leads to a higher purchase intention. Other studies have reported a positive relationship between perceived behavioural control and both attitude (Cristea & Gheorghiu, 2016) and purchase intention (Kim & Chung, 2011; Kim et al., 2013).

Several studies have found a positive relationship between attitude and purchase intention, such as the study conducted by Boisvert and Ashill (2011). Gopi and Ramayah (2007); Kim and Ko (2012); Zheng and Chi (2014) and Paul et al. (2016) also found a significant positive relationship between attitude and purchase intention. Watts and Chi (2019) arrived at the same conclusion in the study for purchase intention of active wear.

The empirical results from the current study were consistent with those of the abovementioned previous studies. In other words, the results of the multiple regression analysis conducted in the present study were congruent with those of previous studies that found that perceived behavioural control has a positive influence on consumer attitude and purchase intention. This suggests that if marketers increased the perceived behavioural control of sports apparel consumers, their attitudes and purchase intentions would improve.

5.3.2.2. Question two (RQ2)

Why is the study of consumer buying behaviour important for sports apparel companies?

An in-depth discussion of the topic of consumer buying behaviour was provided in Chapter 2. The key point to note, is that the study of consumer buying behaviour needs to be a priority for sports apparel companies. Understanding consumer buying behaviour enables a firm to stay in touch with its customers. A company that understands its customers has a better chance of meeting and satisfying their needs. Studying consumer buying behaviour enables marketers to develop marketing communications strategies that are relevant to their customers. This is very

important in ensuring that marketing budgets are not wasted on campaigns that yield poor results. For instance, the present study found that Generations X and Y consumers do not differ significantly in terms of their buying behaviour for sports apparel. This suggests that marketers can use similar marketing strategies for both cohorts to save money.

For a company to succeed in business, it needs to understand consumers well. It is important for companies to understand the buying behaviour of consumers if they want to attain commercial success (Furaiji et al., 2012). At the centre of any marketing strategy should be the customer. Meaning, that if a company does not understand the factors influencing the buying behaviour of their consumers, it can fail to provide what its customers really need. According to Chi and Kilduff (2011, previous research has revealed that there are misalignments between what companies believe their consumers value and what consumers actually value.

Customer loyalty is another reason why sports apparel companies need to prioritise studying consumer buying behaviour. When they understand their customers and consistently meet their needs and wants, they are more likely to develop lasting relationships with their clients. The knowledge of consumer buying behaviour may also help to distinguish the elements that bring about customer satisfaction from those that result in customer loyalty, thus leading to the appropriate allocation of resources (Blackwell et al., 2001). Studying consumer behaviour may also help companies to keep up with changes in market trends.

5.3.2.3 Question three (RQ3)

What strategies can sports apparel companies use to achieve a competitive advantage in the marketplace?

It is very important for marketers to develop strategies that will give them a competitive advantage in the market. Complacent organisations need to understand that they are at risk of being irrelevant in the market. Sports apparel companies should constantly seek to understand their market segments well. Companies need to understand the attributes that are important to consumer segments, when the latter choose a clothing store (Thompson, Ellis, Soni & Paterson, 2018). This is to

ensure that they are well positioned to respond better to changing consumer needs and expectations.

One of the strategies that sports apparel marketers can use is philanthropy. As part of their strategy, companies are adjusting their business models to include charitable donations (Grewal et al., 2010). Companies are realising that by being socially responsible, they are gaining a competitive advantage and a lasting good reputation in the consumers' eyes. Furthermore, consumers are increasingly expecting companies to contribute positively to the development of society. Thus, charitable donations should be aimed at genuinely helping communities and not merely as public relations campaigns.

Another approach that marketers follow is the use of experts in giving information about the products they promote. In the case of sports products such as apparel, marketers could use professional sportspeople to market their products. Chew and Leng (2016) maintain that sports celebrity endorsements positively influence consumer buying behaviour. The present study found that subjective norms have a positive influence on consumer attitude. This suggests that when consumers see their favourite celebrities endorsing certain sports apparel brands, they are likely to develop a favourable attitude towards them, which can be followed by a purchase intention and ultimately, purchase behaviour.

Additionally, findings by Chew and Leng (2016) suggest that marketers of sports products (including apparel), should know that in promoting their products, two types of social influence (informational and utilitarian) could possibly influence consumer choice. Furthermore, marketing to the general population requires different strategies to those aimed at serious athletes. Enough information must be given to consumers so that perceived behavioural control over purchasing sports apparel may increase. This is important, especially since perceived behavioural control was found to have a positive influence on consumer attitude in the current study.

Marketers always need to be creative when they devise strategies. Competition is tight in the sports apparel industry, which requires players in the market to up their game constantly. For instance, although companies like Nike, Adidas and Under Armour, are into the active wear market, they also offer lifestyle clothing, which

broadens their market base. Therefore, even if a person does not have a sporty lifestyle, they can still buy their sportswear products as casual attire.

5.3.2.4 Question four (RQ4)

Are there any significant differences in the buying behaviour of Generations X and Y sports apparel consumers that marketers need to understand when designing promotional strategies for these two generational cohorts?

The empirical findings of the study revealed that there were no significant differences in the buying behaviour of Generations X and Y sports apparel consumers in the case of the surveyed respondents. This suggests that marketers can use similar marketing strategies for both cohorts, although as discussed in Chapter 2, previous research suggests that these two cohorts are different in terms of their buying behaviour.

In the context of the study, however, these differences were found to be insignificant. This may be useful information for marketers in terms of cost-saving and resource allocation. In general, too much customisation tends to increase costs, as compared to generalised advertising, which is more likely to be cheaper. For instance, if a sports apparel firm runs a promotional campaign for Generations X and Generation Y consumers separately, they might easily spend more than they would if they ran a combined campaign that accommodates both groups.

Nevertheless, this does not mean that sports apparel companies should always use a generalised approach, as that might not work every time. They still need to be sensitive to the individual needs of their market segments. This highlights the importance of studying consumer behaviour on an ongoing basis in order to understand what is important to consumers at a particular point in time.

5.3.2.5 Question five (RQ5)

Why is it so important for sports apparel companies to create a favourable consumer attitude towards their brands?

Since attitude has been found to play a central role in theories and studies of consumer behaviour (Ajzen, 2008), sports apparel companies should prioritise

creating a favourable consumer attitude towards their brands. As a rule, if a consumer has a favourable attitude towards a certain behaviour, he/she may develop an intention to complete that behaviour (Ajzen, 2015). As previously indicated, many studies have reported that attitude has a positive influence on purchase intention. The present study arrived at the same conclusion.

Consumer purchase intention increases when there is a positive attitude towards a company's products or brand, which is important because intention is an immediate antecedent of behaviour (Ajzen, 2008). Thus, purchase intention and purchase behaviour are positively correlated (Morwitz & Schmittlein, 1992). Therefore, it can be deduced that once consumers have a positive attitude towards buying sports apparel, they will develop a purchase intention and ultimately make a decision to buy it.

5.4 MANAGERIAL IMPLICATIONS

In this section, the findings of the empirical study are reviewed, their managerial implications are explained and recommendations are made.

As previously indicated, the main objective of the study was to determine the factors that influence the buying behaviour of Generations X and Y sports apparel consumers in Johannesburg. A sample of 375 respondents was initially targeted; however, the total number of responses that were obtained was 70, which translated to a response rate of 19%. Simple random sampling was used in the selection of the participants.

5.4.2 Demographics and consumer preferences/reasons

Based on the empirical findings of the study, it can be concluded that factors such as gender, age and educational level, do not have a significant influence on the drivers of consumer behaviour. No significant differences between the buying behaviour of Generation X and that of Generation Y were identified. Furthermore, no major difference was found between the respondents who preferred to buy sports apparel in shopping malls and those who preferred shopping centres. In terms of the reasons for buying sports apparel, no significant differences were identified between those who bought it for physical activities and those who purchased it for casual wear.

Managerial implication and recommendations:

The implication of the above findings is that the management of sports apparel companies can consider devising similar marketing communications strategies for both males and females. They could also use the same strategies for Generations X and Y consumers, regardless of their educational qualifications. In terms of where to locate their stores, they could consider the option that is the most economical, when deciding whether to place products in shopping malls or shopping centres because consumers do not appear to prefer one over the other. Managers could also consider adopting marketing techniques that appeal to both active consumers and those who buy sports apparel for casual wear, which means that their promotional campaigns could cater for both to minimise costs.

5.4.3 Perceived product quality

The average mean score for perceived product quality was 4.00, with mean scores ranging from 3.56 and 4.21 as shown in Table 4.2 and Figure 4.9 in Chapter 4. Generally, most of the respondents agreed with the statements that were used to measure this variable, the Cronbach's alpha of which was 0.94, indicating excellent reliability. However, according to the results of the multiple regression analysis presented in the previous chapter, perceived product quality has no significant influence on attitude and purchase intention. Thus, the researcher is of the view that this variable requires further investigation because of its inconsistency with what previous studies have reported on its relationship with attitude.

The hypothesis about perceived product quality was as follows:

Hypothesis one

H1: Perceived product quality positively influences the attitudes of sports apparel consumers.

However, the results showed that perceived product quality does not positively influence the attitudes of sports apparel consumers. Therefore, the hypothesis was not supported.

Managerial implications and recommendations:

The management of sports apparel companies should never ignore the importance of perceived product quality because it is still an important factor in influencing the buying decisions of consumers. Consumers need certainty when buying sports apparel products; they need to know that they are buying reliable, safe and durable products. Therefore, marketers could consider running promotional campaigns that emphasise high quality. They should always create a perception of high quality, when promoting their products, by portraying them used in robust situations and delivering consistently good results.

5.4.4 Brand image

From the results outlined in Table 4.3 and Figure 4.10 in Chapter 4, the mean scores for this variable ranged between 2.71 and 3.34. The average mean score was 3.15. Most of the responses to the items leaned towards agreement. The majority of the respondents surveyed seemed to consider brand image as an important factor when purchasing sports apparel.

The test for reliability indicated that the scale used to measure this construct was highly reliable, as indicated by the Cronbach's alpha value of 0.9. The results of the multiple regression analysis conducted in the study showed that brand image does not have a significant influence on attitude and purchase intention. Again, this finding was in contrast to most studies that reported strong relationships between these variables. Along with the construct "perceived product quality", the researcher recommends that more investigations be conducted by future researchers.

The hypothesis about brand image was as follows:

Hypothesis two

H2: Brand image positively influences the attitudes of sports apparel consumers.

However, the empirical findings indicated that brand image does not positively influence attitude. Therefore, this hypothesis was also not supported.

Managerial implications and recommendations:

Managers need to ensure that at all times they convey a positive brand image to their consumers because, as reported in Mubarok (2018), it has a positive and significant effect on consumer purchasing decisions. They must avoid engaging in behaviour or creating situations that could negatively influence the image of their brand in the eyes of their customers. When less people buy a brand, sales begin to decrease, which threatens the very existence of a company. Managers should never use a person or company that has a questionable reputation to promote their brand. They should immediately cut ties with the individual who is the face of their brand, if he/she is facing negative publicity for bad behaviour.

5.4.5 Subjective norms

For subjective norms, the average mean score was 3.01, with mean scores ranging from 2.73 to 3.41, as shown in Table 4.4 and Figure 4.11 in Chapter 4. The responses for this variable were mixed and without a dominant trend in the answers.

The scale used to measure this variable was found to be reliable based on the Cronbach's alpha value of 0.87. The results of the multiple regression analysis confirmed that subjective norms have a positive influence on consumer attitude and purchase intention. This finding is consistent with previous studies on the relationship between these variables.

The hypothesis about subjective norms was as follows:

Hypothesis three

H3: Subjective norms positively influence the attitudes of sports apparel consumers.

The results confirmed that subjective norms have a positive influence on attitude. Therefore, H3 was supported.

Managerial implications and recommendations:

Subjective norms are another important factor that influences consumer attitude and purchase intention. When consumers see their favourite celebrities endorsing a particular sports apparel brand, for instance, they are more likely to develop a favourable attitude towards the brand, resulting in an increase in their intention to

purchase it. Marketers need to be mindful of this and use subjective norms to create a good attitude.

Managers and marketers can consider using sports celebrities to advertise their products. Past research illustrates that a direct relationship exists between the use of celebrities in promotional campaigns and an improvement in company profits (Min et al., 2019). Chew and Leng (2016) indicate that sports celebrity endorsements have a positive influence on consumer behaviour. The criteria used to select celebrities for advertisements should be rigorous. This is because only trustworthy sportspeople could influence consumer intention to purchase a brand (Tzoumaka, Tsiotsou & Siomkos, 2016).

5.4.6 Perceived behavioural control

As per the results shown in Table 4.5 and Figure 4.12 in Chapter 4 above, most of the respondents agreed with the items used to measure perceived behavioural control. The average mean score for this variable was 3.67, with mean scores ranging from 3.23 and 4.09. This indicated that the respondents believed that they had the resources and ability to purchase sports apparel. In other words, they considered buying sports apparel as being easy to do.

The Cronbach's alpha for this variable was 0.86, meaning that the instrument used to measure it was highly reliable. The results of the multiple regression analysis showed that perceived behavioural control has a positive influence on attitude and purchase intention. This finding was similar to what previous studies have reported regarding the relationship between these variables.

The hypothesis about perceived behavioural control was as follows:

Hypothesis four

H4: Perceived behavioural control positively influences the attitudes of sports apparel consumers.

The results confirmed that perceived behavioural control has a positive influence on consumer attitude. Thus, the hypothesis was supported.

Managerial implications and recommendations:

The management of sports apparel companies should make sure that it makes it easy for consumers to access products. For instance, in shopping malls and shopping centres, managers should locate their stores in areas that have more foot traffic and are close to other amenities within the establishment. This can help customers to find these stores easily, without having to spend a lot of time looking for them.

Watts and Chi (2019) suggest that managers could use a variety of sales channels to ensure that targeted consumers access apparel easily and conveniently. Furthermore, in their marketing communications, managers should create a perception of affordable prices through discounts, advertisements and the introduction of innovative products. In the era of easy access to information, marketers can leverage social media to provide information to consumers so that they can have more knowledge of the products that they are consuming.

5.4.7 Attitude

As illustrated in Table 4.6 and Figure 4.13 in Chapter 4, the average mean score for attitude was 3.74, with mean scores ranging from 3.66 to 3.83. Most of the respondents agreed with the items that were used in the measurement of this variable. This suggests that consumers have a favourable attitude towards sports apparel, which is an advantage for marketers in this space.

The Cronbach's alpha obtained for attitude was 0.92, which indicated excellent reliability. From the multiple regression results, attitude was found to have a positive influence on purchase intention. This means that when customers have a favourable attitude towards a product or brand, they are more likely to develop an intention to purchase it. The findings of the current study were in congruence with previous studies that arrived at a similar conclusion, as outlined in Chapter 2 and Section 5.3 above.

The hypothesis about attitude was as follows:

Hypothesis five

H5: Attitude positively influences the purchase intentions of sports apparel consumers.

The empirical findings of the study indicated that attitude positively influences purchase intention. Therefore, this hypothesis was supported.

Managerial implications and recommendations:

Attitude is a one of the important factors influencing the buying decisions of consumers. Therefore, the management of sports apparel companies needs to focus its marketing communications strategies on ensuring that the creation of a favourable consumer attitude towards the firms' products. One of the ways, managers could do this is by engaging in corporate social responsibility (CSR) programmes to create a good image in the eyes of the public. They could do this, for example, by donating to previously disadvantaged communities. Moreover, with current increased consciousness around environmental sustainability and protection, sports apparel companies should show their commitment to contributing positively to this cause. When a company portrays itself as caring for people and the environment and that it is not just about making profits, consumers are likely to develop a positive attitude towards its brands and products.

5.4.8 Purchase intention

The respondents generally agreed with the statements about purchase intention more than they disagreed with, or remained neutral about, them. The average mean score was 3.73, with mean scores ranging between 3.09 and 4.09. This suggests that consumers are very keen on buying sports apparel and are most likely to end up making buying decisions about it, which is good for companies.

The analysis results showed that the instrument used was reliable and stable with a Cronbach's alpha of 0.85. The results of the multiple regression analysis indicated that purchase intention is influenced by attitude, perceived behavioural control and subjective norms. Although this relationship was not hypothesised in the study, the finding was consistent with the theory of planned behaviour, which claims that these variables are antecedents of behavioural intention.

Managerial implications and recommendations:

Many people appear to have a favourable attitude towards buying sports apparel and are keen to purchase it, which is good for the management of sports apparel companies. It shows that the demand for the product exists and, in fact, it might continue to grow in the future. Many people are adopting active and healthy lifestyles, with activities that require them to use sports apparel a great deal. In addition, the wearing of sports apparel for casual wear has become fashionable.

With this in mind, managers must ensure that they adequately advertise their products to entice more consumers to buy them. They can use social media, such as YouTube, Facebook and Instagram, and other platforms, such as television, radio and sports newspapers or magazines, to promote existing products, new products and upcoming ones. This will help to attract more interest from consumers.

New and innovative sports apparel products must be introduced on a frequent basis. Managers should never be too complacent because consumers like to see new products regularly, especially in the context of casualwear. Fashion consumers expect and thrive on constant change, which requires that new products be made available as often as possible (Bruce & Daly, 2006).

Sports apparel companies must also spread awareness about the importance of active lifestyles and encourage people to prioritise healthy living. They can also consider forming mutually beneficial partnerships with gym companies, such as Virgin Active, Planet Fitness, The Gym Company, etc., where they would have their products promoted at gyms, and the gyms' adverts placed in sports apparel stores. Sports apparel companies could even structure discount plans for people who sign up for a gym membership if they purchase certain products, which could be reciprocated by the gym companies.

5.5 SUMMARY OF EMPIRICAL FINDINGS

Based on the results presented in the previous chapter, none of the demographic factors had a significant influence on purchase intention. Generations X and Y consumer buying behaviour was not found to be significantly different in the context under consideration. Therefore, companies should use marketing strategies that

appeal to a wider group, which will help them to minimise marketing costs associated with customised promotional campaigns.

The results discussed above indicated that subjective norms and perceived behavioural control have a positive influence on attitude. In addition, attitude was found to influence purchase intention positively. The perceived product quality and brand image variables did not exhibit a positive influence on consumer attitude and purchase intention in the case of the sports apparel consumers who participated in the study.

It is important for managers and marketers to enhance subjective norms by using influential people to promote their products and brands. In addition, they should make a greater effort to increase perceived behavioural control to create a perception of convenient and affordable access to sports apparel, which will generate positive consumer attitudes towards their products or brands. Studies should be conducted on a regular basis in order to understand continually evolving consumer needs, tastes and preferences.

The TRA and the TPB were successfully applied in the context of the study and helped in predicting consumer buying behaviour. The findings of the present study were aligned with these theories, making it useful for marketers and future researchers, who might build on and expand the research.

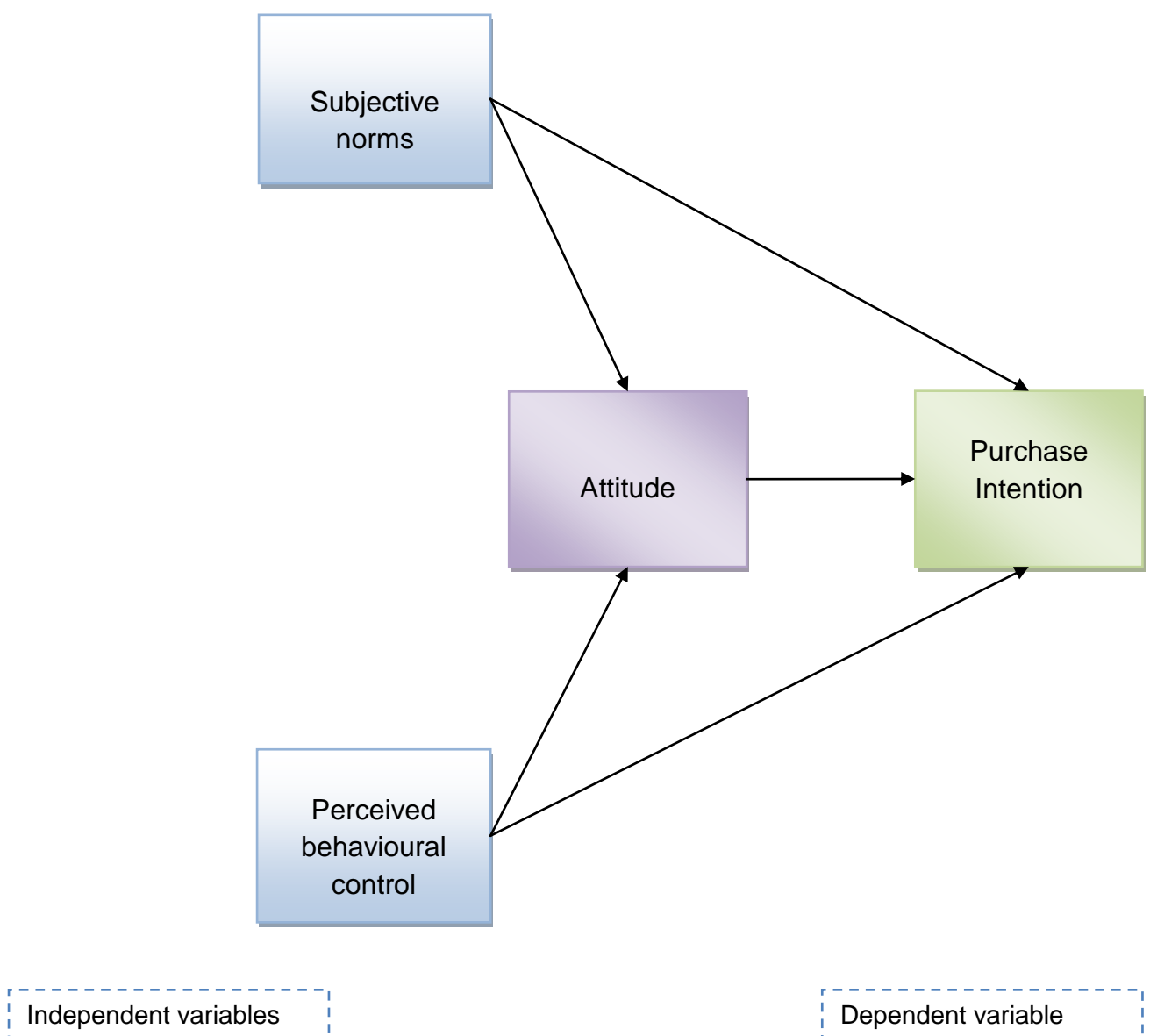
The importance of studying consumer behaviour cannot be emphasised enough. As previously indicated, knowledge of this phenomenon is important for the success of any business. Different consumers have different needs, which are never static. Therefore, the study of consumer behaviour should never be a once-off endeavour, but should be an ongoing company practice. The factors that influence the buying behaviour of different consumers should be understood in order to devise marketing strategies that will yield successful results.

This study focussed on consumers who formed part of two generational cohorts, Generations X and Y. The factors that influenced their buying behaviour for sports apparel were investigated. Marketers could use this information to appeal to these consumer groups in terms of product offerings, marketing and communication

strategies. They could even use the findings of the study for other generational cohorts.

Based on the findings discussed above, a revised hypothesised model is presented in Figure 5.1 below. This model suggests that subjective norms and perceived behavioural control have a positive influence on attitude and purchase intention, while brand image and perceived product quality do not. In addition, attitude positively influences purchase intention.

Figure 5.1: Proposed new model of consumer behaviour



Source: Author's own construct

5.6 LIMITATIONS OF THE STUDY

No scientific study is without some limitations (weaknesses or shortcomings) with regard to the interpretation and application of its findings, which need to be clearly revealed (Grinnell, 2001). De Vos et al. (2011) maintain that when a researcher lists the shortcomings of a study, he/she adds credibility to the scientific quality of the research. The present study had a number of limitations as indicated below:

- As this study formed part of the requirements of the Master of Business Administration (MBA), the timeframe to complete it was narrow.
- The survey response rate was relatively low, with only 70 questionnaires completed, which may have prejudiced the results and the overall representation of the population. This study can therefore not be generalised to the broader population.
- Due to the COVID-19 pandemic, the researcher was unable to use hard copies of the questionnaires, and therefore had to use an online survey, which generally excluded members of society who either had no access to the Internet or were limited by a lack of data to access it.
- The number of questions in the questionnaire had to be kept to a minimum in order to keep the participants interested in completing the survey, as some people may be reluctant to complete an overly long questionnaire.
- The study was only conducted in Johannesburg, which excluded consumers from other towns/cities.
- The validity of the measuring instrument was not tested in depth before it was applied, under the assumption that the existing measuring instruments found in the literature would produce the results expected.

5.7 RECOMMENDATIONS FOR FUTURE RESEARCH

The study applied the theory of planned behaviour and the theory of reasoned action, which are used to predict human behaviour. In this case, the buying behaviour of Generations X and Y sports apparel consumers in Johannesburg was investigated, using these theories. During the development of the study, a number of prospects for future research were discovered, which could contribute to the body of knowledge of the factors that influence the buying behaviour of sports apparel

consumers. The research opportunities that could be explored in the future are highlighted below:

- As the present study was conducted in Johannesburg, there is room to carry it out across the nine provinces of South Africa.
- The sample size could be increased to make it possible to generalise the findings.
- The influence of brand image and perceived product quality on consumer attitude requires more investigation, since the existing literature suggests significant positive relationships with attitude, which differed from the results of the present study.
- Since the study followed a quantitative approach, it would be beneficial for future researchers to adopt a qualitative approach in order to probe deeper into the phenomenon, and thus gain more understanding about the subject.
- A mixed-methods study could also be conducted on the topic in order to gain more insights from combining qualitative and quantitative approaches.
- Other researchers could consider studying consumer purchasing behaviour in relation to specific brands. For instance, they could conduct studies to investigate brands, such as Nike, Asics and Kappa.
- In the study, consumer behaviour was investigated only as it relates to sports apparel consumers. In the future, researchers could look at different industries in order to gain more knowledge about consumer behaviour.
- Future research studies could further investigate the moderating role of perceived behavioural control on the relationship between the attitudes and purchase intentions of sports apparel consumers.

5.8 CHAPTER SUMMARY

In this chapter, an outline of the study; a discussion of the findings in light of the research questions; managerial implications; a summary of the empirical findings; the limitations of the study; and recommendations for future research were provided. The discussion that linked the findings to the research questions compared the empirical results obtained in the study to those of the existing literature, which revealed both similarities and differences. In addition, the discussion highlighted that

the multiple regression analyses had revealed that brand image and perceived product quality does not have a positive influence on attitude, whilst perceived behavioural control and subjective norms do have an influence.

5.9 CONCLUSION

The primary objective of the research study described in this treatise was to investigate the factors that influence the buying behaviour of Generations X and Y sports apparel consumers in Johannesburg. The research objectives (RO1 – RO3) were met and the findings with regard to these research questions were addressed at length. The treatise was broken down into different chapters: Chapter 1 provided the introduction, the problem statement, the research objectives, the research questions, and the hypothesised model of consumer buying behaviour.

In Chapter 2, a theoretical study of consumer behaviour was conducted whereby the concept was clearly defined and explained. The factors that influence consumer buying behaviour were discussed in-depth. Findings from previous studies were also presented, which paved the way for the formulation of the hypotheses that were tested using multiple regression analysis.

Chapter 3 outlined the research methodology of the study. The research paradigm that was selected was explained. The research design, research approach and sampling design were clarified. Ethical considerations were discussed, followed by an explanation of the reliability and validity of the data.

The data analysis and findings were presented in Chapter 4. The descriptive statistics were presented, which included the demographic profile of the respondents and the analysis of the constructs. The chapter explained the T-tests, as well as correlation and multiples regression analyses, and the results were discussed, which resulted in the formulated hypotheses either being supported or not. This led to a revised proposed model for consumer behaviour in Figure 5.1 above.

Lastly, in Chapter 5, an outline of the study; a discussion of the findings in light of the research questions; managerial implications; a summary of the empirical findings; the limitations of the study; and recommendations for future research were provided.

Overall, the study made three contributions to the literature. Firstly, it confirmed the applicability of the TRA and TBP to research on Generations X and Y sports apparel consumers in Johannesburg. Marketers could use this information in studying consumer buying behaviour in respect of other products. Secondly, since this study was focussed on Generations X and Y, the proposed model could be extended to other generational cohorts and in other geographical areas. Lastly, the measuring instrument used was found to be valid and stable, which would make it useful for future researchers when conducting similar studies.

REFERENCES

- Acar, A. B. (2014). Do intrinsic and extrinsic motivation factors differ for Generation X and Generation Y. *International Journal of Business and Social Science*, 5(5), 12-20.
- Ahmadi, Y., Mirzazadeh, Z. S., & Azimzadeh, S. M. (2016). Designing a model of consumer purchase behavior towards domestic brands of sports apparel. *Annals of Applied Sport Science*, 4(1), 31-38.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I. (2008). Consumer attitudes and behavior. In C. P. Haugtvedt, P.M. Herr, & F. R. Cardes (Eds.), *Handbook of consumer psychology* (pp.525-548). New York: Lawrence Erlbaum Associates.
- Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. *Italian Review of Agricultural Economics*, 70(2), 121-138.
- Ajzen, I., & Fishbein, M. (1973). Attitudinal and normative variables as predictors of specific behavior. *Journal of Personality and Social Psychology*, 27(1), 41.
- Aliyu, A. A., Bello, M. U., Kasim, R., & Martin, D. (2014). Positivist and non-positivist paradigm in social science research: Conflicting paradigms or perfect partners. *Journal of Management and Sustainability*, 4(3), 79.
- Antwi, S. K., & Hamza, K. (2015). Qualitative and quantitative research paradigms in business research: A philosophical reflection. *European Journal of Business and Management*, 7(3), 217-225.
- Aynadis, Z. (2014). Factors affecting customers' attitude amongst foreign and domestic footwear products. *International Journal of Academic Scientific Research*, 2(3), 13-20.
- Babbie, E. (2007). *The practice of social research (11th ed)*. Belmont: Thompson Wadsworth.

- Bahna, S. L. (2009). Statistics for Clinicians. *Annals of Allergy, Asthma & Immunology*, 103(4), S1-S55.
- Bakewell, C., & Mitchell, V. W. (2003). Generation Y female consumer decision-making styles. *International Journal of Retail and Distribution Management*. 10(2), 169-180.
- Basias, N., & Pollalis, Y. (2018). Quantitative and qualitative research in business & technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*, 7, 91-105.
- Batra, R., Ramaswamy, V., Alden, D. L., Steenkamp, J. B. E., & Ramachander, S. (2000). Effects of brand local and nonlocal origin on consumer attitudes in developing countries. *Journal of Consumer Psychology*, 9(2), 83-95.
- Biacuana, G. (2009). SA's Clothing and Textile Sector post 'Chinese Quotas'. SAIIA. Retrieved from <https://saiia.org.za/research/sas-clothing-and-textile-sector-post-chinese-quotas/> [Accessed 28 April 2020]
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer behavior (9th ed)*. Orlando, FL: Harcourt College Publishers.
- Blaikie, N. (2000). *Designing social research: the logic of anticipation*. Massachusetts: Blackwell.
- Boisvert, J., & Ashill, N. J. (2011). How brand innovativeness and quality impact attitude towards new service line extensions: the moderating role of consumer involvement. *Journal of Services Marketing*, 25(7), 517-527.
- Brace, I. (2018). *Questionnaire design: How to plan, structure and write survey material for effective market research (4th ed.)*. London: Kogan Page Publishers.
- Bruce, M., & Daly, L. (2006). Buyer behaviour for fast fashion. *Journal of Fashion Marketing and Management*, 10(3), 329-344.
- Bryman, A., & Bell, E. (2011). *Business Research Methods (3rd ed.)*. New York: Oxford University Press.

- Chew, S. S., & Leng, H. K. (2016). The role of social influence in purchasing sports apparel. *Athens Journal of Sports*, 3(4), 276-284.
- Chi, T., & Kilduff, P. P. (2011). Understanding consumer perceived value of casual sportswear: An empirical study. *Journal of Retailing and Consumer Services*, 18(5), 422-429.
- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761-794.
- Chiu, W., Kim, T., & Won, D. (2018). Predicting consumers' intention to purchase sporting goods online. *Asia Pacific Journal of Marketing and Logistics*, 30(2).
- Church, R. M. (2002). The effective use of secondary data. *Learning and Motivation*, 33(1), 32-45.
- Collis, J., & Hussey, R. (2014). *Business Research: A Practical Guide for Undergraduate and Postgraduate Students*. London: McMillan Publishers Limited.
- Connor, H., Shaw, S., & Fairhurst, D. (2008). Engaging a new generation of graduates. *Education + Training*, 50(5), 366-378.
- Creswell, J. W. (2003). *Research design: Qualitative, quantitative, and mixed methods approaches (2nd ed.)*. Thousand Oaks, CA: Sage Publications.
- Cristea, M., & Gheorghiu, A. (2016). Attitude, perceived behavioral control, and intention to adopt risky behaviors. *Transportation Research Part F: Traffic Psychology and Behaviour*, 43, 157-165.
- Curtis, K. R., & Allen, S. (2018). Target market identification and data collection methods. Retrieved from https://digitalcommons.usu.edu/cgi/viewcontent.cgi?article=2959&context=extension_curall
- De Klerk, H. M., & Lubbe, S. (2008). Female consumers' evaluation of apparel quality: exploring the importance of aesthetics. *Journal of Fashion Marketing and Management*, 12(1), 36-50.

- De Vos, A. S., Strydom, H., Fouche, C. B., & Delpont, C. S. L. (2011). *Research at Grass Roots: For the social sciences and human service professionals (4th ed)*. Pretoria: Van Schaik Publishers.
- Dhurup, M., Muposhi, A., & Shanhuyenzva, R. (2015). Factors influencing South African consumers' attitudes and purchase intention towards foreign sport apparel. *African Journal for Physical Health Education, Recreation and Dance*, 21(4.1), 1271-1289.
- Dickson, M. A., & Pollack, A. (2000). Clothing and identity amongst female in-line skaters. *Clothing and Textiles Research Journal*, 18(2), 65-72.
- Dickson, P. R., & Ginter, J. L. (1987). Market segmentation, product differentiation, and marketing strategy. *Journal of Marketing*, 51(2), 1-10.
- Drost, E. A. (2011). Validity and reliability in social science research. *Education Research and Perspectives*, 38(1), 105.
- Eastman, J. K., & Liu, J. (2012). The impact of generational cohorts on status consumption: an exploratory look at generational cohort and demographics on status consumption. *Journal of Consumer Marketing*, 29(2), 93–102.
- Elseidi, R. I., & El-Baz, D. (2016). Electronic word of mouth effects on consumers' brand attitudes, brand image and purchase intention: an empirical study in Egypt. *The Business and Management Review*, 7(5), 268.
- Etikan, I., & Bala, K. (2017). Sampling and sampling methods. *Biometrics and Biostatistics International Journal*, 5(6), 00149.
- Euromonitor International. (2014). *Global participative sport as consumption: The new rules of the game*. Retrieved from <https://www.euromonitor.com/global-participative-sport-as-consumption-the-new-rules-of-the-game/report> [Accessed 31 August 2020]
- Furajji, F., Łatuszyńska, M., & Wawrzyniak, A. (2012). An empirical study of the factors influencing consumer behaviour in the electric appliances market. *Contemporary Economics*, 6(3), 76-86.

- Ghafoor, H., Ahmed, S. S., Naeem, M. M., & Huang, C. (2018). Analysis of brand perception effect on store image & purchase intention of customers. *International Journal of Scientific & Engineering Research*, 9(5), 1324-1330.
- Glesne, C., & Peshkin. (1992). *Becoming qualitative researchers: An introduction*. White Plains, NY: Longman.
- Globe Newswire. (2019). South Africa's Clothing Market, 2019 - Analysis on trade call investments apparel, Kingsgate Clothing, Allwear Clothing, Edcon, The Foschini Group, Mr. Price, and Woolworths. Retrieved from <https://www.globenewswire.com/news-release/2019/07/30/1893426/0/en/South-Africa-s-Clothing-Market-2019-Analysis-on-Trade-Call-Investments-Apparel-Kingsgate-Clothing-Allwear-Clothing-Edcon-The-Foschini-Group-Mr-Price-and-Woolworths.html>
- Golafshani, N. (2018). Understanding reliability and validity in qualitative research. *The Qualitative Report*, 8(4), 597–606.
- Gopi, M. and Ramayah, T. (2007), "Applicability of theory of planned behavior in predicting intention to trade online: Some evidence from a developing country". *International Journal of Emerging Markets*, 2(4), 348-360.
- Grant, C., & Gazdula, J. (2020). Research ethics in Sub-Saharan Africa: Graduate business students' attitudes and beliefs. *Journal of Ethnographic and Qualitative Research*, 14(4), 260-273.
- Grewal, D., Krishnan, R., Levy, M., & Munger, J. (2010). Retail success and key drivers. In *Retailing in the 21st Century* (pp. 15-30). Berlin Heidelberg: Springer.
- Grinnell, R. M. (2001). *Social work research and evaluation: quantitative and qualitative approaches*. New York: Peakock.
- Guba, E. G. & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In Denzin, N.K. & Lincoln, Y.S. *Handbook of qualitative research* (3rd Ed). California: Sage.
- Hakim, L., & Susanti, N. (2017). Influence of Customer Relationship Management, Brand Equity, Perceived Product Quality, Perceived Price on Customer Value

- and Purchase Intention (Studies Philips Light Bulb in Batam). *International Journal of Economics and Finance*, 9(7), 122-131.
- Han, T. I., & Chung, J. E. (2014). Korean consumers' motivations and perceived risks towards the purchase of organic cotton apparel. *Clothing and Textiles Research Journal*, 32(4), 235-250.
- Hien, N., Phuong, N., Tran, T., & Thang, L. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 10(6), 1205-1212.
- Hox, J. J., & Boeije, H. R. (2005). Data collection, primary versus secondary. *Encyclopedia of Social Measurement*, 1, 593-598.
- Jin, B., & Kim, J. O. (2003). A typology of Korean discount shoppers: shopping motives, store attributes, and outcomes. *International Journal of Service Industry Management*, 14(4), 396-419.
- Joburg (2016). City of Johannesburg's socio-economic status. Retrieved from: https://www.joburg.org.za/documents_/Documents/Issue%202_The%20Socio%20Economic%20Status%20of%20the%20City%20of%20Johannesburg.pdf#search=population
- Joburg. (2018). *About the City. Economic data*. Retrieved https://www.joburg.org.za/about_/Pages/About%20the%20City/About%20Joburg/Economic-Data.aspx
- Johnson, R. B., & Onwuegbuzie, A. J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
- Karpova, E., Nelson-Hodges, N., & Tullar, W. (2007). Making sense of the market: An exploration of apparel consumption practices of the Russian consumer. *Journal of Fashion Marketing and Management*, 11(1), 106-121.
- Keane, J., & Te Velde, D. W. (2008). The role of textile and clothing industries in growth and development strategies. *Overseas Development Institute*, 7.

- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Kim, E., Ham, S., Yang, I. S., & Choi, J. G. (2013). The roles of attitude, subjective norm, and perceived behavioral control in the formation of consumers' behavioral intentions to read menu labels in the restaurant industry. *International Journal of Hospitality Management*, 35, 203-213.
- Kim, H. Y., & Chung, J. E. (2011). Consumer purchase intention for organic personal care products. *Journal of consumer Marketing*, 28(1), 40-47.
- Kim, H., & Karpova, E. (2010). Consumer attitudes towards fashion counterfeits: application of the theory of planned behavior. *Clothing and Textiles Research Journal*, 28(2), 79–94.
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and applying research paradigms in educational contexts. *International Journal of higher education*, 6(5), 26-41.
- Kotler, P., & Armstrong, G. (2010). *Principles of marketing: Global and Southern African perspectives*. Cape Town: Pearson.
- Kumar, A., & Kim, Y. K. (2014). The store-as-a-brand strategy: The effect of store environment on customer responses. *Journal of Retailing and Consumer Services*, 21, 685–695.
- Leedy, P. & Ormrod, J. (2001). *Practical research: Planning and design (7th ed.)*. Upper Saddle River, NJ: Merrill Prentice Hall. Thousand Oaks: SAGE Publications.
- Lehtonen, T. K., & Maenpaa, P. (1997). Shopping in the east centre mall. In *Shopping experience* (pp. 136-165). London: Sage.
- Lissitsa, S., & Kol, O. (2016). Generation X vs. Generation Y—A decade of online shopping. *Journal of Retailing and Consumer Services*, 31, 304-312.
- Mafini, C., & Dhurup, M. (2014). Assessing consumer purchasing decision styles: An empirical investigation from South Africa. *International Business and Economics Research Journal*, 13(4), 679-685.

- Mandhlazi, L., Dhurup, M., & Mafini, C. (2013). Generation Y consumer shopping styles: evidence from South Africa. *Mediterranean Journal of Social Sciences*, 4(14), 153-153.
- Mark Conner, M., & Norman, P. (2005). *Predicting health behaviour*. Berkshire: Open University Press.
- Market Research (2020). Sportswear in South Africa. Retrieved from <https://www.marketresearch.com/Euromonitor-International-v746/Sportswear-South-Africa-13241523/> [Accessed 22 August 2020]
- Maziriri, E. T., Chuchu, T., & Madinga, N. W. (2019). Key drivers that influence store choice in the contemporary Gauteng apparel retail market. *Journal of Contemporary Management*, 16(2), 1–27.
- McCusker, K., & Gunaydin, S. (2015). Research using qualitative, quantitative or mixed methods and choice based on the research. *Perfusion*, 30(7), 537-542.
- McKechnie, S. (1992). Consumer buying behaviour in financial services: an overview. *International Journal of Bank Marketing*, 10(5), 4-12.
- Meredith, G., & Schewe, C. (1994). The power of cohorts: Americans who shared powerful experiences as young adults, such as the hardship of the great depression, fall into six cohorts. *American Demographics*, 16, 22-22.
- Min, J. H. J., Chang, H. J. J., Jai, T. M. C., & Ziegler, M. (2019). The effects of celebrity-brand congruence and publicity on consumer attitudes and buying behavior. *Fashion and Textiles*, 6(1), 1-19.
- Monteiro, T. A., Giuliani, A. C., Arroyo, J. C., Belli, H. C., & de Oliveira, E. D. (2020). Relations between generational cohorts and generations X and Y: multicultural study on Coca-Cola soft drinks. *UFSM Administration Magazine*, 13(2), 333-354.
- Morris, M., & Einhorn, G. (2008). Globalisation, welfare and competitiveness: the impacts of Chinese imports on the South African clothing and textile industry. *Competition and Change*, 12(4), 355-376.

- Morwitz, V. G., & Schmittlein, D. (1992). Using segmentation to improve sales forecasts based on purchase intent: Which “intenders” actually buy? *Journal of Marketing Research*, 29(4), 391-405.
- Mubarok, M. M. (2018). The effect of brand image and consumer attitudes on the decision to purchase batik jetis Sidoarjo mediated by intent to buy. *Journal of Economics, Business and Accountancy Ventura*, 21(1), 105-116.
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*, 4(1), 1-17.
- Noble, S. M., Haytko, D. L., & Phillips, J. (2009). What drives college-age generation Y consumers? *Journal of Business Research*, 62(2), 617–628.
- North, E. J., De Vos, R. B., & Kotze, T. (2003). The importance of apparel product attributes for female buyers. *Journal of Consumer Sciences*, 31, 41-50.
- Nunnally, J. C. (1978). *Psychometric Theory*. New York: Mc Graw Hill.
- Osborne, J. W., & Waters, E. (2002). Four assumptions of multiple regression that researchers should always test. *Practical Assessment, Research, and Evaluation*, 8(1), 1-5.
- Parment, A. (2013). Generation Y vs. Baby Boomers: Shopping behavior, buyer involvement and implications for retailing. *Journal of Retailing and Consumer Services*, 20(2), 189-199.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of Retailing and Consumer Services*, 29, 123-134.
- Peralta, E. (2015). Generation X: the small but financially powerful generation. Centro. Retrieved from <https://www.centro.net/blog/generation-x-the-small-but-mighty-generation> [Accessed 31 May 2021]
- Perdikaki, O., Kesavan, S., & Swaminathan, J. M. (2012). Effect of traffic on sales and conversion rates of retail stores. *Manufacturing and Service Operations Management*, 14(1), 145-162.

- Putra, R. A., Hartoyo, H., & Simanjuntak, M. (2017). The impact of product quality, service quality, and customer loyalty program perception on retail customer attitude. *Independent Journal of Management and Production*, 8(3), 1116-1129.
- Ragab, M. A., & Arisha, A. (2018). Research methodology in business: A starter's guide. *Management and Organizational Studies*, 5(1), 1-14.
- Raosoft (2020). Sample size calculator. Retrieved from: <http://www.raosoft.com/samplesize.html>
- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The impact of product quality and price on customer satisfaction with the mediator of customer value. *IISTE: Journal of Marketing and Consumer Research*, 30, 59-68.
- Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research methods for business students (4th ed.)*. Harlow, England: Prentice Hall.
- Schnurr, B., Brunner-Sperdin, A., & Stokburger-Sauer, N. E. (2017). The effect of context attractiveness on product attractiveness and product quality: the moderating role of product familiarity. *Marketing Letters*, 28(2), 241-253.
- Schober, P., & Vetter, T. R. (2019). Two-sample unpaired t tests in medical research. *Anesthesia & Analgesia*, 129(4), 911.
- Sharma, G. (2017). Pros and cons of different sampling techniques. *International Journal of Applied Research*, 3(7), 749-752.
- South African Market Insights. (2019). South Africa's clothing and textiles imports for April 2019. Retrieved from <https://www.southafricanmi.com/sa-clothing-imports-april2019-6jun2019.html> [Accessed 28 April 2020]
- Stats SA (2021). Work & labour force. Retrieved from: http://www.statssa.gov.za/?page_id=737&id=1
- Strauss, W., & Howe, N. (1991). *Generations: The History of America's Future*. New York: Quill.

- Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. How to choose a sampling technique for research. *International Journal of Academic Research in Management*, 5, 18-27.
- Thompson, K. H., Ellis, D., Soni, S., & Paterson, S. (2018). Attributes influencing clothing store choice for an emerging market's Generation Y Twixter customers. *The International Review of Retail, Distribution and Consumer Research*, 28(2), 157-173.
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International Journal of Consumer studies*, 30(2), 207-217.
- Tzoumaka, E., Tsiotsou, R. H., & Siomkos, G. (2016). Delineating the role of endorser's perceived qualities and consumer characteristics on celebrity endorsement effectiveness. *Journal of Marketing Communications*, 22(3), 307-326.
- Vaske, J. J., Beaman, J., & Sponarski, C. C. (2017). Rethinking internal consistency in Cronbach's Alpha. *Leisure Sciences*, 39(2), 163-173.
- Vehovar, V., Toepoel, V., & Steinmetz, S. (2016). Non-probability sampling. *The Sage handbook of survey methods*, 329-345.
- Venter, M., Chuchu, T., & Pattison, K. (2016). An empirical investigation into the effectiveness of consumer generated content on the purchase intention of sports apparel brands. *Journal of Contemporary Management*, 13(1), 27-54.
- Watts, L., & Chi, T. (2019). Key factors influencing the purchase intention of activewear: an empirical study of US consumers. *International Journal of Fashion Design, Technology and Education*, 12(1), 46-55.
- Wegner, T. (2016). *Applied Business Statistics (4th ed.)*. Cape Town: Juta.
- Williams, C. (2007). Research methods. *Journal of Business and Economic Research*, 5(3). 65-70.

- Williams, G. (2005). Using multi-generational marketing to target donors. *Nonprofit World*, 23(5), 8.
- Williams, K. C., & Page, R. A. (2011). Marketing to the generations. *Journal of Behavioral Studies in Business*, 3(1), 37-53.
- Wilson, E., Oberholzer, N., Martino, D., & Harding, K. (2019). The evolution of retail. Retrieved from: <https://www.broll.com/download-document/3d3251f7a0d1a29bb4e1ba678b2e23eccc51cbd5/> [Accessed 28 April 2020]
- Wu, S. I., & Wang, W. H. (2014). Impact of CSR perception on brand image, brand attitude and buying willingness: A study of a global café. *International Journal of Marketing Studies*, 6(6), 43.
- Yilmaz, K. (2013). Comparison of quantitative and qualitative research traditions: Epistemological, theoretical, and methodological differences. *European Journal of Education*, 48(2), 311-325.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open Journal of Business and Management*, 3(1), 58.
- Zheng, Y., & Chi, T. (2015). Factors influencing purchase intention towards environmentally friendly apparel: an empirical study of US consumers. *International Journal of Fashion Design, Technology and Education*, 8(2), 68-77.

ANNEXURES

Annexure 1: Covering letter for the research questionnaire

15 October 2020

Dear Respondent

I am studying towards my MBA (Master of Business Administration) degree at the Nelson Mandela University Business School. I am conducting research on the factors that influence the buyer behaviour of Generation X and Y sports apparel (clothing) consumers in Johannesburg. I believe that my study will make an important contribution to clothing retailers, particularly sports apparel companies, in helping them understand the reasons behind buyer decisions, so that they can customise their marketing strategies to appeal to their target market better and improving the effectiveness of their marketing campaigns.

You are part of our selected sample of respondents whose views we seek on the above-mentioned matter. We would therefore appreciate it if you could answer a few questions. It should take about ten minutes of your time and we want to thank you in advance for your co-operation.

There are no correct or incorrect answers. Please answer the questions as accurately as possible. For each statement, tick the number which best describes your experience or perception. For example, if you strongly agree with the statement, tick the number 5. If you strongly disagree with the statement, tick the number 1. **Tick only one answer for each statement and answer all questions please.** Please note also that your participation in this study is entirely voluntary and that you have the right to withdraw from the study at any stage. We also guarantee your anonymity and the confidentiality of information acquired by this questionnaire. Neither your name nor the name of your firm will be mentioned in the study.

Thank you very much.

Principal Investigator: **Sive Maqula**

Contact details: **076 576 3561**

Supervisor: **Dr Ankit Katrodia (ankitkatrodia@gmail.com)**

To verify the authenticity of the study, please contact **Prof Cecil Arnolds** (PRP) at telephone number **041 504 3737** or e-mail address cecil.arnolds@mandela.ac.za

Annexure 2: The research instrument

SECTION A

Please mark the relevant items with a tick “√”

Please indicate which of these options you prefer when buying sports clothing:

Stores inside a mall	Stores in a shopping centre	Stand-alone stores	Online stores

Which of these reasons do you buy sports clothing for?

Participating in sporting activities	Doing physical activities (like gym)	For casual wear

Please indicate your age:

18 – 29	30 – 39	40 – 49	50 – 59

Please indicate your gender:

Male	Female

Please indicate your race:

African	Coloured	Indian	Asian	White

Please indicate your highest education level:

Below Matric	Matric	Diploma	Bachelor's degree	Honours/ Postgraduate Diploma	Masters	Doctorate

Please indicate your employment status:

Employed	Unemployed	Self-employed	Prefer not to say

Please indicate your monthly income level:

R0 – R2 999	R3 000 – R7 999	R8 000 – R14 999	R15 000 – R29 999	R30 000 – R49 999	R50 000 +	Prefer not to say

SECTION B

Please answer the questions below by circling the relevant box - only one circle per question.

Perceived product quality

No.	Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
1	PPQY 1: Properly manufactured sports clothing products may influence me to make a purchase	1	2	3	4	5
2	PPQY 2: I prefer to buy sports clothing that is of a good quality compared to other brands	1	2	3	4	5
3	PPQY 3: I will buy sports clothing that is of a good quality	1	2	3	4	5
4	PPQY 4: It is important for me to buy sports clothing that is made from high quality materials	1	2	3	4	5
5	PPQY 5: Sports clothing that is durable influences me to buy	1	2	3	4	5
6	PPQY 6: I prefer to buy sports clothing that is considered to be reliable	1	2	3	4	5
7	PPQY 7: I prefer to buy sports clothing that is made from a high level of manufacturing technology	1	2	3	4	5

Brand image

No.	Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
8	BRND 1: Brand image influences me to purchase sports clothing	1	2	3	4	5

9	BRND 2: Branded sports clothing gives me exclusivity	1	2	3	4	5
10	BRND 3: I attract other people's attention when I wear branded sports clothing	1	2	3	4	5
11	BRND 4: I prefer sports clothing brands that are different from competitors	1	2	3	4	5
12	BRND 5: Buying branded sports clothing makes people to respect me	1	2	3	4	5
13	BRND 6: I prefer buying well-known sports clothing brands than the little-known ones	1	2	3	4	5

Subjective norm

No.	Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
14	SBNM 1: Most people who are important to me support the idea of me purchasing sports clothing	1	2	3	4	5
15	SBNM 2: Close friends and family think that it is acceptable for me to purchase sports clothing	1	2	3	4	5
16	SBNM 3: People I listen to could influence me to purchase sports clothing	1	2	3	4	5
17	SBNM 4: People who influence me think that I should purchase sports clothing	1	2	3	4	5
18	SBNM 5: People whose opinions I value prefer that I should purchase sports clothing	1	2	3	4	5
19	SBNM 6: Most people who are important to me recommend that I purchase sports clothing	1	2	3	4	5

Perceived behavioural control

No.	Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
20	PBCL 1: In general, shopping for sports clothing is easy	1	2	3	4	5
21	PBCL 2: It is easy to find the products I want when shopping for sports clothing	1	2	3	4	5
22	PBCL 3: I have the resources to purchase sports clothing	1	2	3	4	5
23	PBCL 4: If I want to, I have complete control of purchasing	1	2	3	4	5

	sports clothing					
24	PBCL 5: I have complete control over the quantity of sports clothing that I will buy for personal use	1	2	3	4	5
25	PBCL 6: I am capable of purchasing sports clothing	1	2	3	4	5
26	PBCL 7: I choose to buy sports clothing where it is most convenient for me	1	2	3	4	5

Attitude

No.	Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
27	ATTD 1: I like the idea of purchasing sports clothing	1	2	3	4	5
28	ATTD 2: Buying sports clothing is a good idea	1	2	3	4	5
29	ATTD 3: I have a favourable attitude towards buying sports clothing	1	2	3	4	5
30	ATTD 4: Buying sports clothing for me would be a good idea	1	2	3	4	5
31	ATTD 5: I think that purchasing sports clothing is wise	1	2	3	4	5
32	ATTD 6: I think that purchasing sports clothing is beneficial	1	2	3	4	5
33	ATTD 7: I like the idea of purchasing sports clothing	1	2	3	4	5

Purchase Intention

No.	Statement	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
34	PINT 1: I am planning to purchase sports clothing in the future	1	2	3	4	5
35	PINT 2: The probability that I will purchase sports clothing is high	1	2	3	4	5
36	PINT 3: I am more likely to purchase sports clothing based on recommendations from the people around me	1	2	3	4	5
37	PINT 4: I will consider buying sports clothing	1	2	3	4	5
38	PINT 5: I have a desire to purchase sports clothing	1	2	3	4	5
39	PINT 6: I will make an effort to purchase sports clothing in the future.	1	2	3	4	5
40	PINT 7: I will consider to buy more sports clothing simply to	1	2	3	4	5

	dress sporty from time to time					
--	--------------------------------	--	--	--	--	--

THANK YOU ONCE AGAIN FOR YOUR PARTICIPATION!!!!

Annexure 3: Ethics clearance



PO Box 77000, Nelson Mandela University, Port Elizabeth, 6031, South Africa mandela.ac.za

Chairperson: Research Ethics Committee (Human)
Tel: +27 (0)41 504 2347
sharlene.govender@mandela.ac.za

NHREC registration nr: REC-042508-025

Ref: [H20-BES-BUS-050] / Amendment]

15 October 2020

Prof C Arnolds
Faculty: BES

Dear Prof Arnolds

FACTORS INFLUENCING THE BUYER BEHAVIOUR OF GENERATION X AND Y SPORTS APPAREL CONSUMERS IN JOHANNESBURG

PRP: Prof C Arnolds
PI: Mr S Maqula

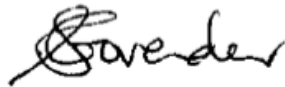
The request for an amendment to the above-entitled application served at the Research Ethics Committee (Human) for approval. The study is classified as a medium risk study. The ethics clearance reference number remains H20-BES-BUS-050 and approval is subject to the following conditions:

1. The immediate completion and return of the attached acknowledgement to Imtiaz.Khan@mandela.ac.za, the date of receipt of such returned acknowledgement determining the final date of approval for the study where after data collection may commence.
2. Approval for data collection is for 1 calendar year from date of receipt of above mentioned acknowledgement.
3. The submission of an annual progress report by the PRP on the data collection activities of the study (form RECH-004 available on Research Ethics Committee (Human) portal) by 15 November this year for studies approved/extended in the period October of the previous year up to and including September of this year, or 15 November next year for studies approved/extended after September this year.
4. In the event of a requirement to extend the period of data collection (i.e. for a period in excess of 1 calendar year from date of approval), completion of an extension request is required (form RECH-005 available on Research Ethics Committee (Human) portal)
5. In the event of any changes made to the study (excluding extension of the study), completion of an amendments form is required (form RECH-006 available on Research Ethics Committee (Human) portal).
6. Immediate submission (and possible discontinuation of the study in the case of serious events) of the relevant report to RECH (form RECH-007 available on Research Ethics Committee (Human) portal) in the event of any unanticipated problems, serious incidents or adverse events observed during the course of the study.
7. Immediate submission of a Study Termination Report to RECH (form RECH-008 available on Research Ethics Committee (Human) portal) upon expected or unexpected closure/termination of study.
8. Immediate submission of a Study Exception Report of RECH (form RECH-009 available on Research Ethics Committee (Human) portal) in the event of any study deviations, violations and/or exceptions.
9. Acknowledgement that the study could be subjected to passive and/or active monitoring without prior notice at the discretion of Research Ethics Committee (Human).

Please quote the ethics clearance reference number in all correspondence and enquiries related to the study. For speedy processing of email queries (to be directed to Imtiaz.Khan@mandela.ac.za), it is recommended that the ethics clearance reference number together with an indication of the query appear in the subject line of the email.

We wish you well with the study.

Yours sincerely



Dr S Govender
Chairperson: Research Ethics Committee (Human)

Cc: Department of Research Capacity Development
Faculty Manager: BES

Appendix 1: Acknowledgement of conditions for ethical approval

APPENDIX 1
ACKNOWLEDGEMENT OF CONDITIONS FOR ETHICS APPROVAL

I, PROF C ARNOLDS (PRP) of the study entitled [H20-BES-BUS-050] FACTORS INFLUENCING THE BUYER BEHAVIOUR OF GENERATION X AND Y SPORTS APPAREL CONSUMERS IN JOHANNESBURG, do hereby agree to the following approval conditions:

1. The submission of an annual progress report by myself on the data collection activities of the study by 15 November this year for studies approved in the period October of the previous year up to and including September of this year, or 15 November next year for studies approved after September this year. It is noted that there will be no call for the submission thereof. The onus for submission of the annual report by the stipulated date rests on myself. I am aware of the guidelines (available on Research Ethics Committee (Human) portal) pertinent to the submission of the annual report.
2. Submission of the relevant request to RECH in the event of any amendments to the study for approval by RECH prior to any partial or full implementation thereof. I am aware of the guidelines (available on Research Ethics Committee (Human) portal) pertinent to the requesting for any amendments to the study.
3. Submission of the relevant request to RECH in the event of any extension to the study for approval by RECH prior to the implementation thereof.
4. Immediate submission of the relevant report to RECH in the event of any unanticipated problems, serious incidents or adverse events. I am aware of the guidelines (available on Research Ethics Committee (Human) portal) pertinent to the reporting of any unanticipated problems, serious incidents or adverse events.
5. Immediate discontinuation of the study in the event of any serious unanticipated problems, serious incidents or serious adverse events.
6. Immediate submission of the relevant report to RECH in the event of the unexpected closure/discontinuation of the study (for example, de-registration of the PI).
7. Immediate submission of the relevant report to RECH in the event of study deviations, violations and/or exceptions. I am aware of the guidelines (available on Research Ethics Committee (Human) portal) pertinent to the reporting of any study deviations, violations and/or exceptions.
8. Acknowledgement that the study could be subjected to passive and/or active monitoring without prior notice at the discretion of RECH. I am aware of the guidelines (available on Research Ethics Committee (Human) portal) pertinent to the active monitoring of a study.





Signed:  _____

Date: 16 October 2020

Annexure 4: Turnitin report

My Submissions

Part 1

Title	Start Date	Due Date	Post Date	Marks Available
MBA Treatise Submission - Part 1	2 Jan 2021 - 13:12	31 Dec 2022 - 13:12	1 Dec 2022 - 13:12	100
 Refresh Submissions				
Submission Title	Turnitin Paper ID	Submitted	Similarity	Grade
View Digital Receipt S. Maqula MBA Treatise	1602851816	12/11/21, 17:18	16% 	N/A
				Submit Paper   --

Annexure 5: Proof of language editing



Proofreading Certificate

It is hereby certified that this proposal/dissertation/thesis/article has been proofread and edited for spelling, grammar and punctuation by a professional English language editor from www.OneStopSolution.co.za

Client

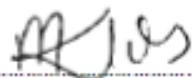
Sive Maqula

FACTORS INFLUENCING THE BUYER BEHAVIOUR OF GENERATIONS X AND Y SPORTS APPAREL CONSUMERS IN JOHANNESBURG

Submitted in partial fulfilment of the requirements for the degree of
Master of Business Administration
at Nelson Mandela University

Editor

Dr. Maureen Klos
Name


Signature

03 August 2021

Date

I cannot guarantee that the changes that I have suggested have been implemented nor do I take responsibility for any other changes or additions that may have been made subsequently. The track changes of the language editing will be available for inspection upon enquiry, for a period of one year.

Contact

One Stop Solution
18 Woltemade str
Kabega Park
Port Elizabeth
6045

Redène Wynand
076 481 8341 / 060 520 1047
www.onestopsolution.co.za