The role of personal values in Millennial men's perception of clothing store image and store choices

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Die rol van persoonlike waardes in "Millennial" mans se persepsie van kleding-winkelbeeld en winkelkeuse

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by

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DECLARATION

I, Lizette Diedericks, declare that this thesis, which I hereby submit for the degree PhD in Consumer Science: Clothing Management, at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

Lizette Diedericks

November 2019

Acknowledgements

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South African clothing retailers are currently struggling to obtain and retain market share as a result of the challenging economic climate, new international market entrants and changes in consumer behaviour (MarketLine, 2018). In particular, consumer behaviour relating to men's clothing is changing and for the first time in decades, menswear is dominating the South African clothing retail industry (MarketLine, 2018; Hastreiter & Marchetti, 2016). A lucrative market segment is the Millennial generation, born between 1980 and 2000 (Cham, Ng, Lim & Cheng, 2018; Cho, 2017). Consequently, knowledge on the clothing consumer behaviour of specifically Millennial men is crucial and the topic is still under explored, resulting in a research gap, which inspired this study. The store image perceived by the consumer has a direct influence on store choice and is important for retailer success. Since personal values ultimately drive consumer decision-making, an understanding of the personal values that motivate store choice may assist clothing retailers with their positioning (store image) to obtain customer loyalty and a sustainable competitive advantage. Gutman (1982) means-end chain (MEC) theory explains that consumers make choices based on the product/store attributes that they perceive as ultimately assisting them in reaching the desirable end-state (personal value). An MEC is a hierarchical structure that consists of three main interconnected levels, namely, attributes (means), consequences and personal values (ends), which are organised according to the level of abstraction. This study applied the MEC as a theoretical framework for exploring and understanding the role of Millennial men's personal values in their perception of store image and their store choice.

Laddering is a probing technique that is used specifically in MEC studies to uncover underlying motivations for behaviour. This technique can be used in qualitative studies (where it is referred to as soft laddering) and also in quantitative studies (where it is referred to as hard laddering). This

exploratory mixed-method study started with an initial qualitative phase and the findings were subsequently used to develop the measuring instrument for the second quantitative phase. The second quantitative phase specifically used the Association Pattern Technique (APT), a hard laddering technique developed by Ter Hofstede, Audenaert, Steenkamp and Wedel (1998). Using a series of matrices, the APT reveals how consumers link desirable attributes, sought-after consequences and personal values. Using non-probability sampling methods (i.e. convenience-, snowball and quota sampling), 25 participants were recruited in the first phase and 408 workable questionnaires were obtained during the second phase. The personal in-depth interviews conducted during phase 1 used soft laddering and elicited the attributes and consequences that are pivotal in clothing store choice. Together with these attributes and consequences, the ten basic personal values of Schwartz (1992) and colleagues (2001; 2014) were used to develop the matrices for the measuring instrument used in phase 2. During this phase, data was collected using a self-administered questionnaire that was completed online.

The findings of this study indicate that hedonism ultimately motivates store image and store choice. Although the personal values of "self-direction", "achievement" and "power" were also indicated as motivational drivers within different demographic subsets and different types of clothing retailers, "hedonism" unequivocally was found to be the most relevant personal value. It is therefore hedonism that influences Millennial men's clothing store image and store choice. From this study it is recommended that clothing retailers in South Africa, targeting the Millennial male, pay specific attention to hedonism in terms of the design and implementation of their marketing strategies to give credit to consumers' need to associate with a store image that projects a pleasurable experience. Clothing retailers that can successfully position themselves accordingly, will most likely be favoured.

Keywords: Means-end; Millennials; store choice; store image; personal values.

Die rol van persoonlike waardes in "Millennial" mans se persepsie van kleding-winkelbeeld en winkelkeuse

deur

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Suid-Afrikaanse kleding kleinhandelaars sukkel huidiglik om markaandeel te verwerf en te behou as gevolg van die uitdagende ekonomiese klimaat, nuwe internasionale marktoetreders en veranderinge in verbruikersgedrag (MarketLine, 2018). Spesifiek die kleding verbruikersgedrag van mans is aan die verander en vir die eerste keer in dekades domineer mansklere nou die Suid-Afrikaanse kleding industrie (MarketLine, 2018; Hastreiter & Marchetti, 2016). 'n Winsgewende marksegment is die "Millennial" generasie, gebore tussen 1980 en 2000 (Cham *et al.*, 2018; Cho, 2017). Gevolglik is kleding verbruikersgedrag van spesifiek "Millennial" mans dus noodsaaklik, en steeds nie genoegsaam verken nie, wat 'n navorsingsgaping gelaat het wat hierdie studie geïnspireer het. Die verbruiker se bemerkde winkelbeeld het 'n direkte invloed op winkelkeuse en is daarom belangrik in terme van kleinhandelaars se sukses. Aangesien persoonlike waardes uiteindelik verbruikersbesluitneming dryf, kan insig rakende persoonlike waardes wat winkelkeuse motiveer, kleding kleinhandelaars help om hul in so 'n wyse te posisioneer (winkelbeeld te skep) wat klient lojaliteit bevorder en 'n volhoubare kompeterende voordeel bewerkstellig. Gutman (1982) se "means-end chain" (MEC) teorie verduidelik dat verbruikers keuses maak gebaseer op produk/winkel kenmerke wat hul glo hul sal fasiliteer om 'n verlangde eind-toestand (persoonlike waarde) te behaal. 'n MEC is 'n hierargiese struktuur wat uit drie interkoppelende vlakke bestaan, naamlik kenmerke ("means"), gevolge an persoonlik waardes wat organiseerd is volgens die vlak van abtraksie. Hierdie studie het die MEC as teoretiese raamwerk gebruik om die rol van "Millennial" mans se persoonlike waardes ten opsigte van winkelbeeld en winkelkeuse te ondersoek.

"Laddering" is 'n dieptepeilingstegniek wat spesifiek in MEC-studies gebruik word om die onderliggende motivering van gedrag te onthul. Hierdie tegniek kan gebruik word in kwalitatiewe studies (verwys as "soft laddering") en ook in kwantitatiewe studies (verwys as "hard laddering"). Hierdie beskrywende gemengde-metode studie het begin met 'n kwalitatiewe aanvangsfase en die bevindinge was gebruik om die meetinstrument vir die tweede kwantitatiewe fase te ontwikkel. Die tweede kwantitatiewe fase het spesifiek die Assosiasie Patroon Tegniek (APT), 'n "hard laddering" tegniek wat ontwikkel is deur Ter Hofstede *et al.* (1998) gebruik. Die APT gebruik 'n reeks matrikse om te onthul hoe verbruikers verlangde kenmerke, verlangde gevolge en persoonlike waardes koppel. Met nie-waarskynlike steekproefmetodes (geriefs-, sneeubal-, en kwotasteekproefneming) is 25 deelnemers gedurende die eerste fase gewerf en 408 werkbare vraelyste was verkry gedurende die tweede fase. Die persoonlike in-diepte onderhoude wat gedurende fase 1 gevoer is, het "soft laddering" gebruik om die kenmerke en gevolge wat tydens winkelkeuse belangrik is, te onthul. Saam met hierdie kenmerke en gevolge, was die tien basiese persoonlike waardes van Schwartz (1992) en kollegas (2001; 2014) gebruik om die matrikse te ontwikkel vir die meetinstrument wat gebruik is in fase 2. Gedurende hierdie fase was self-geadministreerde vraelyste gebruik en aanlyn voltooi.

Die bevindinge van hierdie studie het getoon dat hedonism (genotleer) uiteindelik winkelbeeld en winkelkeuse dryf. Al het die persoonlike waardes "self-rigting", "prestasie" en "mag" ook na vore gekom as motiverende drywers onder verskillende demografiese sub-stelle en verskillende tipes kleding kleinhandelaars, was "hedonisme" omonwonde as relevante persoonlike waarde gevind. Dit is dus hedonisme wat "Millennial" mans se kleding winkelbeeld en winkelkeuse beïnvloed. Vanuit hierdie studie spruit die aanbeveling dat kledingkleinhandelaars in Suid-Afrika, wat mans in die Millenniër kategorie teiken, spesifiek aandag aan hedonisme skenk in terme van die ontwerp en implimentering van hulle bemarkingstrategië om 'n winkelbeeld te skep en onderhou wat met genot geassosieer word. Kledingkleinhandelaar dit daarin slaag en dit regkry om hulle as sulks te posisioneer, sal heel waarskynlik manlike verbruikers se voorkeurwinkel word.

Sleutelwoorde: Means-end; Millennials; persoonlike waardes; winkelkeuse; winkelbeeld.

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Chapter 1

THE STUDY IN PERSPECTIVE

This chapter provides the background to the study and introduces the research problem. It briefly explains the methodology and the theoretical framework and presents the structure of the study.

1.1   BACKGROUND FOR THIS STUDY

Annual financial reports of leading South African clothing retailers, including Woolworths (WHL, 2019), The Foschini Group (TFG, 2019), Edcon (Edcon, 2018), Truworths (Truworths, 2019) and the Mr Price Group (mrpricegrouplimited, 2019), indicate that the weak currency, inflation, the slowdown in credit growth, uncertainty in government fiscal policy, and decreasing real disposable consumer income are currently proving detrimental to clothing retailing in the South African context. Consequently, South African clothing retailers find it particularly difficult to curb price increases (Truworths, 2019; WHL, 2019). In addition, the global expansion of international retailers into South Africa has exerted additional pressure on South African clothing retailers (Khumalo, 2019; MarketLine, 2018).

During the last decade, South African consumers have been exposed to international clothing brands such as Zara, Superdry, Gant, Factorie, and the Swedish multinational clothing retail giant, Hennes & Mauritz (H&M), which have established retail stores countrywide (BusinessReport, 2019; Thompson, Ellis, Soni & Paterson, 2018; Makholwa, 2015; Mahlaka, 2014). Within the first 18 months of business, the first nine H&M retail stores acquired a 0.6% market share of the South African clothing retail industry, contrasting with the problematic sales reported by some of the South African clothing retailers (Shevel, 2016). South African consumers' affinity with international clothing retailers/brands may be due to their novelty and the status perceptions associated with these retailers/brands and to their tendency to purchase desirable brands whether they can afford it or not (iAfrica, 2019; Mahlaka, 2014).

South African consumers' increased acceptance of the expansion of international clothing retailers to South Africa has encouraged further international expansion in South Africa (MarketLine, 2018; Mahlaka, 2014). Unfortunately, many leading South African clothing retailers have been caught off guard as they are unprepared for the overwhelming acceptance of international brands and therefore do not have appropriate marketing strategies in place to counteract the expansion of foreign competitors (Brown, 2017a). Nowadays, both bricks-and-mortar and online clothing retailing compete for South Africans consumers' disposable income. Although South African consumers are not yet as engaged in online clothing shopping as their international counterparts, sales figures are increasing and more consumers have begun to trust internet buying (MarketLine, 2018). In addition to South African multi-channel clothing retailers such as Woolworths and Mr Price, which already have a well-established online presence, online South African retailers such as Zando and Superbalist are gaining popularity among South African consumers (Ryke, 2019; Tubbs, 2014).

Considering the current threats to the South African retail industry, it may be constructive to obtain a better indication of the viable consumer groups that could be targeted by the various types of clothing retailers. Many believe that the Millennials are the most profitable generation for retailing and will continue to be more and more profitable with a forecasted peak around 2020 (Moreno, Lafuente, Carreon & Moreno, 2017; Donnelly & Scaff, 2013; Barton, Koslow, Fromm & Egan, 2012). For the purpose of an explanation of the Millennial generation, it should be noted that the timeframe in which the Millennials (also known as Generation Y and Echo Boomers) are born differs according to various resources. Generally, this age cohort includes those born from the late seventies and early eighties until the late nineties and the year 2000 (Schiffman & Wisenblit, 2018:410; Lamb, Hair, McDaniel, Boshoff, Terblanché, Elliott & Klopper, 2015:208; Hobart & Sendek, 2014:2; Donnelly & Scaff, 2013). This study used the interval from 1980 to 2000 similar to the study of Weber (2017) and Ryke (2019). In the South African context, this was the first generation that was brought up in the "new" South Africa, post-apartheid (Duh & Struwig, 2015). As a result of the political changes that have taken place since 1994, many Millennials are better educated, have better job opportunities, and therefore have a better lifestyle than their parents (Ryke, 2019; Duh & Struwig, 2015; Bevan-Dye, Garnett & De Klerk, 2012). These changes also influence their clothing expenditure, as many Millennials support luxury clothing retailers (and probably international retailers) to showcase their newly acquired wealth (Bevan-Dye *et al.*, 2012). Apart from the political influences, this cohort was socialised in the age of the "Information Superhighway" using cellphones, the internet and social media (Weber, 2017; Bevan-Dye *et al.*, 2012), spurring alternative shopping behaviour tendencies (Hoyer, MacInnis & Pieters, 2016:332; Sullivan, Kang & Heitmeyer, 2012). Millennials' consumer choices are therefore very

different from previous generations (Duh & Struwig, 2015), in particular clothing purchasing choices (Plazibat, Dadić & Petričević, 2017).

Apparently, Millennial men purchase clothing more frequently and spend far more on clothing for themselves compared to men from older generations (Ryke, 2019; Cho, 2017; Barton *et al.*, 2012). The shop environment is extremely important to Millennial men who tend to prefer a "fun and energizing place to shop" (Plazibat *et al.*, 2017). Millennial men are not price sensitive and want to show others that they can afford expensive and luxury branded clothing (Ryke, 2019; Moreno *et al.*, 2017; Bakewell, Mitchell & Rothwell, 2006). A South African study of African Millennial male students' fashion consciousness concluded that this market segment uses clothing intentionally to express who they are and to signal status (Lissitsa & Kol, 2016; Motale, Bevan-Dye & De Klerk, 2014). Unlike previous generations who were stereotypically inclined to associate fashion and clothing interest with femininity, Millennial men have emerged as a unique cohort, confessing to be metro-men, classy, fashion conscious and well-dressed (Leopeng & Langa, 2019; Cho, 2017; Pentecost & Andrews, 2010; Bakewell *et al.*, 2006). During the last two decades major changes in the social behaviour of men have become evident (Leopeng & Langa, 2019; Gibbs, Jewkes & Sikweyiya, 2018). Specifically in South Africa within the Black Emerging Middle class, a strong consumerist culture emerged, where specific local and international fashion brands, together with certain ways of styling the body, is required to indicate success (Leopeng & Langa, 2019). In addition, more men are openly honest about their gender identity which furthermore influence appearance management (Gibbs *et al.*, 2018; Hammack, Frost, Meyer & Pletta, 2018). Conflicting results exist regarding Millennial men's brand loyalty. Some studies (Plazibat *et al.*, 2017; Barton *et al.*, 2012) have found that these men are indeed brand loyal, while others have found the contrary (Lissitsa & Kol, 2016; Valentine & Powers, 2013). Inevitably then, one may assume that the former aspects probably influence how and where Millennial men do their clothing shopping. (The Millennial male segment is further explained in Chapter 3 Section 3.5).

The British market research company, MarketLine, has conducted several studies on the South African clothing retail industry. The 2014 MarketLine analysis indicated that womenswear and menswear respectively contributed to 51.4% and 28.2% of the overall value of the clothing retail industry (Marketline, 2014). In contrast, the 2018 MarketLine report shows a major shift in the market, with menswear, as the market leader, contributing 42.0% of the industry's total value, while womenswear dropped to second place, contributing 32.9% of the industry's total value (MarketLine, 2018). The above-mentioned findings suggest that an understanding of South African men's clothing buying behaviour is therefore crucial. Although research focusing on Millennial men's behaviour in the marketplace has drawn considerable interest in recent years (Ryke, 2019; Aliman, Ariffin & Hashim,

2017; Funches, Yarber-Allen & Johnson, 2017; Plazibat *et al.*, 2017), the topic has not yet been fully explored. Important, though, is that Millennial men have become a very lucrative segment in the clothing retail industry (Cham *et al.*, 2018; Cho, 2017) and a better understanding of their consumer behaviour would be to the benefit of marketers and retailers who have to augment their service and product offerings in a highly competitive global marketplace. (Clothing retailing in the South African context is further explained in Chapter 3 Section 3.4).

1.2   THE RESEARCH PROBLEM

Conditions in South Africa, such as political uncertainty and fluctuations in the exchange rate, together with increased competition from international and online retailers, exert immense pressure on South African clothing retailers to retain and increase their market share, which is crucial to their financial survival (Brown, 2017a; Makholwa, 2015). Retailers can therefore not afford to misrepresent themselves or to neglect potentially lucrative market segments as a result of marketing strategies that fail to address consumers' needs. Researchers have concluded that the consumer behaviour of younger generations, such as Millennial men, differs vastly from the older generations (Cho, 2017; Moreno *et al.*, 2017; Plazibat *et al.*, 2017), which might pose new challenges to retailers.

Sasfin senior analyst, Alec Abraham, and independent retail analyst, Syd Vianello (Thomas, 2014b; Thomas, 2014a), both agree that the poor performance of certain South African clothing retailers can be attributed to their marketing strategies, particularly poor positioning, which includes lack of attention to store image and differentiation strategies that would more clearly distinguish them from competitors (Reitumetse, 2016). This coincides with academic literature that evidently indicates that the key to a retailer's success lies in selecting the correct target market and the proper positioning of the retailer's store image (Das, 2014; Janse van Noordwyk, Du Preez & Visser, 2006; Sirgy & Samli, 1985). Positioning refers to the fundamental process whereby a mental picture or image of a particular store (store image) is created in the minds of a retailer's target market so that it is distinctly recognisable and different from that of competitors (Grewal, Levy & Weitz, 2018:116; Konuk, 2018; Dunne, Lusch & Carver, 2014:540).

For the purpose of further discussion, it is important to note that the words "store" and "retailer" are not synonyms although their meanings overlap. A retailer is a merchant that sells goods and services directly to the final consumer (Diamond & Pintel, 2014; Terblanché, 2013), for instance H&M. A "store", on the other hand, refers to a shop. A retailer may therefore have more than one store, for instance H&M [1]Menlyn and H&M Sandton City. In the literature, terminology such as "store image"

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[1] Menlyn and Sandton City are two of the largest shopping malls in Gauteng.

and "store choice" are often used. In the business realm too, the term "retail" is often used. Throughout the study, both of these words (store and retail) are used interchangeably, although the context is taken into consideration every time. Where possible, the term "retail store" is used, similar to what has been done in other studies (Sung & Huddleston, 2018; Maziriri & Mokoena, 2016; Bennur & Jin, 2012; Thompson & Chen, 1998).

Over time, store image has been defined in different ways. Lindquist (1974-1975) proposed store image as a combination of tangible, or functional and intangible, or psychological factors in retail stores. Alternatively, store image has been described as a set of attitudes that corresponds with what consumers regard as important (James, Durand & Dreves, 1976), i.e. certain desirable benefits such as offering a variety of sizes, specific brands or products with good fit (Thompson & Chen, 1998), which are imperative to satisfy certain personal values (Barrena, García & Sánchez, 2017; Parumasur & Roberts-Lombard, 2014:88).

In understanding consumers' regard for store image, it is also important to attend to how personal values drive consumers' perceptions and needs. Literature indicates that personal values, which constitute "a centrally held, enduring belief which guides actions and judgements across specific situations and beyond immediate goals to more ultimate end-states of existence" (Vinson, Scott & Lamont, 1977:44), are the ultimate driving force of all consumer behaviour (Malhotra, Birks & Nunan, 2017:216; Devlin, Birtwistle & Macedo, 2003) – therefore also their store perceptions and store choices. Accordingly, proper positioning of a retailer's store image extends beyond mere attention to store attributes and should acknowledge the underlying personal values that drive a target market's buying behaviour (Jeng & Yeh, 2015). Personal values (desired end-states) provide a deeper understanding of consumers' motivation to behave in a specific way in the marketplace (Cai & Shannon, 2012; Worsley, Wang & Hunter, 2010).

Empirical evidence of the relevance of personal values on consumers' choice of clothing retail stores is still lacking. This is unfortunate for South African retailers' understanding of the needs of Millennial men, which is a potentially lucrative target market in terms of future growth of the local men's clothing market that has to compete with the sought-after international brands that are entering the local scene in a trying economic climate. In addition, the changing societal norms related to gender identities (Hammack *et al.*, 2018), and the increasing importance of clothing to showcase wealth and accomplishment, specifically related to young South African men (Leopeng & Langa, 2019; Ryke, 2019; Bevan-Dye *et al.*, 2012), enhances the need for this study. An understanding of the personal values that are pertinent in terms of Millennial men's clothing purchase behaviour would enable retailers to

shape and position their store image more purposefully. While that would ultimately contribute to retailers' success, it would also suitably address the needs of highly valued customers.

1.3   JUSTIFICATION OF THE RESEARCH

Since the ground-breaking work of Martineau (1958) and Dichter (1985), many scholars have investigated store image and its theoretic underpinnings, even in a South African context (Du Preez & Van der Vyver, 2010; Janse van Noordwyk *et al.*, 2006). The South African studies focused on scale development for clothing store image (Du Preez, Visser & Janse Van Noordwyk, 2008c; Du Preez, Visser & Janse van Noordwyk, 2008b; Du Preez, Visser & Janse Van Noordwyk, 2008a), congruity analysis of store image and self-image (Du Preez & Van der Vyver, 2010) and female clothing store image attributes (Janse van Noordwyk *et al.*, 2006). To date, a study that investigates the relevance of personal values for store image in a South-Africa context could not be found.

Although store image per se has received considerable attention in international research, only a few studies, such as Thompson and Chen (1998) and Amatulli and Guido (2011), have explored consumers' perceptions of clothing retail store image in conjunction with consumers' personal values. In both of these studies, means-end chain theory was used to uncover the underlying personal values that influence consumers' perceptions of clothing store image and that eventually motivate/drive store choice. According to means-end chain theory, consumers link attributes (means) to certain consequences or benefits as well as certain consequences to certain personal values (end-states) (Malhotra *et al.*, 2017:216; Parumasur & Roberts-Lombard, 2014:87; Ha & Jang, 2013). Means-end chain theory has been used in various types of studies such animal welfare (Hansson & Lagerkvist, 2015), architecture (Wong & Jusan, 2017; Schauerte, 2009), tourism (Ahn & Thomas, 2020; Kim & Kim, 2019; Jiang, Scott, Ding & Zou, 2012; Watkins & Gnoth, 2010; Klenosky, Gengler & Mulvey, 1993), web advertising (Fu & Wu, 2010), the use of social networks (Kwon, Cha & Lee, 2015; Cha, Kweon, Choi, Won & Kim, 2014), furniture shopping (Lin & Chang, 2012), restaurant patronage (Jeng & Yeh, 2015; Ha & Jang, 2013), grocery shopping (Kitsawad & Guinard, 2014), and most of all, food products (Barrena *et al.*, 2017; Choi, 2016a; Weissnar & Du Rand, 2012; Fotopoulos, Krystallis & Ness, 2003; Zeithaml, 1988). Despite evidence of its use in clothing-related studies (Patrick & Xu, 2018; Stephenson, 2016; Amatulli & Guido, 2011; Botschen & Thelen, 1998; Thompson & Chen, 1998), the means-end approach has not been optimised in clothing research, or in terms of specific market segments in specific contexts to date.

The unique theoretical contribution made by this study involves an investigation and discrimination of the personal values that influence the store image perceptions and clothing retail store choices of

an emerging consumer segment in the marketplace, namely Millennial men, i.e. a specific age category of men, in terms of a specific product category, namely men's clothing. Contrary to the array of store image studies that focus on store attributes (Kim & Lee, 2016; Bennur & Jin, 2012; Theodoridis & Chatzipanagiotou, 2009; Janse van Noordwyk *et al.*, 2006; Paulins & Geistfeld, 2003), this study extends beyond this attention to attractive store attributes to focus on the deep underlying personal values that determine what the selected market segment considers to be a desirable store image. Furthermore, researchers have to date devoted much attention to females' clothing purchasing and consumption behaviour, which has left a void concerning men's perceptions and purchasing behaviour in the marketplace, especially in times where men's clothing sales have surpassed those of female clothing for the first time in centuries.

Consequently, retailers and marketing managers would benefit from a clarification of the role of personal values in terms of Millennial men's store image perceptions and which ultimately influence their clothing store choices. The findings could improve marketing managers' decisions concerning the content of their marketing campaigns (Escobar & Gil, 2016b; Lee, Lusk, Mirosa & Oey, 2014; Amatulli & Guido, 2011) and may also assist retailers to shape their store image to mirror the needs and values of their target market so that potential customers could better relate to particular stores. This would enhance their competitiveness and thus their survival in the market amidst an influx of international retailers/brands and would also provide a sustainable competitive advantage that would differentiate one clothing retailer from the next. Hopefully, the clothing retailing industry will commercialise the findings of this study in order to regain their standing in the South African marketplace.

1.4   THEORETICAL FRAMEWORK

Gutman (1982) proposed that means-end chain theory can provide a better understanding of the motivations behind consumers' choices (Malhotra *et al.*, 2017:216; Kitsawad & Guinard, 2014). Hence, this study draws on means-end chain theory to specifically explore the cognitive structures within the minds of a selected consumer market segment to gain a better understanding of these consumers' perceptions of store image as well as the role of the underlying personal values in terms of their perceptions and subsequent clothing retail store choices (Ha & Jang, 2013; Reynolds, 1985).

1.4.1   Means-end chain theory

According to means-end chain theory, consumers link attributes (means) to certain consequences and link certain consequences to certain personal values (end-states) (Patrick & Xu, 2018; Escobar & Gil, 2016b; Parumasur & Roberts-Lombard, 2014:87; Ha & Jang, 2013). When looking at a consumer's mind from a means-end approach, attributes, consequences and values are arranged in a set hierarchy

according to the level of abstraction (Barrena *et al.*, 2017; Phillips & Reynolds, 2009). This hierarchy can be visually displayed as a tree-like cognitive map, called a hierarchical value map (HVM), which is an association network indicating the cognitive links between the different elements (Borgardt, 2019; Reynolds, 2006; Gengler, Klenosky & Mulvey, 1995). Consumers categorise product knowledge within this hierarchy according to the level of abstraction (Gutman, 1982). Of particular importance in means-end chain theory, is that consumers link product knowledge, which is less abstract, with self-knowledge, which is more abstract, indicating how more abstract concepts (personal values) motivate a consumer to choose certain products (Gengler & Mulvey, 2017; Hsiao, Yen & Li, 2012; Mort & Rose, 2004; Walker & Olson, 1991). To understand means-end chain theory as a theoretical framework, an explanation of attributes, consequences and personal values is provided below.

Attributes are the more physical features, characteristics or properties of an item/product/store and represent the lowest abstraction of the concepts in means-end chain theory, for example the attributes of clothing retailers (Bolzani, 2018). There are two main levels of attributes, i.e. *concrete* and *abstract* attributes (Amatulli & Guido, 2011; Peter & Olson, 2010:74-75; Parry, 2005:67-68). Concrete attributes are more physical and tangible in nature, for example the physical product in a store, whereas abstract attributes are subjective and intangible, for example the store atmosphere (Peter & Olson, 2010:74-75). Numerous studies (Brosdahl & Carpenter, 2012; Willems, Janssens, Swinnen, Brengman, Streukens & Vancauteren, 2012; Janse van Noordwyk *et al.*, 2006) have focused on the general attributes or dimensions that influence clothing retail image. This study aims to delve deeper into consumers' cognitive structures to elicit those attributes that are pertinent in shaping their perception of a desirable store image and that will influence store choice based on the consumer's underlying personal values.

Consequences are understood to be the results of behaviour (Arsil, Li & Bruwer, 2016; Gutman, 1982). Means-end studies traditionally focus on positive consequences (benefits), although attributes may also have negative consequences (Peter & Olson, 2010:73). Consequences are learnt over time through experience and are linked to certain attributes, which are less abstract (Kim & Kim, 2019; Gutman, 1982). In addition, consequences are also linked to certain personal values that are more abstract (Kim & Kim, 2019; Gutman, 1982). Consequences can thus be either *functional*, which is a lower level of abstraction, or *psychosocial* which represents a higher level of abstraction (Amatulli & Guido, 2011). Functional consequences are tangible, physical outcomes that a consumer experiences immediately, such as a large product assortment (Peter & Olson, 2010:76; Wagner, 2007). Psychosocial consequences are affective in nature and refer to the internal psychological and social result of certain attributes such as the feelings that are evoked, for example experiencing an element

of surprise or amazement (Peter & Olson, 2010:77; Wagner, 2007). The consequences of purchasing from a certain store/retailer and using its products determine consumers' perceptions of the store image that are eventually embedded in a consumer's mind (Berman & Evans, 2010:506; Parry, 2005:41) and subsequently influence future store choice.

Personal values are defined by Rokeach (1973:5) as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence". He furthermore explains that personal values can be distinguished into two levels of abstraction, namely, *instrumental* values and *terminal* values. Instrumental values are beliefs concerning the appropriate mode of conduct to achieve something that is less abstract than terminal values (Jacobs & Maree, 2019:197; Maio, 2017:18). These values are not yet the end-state but serve as the instrument that is used to achieve an end-state/terminal value (Maio, 2017:18; Rokeach, 1973:12). Instrumental values are associated with personality traits and include values such as being loyal and punctual (Rokeach, 1973:161). Terminal values, on the other hand, are more abstract and refer to the end goals (end-states) that one would like to achieve, for example social recognition and self-respect (Jacobs & Maree, 2019:197; Rokeach, 1973).

In his seminal work, Gutman (1982) explained that means-end chain theory has valuable marketing implications, specifically in terms of market segmentation and positioning. As described in the problem statement, the marketing strategies used by South African clothing retailers may have a significant influence on their eventual market share. The process of compiling a marketing strategy comprises four main steps. Firstly, the market is segmented into homogenous segments (Lamb *et al.*, 2015:201). Thereafter, a decision is made regarding which segments the retailer wants to target (Schiffman & Wisenblit, 2018:7). Positioning is the third step, and comprises the construction of a desirable image or perception in the mind of the consumer who is targeted (Schiffman & Wisenblit, 2018:7), as well as a desirable store image. The last step encompasses the compiling of a marketing mix, where the elements of the marketing mix (price, product, place and promotion) are used to strengthen the desired image (positioning) that the retailer has chosen to project (Hoyer *et al.*, 2016:15; Lamb *et al.*, 2015:233).

Since Gutman's (1982) introduction of means-end chain theory, many studies have indicated that this theory has valuable marketing applications (Gengler & Mulvey, 2017; Escobar & Gil, 2016b; Lee *et al.*, 2014; Reynolds, 2006; Vriens & Ter Hofstede, 2000). Many studies have specifically used means-end chain theory to identify the personal values that are relevant for market segmentation (Barrena *et al.*, 2017; Feunekes & Den Hoed, 2001; Botschen & Thelen, 1998; Reynolds & Rochon, 1991), as well as for positioning purposes (Gengler & Mulvey, 2017; Jeng & Yeh, 2015; Pike, 2012; Devlin *et al.*, 2003).

This study will deduce the marketing application for clothing retailers that are targeting Millennial men in terms of their positioning (i.e. creating a desirable store image) in the marketplace, using personal values as the point of departure.

1.4.2   Core assumptions: Means-end chain theory

The use of a particular theory (such as means-end chain theory) in research presumes that the research should not violate the assumptions that the selected theory is based on. Means-end chain theory has two fundamental and two general assumptions (Gutman, 1982). The first fundamental assumption is that values ultimately motivate and direct people's behaviour (Bolzani, 2018; Alonso & Marchetti, 2008). Secondly, in order to make sense of the magnitude of information that they have to deal with, consumers organise product information into categories to simplify their choices (Alonso & Marchetti, 2008; Gutman, 1982). The general assumption is that all choices that one makes have consequences and that, over time, consumers learn that certain choices have certain consequences (Bolzani, 2018; Vannoppen, Verbeke & Van Huylenbroeck, 2001; Zins, 2000; Gutman, 1982). In this study it would apply in the following manner:

A consumer's store choice is determined and directed by his personal values. If the end-state that the consumer desires when purchasing clothing is increased self-esteem (terminal value), then it is highly likely that among all the stores that are available in a specific context, the clothing retail store that projects an image conducive to the consumer's need would be chosen. Eventually, consumers group clothing retailers according to their respective store images (Bickle, 2010:210); for example, stores for older consumers, fashionable stores and stores with superior quality. Stores are, hence, patronised in accordance with their store image and what a consumer subsequently expects and feels comfortable with. Through encounters with a store and its products, as well as through consumer socialisation, consumers learn that certain actions have certain consequences (Schiffman & Wisenblit, 2018:326; Peter & Olson, 2010:79;134;347), for example that clothes purchased from a discount store might not be as exclusive, and that the designs might not evoke admiration in others. Since store image is embedded as schemata in a consumer's mind, the perceived consequences – when thinking about a clothing retailer – will differ from one consumer to the next (Lennon, Johnson & Rudd, 2017:84; Peter & Olson, 2010:77;464; Thompson & Chen, 1998). Ultimately, the consumer will – mostly unconsciously – use the perceived consequence to evaluate the potential of the store choice to achieve the desired end-state, for example "pleasure" (Amatulli & Guido, 2011; Peter & Olson, 2010:82).

1.5 RESEARCH AIM AND OBJECTIVES

1.5.1 Aim

Store image is considered crucial in terms of a target market's store choices and subsequent store loyalty, which is pivotal for retailers' success in a competitive clothing retail environment. This study hence aimed to investigate the role of the underlying personal values of Millennial men (as a viable target market for growth in the men's retail sector in South Africa) that can be associated with certain preferred benefits (positive consequences) that may be derived from specific store characteristics/attributes that coherently represent store image.

1.5.2 Objectives

The following research objectives were formulated to attain the anticipated outcomes:

1 To identify the links among Millennial men's desired clothing store attributes, related desirable consequences and the personal values that drive store choice.

    1.1 To identify the attributes of clothing retailers that Millennial men associate with a desirable store image.

    1.2 To identify the desirable consequences that Millennial men derive from preferred clothing store attributes.

    1.3 To distinguish the underlying personal values that ultimately drive Millennial men's clothing store choices based on the desirable consequences and desirable attributes identified.

2 To distinguish the relevant personal values that drive the clothing retail store choices of different demographic subsets within the Millennial men market segment, namely

    2.1 differences between younger and older Millennials

    2.2 differences across different education levels

    2.3 differences across diverse population groups

    2.4 differences across different income levels.

3 To distinguish the personal values of Millennial men that are relevant in the positioning of different types of clothing retailer, namely

    3.1 discount clothing retailers

3.2 so-called "value" clothing retailers that do not classify as either discount retailers or luxury retailers

3.3 luxury clothing retailers.

1.6   RESEARCH DESIGN AND METHODOLOGY

A brief overview of the research design and methodology follows in the paragraphs below. Further details are presented in Chapter 4.

1.6.1   Research design

The research design is the blueprint of the study, explaining how the data was collected and analysed in order to meet the aim and objectives of the study (Babbie, 2016:117; Babin & Zikmund, 2015:67). As indicated in Figure 1.1, the study followed an exploratory sequential mixed-method approach that combined a qualitative phase (phase 1) and a quantitative phase (phase 2) to explore and describe specific phenomena (Creswell & Clark, 2018:71; Creswell, 2014:16). The qualitative and quantitative phases of this study were based on a constructivist and a postpositivist philosophical paradigm respectively (Creswell, 2014:7; Yin, 2011:308). It was also a cross-sectional study as it reflected on a specific population at a given time in a specific context (Leedy, Ormrod & Johnson, 2019:186). The qualitative phase (phase 1) was merely exploratory in nature and therefore could not provide conclusive evidence; however, the insight gained was used in the development of the measuring instrument for the second quantitative phase (Babin & Zikmund, 2015:326; Fouché & De Vos, 2009:106). Before the final quantitative data gathering (phase 2) started, two pre-tests were conducted. The first was a large-scale pre-test where after improvements were made to the measuring instrument and the second was small-scale pre-test to confirm that all the problems had been addressed appropriately and that the measuring instrument was indeed ready for the final data gathering in phase 2. This final quantitative phase provided a better indication of certain characteristics and was therefore descriptive in nature (Kumar, 2018:13; Babin & Zikmund, 2015:67).
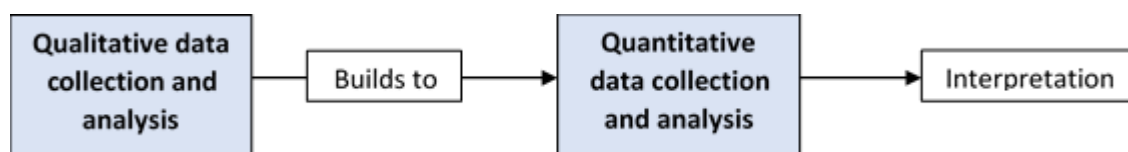
FIGURE 1.1: THE EXPLORATORY SEQUENTIAL DESIGN (Creswell & Clark, 2018:69)

1.6.2 Unit of analysis, sample and sampling

The unit of analysis of this study was Millennial men residing in South Africa. At this point, a clear definition of gender is needed, as gender may be interpreted as a biological sex or as a gender identity (Das, 2014). This study focused on men in the biological context of their sex, irrespective of their gender identity. The fields of marketing and consumer behaviour divide consumers into certain cohorts. One method for doing so is to group consumers into generations or age groups such as Baby Boomers (1946–1964), Generation X (1965–1979), Millennials (also known as Generation Y) (1980–2000) and Generation Z (after 2000) (Jacobs & Maree, 2019:209; Hoyer *et al.*, 2016:330;332;334-335; Sullivan *et al.*, 2012). Since the Millennials is a very lucrative consumer group in the clothing retailing industry (Cho, 2017; Motale *et al.*, 2014), and as a result of its distinctive consumer behaviour (Hoyer *et al.*, 2016:332; Sullivan *et al.*, 2012), this study only focuses on this generation group.

Both the qualitative and quantitative phases of the research employed non-probability sampling methods, implying that the findings of the study cannot be generalised to the entire population but may be used to get a better idea of the personal values that motivate the behaviour of the unit of analysis (Leedy *et al.*, 2019:205; Babin & Zikmund, 2015:348). Three specific sampling techniques were used, namely, convenience sampling, snowball sampling and quota sampling. During phase 1, initial participants were recruited by the researcher. Thereafter, the participants assisted in identifying additional participants using snowball sampling (Babin & Zikmund, 2015:350). Strict quota sampling was used to obtain a sample with a well-balanced demographic profile that is representative of the population (Leedy *et al.*, 2019:212). The final sample size for phase 1 was 25 participants. The sampling of respondents for the second phase of the study required much more effort since a sample of 400 workable questionnaires was envisaged with a good demographic representation. The respondents were recruited by the researcher together with an external research company, namely Consulta Research Pty Ltd. The researcher distributed the link of the online questionnaire by e-mail, WhatsApp messages and also on the social network platforms Facebook and LinkedIn. Friends and family also shared the link, implying snowball sampling. Consulta Research Pty Ltd distributed the same link to Millennial men on their panel. To encourage respondents to complete the questionnaire, six Takealot.com[2] vouchers to the value of R500 were awarded by means of a lucky draw. A total of 567 respondents passed the two screening questions pertaining to age and gender and subsequently completed the questionnaire. Eventually, only 408 workable responses were identified and used.

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[2] Takealot.com is an online retailer with a broad product offering including books, stationery, electronics, homeware and a small amount of clothing.

1.6.3   Measuring instrument

The main measuring instrument of this study is the Association Pattern Technique (APT), which is a hard laddering technique that was developed by Ter Hofstede *et al.* (1998). The technique entails two steps of which the aim of the first qualitative step (in this study phase 1) is to elicit desirable concepts (attributes and consequences) to be used in the second quantitative step (phase 2). Previous APT studies (Barrena *et al.*, 2017; Kang, Kang, Yoon & Kim, 2014; Mort & Rose, 2004; Vannoppen *et al.*, 2001) only engaged in a literature review and compiled a list of attributes and consequences related to the specific study. Since only a small number of attributes and consequences can be incorporated in the measuring instrument, specifically a series of matrices, it is of utmost importance to ensure that the most important attributes and consequences are selected. To elicit the attributes and consequences that are the most important for the specific unit of analysis and a specific study at hand, many APT studies (Moghimi, Jusan, Izadpanahi & Mahdinejad, 2017; Choi, 2016a; Escobar & Gil, 2016b; Hastreiter & Marchetti, 2016; Hsiao *et al.*, 2012; Alonso & Marchetti, 2008; Grunert & Valli, 2001; Ter Hofstede, Steenkamp & Wedel, 1999) decided to use an exploratory sequential mixed-method research design whereby the initial stages were used to identify the relevant constructs for the study. To enhance the quality of the study, this study therefore also implemented a similar exploratory sequential mixed-method research design.

1.6.3.1 Phase 1: Qualitative interviews

Personal in-depth interviews were conducted by the researcher. At the beginning of the interview, the participant was asked to provide the names of the clothing retail stores he mostly patronised when purchasing clothing for himself (stores of his choice). Thereafter, similar to the APT study of Lee *et al.* (2014), the "preference-consumption differences" technique was used to elicit the desirable store attributes. Using this technique, the interviewer asked the participant to rank the identified clothing retailers in order of preference. The participants were then asked to provide reasons (attributes) why they chose the first over the second, the second over the third and so forth. The elicitation process stopped when the reasons were exhausted.

When all the desirable attributes were elicited, the interviewer used soft laddering to obtain the more abstract reasons why the elicited attributes were of importance. Laddering is a probing technique that is particularly used with means-end studies to uncover the more abstract cognitive structures using a series of questions focusing on "why is that important to you?" (Escobar & Gil, 2016b; Botschen & Thelen, 1998; Gutman, 1982). Grunert and Grunert (1995) were the first to refer to quantitative laddering as hard laddering and qualitative laddering as soft laddering. In purely qualitative means-end studies, soft laddering is the main measuring instrument and, in those instances, the aim is to

uncover all levels of abstraction (attributes, consequences as well as values). When using soft laddering in the first step of the APT, it usually serves as a preliminary study (Ter Hofstede *et al.*, 1999), as is the case in this study where the aim was restricted to obtaining the attributes and consequences that would form part of the questionnaire. The researcher stopped after 25 interviews when it became clear that information was being repeated and nothing new came to the fore.

1.6.3.2 *Phase 2: Quantitative survey – Adapted APT*

Traditionally, means-end studies were conducted using qualitative personal interviews. These qualitative studies had many limitations, since they are very time consuming, costly to execute and only consist of small samples that cannot be used to generalise to a bigger population (Escobar & Gil, 2016b; Russell, Flight, Leppard, Van Pabst, Syrette & Cox, 2004a; Feunekes & Den Hoed, 2001). Ter Hofstede *et al.* (1998) developed the APT as a quantitative measuring instrument to conduct means-end studies in a manner that enables the inclusion of larger samples at a lower cost.

The APT uses a set of independent matrices, usually two matrices, to obtain the perceived links of the respondents (Ter Hofstede *et al.*, 1998). As can be seen in the fictional example in Figure 1.2, the first matrix is an attribute-consequence matrix (AC matrix) with the a priori defined attributes in rows and the a priori defined consequences in columns. The respondent has to indicate how he links the attributes with the consequences.

FIGURE 1.2: AN EXAMPLE OF AN AC MATRIX (example self-developed)

The second matrix is a consequence-value matrix (CV matrix) that similarly portrays the consequences in rows and the values in columns (Ter Hofstede *et al.*, 1998). Studies that have used the APT have used different ways to obtain the personal values in the CV matrix. Traditionally, Ter Hofstede *et al.*

(1998) used the nine personal values included in Kahle's (1983) list of values (LOV). Other studies (Moghimi, Jusan & Izadpanahi, 2016; Lee *et al.*, 2014) have used Schwartz' ten basic values, and some (Kirsten, Vermeulen, Van Zyl, Du Rand, Du Plessis & Weissnar, 2017; Hastreiter & Marchetti, 2016; Schauerte, 2009) elicited their own personal values during qualitative interviews. This study used Schwartz's ten basic values since they have been cross-culturally validated (Lee *et al.*, 2014).

Although the APT was developed almost two decades ago, this technique has only been used in a limited number of studies. Upon investigating possible reasons for its limited use, this study identified a number of pertinent problems that may possibly discourage researchers from using this technique (in-depth explanation in Chapter 4). It is argued that the first matrix, the AC matrix, violates some of the basic assumptions of the laddering theory due to the fact that the APT requires respondents to recognise links; this is in contrast to soft laddering in which participants need to recall links (Barrena, García & Sánchez, 2015b; Phillips & Reynolds, 2009; De Ferran & Grunert, 2007). A second major limitation is that the APT only obtains three basic levels of abstraction (A-C-V), whereas traditional soft laddering uses six levels (Phillips & Reynolds, 2009). To further enhance the development of the measuring instrument, and in an attempt to find solutions for the critique of other scholars against the APT, a rigorous systematic review of previous APT studies was conducted that focused specifically on the methodology followed.

In this study, overcoming most of the issues only seemed possible with an interactive internet-based questionnaire. The researcher constructed this questionnaire using the Qualtrics software. The questionnaire consisted of nine sections as indicated in Table 1.1. An online questionnaire has many advantages, since one can incorporate certain features to enhance the completion of the questionnaire, such as forced response, which restricts respondents from proceeding to the following question when the current question is still incomplete (Babin & Zikmund, 2015:324). In addition, by using variable piping software, unfolding questions include answers to previous questions, which results in a customised questionnaire for each respondent (Babin & Zikmund, 2015:326; Berndt, Petzer, Kotzé & Higgs, 2011:144). The adapted APT in this study provided respondents with a list of attributes in Section D that asked them to choose between three and five most important attributes when shopping for clothes. According to the attributes chosen in Section D, each respondent received a customised AC matrix in Section F, only including the attributes chosen previously. The following matrices are generated in a similar manner. This eliminates the possibility that a respondent must indicate links to concepts that are of no importance to him, which evoked a lot of criticism in the traditional APT. Also using the APT, Schauerte (2009) and Kwon *et al.* (2015) included a third matrix in their studies, namely a consequence-consequence matrix (CC matrix), which resulted in an additional

level of abstraction that enhanced the traditional APT. This study also included a CC matrix after the AC matrix, which is presented before the CV matrix. A thorough explanation of the development of this measuring instrument can be found in Chapter 4.

TABLE 1.1:   STRUCTURE OF FINAL QUESTIONNAIRE

Section A	Consent form
Section B	Screening questions
Section C	Clothing expenditure
Section D	Store choice and elicitation of attributes
Section E	Explanation of matrices
Section F	AC matrix
Section G	CC matrix
Section H	CV matrix
Section I	Demographics

1.6.4   Data collection

The qualitative interviews (phase 1) were conducted by the researcher and were held in conveniently located coffee shops, depending on the location and preference of each participant. Three trial interviews were conducted as a trial run for the interviewer and to identify possible errors as well as areas for improvement. The interviews were recorded with the permission of the interviewees and field notes were taken. After the interview, each participant completed a short exit-survey (Addendum A) that focused on demographic data.

Prior to the main data gathering in phase 2 of this study (quantitative survey), two pre-tests were conducted. Data collection for the first pre-test occurred from August 2017 until October 2017 and for the second pre-test (small scale pre-test) occurred during April 2018. The final data collection was conducted during May and June 2018. The data collection for both the pre-tests and the final survey was entirely electronic (internet-based) and the link was distributed as explained in 1.6.1.

1.6.5   Data analysis

Firstly, the recordings of the interviews (phase 1) were transcribed, and thereafter the transcriptions were coded using the Atlas.ti software. With content analysis, themes were derived from the interviews in relation to both attributes and consequences. The attributes and consequences most identified by the participants were used to construct the quantitative questionnaire (phase 2). The data analysis of phase 2 followed the set steps of APT data analysis, which starts with constructing an implication matrix. An implication matrix is a summary of all the frequencies of links in a matrix format (Bolzani, 2018; Hastreiter & Marchetti, 2016; Orsingher, Marzocchi & Valentini, 2011).

With the use of the implication matrix, the most prominent links are used to structure a hierarchical value map (HVM), which is a visual representation of the relationship between the attributes, consequences and values indicated by the participants (Kwon *et al.*, 2015; Amatulli & Guido, 2011). Only the links with the highest frequencies form part of the HVM (Barrena *et al.*, 2017). The cut-off level for the links to be included in the HVM is very important, since a high cut-off level discards a lot of information and results in a very simple HVM, as opposed to a low cut-off level that includes more information but is also more complex (Escobar & Gil, 2016b; López-Mosquera & Sánchez, 2013). The hierarchical value maps were generated in a similar manner to that of the study by Schauerte (2009). All concepts above the cut-off level are indicated with nodes (Jeng & Yeh, 2015), as proposed by Klenosky *et al.* (1993). The colour of the node indicates the level of abstraction, i.e. white indicates attributes, light blue indicates consequences and dark blue indicates values (Wagner, 2007; Thompson & Chen, 1998). The concepts are linked with lines that indicate the associations that were made by the participants, and the width of the line indicates the strength of the association (Kim & Kim, 2019; Wagner, 2007; Thompson & Chen, 1998). For objective two and three of this study, different HVMs were generated using different subsets of the data, for instance a subset based on level of income or population group. The application is extended to the desired store image (positioning) for different types of retailers (discount, value and luxury retailers).

1.7   QUALITY OF THE STUDY

The measures used to ensure the quality of research differ for the qualitative and quantitative phases of the study. To assess the quality of qualitative research, the focus is on trustworthiness; this was relevant during the interviews. To assess the quality of quantitative research, validity and reliability are of importance (Nieuwenhuis, 2016a:123; Babin & Zikmund, 2015:280-281).

1.7.1   Phase 1: Qualitative research – trustworthiness

Four predominant aspects that will ensure the trustworthiness of the research are discussed, namely, credibility, transferability, dependability and confirmability (Kumar, 2018; Tuckett, 2005; Marshall & Rossman, 1995:143; Lincoln & Guba, 1986).

Credibility refers to the correct identification and description of the subject (Kumar, 2018:219; Marshall & Rossman, 1995:143). It is also referred to as inter-subjective validity (Creswell, 2013:207) and can be achieved by forming a positive relationship and trust between a participant and the researcher, leading to the gathering of the most accurate data (Babbie, 2016:405). This can furthermore be achieved through prolonged engagement with a respondent, persistent observation and referential adequacy (Babbie, 2016:319; Lincoln & Guba, 1986). Interviews were therefore not

rushed and effort was made to prevent distraction. Audio recordings were conducted for referential adequacy (Babbie, 2016:315; Groenewald, 2004). Special care was taken with the sampling of participants to exclude acquaintances and to include a representation of the ethnic mix of the South African population (Tuckett, 2005).

Transferability is the degree to which results can be transferred from one context to another (Kumar, 2018:219). A larger number of participants and continuation with interviews up to saturation point is desirable to elevate the level of richness of the data (Babbie, 2016:313). This study continued with the interviews until no new information was shared.

Dependability correlates with the issue of reliability, which is relevant in quantitative research (Kumar, 2018:219; Tuckett, 2005), and refers to whether the same findings would result if the study were to be repeated with similar participants in the same context. Field notes were kept by the researcher, as these are useful for noting additional information and remarks that could improve subsequent interviews. These contributed to the credibility and dependability of the study (Tuckett, 2005). The researcher also did all the interviews in person which helped to be consistent in how discussions were dealt with.

Confirmability relates to objectivity (Kumar, 2018:219; Tuckett, 2005). If the findings of the research can be confirmed by another, for example in a conclusive focus group discussion, the research would be confirmable (Kumar, 2018:219; Marshall & Rossman, 1995:145). In this study, the interviews continued until saturation point where participants repeated information rather than having anything new to add.

1.7.2   Phase 2: Quantitative research – validity and reliability

Validity is an indication of whether the research indeed measured what it is supposed to measure (Malhotra *et al.*, 2017:361). There are several types of validity, including face validity, content validity, criterion validity and construct validity (Malhotra *et al.*, 2017:362; Babbie, 2016:149-150; Pietersen & Maree, 2016:240); however, face validity and content validity were the most prominent types used in this study. There are similarities between the different types of validity. Face validity and content validity share synergy in that both judge the validity based on the logical link between the construct and the questions (Kumar, 2018:214; Malhotra *et al.*, 2017:362). The measuring instrument was constructed following the qualitative phase of this study and therefore both the researcher and the supervisors were highly familiar with the different concepts when assessing the measuring instrument on face value. In addition, the systematic review of previous APT studies also contributed to the face validity of this study. The information obtained from the systematic review was drafted into a journal

article specifically for publishing in a journal with an impact factor of 3.585. This article can be found in Addendum D.

Reliability focuses on the degree to which a measuring instrument is consistent and stable over time (Kumar, 2018:215; McDaniel & Gates, 2016:215). Different types of reliability exist, such as test-retest, split-half testing, equivalent form reliability and internal reliability (McDaniel & Gates, 2016:216; Pietersen & Maree, 2016:238). The emphasis is mainly on the internal consistency of the measuring instrument (Malhotra *et al.*, 2017:359). To achieve the highest possible internal consistency, the questionnaire was kept as short and concise as possible and the wording kept as simple as possible. Notwithstanding, the questionnaire was fairly extensive, explaining why so many failed to complete it after they had agreed to participate.

1.8 ETHICS

Ethics refers to the moral principles within a society that set the standard of what is accepted as right and wrong behaviour (Cant, 2003:11). An important aspect of ethics in research is the avoidance of harm, which not only relates to the participants but also to fellow academics, academic institutions affiliated with the research, the person or organisation funding the research and even the researcher him/herself (Hammersley & Traianou, 2012:72). To protect the stakeholders in the research, pertinent actions were taken throughout this study. Specifically, the Faculty of Natural and Agricultural Science Research Ethics Committee granted ethical clearance for the research (see Addendum B). As recommended by Creswell (2014:98-99) and Malhotra *et al.* (2017:892), participants and respondents were informed that participation was completely voluntary in both different phase of data collection, and that they had the right to privacy and could withdraw at any point of time without any consequences. With qualitative interviews, the participants were informed that the interview would be recorded but that all the information obtained would be treated confidentially and anonymously; with codes being assigned in the place of names to particular participants' responses (Malhotra *et al.*, 2017:894; Hammersley & Traianou, 2012:121). The quantitative questionnaire included a consent form stating the nature of the study, indicating the duration of the task and emphasising voluntary participation. Honesty with professional colleagues was assured by the avoidance of plagiarism and the truthful recording of findings, which were carefully checked and not tampered with (Malhotra *et al.*, 2017:898; Creswell, 2014:99-100; Yin, 2011:41). The list of references together with the plagiarism declaration of the University of Pretoria is included at the end of this thesis. A more detailed explanation of all the measures incorporated in the study to ensure ethical research follows in Chapter 4.

1.9   COMPOSITION OF THE DISSERTATION

The dissertation consists of seven chapters that are structured as follows:

Chapter 1: The study in perspective. This chapter provides the background to the study and introduces the research problem. It briefly explains the methodology and the theoretical framework and presents the structure of the study.

Chapter 2: Theoretical framework. This chapter explains and justifies means-end chain theory as the theoretical framework used to structure this study.

Chapter 3: Literature review. This chapter provides the theoretical background for this study, focusing on personal values, store attributes, store image and store choice. The chapter also attends to clothing as a unique product category, clothing retailing in the South African context and Millennial men's clothing choices.

Chapter 4: Research design and methodology. This chapter presents the aim and objectives of this study together with the conceptual framework that directed the research design and execution of the study. Attention is given to the quality of the research and to ethical conduct.

Chapter 5: Research findings and analysis: Phase 1. This chapter presents the data analysis and the results of the qualitative phase of the study.

Chapter 6: Results and discussions: Phase 2. This chapter presents the results and discussion related to the quantitative phase of this study in accordance with the objectives that directed the research.

Chapter 7: This chapter commences with a brief overview of the study, followed by a summary of the findings that are presented in accordance with the objectives for the research. Implications for the industry as well as theoretical contributions are presented. Limitations that were encountered are indicated as well as recommendations for future research.

1.10   DEFINITIONS, ACRONYMS AND ABBREVIATIONS

Various terms and abbreviations are used throughout this dissertation. Table 1.2 below provides a summary of the most important definitions, and Table 1.3 the most important acronyms and abbreviations.

TABLE 1.2:   DEFINITIONS

Cognitive structure	Structure of knowledge about a product/brand (or a store) derived from previous direct or indirect experience (Marks & Olson, 1981; Rosenberg, 1956).
End-state (ends)	The ultimate end goal or end-state of existence; terminal value (Jacobs & Maree, 2019; Gutman, 1982; Rokeach, 1973).
Hard laddering	Quantitative laddering.
Hedonism	"Pleasure or sensuous gratification for oneself" (Schwartz & Boehnke, 2004).
Hierarchical value map	A tree-like cognitive map or association network indicating the cognitive links between the different elements (Reynolds, 2006; Gengler *et al.*, 1995).
Implication matrix	The implication matrix is a tabulation of the frequencies of paired links (Richter & Bokelmann, 2018).
Laddering	A probing technique whereby participants are encouraged to clarify and elaborate on the deeper psychological and emotional meanings and reasons behind their initial responses to simple questions (Kitsawad & Guinard, 2014; Ha & Jang, 2013; Reynolds, 1985).
Means	"Objects (products) or activities in which people engage (running, reading)" (Gutman, 1982).
Means-end chain theory	"A model that seeks to explain how product or service selection facilitates the achievement of desired end states" (Gutman, 1982).
Pairing link	An ambiguous link between matching consequences ("saving time" and "saving time") indicated in a CC matrix.
Personal value	"… an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence" (Rokeach, 1973:5).
Reciprocal links	Two links with the same pair of consequences where some respondents perceive the one consequence as less abstract (serving as departing point of the link) and some respondents perceive the opposite.
Retail store	A place of business operated by a retailer in which merchandise is sold to the end consumer.
Retailer	A merchant that sells goods and services directly to the final consumer (Diamond & Pintel, 2014; Terblanché, 2013).
Self-direction	"Independent thought and action" (Schwartz & Boehnke, 2004).
Soft laddering	Qualitative laddering.
Store	A shop were merchandise is sold.
Store image	"… the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes" (Martineau, 1958).

TABLE 1.3: **ACRONYMS AND ABBREVIATIONS**

AC matrix	Attribute-consequence matrix
APT	Association Pattern Technique
CC matrix	Consequence-consequence matrix
CV matrix	Consequence-value matrix
HVM	Hierarchical value map
LOV	List of Values
MEC	Means-end chain
PVQ	Portrait Value Questionnaire
RVS	Rokeach Value Survey
VALS	Values and Lifestyles

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Chapter 2

THEORETICAL FRAMEWORK

This chapter explains and justifies means-end chain theory as the theoretical framework used to structure this study.

2.1   INTRODUCTION OF THEORETICAL FRAMEWORK

From a retailer's perspective, it is of the utmost importance that consumers are attracted to their store (Kim & Park, 2016; Kumar & Narayanan, 2016; Mehra & Shakeel, 2016). Retailers therefore need to understand the underlying motivation that guides consumers' store choices (Haridasan & Fernando, 2018; Kitsawad & Guinard, 2014; Wagner, 2007). Numerous studies (Liu & Grunert, 2020; Bako & Jusan, 2017; Arsil *et al.*, 2016; Hastreiter & Marchetti, 2016; Jolibert & Baumgartner, 1997) have found that personal values are the driving force of consumers' behaviour and decision-making. Since the seminal work of Rokeach (1973), which stated that personal values direct consumer behaviour, many scholars (Howard, 1977; Vinson *et al.*, 1977; Young & Feigin, 1975) have started to develop theories and conceptual frameworks that link personal values with consumer behaviour. Based on these theories and frameworks, Gutman (1982) structured means-end chain (MEC) theory, which is grounded in a cognitive approach to consumer decision-making. MEC theory focuses on consumers' personal values and how these values motivate and guide consumer behaviour (Borgardt, 2019; Choi, 2016b; Reynolds, 2006; Zins, 2000).

This chapter presents the theoretical framework of this study to facilitate a better understanding of the context of the literature review that follows in Chapter 3. Firstly, the development, structure and assumptions of Gutman (1982) MEC conceptual model are explained, indicating how it is applied in a clothing retailing context. Secondly, an explanation of the different constructs related to MEC theory is provided. The chapter concludes with a justification for MEC theory as the theoretical framework for this study. The conceptual framework, aim and objectives of the study follow after the literature review in Chapter 3, to allow for a better understanding of the way in which relevant constructs were integrated in the design of the study.

2.2 CONTRIBUTIONS TO THE MEANS-END MODEL

The conceptual means-end chain model proposed by Gutman (1982) is based on many earlier theories, mostly from the field of psychology. In the *Psychology of personal constructs*, Kelly (1955) proposed that because humans are bombarded with a magnitude of information, they have to find a way to make sense of the world and they therefore cognitively categorise all the information in a hierarchical order (Borgardt, 2019; Zabunov, 2019; Lopez-Mosquera & Sanchez, 2012). These categories differ in terms of the level of abstraction and the more abstract ideas or elements ultimately serve as the motivations for behaviour (Kelly, 1955). In later years, Howard (1977) extended this reasoning by adding that consumers organise brands into different categories, proposing that this categorisation occurs in a semantic manner that takes place on different hierarchical levels.

Rosenberg (1956) expectancy-value theory also influenced the development of MEC theory (Bolzani, 2018; Reynolds & Gutman, 1988) in that it proposes that consumers develop associations between certain products (in particular the product attributes) and the consequences related to choosing these products. The expectancy of certain consequences ultimately influences a consumer's choices, implying that only products with attributes that will result in certain desired consequences will be chosen (Rosenberg, 1956).

The Grey Benefit Chain by Young and Feigin (1975) suggested a method of analysis to determine how consumers link product claims and product attributes with emotional and psychological benefits (Bolzani, 2018; Lin & Fu, 2018). Although Gutman (1982) held the opinion that the work of Young and Feigin (1975) needed more development to expand its perspective, this work nevertheless influenced his MEC model.

The seminal work of Rokeach (1973) was critical in the development of MEC theory, contributing to an understanding of personal values. Rokeach (1973) proposed that personal values can be organised into a cognitive system, depending on how important each value is to an individual. A detailed discussion of personal values is presented in the literature review (Chapter 3).

The theory of centrality of beliefs developed by Vinson *et al.* (1977), which consisted of a model of a consumers' value-attitude system (Bolzani, 2018), also influenced the development of the MEC model. Although Gutman (1982) felt that their model had a narrow perspective of consumer behaviour, he was of the view that it articulated means-end chains and therefore made a valuable contribution to the MEC model. Table 2.1 provides a summary of the key contributions to the means-end model.

TABLE 2.1:   SUMMARY OF THE KEY CONTRIBUTIONS TO THE MEANS-END CHAIN MODEL (Self-developed)

Author	Contribution
Kelly (1955)	• The categorisation of ideas/elements in a hierarchical order, based on levels of abstraction • More abstract ideas motivate behaviour
***Howard (1977)**	• Categorisation of brands based on different levels of abstraction
Rosenberg (1956)	• Consumers link certain attributes with certain benefits (consequences) • Consumers choose products based on certain attributes because they desire certain benefits
Young & Feigin (1975)	• Method for analysing the way consumers link product claims and product attributes with emotional and psychological benefits
Rokeach (1973)	• Differentiation between different levels of values, namely, instrumental and terminal values
Vinson, Scott & Lamont (1977)	• Development of the centrality of beliefs model

Howard (1977) is not in chronological order, but his work built directly on Kelly (1955).

2.3   CONCEPTUAL MODEL FOR MEANS-END CHAINS

Gutman (1982) was the first to incorporate the above-mentioned theories and ideas into a model of consumer behaviour and also to differentiate the levels of abstraction as attributes, consequences and values (Bolzani, 2018; Barrena *et al.*, 2017; De Ferran & Grunert, 2007). Gutman (1982) explained that "a means-end chain is a model that seeks to explain how product or service selection facilitates the achievement of desired end states". Gutman's MEC model, as illustrated in Figure 2.1, is explained in the subsequent section in terms of a scenario pertaining to clothing store choice.
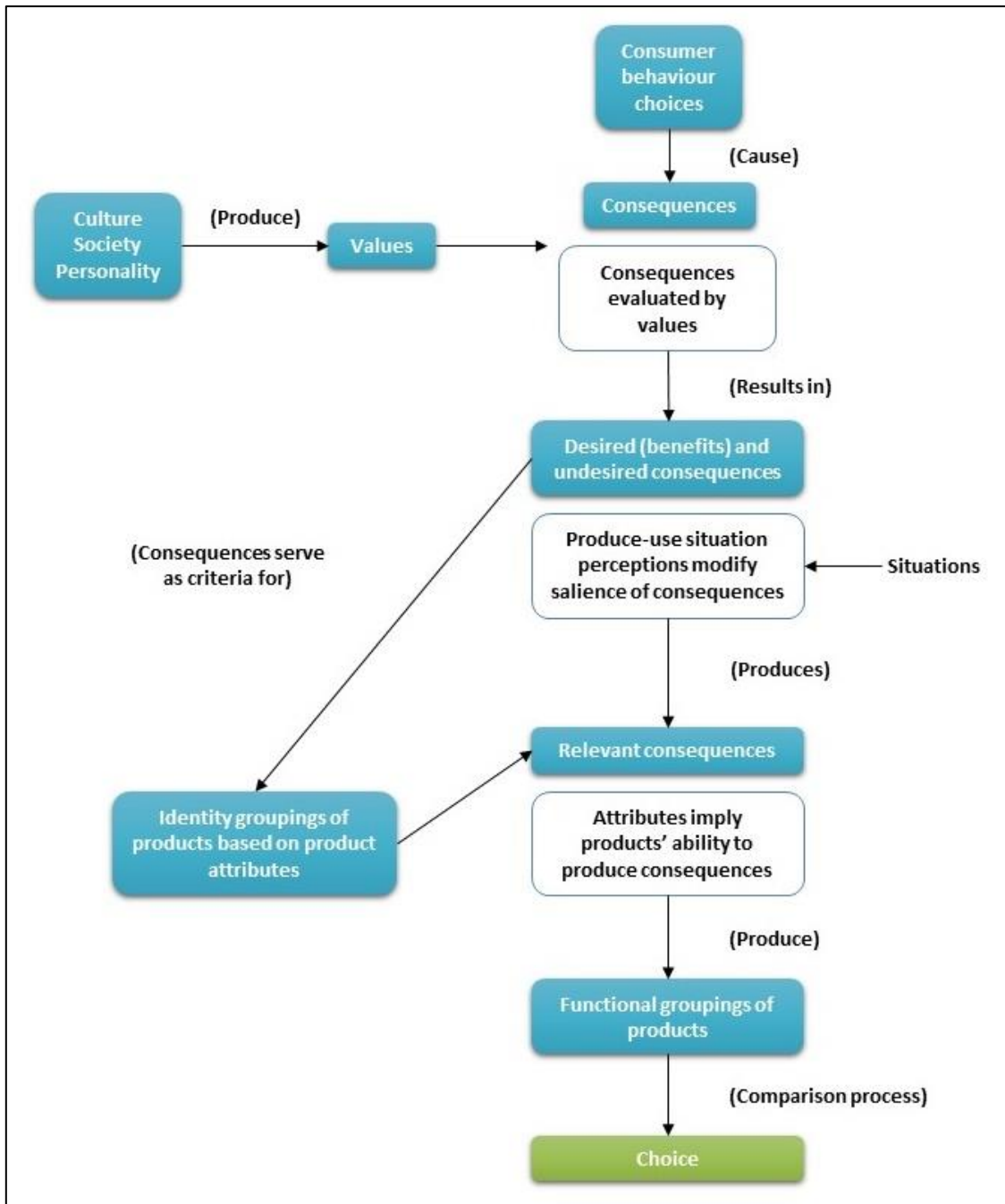
FIGURE 2.1:   CONCEPTUAL MODEL FOR MEANS-END CHAIN (Gutman, 1982)

Scenario: Imagine that a man needs to purchase new clothes for a job interview and subsequently needs to decide which clothing store to approach. Based on the consumer's current clothing budget, he can either choose to purchase from a retailer that offers good quality, timeless clothing at reasonable prices, or opt for a luxury clothing retailer that offers sought-after brands where he would need to purchase the clothing on credit.

Within the measurement model for the MEC, the consumer is required to exercise a choice between different clothing retailers to purchase the clothing that he needs for the job interview. In choosing

between the evoked set (short list) of clothing retailers, the consumer subconsciously considers the consequences associated with each option (Gutman, 1982). For example, the man might consider the financial consequences (staying within his budget, or using credit), the social consequences (looking professional, stylish, being admired) or even the psychological consequences (feeling confident or doubtful during the interview). In the mind of the consumer, some of these perceived consequences are desirable and constitute benefits, while others are undesirable (Lin, Fu & Chi, 2020; Gutman, 1982). The individual consumer's personal values, as a function of his/her culture, society and personality, are highly influential in the evaluation of the consequences of his decisions (Eicher & Evenson, 2016:319; Hoyer *et al.*, 2016:384; Gutman, 1982:31).

If, for instance, the personal value of social recognition is very important to the person in the scenario, a connotation of prestige (that might be achieved by wearing certain clothing) will probably be most desirable. Owing to the magnitude of possible consequences, to simplify the choice process the consumer will group products/stores into coherent categories based on their attributes (e.g. categorise stores based on attributes such as price, or clothing brands, or quality) (Borgardt, 2019; Vriens & Ter Hofstede, 2000). In addition, the particular usage situation will determine which consequences are considered relevant (Walker & Olson, 1991), and ultimately the model concludes with a choice. The specific situation that the consumer finds himself in will determine the type of clothing to be purchased. Therefore, a consumer who is not usually brand conscious might want to create a more prestigious image to enhance self-confidence for the sake of the interview, resulting in purchasing at a store that projects the image that is sought after. In theory, it is said that a consumer chooses a store/brand that coincides with his/her self-image or desired self-image (Cham *et al.*, 2018; Moreno *et al.*, 2017; Stern, Bush & Hair, 1977). In the end, a consumer's decision to patronise a particular store (or not) is carefully contemplated.

2.4   ASSUMPTIONS OF MEANS-END CHAIN THEORY

MEC theory is based on two fundamental assumptions. Firstly, values described as "desirable end-states of existence", play an important role in facilitating choice patterns (Ahn & Thomas, 2020; Bolzani, 2018; Alonso & Marchetti, 2008; Gutman, 1982). As confirmed, particularly in MEC retail studies (Chamhuri & Batt, 2013; Thompson & Chen, 1998), consumers' store choices are ultimately motivated by particular end-states (personal values) that they seek to achieve. Secondly, "[p]eople cope with the tremendous diversity of products that are potential satisfiers of their values by grouping them into coherent sets or classes so as to reduce complexity of choice" (Bolzani, 2018; Alonso & Marchetti, 2008; Gutman, 1982). Currently, consumers have a magnitude of clothing retailers to choose from, ranging from traditional brick-and-mortar stores to online retailers. In order to handle

the overload of options to choose from, consumers may, for example, group retailers according to their respective store images (Lennon *et al.*, 2017:83; Bickle, 2010:210) resulting in retailers being cognitively labelled as, for example, luxury retailers, discount retailers, fashion-forward retailers or sportswear retailers. A consumer who then needs sports clothing will probably only consider the sportswear retail categories or a department store with a separate sports section, as the other cognitive categories do not apply.

Apart from the above-mentioned fundamental assumptions, two general assumptions are also relevant, namely: "All consumer actions have consequences" and "consumers learn to associate particular consequences with particular actions" (Ahn & Thomas, 2020; Bolzani, 2018; Vannoppen *et al.*, 2001; Zins, 2000; Gutman, 1982). This implies that if a consumer decides to purchase a clothing item from a certain discount retailer and the particular item turns out to be of inferior quality, the consumer will hold onto the negative experience as part of existing knowledge in memory. The benefit (positive consequence) relating to the money saved by his store choice will, however, also be stored in his memory. In a future store choice scenario, the consumer's knowledge derived from the consequences of his previous decision will be activated and will influence his choice to purchase at the store again or to rather avoid the store.

2.5   THE MEANS-END CHAIN AS A HIERARCHICAL STRUCTURE

An MEC is a visual representation of a cognitive structure (Ahn & Thomas, 2020; Escobar & Gil, 2016b; Amatulli & Guido, 2011; Grunert, Grunert & Sørensen, 1995). The conceptual model in Figure 2.1 depicts the chronological flow of how a choice is made, but it does not clearly indicate the hierarchical cognitive structure that is involved. An explanation of a cognitive structure is crucial for understanding the different layers of motivation that are relevant in consumer decision-making and therefore some scholars prefer to refer to a means-end chain (MEC) as a motivational structure (Langbroek & De Beuckelaer, 2007; Feunekes & Den Hoed, 2001).

MECs can also be explained as "associative networks of knowledge" (Zabunov, 2019; Orsingher *et al.*, 2011; Peter & Olson, 2010:68-69) and "ladders of motives" (Bagozzi, Bergami & Leone, 2003). An MEC is a hierarchical structure that consists of three main interconnected levels, i.e. attributes (means), consequences and personal values (ends), which are organised according to the level of abstraction (Lin *et al.*, 2020; Barrena *et al.*, 2017; Moghimi *et al.*, 2016; Parumasur & Roberts-Lombard, 2014:89). Attributes, the least abstract concept, are portrayed at the bottom of such a cognitive structure (or cognitive chain), while personal values, the most abstract concept, are portrayed at the top (Haridasan & Fernando, 2018). Consequences are at mid-level and are the link between attributes and values (Lin

et al., 2020; Haridasan & Fernando, 2018). As illustrated in Figure 2.2, each of the three main levels can be further divided in terms of abstraction (Wen & Huang, 2019). Values, consequences and attributes are extremely important when conducting MEC research and are therefore explained in depth in the following sections (2.5.1 to 2.5.3).
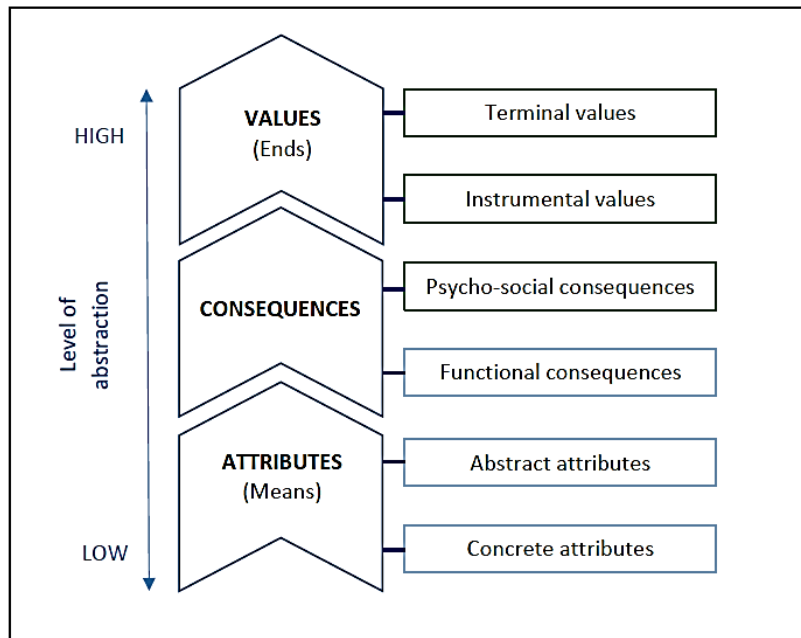
FIGURE 2.2:   HIERARCHICAL STRUCTURE OF A MEANS-END CHAIN

2.5.1   Values

Owing to their abstract nature, values are at the top of the hierarchical structure. These so-called desirable end-states of existence are centrally held enduring beliefs, which form the core of the individual and are ultimately the driving force that motivates consumer behaviour (Wu, Lin, Wall & Xie, 2020; Jacobs & Maree, 2019:197; Wen & Huang, 2019; Vriens & Ter Hofstede, 2000; Rokeach, 1973:5). Although personal values are explained in depth in the literature review (Chapter 3), it is important to explain certain aspects regarding values as contained in the theoretical framework here as well. Values are not innate but are learnt through socialisation and personal experiences (Jacobs & Maree, 2019:196; Rokeach, 1973:23). Culture, society, personality as well as personal experiences, shape an individual's value system and determine the relative importance of the respective values (Eicher & Evenson, 2016:31; Rokeach, 1973:23). Each individual has a personal value structure (value system), consisting of a small number of values which vary in importance (Lin *et al.*, 2020; Vinson *et al.*, 1977; Rokeach, 1973:5). The values in such a system are predominantly stable ("enduring") and are not likely to change (Choi, 2016b; Vriens & Ter Hofstede, 2000).

Rokeach (1973:12) differentiates between terminal values (most abstract end goals) and instrumental values (less abstract modes of conduct) (Lappeman, Orpwood, Russell, Zeller & Jansson, 2019; Parumasur & Roberts-Lombard, 2014:89). Instrumental values facilitate the achievement of the desirable end-state (terminal values) (Jacobs & Maree, 2019:197; Parumasur & Roberts-Lombard, 2014:89; Rokeach, 1973:12). During consumer decision-making, personal values determine the salience of consequences, meaning that only the most important consequences, based on the relevance of the personal value it is linked to, will be activated in the working memory when choices have to be made (Zabunov, 2019; Walker & Olson, 1991). Adherence to values results in consequences with intrinsic attractiveness (valences) that are positive (Rokeach, 1973). The contrary is also true. Therefore the link between values and consequences is critical (Rokeach, 1973).

2.5.2 Consequences

Consequences play a dominant role in the MEC, since they enable a consumer to reach the desired end-state (Gutman, 1982) as a result of a related motivational force (Haridasan & Fernando, 2018; Zins, 2000). Rokeach (1973) explained that personal values influence the attractiveness of certain consequences and that the link between consequences and personal values is therefore critical (Bolzani, 2018; Gutman, 1982). Consequences can also accrue directly (e.g. experiencing comfort while wearing a clothing item purchased from a certain store) or indirectly (e.g. the admiration of others when wearing a clothing item that makes one look good) (Gutman, 1982). As mentioned earlier, consequences can either have a desired (positive) or an undesired (negative) outcome (Lin *et al.*, 2020; Zabunov, 2019; Gutman, 1982). Positive consequences have certain advantages for the consumer and imply benefits (Lin *et al.*, 2020; Kim & Kim, 2019; Peter & Olson, 2010:74). Kim and Lee (2016) conducted a study that focused on sought-after benefits related to clothing shopping and found that an understanding of the benefits that the consumer cognitively links to the desired end-states is of the utmost importance. Negative consequences pose possible risks for the consumer which one generally aims to avoid (Lin *et al.*, 2020; Peter & Olson, 2010:74). Before a choice is made, the consumer weighs the associated benefits against the associated risks or possible disadvantages (Peter & Olson, 2010:75). The importance that the individual attaches to each consequence will determine the final choice.

Consequences can be divided into additional levels based on abstraction, namely, psychosocial consequences and functional consequences (Zabunov, 2019; Haridasan & Fernando, 2018). Psychosocial consequences are more abstract, are linked to self-knowledge and are either social or psychological (Peter & Olson, 2010:73; Gutman, 1982). These consequences are more internal, personal outcomes that relate to "how it makes me feel" and therefore have an affective quality (Peter

& Olson, 2010:74). For example, shopping at a luxury clothing retailer has the potential to make one feel special. Functional consequences, which are more tangible outcomes, are less abstract and are physiological in nature because they satisfy a physiological need such as hunger or warmth (Zabunov, 2019; Gutman, 1982). In an MEC study that focused particularly on clothing retailing, functional consequences were defined as "the anticipated qualities of a store visit which consumers experience rather immediate" (Wagner, 2007). These perceived consequences are not necessarily accurate, and true consequences only occur once a choice has been made and/or consumption has occurred (Gutman, 1982). Some consequences eventuate immediately during consumer decision-making (e.g. friendly and fast assistance of in-store personnel) while other consequences only occur later (e.g. clothing durability that is evident after wearing and laundering) (Gutman, 1982).

2.5.3 Attributes

Attributes, also called the means of a product (or a store), are the least abstract constructs in an MEC (Lin *et al.*, 2020; Gutman, 1982). Attributes are characteristics of items, services or performance and some researchers even explain that products are "bundles of attributes" (Moghimi *et al.*, 2017; Peter & Olson, 2010:71). Through learning, over time, consumers realise which attributes produce the consequences they desire and, subsequently, they make choices accordingly (Kim & Kim, 2019; Gutman, 1982). Like consequences and values, attributes are divided into two additional levels based on abstraction, namely, concrete attributes and abstract attributes (Zabunov, 2019; Peter & Olson, 2010:72). On the lowest level of the hierarchy of abstraction, concrete attributes represent the physical and tangible characteristics of a product (e.g. the construction of a clothing item) (Peter & Olson, 2010:72). The next level, namely abstract attributes, are intangible and subjective characteristics, for example comfort (Zabunov, 2019; Peter & Olson, 2010:72).

Contrary to the small number of values that influence consumer behaviour, a vast number of attributes may be influential (Vinson *et al.*, 1977). It is unlikely that a consumer will have knowledge in his or her memory of all the attributes that a certain product or store possesses (Peter & Olson, 2010). Nevertheless, even if a consumer is highly knowledgeable in terms of a product's attributes, only certain knowledge (cues) will be activated in the consumer's long-term memory when making a certain decision (Aspeteg & Mignon, 2019; Peter & Olson, 2010:71). Consumers therefore select a product or a store that they perceive will present them with desired attributes that will ultimately facilitate the achievement of a desired end value (Lennon *et al.*, 2017:85; Barrena & Sánchez, 2012b; Orsingher *et al.*, 2011). From a marketing perspective, it is crucial to understand how consumers relate to a certain product or store, which attributes are the most important for their target market and how knowledge is incorporated when making a decision (Lennon *et al.*, 2017:85; Peter & Olson, 2010:72).

Similar to the MEC study by Wagner (2007), this study focused on consumers' clothing store choices, and therefore clothing store attributes were relevant. This is further explained in the literature review (Chapter 3).

2.6 THE LINK BETWEEN STORE KNOWLEDGE AND SELF-KNOWLEDGE

The concept of the "self" was incorporated into MEC theory by Walker and Olson (1991). This is portrayed in Figure 2.3, and indicates how store knowledge links with self-knowledge (Barrena *et al.*, 2017; Escobar & Gil, 2016b; Grunert & Valli, 2001). The concepts (attributes, consequences and values) constitute the content of consumer knowledge and the links between these concepts indicate the structure of knowledge (Ter Hofstede *et al.*, 1998). Means-end studies aim to uncover the cognitive structures in which store knowledge relates to the consumer's self-knowledge (Richter & Bokelmann, 2018; Escobar & Gil, 2016b).
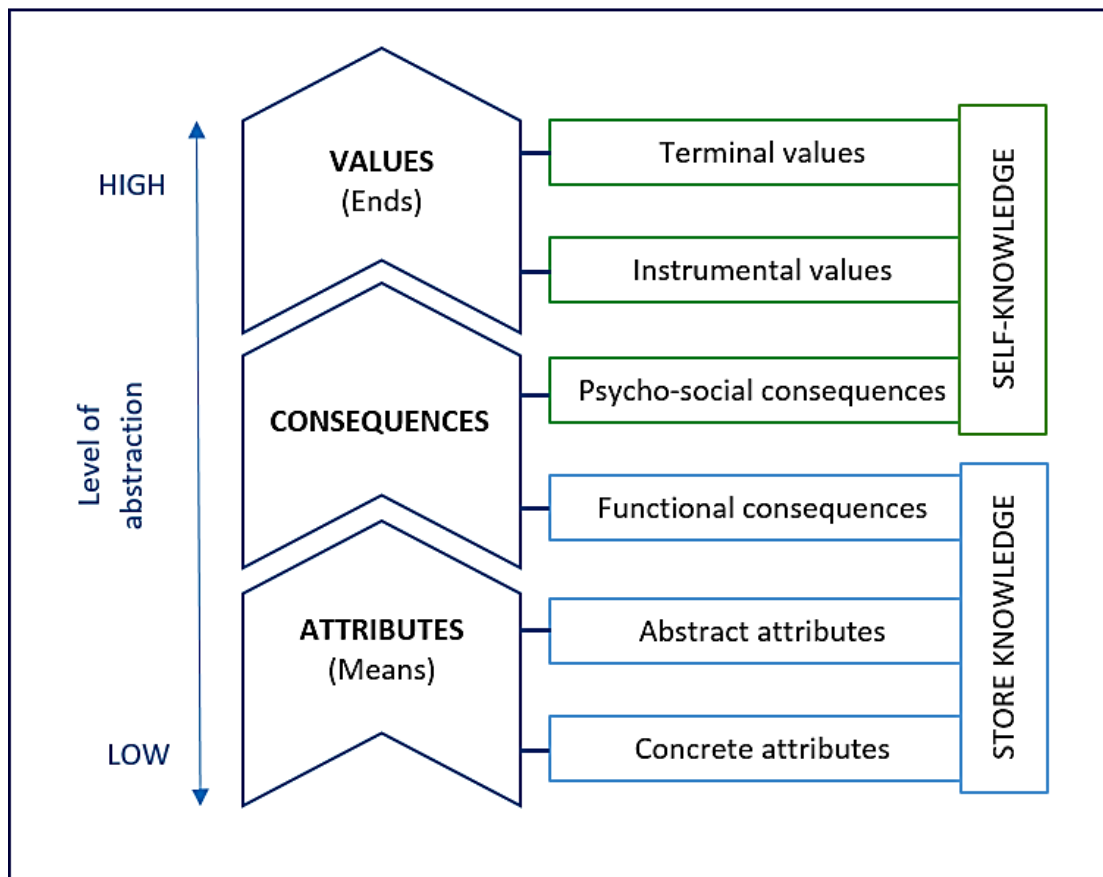
FIGURE 2.3:   HIERARCHICAL STRUCTURE OF A MEANS-END CHAIN – KNOWLEDGE INCLUDED

A person's cognitive network of knowledge about himself is called a self-schema and their personal values are key elements of this (Zabunov, 2019; Lennon *et al.*, 2017:85; Walker & Olson, 1991). Walker and Olson (1991) explain that by including the self in the MEC, understanding of the underlying

consumer motivation is enhanced and it also contributes to a "deeper theoretical understanding of involvement". The self is not always activated when a consumer is making choices; it will only have an influence when a decision is more important and requires more involvement (Kwon *et al.*, 2015; Nielsen, Bech-Larsen & Grunert, 1998; Walker & Olson, 1991). The consumer's motivation to consume is determined by the way the consumer relates himself cognitively to the product (Lappeman *et al.*, 2019; Mort & Rose, 2004), or as is the case in this study, to the store.

2.7 JUSTIFICATION OF MEANS-END CHAIN THEORY AS THE THEORETICAL FRAMEWORK

This study focused on the relevance of consumers' underlying personal values on their perceptions of the image of clothing retail stores, which in turn influence store choice. During the initial phases of this study a number of theoretical frameworks were taken into consideration before the decision was made to specifically use MEC theory for this study. The theory of reasoned action (TRA) (Gupta & Shukla, 2019; Sulehri & Ahmed, 2017), the theory of mental accounting (Van Heerde, 2018; Gupta & Kim, 2010; Thaler, 2008), and random utility theories (Piovani, Zachariadis & Batty, 2017; Berges, Casellas, Rodriguez & Errea, 2015) that have been used in previous retailing studies Were considered. They, however, do not focus on personal values and related consequences for consumer behaviour - particularly on store choice. The focus of MEC theory is specifically on understanding which personal values ultimately motivate and influence the choices consumers make (Lin *et al.*, 2020; Barrena *et al.*, 2017; Moghimi *et al.*, 2016; Walker & Olson, 1991; Gutman, 1982). MEC theory has been used successfully in previous retail studies that focused on multi-channel shopping (Hsiao *et al.*, 2012), restaurants (Jeng & Yeh, 2015; Ha & Jang, 2013), food retailing (Tleis, Callieris, Al Bitar, Roma & Thøgersen, 2019; Chamhuri & Batt, 2013), shopping mall choice (Hastreiter & Marchetti, 2016) as well as clothing retailing (Lin & Yeh, 2013; Wagner, 2007; Thompson & Chen, 1998). MEC clothing retailing studies are currently sparse and no MEC clothing retailing studies that had been conducted in any African context could be found. The phenomenon is therefore still under explored, especially within the South African context. MEC theory therefore served as an appropriate theoretical framework for the purpose of this study.

With regard to the managerial impact of this study, MECs are valuable for addressing practical marketing problems (Cha *et al.*, 2014; Ter Hofstede *et al.*, 1998). They can be used to assist with product development, market segmentation as well as positioning (Lee *et al.*, 2014; Schauerte, 2009; Veludo-de-Oliveira, Ikeda & Campomar, 2006; Feunekes & Den Hoed, 2001). A great advantage of the MEC is that it assists in creating a value proposition that is consumer-focused (Hsiao *et al.*, 2012). Furthermore, marketing campaigns such as advertising can easily communicate how a retailer satisfies desirable end-states (personal values), or not (Gutman, 1982). Ultimately, it can be used by retailers

to align their store image (positioning) with what their selected target market desires (Barrena, García & Camarena, 2015a; Grunert & Valli, 2001; Gutman, 1982). All of these actions can have a positive effect on a retailer's success in a highly competitive market.

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Chapter 3

LITERATURE REVIEW

This chapter provides the theoretical background for this study, focusing on personal values, store attributes, store image and store choice. The chapter also attends to clothing as a unique product category, clothing retailing in the South African context and Millennial men's clothing choices.

3.1 PERSONAL VALUES

Many factors influence consumer decision-making, both internal and external. Particularly relevant to this study is consumers' personal values, which refers to the underlying desired end-states or end goals within a consumer that determine a consumer's behaviour (Liu & Grunert, 2020; Schiffman & Wisenblit, 2018:16; Ha & Jang, 2013; Reynolds, 1985). From deep within one's psychological core, it is personal values that ultimately guide and motivate one's behaviour as well as the choices consumers make (Vinson *et al.*, 1977).

3.1.1 Conceptualisation of personal values

Personal values have been conceptualised from various perspectives in multiple scientific disciplines such as psychology (focusing on the individual), sociology (focusing on groups), social psychology (focusing on the functioning of an individual in a group), anthropology (focusing on how society influences the individual) and philosophy (Schiffman & Kanuk, 2014:15; Morgado, 1995; Rokeach, 1973:4). Unfortunately, a lack of conceptual congruity among scholars concerning personal values creates confusion in the academic literature. Particularly concerning is that many studies pertaining to values do not actually measure the same construct (Cai & Shannon, 2012; Jolibert & Baumgartner, 1997). Research indicates that the study of values, as a phenomenon, is an extremely complex matter (Weber, 2017). It is noteworthy that value per se can either relate to an object (e.g. the jacket is very valuable to me) or to a person (inherent personal values such as honesty) (Rokeach, 1973:4). This study focuses on the latter and specifically on consumers' personal values. With regard to a consumer

(as a person), confusion further exists in terms of what customer value and the consumer's personal values entail. Contrary to personal values, customer/consumer value is the perceived utility or benefit when comparing losses and gains in a specific decision context (Woodruff, 1997; Zeithaml, 1988). It is therefore understandable that scholars (Weber, 2017; Chan, 2013; Jolibert & Baumgartner, 1997; Clawson & Vinson, 1978; Kluckhohn, 1951:412) have cautioned repeatedly that conceptual clarity is of the utmost importance for preventing confusion in research, particularly when reporting on personal values.

Personal values, also called human or global values, have been studied over many decades dating back to the 1930s, with key academic contributors such as Allport (1937; 1961) from the perspective of Anthropology; Kluckhohn (1951) from a psychological perspective; and Williams (1968) from a sociological perspective. Scholars believe that the seminal work of Milton Rokeach (1968–1973) brought reasonable consensus to the academic conversation concerning personal value, which up to that point in time had been in substantial disarray, especially among the different scientific disciplines (Morgado, 1995; Munson, 1984:16). Rokeach (1973:5) defines a value as "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence".

Earlier definitions of the personal value construct that existed before Rokeach's (1973) key definition provide some idea of the level of confusion that existed, for example:

- From the viewpoint of Anthropology, Kluckhohn (1951:395) defined value as a "conception of the desirable which influences the selection from available modes, means, and ends of action".

- From the viewpoint of Psychology, Allport (1961:454) proposed that a "value is a belief upon which a man acts by preference" and that "attitudes themselves depend on pre-existing social values" (1961:802-803).

- From the viewpoint of Sociology, Williams (1968:283) suggested that values serve as "the criteria, or standards in terms of which evaluations are made" (Williams (1968:283); that "[v]alues are standards of desirability that are more nearly independent of specific situations" (Williams, 1968:284) and that "[a]cts are steered by multiple and changing clusters of values" (Williams (1968:287).

Later on, many scholars, particularly Vinson et al. (1977), as well as Schwartz and colleagues (1992; 2001; 2014), expanded the seminal work of Rokeach (1973) and developed several methods to measure and define personal values (Lin *et al.*, 2020; Chan, 2013; Lindquist & Sirgy, 2006:173; Schwartz & Boehnke, 2004). In a marketing context, Vinson et al. (1977) described personal values, which they also referred to as global values, as "centrally held cognitive elements which stimulate motivation for behavioural response". This definition particularly embraces the crux of this study, namely, that consumers' personal values, which are the most central elements in cognitive structures (i.e. means-end chains) motivate consumer behaviour (e.g. store choice).

The work of Schwartz and Bilsky (1990) specifies five features in existing definitions of values that need to be understood when conducting research on personal values, namely: that "a value is a (1) belief (2) pertaining to desirable end-states or modes of conduct, that (3) transcend specific situations, (4) guide selection or evaluation of behaviour, people and events, and (5) are ordered by importance relative to other values to form a system of value priorities". All these features have important implications for this study, especially for the interpretation of the results, and therefore they will subsequently be explained in depth.

Different views exist about the notion that a value is a belief. Allport (1961:454) explained that a value is a belief that influences one's actions, while Rokeach (1973) also indicates that a value is a belief. Schwartz (2012), however, indicates the contrary, stating that a value is not a belief, and explains that a belief is a perception of the real/true existence of the different manners in which things are related (Schwartz, 2012). However, the seminal work of Rokeach (1973:6) clearly distinguishes three types of beliefs, namely, *descriptive or existential beliefs* that focus on true or false; secondly *evaluative beliefs* that focus on good or bad; and thirdly, *prescriptive or proscriptive beliefs* that focus on the desirability of the means or end of an action (Rokeach, 1973:6-7). In his definition, the word "belief" only refers to prescriptive or proscriptive beliefs, while Schwartz (2012) refers to descriptive or existential beliefs. ***Based on Rokeach's (1973:6) definition, this study views personal values as prescriptive or proscriptive beliefs.***

All values are not equally important: the values that are highly important for one individual differ from those that are important to another individual. Therefore, personal values are hierarchical in nature, thus distinguishing their level of importance (Solomon, 2015:104; Kitsawad & Guinard, 2014; Maslow, 1954). Based on the relative importance of specific values to an individual, values are arranged in a value system along a continuum (Solomon, 2015:105; De Mooij, 2011:27). When a consumer encounters a situation in which a decision must be made, certain personal values will be activated and will compete with each other. Eventually the relative importance of each value that was activated will

determine the outcome of the decision (East, Singh, Wright & Vanhuele, 2016:113; Rokeach, 1973:6). *In the context of this study, this implies that when a consumer is making store choices, the individual's value system will in the end determine his choice.*

Lovejoy (1950) differentiated between two types of values, namely *adjectival* and *terminal* values, also known as *instrumental* values and *terminal* values to represent two levels of values based on the degree of abstraction (Maio, 2017:17; Parumasur & Roberts-Lombard, 2014:87). Instrumental values are less abstract than terminal values and are the instruments, or modes of conduct, that are used to reach the terminal values (Jacobs & Maree, 2019:197; Parry, 2005:104; Rokeach, 1973:12). In the main, instrumental values are moral and competence values (Rokeach, 1973:8). The most abstract level of values, known as terminal values, are the desired end-state of existence and are generally more personal and social in nature since they are more centrally held (De Mooij, 2011:28; Rokeach, 1973:7). Different views regarding the existence of instrumental and terminal values exist. Schwartz (1994) could not find enough evidence to support a distinction between terminal and instrumental values, and from his point of view concrete confirmation of a fundamental distinction between these two levels is still lacking (Maio, 2017:18). In addition, some scholars are of the opinion that the difference between an instrumental and a terminal value is merely linguistic, and that any instrumental value (in adjective form) can be rephrased as a noun resulting in a terminal value (Maio, 2017:18; Schwartz, 1994). As explained in Chapter 1, and further explained in Chapter 4, the main measuring instrument of this study is the Association Pattern Technique (APT), which uses a series of matrices to identify cognitive structures in a person's mind and dominant means-end chains. The matrix that includes personal values (the Consequences-Value/CV matrix) uses the ten basic human values of Schwartz's value theory that are not distinguished in terms of instrumental and terminal values. Therefore, the findings of the APT investigation will not differentiate between instrumental and terminal values per se. Thus, although this study acknowledges that personal values can be split into two levels based on the degree of abstraction, similar to previous APT studies (Kim & Kim, 2019; Escobar & Gil, 2016b; Hastreiter & Marchetti, 2016; Moghimi *et al.*, 2016; Kang *et al.*, 2014; Lee *et al.*, 2014; Schauerte, 2009), this study will not differentiate between instrumental and terminal values.

3.1.2 Concepts causing conceptual disarray

Certain concepts have been identified as causing disarray when studying personal values. The most prominent of these concepts are attitudes, traits (especially personally traits) and social norms (Becker, Engelbrecht, Boonzaaier, Finch, Meiring & Louw, 2017; Schwartz, 2012; Rokeach, 1973:17; Brewster Smith, 1969:97-98). In addition, the distinction between global values and domain-specific values can also cause confusion (Hoyer *et al.*, 2016:386; Vinson *et al.*, 1977). In many instances,

consumer behaviour research focuses on personal values in conjunction with attitudes (De Jong, Worsley, Wang, Sarmugam, Pham, Februhartanty & Ridley, 2017; Homer & Kahle, 1988). Therefore, it is important to understand how personal values and attitudes are related.

Kahle (1983) explains that personal values and attitudes are similar in the sense that they are both abstract social cognitions. Although closely related, there are distinct differences between attitudes and personal values (Parumasur & Roberts-Lombard, 2014:88). Personal values are deeply rooted and focus on the core end goals or end-states of the individual (Maio, 2017:81; Rokeach, 1968:160). Because personal values are more central, they predict attitudes, which then influence consumer behaviour (Schwartz, 2012; Botonaki & Mattas, 2010; Kahle, 1983). An individual may be motivated by a limited number of personal values, but will probably have several attitudes that influence his/her decisions as attitudes are product and context specific (Rokeach, 1973). In contrast to personal values, which are enduring and stable over time, attitudes are easier to change (Parumasur & Roberts-Lombard, 2014:88). Owing to the abstract nature of personal values, many scholars prefer to focus on attitudes, which serve as the mediating factor in the indirect relationship between personal values and behaviour (Cai & Shannon, 2012; Homer & Kahle, 1988). This has led to the development of the value-attitude-behaviour (VAB) model, which was developed and validated by Homer and Kahle (1988), and which Cai and Shannon (2012) extended into a value-attitude-intention-behaviour (VAIB) model. The findings of these studies have indicated that personal values influence attitudes and that attitudes mediate consumer behaviour (Cai & Shannon, 2012; Homer & Kahle, 1988). ***By employing means-end chain analysis, this study focused on how personal values influence a selected consumer segment's clothing store choices with motivation as mediator.***

The current study does not explore or investigate the relatedness of personal values and personality traits, but since traits is a concept that has been earmarked by many scholars for causing conceptual disarray, it will be discussed briefly. Traits are descriptive variables or characteristics that explain what a person is like, as opposed to values which are motivational variables that explain what a person regards as important (Parks-Leduc, Feldman & Bardi, 2014; Schwartz, 2012). Furthermore, traits relate to temperament whereas values relate to character (Allport, 1937). People may thus value a certain goal but lack the corresponding trait to achieve the goal. For example, one may value wisdom highly but nonetheless demonstrate the trait of foolish behaviour (Schwartz, 2012). Parks-Leduc *et al.* (2014) conducted a meta-analysis of personality traits and personal values incorporating a total of 60 studies to determine the relationship and similarity between these constructs. The findings indicated that although these constructs are related, they are distinctly unique. The degree of relatedness was found

to be higher when traits are more cognitively based as opposed to traits that are more emotionally based (Parks-Leduc *et al.*, 2014).

In layman's terms, the words *norms* and *values* are often used together, and although both serve as a behavioural standard, they are conceptually different and have to be understood in terms of how the one affects the other (Maio, 2017:234). Social norms, such as customs and conventions, are the rules or standards that dictate the behaviour of a group (subculture) or society (Jacobs & Maree, 2019:188; Kardes, Cronley & Cline, 2014:275; Schwartz, 2012; Kunkel & Berry, 1968). Norms dictate what is considered as acceptable and appropriate (Jacobs & Maree, 2019:188; Solomon, 2015:104) but are external to the individual. Personal values, on the other hand, are more central and internal and influence an individual's decision to adhere to certain norms or not (Schwartz, 2012; Rokeach, 1973:13). Therefore, a norm prescribes and permits behaviour as being appropriate within a certain situation, whereas personal values transcend specific situations (Rokeach, 1973:19).

Values can either be domain-specific or global values (Hoyer *et al.*, 2016:386; Vinson *et al.*, 1977). Domain-specific values are values that people acquire through involvement in activities in certain domains and, subsequently, these values can only be used in predicting behaviour in the specific domain or context (Hoyer *et al.*, 2016:386; Vinson *et al.*, 1977). Such values are consumer values or consumption-specific values, are more general and are not particularly centrally or closely held (Solomon, 2015:105; Vinson *et al.*, 1977). They culminate as beliefs that are typically relevant to economic, social and religious activities (Evans, Jamal & Foxall, 2009:29; Kahle, Beatty & Homer, 1986; Vinson *et al.*, 1977), for example being materialistic is a domain-specific value. Global values, also called personal values, represent the core of a value system and are the most persistent and lasting values that are deeply rooted within the individual (Hoyer *et al.*, 2016:385; Vinson *et al.*, 1977). Compared to domain-specific values, global values are more abstract. Vinson *et al.* (1977) explained that if these values were to be counted, domain-specific values would be tenfold more compared to global values.

Global values are classified in several different ways. Some researchers are of the opinion that personal values culminate in two levels, i.e. the micro and the macro level, where the micro level focuses on the individual, while the macro level is broader and focuses on culture and societal values (Schiffman, Sherman & Long, 2003). Personal values are often categorised as either *terminal* or *instrumental* (Hoyer *et al.*, 2016:385); however some scholars, in particular (Schwartz, 1994), are of the opinion that the distinction between *terminal* and *instrumental* values has not yet been confirmed.

3.1.3 Formation of personal values

The formation of an individual's personal value system is extremely complex. Personal values are not inert and socialisation plays a prominent role in shaping an individual's value system (Parumasur & Roberts-Lombard, 2014:88; Gutman, 1982). The importance of certain personal values is conveyed and transferred to an individual through certain socialisation agents (Schiffman & Wisenblit, 2018:270; Parumasur & Roberts-Lombard, 2014:88) such as the family, friends, teachers and the media (Maio, 2017:130;172; Solomon, 2015:104). On the most basic level, personal and social influences contribute to the formation of personal values (Maio, 2017:127). Certain biological features could also have an impact on personal values, for example genes, brain structures and hormones (Maio, 2017:129;137). Social influences with regard to value formation include the influence of education (including teachers), relationships within one's social network, and society (Maio, 2017:162; Rokeach, 1973:23). Societal influences encompass influences related to culture, mass media, as well as shared events (Maio, 2017:162), of which most fall outside the scope of this study and will therefore be excluded in further discussions. ***Hence, the focus in this study is on culture, specifically on age as a subculture.***

The values of a culture, i.e. its core values, inherently define the culture (Solomon, 2015:104; Kardes *et al.*, 2014:401), which has a major influence on an individual's value system (Jacobs & Maree, 2019:196; Cai & Shannon, 2012; Schwartz, 1992). Through enculturation, the importance of certain core values is transferred to an individual from his own culture (Eicher & Evenson, 2016:31; Solomon, 2015:104). Through acculturation, certain values are transferred to someone from another culture (Eicher & Evenson, 2016:31; Solomon, 2015:104). On a general level, cultures are classified either as *collectivistic* or as *individualistic* (East *et al.*, 2016:111; De Mooij, 2011:47). Literature indicates that consumers from more collectivistic cultures are motivated by personal values that relate to conservatism and self-transcendence (i.e. loyalty, helpfulness, honesty, politeness) as opposed to the individualistic cultures that are guided by values such as self-enhancement and openness to change (i.e. self-indulgence, ambition and success) (De Mooij, 2011:51; Schwartz & Bilsky, 1990). Although African cultures are traditionally regarded as collectivistic, and Africans still claim to live according to collectivistic values such as ubuntu ("a person is a person through other human beings"), many consumers in the black emerging middle class are engaging in conspicuous consumption in order to display wealth and success, thus indicating a departure from their traditional collectivistic core values towards more individualistic values (Burger, Louw, Pegado & Van der Berg, 2015; Lamb *et al.*, 2015:98-99; Bevan-Dye *et al.*, 2012). It is therefore difficult to generalise personal values and it is even more complicated in South Africa owing to the cultural diversity of the country's population (Parumasur & Roberts-Lombard, 2014:91). Currently, in South Africa, there is a big contradiction between certain

core values, specifically freedom of choice (related to individualism) and tendency to conform (Jacobs & Maree, 2019:200; Parumasur & Roberts-Lombard, 2014:91; Schiffman & Kanuk, 2014:319).

Previous means-end chain (MEC) studies that were conducted in different countries, involving different cultures, confirmed differences in the personal values of different population groups, but concluded that an even bigger cultural difference exists in the links in the different consumer groups' cognitive structures, specifically how the attributes of products and the consequences of particular acquisitions link with their personal values (Cai & Shannon, 2012; Nielsen *et al.*, 1998). Culture not only influences personal values, it also influences the pathways through which the consumer chooses to reach the desired end-state. Even in instances where different cultures' personal values concur, differences exist in the pattern of associated attributes and consequences that are related to particular values (Cai & Shannon, 2012; Nielsen *et al.*, 1998).

Apart from cultural diversity in South Africa, the rainbow nation also comprises a magnitude of subcultures that each differ in their response to certain stimuli (Jacobs & Maree, 2019:201; Schiffman & Kanuk, 2014:319). Age is one type of subculture (Jacobs & Maree, 2019:202; Solomon, 2015:449) and is particularly important in this study which focuses on the Millennial subculture. A hospitality management study (Chen & Choi, 2008), which focused on generational differences in personal values, found that the values of Millennials differ significantly from the values of Baby Boomers and Generation X. In their formative years, Baby Boomers were generally raised in traditional families, and Generation X children were often raised in poverty and economic instability. Millennials, however, were raised in the "decade of the child" where they were the centre of the family, which influenced individuals' personal values pertaining to aspects such as the value and importance of money (Chen & Choi, 2008). It therefore makes sense to gain an understanding of the underlying personal values of generations that are of particular relevance to retailers as potentially viable market segments. A more extensive discussion of Millennial men follows in section 3.5 of this chapter.

3.1.4   The functions of personal values

As early as 1928, Spranger suggested that individual behaviour is motivated by a central value (Morgado, 1995). Later on, many leading scholars concurred (Schwartz & Bilsky, 1990; Vinson *et al.*, 1977; Rokeach, 1968). Motivation is the driving force within an individual to take action to reach a certain desired goal – also referred to as an end-state (Botha, 2019:27; Solomon, 2015:39; Schiffman & Kanuk, 2014:74). In an attempt to fulfil a desirable end-state, consumers acquire certain products (Hastreiter & Marchetti, 2016). This explains why motivation is highly relevant in MEC research (Bako & Jusan, 2017; Wang & Yu, 2016; Jägel, Keeling, Reppel & Gruber, 2012; Jiang *et al.*, 2012; Mostovicz

& Kakabadse, 2009; Wagner, 2007; Leppard, Russell & Cox, 2004; Feunekes & Den Hoed, 2001). Personal values ultimately determine consumers' needs and wants (Parumasur & Roberts-Lombard, 2014:88). Unfulfilled needs and wants result in tension that a consumer needs to eliminate or reduce in order to reach a state of psychological equilibrium, i.e. homeostasis (Evans *et al.*, 2009:7; Lindquist & Sirgy, 2006:248). The attribute-consequence-value (A-C-V) ladders that are obtained with MEC analysis provide a motivational perspective (i.e. motivational structure), as the ladders indicate the underlying reasons that motivate a consumer to choose a certain attribute; why a certain consequence is sought after; and which deeply rooted personal value motivates the entire process (Langbroek & De Beuckelaer, 2007; Feunekes & Den Hoed, 2001; Reynolds & Gutman, 1988). Motivations can be either negative or positive. Positive motivation leads to approach behaviour (i.e. acceptance), while negative motivation instigates avoidance behaviour (i.e. rejection) (Botha, 2019:42-43; Evans *et al.*, 2009:10). Therefore, motivation is critical when consumers are confronted with store choices.

Personal values inevitably influence consumer behaviour, in that they act as standards during decision-making (Lappeman *et al.*, 2019; Schwartz, 1994; Williams, 1968) – in terms of an evaluation of attributes and final product selection (Parumasur & Roberts-Lombard, 2014:87; Vinson *et al.*, 1977). Previous retail related studies, attended to, inter alia, the influence of personal values on tourism (Ahn & Thomas, 2020; Wu *et al.*, 2020; Kim & Kim, 2019; Jamaludin, Sam, Sandal & Adam, 2016; Pike, 2012; Joubert & Mabunda, 2007), banking (Henrique & Matos, 2015), food retailing (Liu & Grunert, 2020; De Jong *et al.*, 2017; Worsley *et al.*, 2010), restaurant choices (Ha & Jang, 2013), ethical clothing shopping (Jägel *et al.*, 2012), clothing retailing, both luxury and everyday clothing (Amatulli & Guido, 2011; Wagner, 2007; Botschen & Thelen, 1998; Thompson & Chen, 1998); self-service technology in retailing (Lee & Lyu, 2016), mobile commerce (Heinze, Thomann & Fischer, 2017), purchasing motives (Fotopoulos *et al.*, 2003), store choice (De Ferran & Grunert, 2007), store loyalty (Lee, Chang & Liu, 2010) and mall shopping behaviour (Cai & Shannon, 2012). Studies particularly related to clothing have focused on personal values and garment sizing (Kasambala, Kempen & Pandarum, 2016), as well as luxury clothing purchasing (Stephenson, 2016; Nwankwo, Hamelin & Khaled, 2014). The relevance and importance of personal values in consumer decision-making is therefore widely acknowledged.

3.1.5   Perspectives for studying personal values

The significance of research on personal values lies in the potential managerial contribution, specifically related to marketing (East *et al.*, 2016:118; Escobar & Gil, 2016b; Reynolds, 2006), where it may follow a micro or macro perspective (Parumasur & Roberts-Lombard, 2014:89; Botonaki & Mattas, 2010; Reynolds, 1985).

3.1.5.1 Micro perspective

From a micro perspective, personal values are investigated from a psychological point of view, as was first introduced by Dichter in 1960 (Kim & Kim, 2019; Bolzani, 2018). Also from a psychological (micro) perspective, Gutman (1982) proposed means-end chain (MEC) theory which postulated that consumers cognitively link certain attributes with certain consequences and, on a more abstract level, perceptions exist with regard to the consequences that will ultimately fulfil the desired end-state (personal values) (Ahn & Thomas, 2020; Bolzani, 2018). Traditionally, this was done by means of qualitative research with the primary focus on understanding consumer motivation and the links between attributes (means) and personal values (ends) (Parumasur & Roberts-Lombard, 2014:89).

3.1.5.2 Macro perspective

The macro perspective adopts a sociological view of personal values. Using the macro perspective, a quantitative study is generally conducted by means of a survey, aiming to develop taxonomies and, hence, using a scoring algorithm to classify individuals into groups based on their value orientation (Parumasur & Roberts-Lombard, 2014:89; Reynolds, 1985). The following taxonomies and scales are the most prominent in personal value research:

- The **Rokeach Value Survey (RVS)** is one of the first value instruments based on a macro perspective. It uses a list of 18 instrumental values and an additional list of 18 terminal values that have to be ranked by respondents in order of importance (Lappeman *et al.*, 2019; Zabunov, 2019; Bearden, Netemeyer & Haws, 2011:155).

- Researchers from the survey research centre at the University of Michigan, including Kahle (1983) and Veroff, Douvan and Kulka (1981), used the seminal works of Maslow (1954), Rokeach (1973) and Feather (1975) to develop the **List of Values (LOV) scale** with nine main personal values. Similar to the RVS, when using the LOV respondents are either asked to rank the values in order of importance, or to score each item separately on a semantic scale in terms of importance (Bearden *et al.*, 2011:151; Kahle *et al.*, 1986). Pertinent advantages of the LOV scale are that it focuses on consumers in their daily lives, and the scale is easier to administer and to score compared to the RVS (Schiffman *et al.*, 2003; Kahle *et al.*, 1986).

- Another system, **Value and Life Style (VALS)**, which was developed by Mitchell (1983) and the Stanford Research Institute (SRI), uses 34 questions to classify people into certain coherent lifestyle groups (Kahle et al., 1986).

- The widely used **Schwartz Value Survey (SVS)** was developed in 1992. Respondents are provided with two lists of value items that have to be rated using a semantic scale in terms of their importance as a guiding principle in their lives (Schwartz, 2012).

- Schwartz, Melech, Lehmann, Burgess, Harris and Owens (2001) modified the SVS to form the **Portrait Value Questionnaire (PVQ)** which measures personal values in a simpler way that can even be used to investigate the values of children as young as 11 years of age (Kitsawad & Guinard, 2014; Schwartz, 2012). The PVQ is based on a number of short portraits or character sketches of a fictitious person that imply a certain deep-rooted personal value (i.e. the ten basic values similar to the SVS) (Kitsawad & Guinard, 2014). The participant is then asked to indicate how much the person in each portrait is like him/herself and their dominant personal values are inferred from their responses (Schwartz, 2012). A longer version of the scale with 40 items (portraits) and a shorter version with 21 items (portraits) exist (Schwartz, 2012).

3.1.5.3 A combination of micro and macro perspectives for this study

This particular investigation is based on Gutman's (1982) MEC theory – a micro perspective – which postulates that, in a particular context, consumers cognitively link certain attributes with certain consequences and, on a more abstract level, perceptions exist with regard to the consequences that will ultimately fulfil the desired end-state (personal values). The MEC was explained in detail in Chapter 2 in presenting the theoretical framework of this study. This study, however, adopts a mixed-method approach that moves from a pure micro perspective in the first qualitative phase to a combination of micro and macro perspectives in the second quantitative phase, as is explained in Chapter 4.

Particularly relevant in the macro perspective that is applied in this study is Schwartz's (1992) classification of human values into ten basic values or motivational domains (Figure 3.1). These are organised in a motivational circumplex model, assuming that all values are ambivalent, although also congruent with the underlying motivations that are associated with certain of the other values (Jacobs & Maree, 2019:198; Zabunov, 2019; Hanel & Wolfradt, 2016; Schwartz & Boehnke, 2004).

FIGURE 3.1: THEORETICAL MODEL – TEN MOTIVATIONAL TYPES OF VALUE (Schwartz, 2012)

As indicated in Figure 3.1, the values are organised in a specific manner based on the motivational continuum (Schwartz, 1992) where all adjacent values are congruent, for example achievement and power. Opposing values in the circle are in conflict with one another and have antagonistic goals, for example universalism and power (Maio, 2017:33; Schwartz & Boehnke, 2004). The bigger the distance between values, the more antagonistic the respective motivations (Schwartz & Boehnke, 2004). In 2004, a confirmatory factor analysis indicated that the model is in actual fact a quasi-circumplex structure with values that are unequally spaced around the circle rather than a simple circumplex structure where values are equally spaced (Schwartz & Boehnke, 2004). Apart from the ten motivational domains that are indicated in Figure 3.1, there are also two sets of bipolar higher-order value types, namely *openness to change and conservation,* as well as *self-enhancement and self-transcendence* (Zabunov, 2019; Maio, 2017:36; East *et al.*, 2016:114; De Mooij, 2011:51) The Schwartz value theory model has been tested in more than 200 samples in 60 countries with excellent empirical support (Cai & Shannon, 2012; Schwartz & Boehnke, 2004). In South Africa in particular, Schwartz's theory of basic human values has been supported by the studies of Schwartz (2011), Ungerer and Joubert (2011), and Becker *et al.* (2017), amongst others, and was therefore regarded as the ideal value taxonomy for this study.

3.1.5.4 The application of personal values in previous research

Several previous studies have applied personal values as a theoretical approach in clothing studies (Amatulli & Guido, 2011; Wagner, 2007; Kim, 2005; Kim, Forsythe, Gu & Jae Moon, 2002; Botschen & Thelen, 1998; Thompson & Chen, 1998). The findings of these studies are subsequently briefly noted and then categorised in terms of Schwartz's ten basic values (motivational domains). This categorisation is also presented in Table 3.2 (self-developed by the researcher). It is important to note that numerous studies focused on the role of personal values in sustainable clothing consumption (Stringer, Mortimer & Payne, 2019; Hüttel, Ziesemer, Peyer & Balderjahn, 2018; Lundblad & Davies, 2016), but was not taken into consideration as this was not the focus of the current study.

- In a qualitative MEC study by Amatulli and Guido (2011), which focused on male and female luxury clothing purchasing in Italy, it was found that "personal gratification", "communication of one's self", "relationship with others", "self-confidence", "self-fulfilment" and "self-respect" are the values that mainly influence consumers' purchasing of luxury clothing. A categorisation of these values in terms Schwartz's ten basic values (motivational domains) indicated that *power* and *achievement* predominantly govern luxury clothing shopping, but also *self-direction* to a certain extent.

- A qualitative MEC study by Wagner (2007), which included both males and females, was conducted in Switzerland. The three most dominant values found to motivate consumers' clothing purchases were, in order of dominance, "contentment", "balance (physical & mental)" as well as "enjoy life", which were subsequently categorised as the basic values (motivational domains) *achievement* as well as *hedonism,* according to Schwartz's theoretical model.

- Kim (2005) used the LOV to uncover the personal values of females in the USA in relation to clothing shopping and found that the "warm relationship with others", "self-fulfilment", "being well respected", "sense of belonging" and "excitement" are prominent values that direct clothing shopping. Again, these can be categorised into the *power* as well as the *achievement* motivational domains, while "sense of belonging" resorts under the *security* motivational domain.

- Botschen and Thelen (1998) conducted an MEC study in Austria to ascertain females' personal values associated with clothing shopping. They used the "thought listing" hard laddering method that uncovers cognitive structures with open-ended questions. Like the findings of Amatulli and Guido (2011), the study elicited personal values related to "self-esteem" and "impress others" that, according to Schwartz's theoretical model, were categorised as the

value domains *power* and *achievement*. The study, in line with the study of Wagner (2007), further concluded very strong motivations through values related to "feeling good" as well as some related to "joy" which are *hedonically* motivated.

- In a qualitative MEC study that focused on female consumers in the United Kingdom, Thompson and Chen (1998) found that most of the uncovered personal values were *hedonistic* in nature, and that *achievement, security* and *self-direction* were relevant (Thompson & Chen, 1998). This concurs with the findings of former studies.

Contrary to the aforementioned studies that were all conducted in Western contexts, evidence of a study conducted in an Eastern context is insightful:

- The study of Kim et al. (2002) focused on females in China and Korea. The researchers used the LOV as measuring instrument and concluded that personal values are influenced by culture. The findings derived from the responses of the Chinese consumers differed from those related to the Korean respondents: while (in order of importance) the Chinese respondents were motivated by "self-respect", "fun and enjoyment" and "being well respected", the Korean respondents were motivated by "fun and enjoyment", "sense of accomplishment" and "self-respect"(Kim et al., 2002).

The hedonically motivated values were much more prominent in the Eastern study than in Western studies. The question therefore remains: Which personal values motivate South African consumers when purchasing clothing, particularly their clothing retailer/store choices?

A summary of the results of other studies in Table 3.2 indicates the predominant motivations for clothing purchasing include "power", "achievement" and "hedonism", which on the circumplex model of Schwartz (Figure 3.1) all reflect *self-enhancement*.

TABLE 3.1: CONFIRMATION OF MOTIVATIONAL TYPES OF VALUES (Schwartz & Boehnke, 2004) IN PREVIOUS STUDIES (self-developed table)

Value	Definition (Schwartz & Boehnke, 2004)	Findings related to personal values in previous clothing studies
Power	Social status and prestige, control or dominance over people and resources (authority, social power, wealth, preserving my public image, social recognition, preserving my public image)	"relationship with others"(Amatulli & Guido, 2011) "warm relationships with others", "being well respected" (Kim, 2005) "being well respected" (Kim *et al.*, 2002) "Impress others" (Botschen & Thelen, 1998)
Achievement	Personal success through demonstrating competence according to social standards (ambitious, successful, capable, influential, intelligent, self-respect*, social recognition)	"self-confidence", "self-fulfilment", "self-respect" "personal gratification" (Amatulli & Guido, 2011) "contentment", "balance (physical and mental)"(Wagner, 2007) "self-fulfilment" (Kim, 2005) "sense of accomplishment", "self-respect" (Kim *et al.*, 2002) "self-esteem" (Botschen & Thelen, 1998). "achievement", self-esteem (Thompson & Chen, 1998)
Hedonism	Pleasure or sensuous gratification for oneself (pleasure, enjoying life, self-indulgent)	"enjoying life"(Wagner, 2007) "fun & enjoyment" (Kim *et al.*, 2002) "feeling good", "joy" (Botschen & Thelen, 1998) "enjoyment and happiness", quality of life, sense of well-being" (Thompson & Chen, 1998)
Stimulation	Excitement, novelty and challenge in life (daring, a varied life, an exciting life)	"Excitement"(Kim, 2005)
Self-direction	Independent thought and action – choosing, creating, exploring (creativity, freedom, independent, choosing own goals, curious, self-respect*, intelligent, privacy.)	"communication of one's self"(Amatulli & Guido, 2011) "self-image" (Thompson & Chen, 1998)
Universalism	Understanding, appreciation, tolerance, and protection for the welfare of all people and for nature (equality, social justice, wisdom, broadminded, protecting the environment, unity with nature, a world of beauty, devout)	
Benevolence	Preservation and enhancement of the welfare of people with whom one is in frequent personal contact (helpful, honest, forgiving, loyal, responsible, meaning in life)	
Tradition	Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide (devout, respect for tradition, humble)	
Conformity	Restraint of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms (self-discipline, politeness, honouring parents and elders, obedience, loyal, responsible)	
Security	Safety, harmony and stability of society, of relationships and of self (family security, national security, social order, clean, reciprocation of favours, healthy, moderate, sense of belonging)	"sense of belonging"(Kim, 2005) "sense of belonging", "security" (Thompson & Chen, 1998)

*Self-respect expresses the motivational goals of both self-direction and achievement (Schwartz, 2012)

3.2   STORE ATTRIBUTES, STORE IMAGE, STORE CHOICE

With an increase in the number of different retailers to choose from, the complexity of each consumer's choice set is amplified (Mehra & Shakeel, 2016). Repeated choice of a particular store, thus repeated store patronage, may even lead to store loyalty, which escalates the profit and success of the retailer (Mehra & Shakeel, 2016; Islam, Khadem & Sayem, 2012). It is therefore crucial that retailers understand the influences on consumers' store choices so that their offering enhances store patronage.

Many studies have indicated that store image (the perceived image of the store in the mind of the consumer) plays an integral role during consumers' store choice (Belwal & Belwal, 2017; Doyle & Fenwick, 1974; Arons, 1961). Subsequently, one of the dominant influences in the development of a perceived store image is store attributes (Suresh & Ramanathan, 2019; Janse van Noordwyk *et al.*, 2006; Jacoby & Mazursky, 1986). MEC theory suggests that personal values are ultimately the driving force behind consumers' choice behaviour (Reynolds & Gutman, 1988; Gutman, 1982). From a means-end perspective, it has been found that personal values particularly influence perceptions of store image and also store choice (Lee *et al.*, 2010; Thompson & Chen, 1998). As depicted in Figure 3.2, store image, which is influenced by the consumer's personal values, influences a consumer's store choice and store loyalty, ultimately enhancing retailers' success (Song, Wang & Han, 2019; Kumar & Narayanan, 2016; Thompson & Chen, 1998).

| Personal values | Store image | Store choice | Store loyalty and patronage | Retailer success |

FIGURE 3.2: VISUAL REPRESENTATION OF THE RELEVANCE OF PERSONAL VALUES IN TERMS OF CONSUMERS' STORE CHOICE AND RETAIL SUCCESS (Thompson & Chen, 1998)

Therefore, in order to understand the clothing store choices of Millennial men, both store image and store attributes are relevant.

3.2.1   Store attributes

Store attributes contribute to store image and subsequently have an important influence on store choice (Nair, 2018; Mehra & Shakeel, 2016; Prashar, 2013; Thompson & Chen, 1998). Store attributes are the pull factors that facilitate reaching the desired end-state (Ha & Jang, 2013). Over time, several attempts have been made to compile lists of store attributes that coherently contribute to store image

and to classify them, as well as to develop conceptual models to represent store attributes in terms of their influence on store choice (Kumar & Narayanan, 2016; Peter & Olson, 2010; James *et al.*, 1976; Lindquist, 1974-1975; Martineau, 1958). In the South African context, a large study with multiple phases was conducted to compile a comprehensive list of store attributes, to classify them, to incorporate them into a conceptual model, to develop a scale based on these attributes and even to validate the scale (Du Preez *et al.*, 2008c; Du Preez *et al.*, 2008a; Du Preez *et al.*, 2008b). Although these studies are all regarded as valuable, a previous study found that not all of these attributes are activated in the mind of the consumer and weighed against each other in determining the best choice (Arnold, Oum & Tigert, 1983). In reality, only the most important attributes that consumers perceive as key in influencing the consequences of their choice, and that might possibly contribute to reaching the desired end-state, are activated (East *et al.*, 2016:113; Rokeach, 1973:6). In the current study, a list of attributes was compiled when coding the qualitative data (phase 1), with a subsequent second phase that aimed to identify the most salient attributes when Millennial men make store choices, as well as how they cognitively link these attributes (A) with consequences (C) and personal values (V).

The various definitions of store image propose that it is based on salient attributes (Nair, 2018; Mehra & Shakeel, 2016; Du Preez *et al.*, 2008c; Arnold *et al.*, 1983). In a clothing retail study, it was specifically found that expected benefits influenced the importance of store attributes (Kim & Lee, 2016), since the benefits (positive consequences) that consumers desire are cognitively linked with a certain personal value that represents the central driving force for a consumer's store choice (Reynolds & Gutman, 1988; Gutman, 1982). The salient store attributes are crucial in this study, since they form an integral part of an MEC, which was previously explained as an attributes-consequences-value (A-C-V) structure.

Consumers do not necessarily agree on the importance of different attributes when making a store choice (Nair, 2018; Lindquist & Sirgy, 2006:81). A cross-cultural study conducted in Denmark, France and England, which are all mature markets, indicated differences in the levels of importance of attributes of food products depending on culture (Nielsen *et al.*, 1998). Thus, the importance of store attributes is apparently influenced by culture and cannot therefore be generalised across different cultures, especially not from a mature market to an emerging economy. In addition, the salience of store attributes is product related.

Previous studies that focused on clothing have already identified certain important salient attributes, for example:

- An early study of James *et al.* (1976), concerning males' perception of store image in a mid-western town in the USA, found that the three most import attributes of a clothing store are related to the **merchandise**, and are (in order of importance) *quality*, *price* and *assortment*. Thereafter, consumers place importance on aspects such as **service and personnel** and, lastly, on the **store atmosphere** (James *et al.*, 1976).

- Botschen and Thelen (1998) used both soft laddering and hard laddering to elicit prominent clothing store attributes. In both instances, **merchandise assortment** was indicated as the most important attribute, while competent **personnel** was the second most important characteristic. During the soft laddering, **store design** and the **presentation of merchandise** were identified as third and fourth in importance, contrary to the hard laddering specification of **price-value relationship** and **friendly personnel**.

- In South Africa, Janse van Noordwyk *et al.* (2006) used focus groups to study the importance of clothing store image attributes, concentrating on fuller figured females. For these consumers, **merchandise quality**, **clientele**, **service** and **store atmosphere** were most important. Very interesting findings were elicited related to the attribute that they labelled as **clientele,** which refers to how the stores treat their clientele. Focus group discussions revealed that cross-cultural communication and caution against discrimination are very important. Participants explained that they are often followed by the in-store staff and it felt as if they were merely checking that nothing was stolen rather than to provide proper assistance (Janse van Noordwyk *et al.*, 2006). These results are probably unique to the South African context, which once again emphasises the fact that research findings cannot be haphazardly generalised.

- In another South African study, with a well-represented sample of the different ethnic groups in South Africa, Du Preez and Van der Vyver (2010) focused on females' regard for clothing store attributes and found that attributes related to the store merchandise (**quality**, **styling** that is suitable for one's age and **variety of merchandise categories**) were most important followed by attributes related to **service** (courteousness of sales personnel) and **atmosphere** (store interior and décor).

- Amatulli and Guido (2011) MEC study, conducted in Italy, indicated that attributes related to the merchandise, namely **quality, craftsmanship, design** and **aesthetic value**, are the most important aspects when Italians (male and female) are shopping for luxury clothing.

- A recent study conducted in South-West Nigeria (Oladele & Ogundipe, 2016), which attended to attributes related to clothing merchandise, revealed that the styling in terms of the **fit of garments** was considered the most important attribute followed by **fashionability.** This study only involved females and therefore the results are not necessarily relevant to a study of Millennial men's perceptions.

To conclude, both international and local studies concur that in clothing retailing, attributes related to the store merchandise are crucial and consequently have a major influence on the store image and consumers' store choice.

3.2.2 Store image explicated

Multiple studies have been conducted in the past to investigate store image as a phenomenon and how it can be managed to a retailer's advantage (Konuk, 2018; Diallo & Cliquet, 2016; Theodoridis & Chatzipanagiotou, 2009; Janse van Noordwyk *et al.*, 2006; Birtwistle, Clarke & Freathy, 1999; Jacoby & Mazursky, 1986; Sirgy & Samli, 1985; Doyle & Fenwick, 1974). Store image is a very complex construct to define and operationalise, since perceived store image is set in a person's mind and is constructed and influenced by countless aspects that vary from one person to the next (Du Preez *et al.*, 2008c; Thompson & Chen, 1998; Kunkel & Berry, 1968). One of the problems with store image research is that a universal definition of store image is lacking. The following are examples:

The works of Pierre Martineau (1958) are widely accepted as the earliest on store image (Moliner-Velázquez, Fuentes-Blasco, Servera-Francés & Gil-Saura, 2019; Lin & Yeh, 2013; Janse van Noordwyk *et al.*, 2006; Sirgy & Samli, 1985). He defined store image as "the way in which the store is defined in the shopper's mind, partly by its functional qualities and partly by an aura of psychological attributes" (Martineau, 1958).

Kunkel and Berry (1968) added that store image is influenced by experience. The authors explained that store image is learnt and a consumer's experiences with a store and its merchandise can either be rewarding with positive consequences or aversive with negative consequences, thus stimulating future store loyalty or store avoidance respectively. In addition, they also concluded that the consumer's mental state variables further influence store image and this is dependent on culture and also society (Kunkel & Berry, 1968). When Kunkel and Berry (1968) describe mental state variables, they particularly focus on norms and stress that the norms that the individual adheres to become his or her underlying motivation in terms of an acceptable/desirable store image. However, as explained earlier (in 3.1.2), personal values are even deeper rooted and more central than norms, therefore it may be assumed that personal values eventually influence store image.

Store image attracted a great deal of academic attention during the 1970s. Many studies, such as the studies of Doyle and Fenwick (1974) and James *et al.* (1976), linked store image with attitude. The study of Lindquist (1974-1975) is frequently cited and many current studies use his definition of store image, namely, that "store image is complex by nature and consists of a combination of tangible or functional factors and intangible or psychological factors that a consumer perceives to be present" (Lindquist, 1974-1975).

The work of Oxenfeldt (1974) elicited a very important aspect of the nature of store image and explained that store image is not merely a sum of attributes because attributes influence each other in the consumer's mind.

Dichter (1985) later explained the gestalt nature of store image – derived from a German word meaning pattern or configuration – which relates to perceptual organisation (Schiffman & Kanuk, 2014:139). Stimuli are organised into groups and the perception is influenced by the group as a whole (Parumasur & Roberts-Lombard, 2014:226). It is a focus on an entire set of stimuli, rather than a single stimulus (Solomon, 2015:570). It is explained as the mental picture or perception that is formed through the interpretation of store-related stimuli such as store attributes (Peter & Olson, 2010:464; Du Preez *et al.*, 2008c).

The definition of store image resembles the definition of positioning, which refers to the perceived image of a brand or store in relation to competitors in consumers' minds (Mpinganjira, 2019:297; Grewal *et al.*, 2018:116; Lamb *et al.*, 2015:202; Dunne *et al.*, 2014:540). Ailawadi and Keller (2004) are seen as pioneers in proposing that a retailer is a brand and that brand management principles, such as positioning, also apply to retailing. Taking this into consideration, it is important to highlight the difference between a retail brand and a store brand. A retail brand is a unique name, symbol or logo that identifies the merchandise offering and service of a retailer, which ultimately differentiates them from competitors, as opposed to a store brand which is a brand owned by a retailer (Zentes, Morschett & Schramm-Klein, 2008; Ailawadi & Keller, 2004). A retailer can thus own and sell many store brands, which is apparent in many clothing retailers and that would influence consumers' perceptions of store image.

3.2.3   Store image and positioning of the retailer

Clothing retailers can encourage customer loyalty by managing and building their image to match the needs and wants of their target market (Sullivan & Heitmeyer, 2008). It is important, however, that a retailer understands its customers' preferred store image (Kim, Ha & Park, 2019; Bickle, 2010:209); this desired store image needs to be clear, distinct and consistent throughout the business (Berman

& Evans, 2010:505) and should direct all the retailer's activities (Bickle, 2010:210). Like a brand, human personality traits can be used to describe a store – even assigning a certain personality to that store (Das, 2014; Willems *et al.*, 2012). Aaker (1997) distinguished five dimensions of brand personality, namely sincerity, excitement, competence, sophistication and ruggedness, which are also used to classify store personalities (Solomon, 2015:384).

A distinct difference in the positioning (store image) of low-end and high-end clothing retailers exists (Sung & Huddleston, 2018; Amatulli & Guido, 2011). On the continuum of low-end and high-end clothing retailing, many classifications exist. Discount stores and off-price retailers occupy the low-end of the continuum. In South Africa, the most well-known low-end clothing retailers offering menswear are Pep Stores, Jet and Mr Price (iAfrica, 2019; mrpricegrouplimited, 2019; Diamond, Diamond & Litt, 2015). On the opposite end of the continuum, high-end clothing retailers include couture and designer fashion boutiques such as Louis Vuitton and Dolce & Gabbana (Diamond *et al.*, 2015). However, the true classification of luxury is a grey area, since consumers have different views on what luxury entails (Van Heerde, 2018; Amatulli & Guido, 2011). In between discount retailers and luxury retailers are numerous different retail types such as speciality stores, department stores and warehouse clubs, including the South African clothing retailers Edgars and Woolworths (WHL, 2019; Edcon, 2018; Diamond *et al.*, 2015). In this study, "discount retail store" and "luxury retail store" were used as the opposite ends of the continuum; however, labelling the mid-level was found to be problematic. Following the qualitative phase of this study, the researcher and her supervisors decided to use the term "value retail store" in the context of this study. A further explanation follows in Chapter 4.

As presented in Figure 3.3, the marketing strategy consists of four stages, starting with the formation of smaller market segments that require retailers to better understand their target markets, followed by the targeting of a specific segment or segments where after the image that the retailer wishes to portray (how they want to position themselves) is determined and, lastly, the formulation of a suitable marketing mix (Belwal & Belwal, 2017; Lamb *et al.*, 2015:443). South African clothing retailers would therefore benefit significantly in terms of positioning themselves appropriately in the marketplace if they understood how Millennial men's personal values influence their desired store image and store choices. Positioning is a key process in any marketing strategy but is only possible if more information about the target market is available (Lamb *et al.*, 2015:443; Schiffman & Kanuk, 2014:48).

| Segmentation | Target market selection | Positioning (store image) | Marketing mix |

FIGURE 3.3: **VISUAL REPRESENTATION OF THE IMPORTANCE OF SEGMENTATION AND POSITIONING IN THE MARKETING STRATEGY**

Failure on the part of marketing managers to distinguish a clear store image creates confusion that may instigate consumer dissatisfaction (Guan, Rehme & Nord, 2012). The entirety of a retailer's offerings, for instance the merchandise, visual merchandising, staff and marketing campaigns, should convey and support the same consistent image (Peter & Olson, 2010). However, the true outcome of the image is intrinsic and exists only in the mind of the consumer (Dunne *et al.*, 2014:540). Marketing managers and retailers can therefore manage positioning to some extent but cannot fully control it (Lamb *et al.*, 2015:212;214; Cheng, Hines & Grime, 2008).

On the understanding that store image influences a consumer's willingness and intent to shop at the store (Moye & Giddings, 2002; Thompson & Chen, 1998), it is crucial for retailers to get a better understanding of what goes on in the mind of their target market, i.e. how personal values influence consumers' perceptions of store image so that marketing strategies and product offerings may coincide with what their target market favours, to the extent that it would entice store choice and store patronage.

3.2.3 Consumers' store choice

Consumers' store choice has received much attention since the studies of Rao (1969) and Aaker and Jones (1971), and the conclusion is that numerous aspects influence store choice such as demographic variables (Mehra & Shakeel, 2016), psychographic variables (Narang, 2011), shopper characteristics (Sturley, Newing & Heppenstall, 2018; Baltas & Papastathopoulou, 2003), perceived risk (Maziriri & Mokoena, 2016; Mitchell & Harris, 2005), the specific shopping context (Wu, Petroshius & Newell, 2004), satisfaction (Nair, 2018), store marketing (Lindquist & Sirgy, 2006:78), store image (Lee *et al.*, 2010; Thompson & Chen, 1998), as well as personal values (De Ferran & Grunert, 2007). Although this study acknowledges these influences, it only focused on the influence of consumers' personal values and the influence of store image (which includes store attributes), which have both been described in depth in the preceding sections.

The consumer's level of involvement is crucial during store choice (Sullivan & Heitmeyer, 2008; Sirgy, Grewal & Mangleburg, 2000). Involvement is "a person's perceived relevance of the object based on inherent needs, values and interests" (Zaichkowsky, 1985). Different products imply different levels of a consumer's involvement based on multiple reasons, which increases the complexity of the decision (Erasmus, Donoghue & Dobbelstein, 2014). The level of involvement is higher when the perceived risk is high and it is therefore very important for the consumer to make the right choice (Lindquist & Sirgy, 2006:82). Perceived risk (also called perceived negative consequences) similarly influences store choice (Maziriri & Mokoena, 2016; Mitchell & Harris, 2005). This is because during

store choice, which is a cognitive process, consumers evaluate certain attributes and consequences in order to decide which choice will best facilitate reaching the desired end-state. According to MEC theory, the situation influences the consumer's choices, which is relevant with regard to store choice (Wu *et al.*, 2004). Store image can be a risk reducer (Liljander, Polsa & Van Riel, 2009), since consumers who lack product knowledge and who are not familiar with a store may turn to extrinsic cues such as store image when making store choices.

Several scholars have previously investigated the congruence of store image and self-image in terms of consumers' store choice (Sung & Huddleston, 2018; Moreno *et al.*, 2017; Das, 2014; Sirgy *et al.*, 2000; Sirgy, Samli, Bahn & Varvoglis, 1989). Although this study does not test store image and self-image congruency, this phenomenon might influence the participants and respondents of this study. Another aspect regarding congruence is that in some instances, consumers do not want to be seen in a store if the store image (or even the image of a typical patron of the store) is not in line with their self-image, or ideal image, because it might harm their self-image (Das, 2014; Sirgy *et al.*, 2000).

3.3 CLOTHING AS A UNIQUE PRODUCT CATEGORY

Although the terms "apparel" and "clothing" are sometimes used interchangeably, there are distinct theoretical differences. Apparel refers to a garment or type of body covering made of cloth, while clothing includes any object attached to the body, thereby including accessories, as well as objects that can be worn on the body (Kaiser, 1997:4-5). In the retailing industry, this sector is mostly referred to as the clothing retail industry (Tustin, Van Aardt, Jordaan, Van Tonder & Meiring, 2014) and therefore this study will use the term "clothing" instead of "apparel".

Clothing is a fairly complex product category and unlike certain other products, consumers do not always base clothing purchase decisions on the utilitarian value of the product but may also place considerable importance on the symbolic value (Lennon *et al.*, 2017:15; Das, 2014; O'Cass & Frost, 2002). Several images and symbols may also be attached to clothing since it is mostly consumed conspicuously (Eicher & Evenson, 2016:320), thus enabling people to form perceptions of another unknown person within seconds, merely based on his/her visual appearance (Lee, Phau & Roy, 2012; O'Cass & Frost, 2002; Kaiser, 1997:3). People thus use clothes to manage their appearance and to build a certain desired image (Motale *et al.*, 2014; Phau & Siew Leng, 2008; Kaiser, Nagasawa & Hutton, 1991:171). As humans, we hence communicate certain messages such as who we are and who we want to be through the clothes we wear, and our clothes serve as a personal signature (Eicher & Evenson, 2016:319; Yurchisin & Johnson, 2004; Thompson & Chen, 1998; Kaiser *et al.*, 1991:165).

Culture, which is transmitted through various social institutions such as family, educational institutions, places of worship and mass media, also dictates what type of clothing and appearance would be acceptable in a specific context (Parumasur & Roberts-Lombard, 2014:86; Clark, Zboja & Goldsmith, 2007; Kaiser, 1997:352). Consequently, clothing choice is a complex decision that implies notable risk – including social and psychological risk – when inappropriate clothing choices are made (Jacoby & Kaplan, 1972).

The importance of the image of clothing retail stores is subsequently very important to facilitate a consumer's clothing choices right from the start when they enter a store they find inviting and they can identify with.

3.4 CLOTHING RETAIL IN THE SOUTH AFRICAN CONTEXT

South Africa is an emerging market similar to India, Russia and China. An emerging market typically has underdeveloped infrastructure and governance structures but is increasingly developing into a country that is integrated with the rest of the world and is growing at a relatively fast pace (Diallo & Cliquet, 2016). Inevitably, consumer behaviour in a mature market with a developed economy differs from consumer behaviour in an emerging market (Mukherjee, Satija, Goyal, Mantrala & Zou, 2012; Hamzaoui-Essoussi & Merunka, 2007). For example, consumers in an emerging market typically want to display wealth, as opposed to consumers in mature markets who buy products "to be consistent with their individual style" (Amatulli & Guido, 2011). Many black previously disadvantaged South African consumers are now able to afford products, especially more sophisticated types and brand of clothing, that were previously out of their reach (Leopeng & Langa, 2019). Therefore, the customer base of retailers has changed significantly (Ryke, 2019; Bevan-Dye *et al.*, 2012; Nieftagodien, 2005) and they can no longer continue "with business as usual" if they want to survive in this very competitive marketplace where global brands are now literally flooding the local scene. South African researchers have found that black and white consumers' clothing purchasing behaviour is vastly different (Diedericks & Erasmus, 2014; Nieftagodien & Van der Berg, 2007; Nieftagodien, 2005), for example black consumers are more status conscious (Leopeng & Langa, 2019; Burger *et al.*, 2015) and more brand conscious when purchasing clothing (Leopeng & Langa, 2019; Diedericks & Erasmus, 2014). The emerging black consumer market specifically forms the largest part of the South African population and also comprises a rapidly expanding black middle class that has become particularly important for clothing retailers' survival (Cronje, Jacobs & Retief, 2016; Donoghue, Strydom, Andrews, Pentecost & De Klerk, 2016).

Currently, the South African economy is experiencing a major downturn with detrimental effects on South African clothing retailers in particular. The annual reports of major South African retail chains (i.e. Edcon, the Foschini Group, Truworths, Mr Price and Woolworths) indicate that they are struggling as a result of the economic state of the country, specifically the poor currency, fluctuating exchange rates, uncertainty in government fiscal policies and inflation (mrpricegrouplimited, 2019; TFG, 2019; Truworths, 2019; WHL, 2019; Edcon, 2018). The circumstances of the industry are so severe that some have even been forced to retrench employees and to close down stores. The retailer Stuttafords, which operated in South Africa for 159 years, was not fortunate enough to survive this struggle and officially closed down at the end of July 2017 (BusinessReport, 2019; Omarjee, 2017). Apart from the influence of the unstable South African economy, the increased entry of international competitors played a big role in the closure of Stuttafords (Omarjee, 2017) and remains an enormous threat for local clothing retailers (Reitumetse, 2016; Makholwa, 2015).

In mature markets, many retailers face difficulties related to growth as a result of market saturation and limited local opportunities (Lee *et al.*, 2014; Burt & Carralero-Encinas, 2000). In order to achieve growth, many of these retailers have expanded internationally, specifically venturing into emerging markets such as South Africa (Lee *et al.*, 2014; Burt & Carralero-Encinas, 2000). Although they still face threats, particularly regarding differences in the taste and preferences of each country, there are considerably more reasons contributing to the success of international retailers that venture into emerging economies (Eckman, Sakarya, Hyllegard, Borja & Descals, 2015). It is relatively easy for international retailers to move into emerging markets because of limited global trade restrictions and weak competition. In addition, these markets tend to connote prestige to international retailers, especially from developed countries, and therefore accept these retailers easily (Eckman *et al.*, 2015; Sakarya, Eckman & Hyllegard, 2007). It should also be noted that some international retailers also fail to survive in South Africa; recently Tom Tailor, Topshop and River Island had to close their South African stores (Brand-Jonker, 2017). It might be that consumers want to buy clothing from these international retailers but just cannot afford it. In order to survive, South African clothing retailers hence need to be cognisant of exactly who their target markets are, and how to attract and retain them.

The South African clothing retail industry had a compound annual growth rate (CAGR) of 8.7% between 2013 and 2017 (MarketLine, 2018). In the South African clothing retail industry, menswear currently has the majority of market share (42.0%) as opposed to womenswear (33.1%) which had dominated the market for decades (MarketLine, 2018). In 2017, this lucrative menswear market category had a total revenue of $3.9 bn (MarketLine, 2018). This market category is not only expanding remarkably in terms of revenue, but is also experiencing transformation with regard to consumer

behaviour (Ryke, 2019). Therefore this shift towards menswear is not surprising, since the consumer behaviour of men, particularly the lucrative Millennial men, is also changing.

3.5   MILLENNIAL MEN'S INTEREST IN CLOTHING

A particular market segment that has become highly important to retailers is the Millennials, i.e. young adults born between 1980 and 2000, who are now between 18 and 38 years of age. They are regarded as a subculture in modern societies, with very specific characteristics that manifest in their lifestyles, the way they dress, what they purchase and where they shop (Van Heerden, Tselepis & Smal, 2016; Motale *et al.*, 2014; Barton *et al.*, 2012). Although they are already seen as the most profitable generation in retailing, it is forecasted that their retail spending will peak around 2020 (Cham *et al.*, 2018; Moreno *et al.*, 2017; Donnelly & Scaff, 2013; Barton *et al.*, 2012). Millennials are also called Generation Y, Echo Boomers, Generation Tech, NextGen, the Internet Generation and the Innovation-generation (Thompson *et al.*, 2018; Moreno *et al.*, 2017; Van Heerden *et al.*, 2016; Solomon, 2015:454) and are currently regarded as the largest generational consumer cohort (Weber, 2017). In South Africa, the Millennials constitute 40% of the total population (STATSSA, 2012).

In comparison to the older generations, many of the Millennial age cohort grew up with working mothers and in single-parent households, which enhanced these consumers' decision-making skills, since they had to engage in shopping at an earlier age as a result of their household circumstances (Solomon, 2015:454; Parumasur & Roberts-Lombard, 2014:151). This cohort is seen as open-minded, not afraid to try out new things and in general does not have a negative association with the word "change" (Knittel, Beurer & Berndt, 2016; Ordun, 2015; Solomon, 2015:454). It is important to note that a generation and a cohort are not the same. As opposed to a generation, which only refers to people in terms of age, a cohort is a group that shares certain life experiences or defining moments, which subsequently influence their values, beliefs, attitudes and buying behaviour (Duh & Struwig, 2015). South African Millennials therefore can be seen as a cohort on its own, since this group of people experienced the same external events.

The South African Millennial generation is the first that was raised in the new South Africa in the post-apartheid era (Duh & Struwig, 2015). Most of the South African Millennials grew up with better living conditions than their parents, and they have better opportunities regarding education and employment which ultimately resulted in better lifestyles (Leopeng & Langa, 2019; Duh & Struwig, 2015; Bevan-Dye *et al.*, 2012). Many of these Millennials form part of the emerging black middle class, which has been the focus of many consumer behaviour studies in South Africa (Cronje *et al.*, 2016; Burger *et al.*, 2015; Nieftagodien & Van der Berg, 2007). For the majority of the emerging middle class,

it is important to showcase their newly acquired wealth and therefore they are inclined to engage in status consumption, especially with regard to clothing, as it is consumed in a very conspicuous manner (Leopeng & Langa, 2019; Burger *et al.*, 2015; Motale *et al.*, 2014; Bevan-Dye *et al.*, 2012).

Millennials have a high regard for branded clothing and are particularly brand conscious (Motale *et al.*, 2014; Barton *et al.*, 2012) because different brands portray different images and have unique symbolic connotations (O'Cass & Choy, 2008; Yurchisin & Johnson, 2004; Kaiser *et al.*, 1991:173) that are shaped by the image of the typical users of the brand in combination with the brand's personality (Helgeson & Supphellen, 2004). Images and connotations of a brand are transferred to the consumer when using or wearing the brand (Cronje *et al.*, 2016; Clark *et al.*, 2007; Keller, 1993), which signals certain characteristics such as status or fashionability (Leopeng & Langa, 2019; Eicher & Evenson, 2016:51; Liao & Wang, 2009). For those who regard brands as important, sought-after imported brands that enter the market would be particularly attractive and enticing, which poses a threat to existing clothing retailers. Previous studies have produced contradictory results with regard to loyalty. Contrary to the study of Barton *et al.* (2012), most studies have indicated that retailers and brands should be concerned, since Millennials are not as loyal as other generational cohorts (Ordun, 2015; Donnelly & Scaff, 2013; Parment, 2013).

Consumers nowadays do clothing purchases in unconventional ways and retailers cannot approach them in the same way as they approach older generations (Ryke, 2019; Hoyer *et al.*, 2016:332; Sullivan *et al.*, 2012). Millennials, for example, go shopping in groups to gain the opinions of others (Barton et al., 2012) and are more prone to engage in impulse buying (Moreno *et al.*, 2017; Pentecost & Andrews, 2010). Their attitude is demanding, they expect immediate gratification, efficiency, convenience and speed and, within their world, they are very materialistic and brand conscious (Moreno *et al.*, 2017; Barton *et al.*, 2012; Bevan-Dye *et al.*, 2012). Millennials are apparently very knowledgeable about clothing and spend a lot of time searching for relevant information prior to shopping from sources such as websites, blogs, social media and magazines (Barton et al., 2012). Millennial men, in particular, view their phones as the preferred medium for getting fashion and clothing information (Sullivan & Hyun, 2016). With sufficient buying power, Millennials form a distinct market segment that is extremely important to modern retailers (Ryke, 2019; Donnelly & Scaff, 2013) and is crucial for retailers' survival in a competitive retail clothing industry (Donnelly & Scaff, 2013; Barton *et al.*, 2012).

As already indicated in Chapters 1 and 2, this study focused on Millennial men, since their clothing consumption behaviour differs from that of previous male generations. Furthermore, there is a distinct difference in the underlying motivations of males and females when going shopping (Hastreiter & Marchetti, 2016). For the first time, the reports of the South African clothing industry

have indicated that menswear is dominating the market with a contribution of 42.0% of the industry's total value, as opposed to womenswear which currently contributes only 32.9% after having dominated the market for years (MarketLine, 2018). This stresses the fact that in terms of clothing, the consumer behaviour of South African men differs significantly from previous generations (Ryke, 2019). A South African study has indicated that Millennial men are concerned about their clothing, that they are indeed fashion conscious and that they spend more on clothing than the older generations (Prinsloo, 2016). Many other studies have reported similar results and, in addition to the increase in clothing expenditure, also found that these men purchase clothes more frequently (Barton *et al.*, 2012; Pentecost & Andrews, 2010).

Millennials are technologically savvy and are seen as the "thumb-culture", because they were brought up during major technological developments (Weber, 2017; Solomon, 2015:455). The study of Sullivan and Hyun (2016) has indicated that Millennial men constantly have their cellphones with them, they sleep and wake up with their phones and engage in social networking daily. Despite being technologically advanced, the majority of Millennial men still prefer to shop at brick-and-mortar stores when purchasing clothing (Ryke, 2019; Sullivan & Hyun, 2016). A recent study in Portugal indicated that 74.4% of Millennials (male and female) only purchase clothing online three times or less a year (Loureiro & Breazeale, 2016). This coincides with a study conducted in the USA, which involved 1707 Millennials, and reported that although they are more technologically savvy, 80% still preferred a brick-and-mortar store to online shopping when buying clothing (Donnelly & Scaff, 2013). Their needs and wants with regard to the stores were also unique and they regarded the store environment as being of great importance (Donnelly & Scaff, 2013; Barton *et al.*, 2012). However, store image perceptions differ significantly between African Millennial males and females (Lues & De Klerk, 2016), and therefore previous studies in different contexts with different demographic groups are not necessarily relevant when interested in Millennial men in a South African context.

3.6   SUMMARY

The concept of "personal values" has encouraged much research to date. Many scholars such as Allport (1937), Kluckhohn (1951), Rokeach (1973) and Schwartz (1992) have contributed to the knowledge and theories related to personal values. However, there is still confusion regarding this concept (Becker *et al.*, 2017). An aspect that has agreement between scholars is that values are formed through socialisation and that culture and subculture (e.g. generational cohort) play an integral part in this formation (Maio, 2017:127; Gutman, 1982). The important function of personal values is that they motivate behaviour (Botha, 2019:27; De Jong *et al.*, 2017; Jamaludin *et al.*, 2016) and therefore many scholars study personal values in order to understand this underlying driving

force. The study of personal values adopts two main perspectives, the micro perspective, i.e.., from a psychological point of view (Bolzani, 2018), and the macro perspective, i.e., from a sociological point of view (Parumasur & Roberts-Lombard, 2014:89; Reynolds, 1985). The current mixed-method study made use of a combination of these perspectives; the MEC from the micro perspective and Schwartz's basic values from the macro perspective. Of the different value typologies, this study utilised the value typology of Schwartz and colleagues (1992; 2001; 2014). Not only has this typology been validated in more than 200 samples in 60 countries (Cai & Shannon, 2012; Schwartz & Boehnke, 2004) but it also has been used and tested in the South African context (Becker *et al.*, 2017; Schwartz, 2011; Ungerer & Joubert, 2011).

Personal values are said to be the central driver of consumer behaviour (Vinson *et al.*, 1977; Rokeach, 1973). Owing to the fact that consumers strive to achieve a certain desired end-state (outcome), they choose product/store/brand/retailer attributes that they believe will facilitate reaching their desired end goal in terms of the consequences they associate with these specific attributes (Kim & Lee, 2016; Gutman, 1982). Such cognitive reasoning may be portrayed as so-called attribute-consequence-value (A-C-V) ladders that are distinguished using MEC analysis (Borgardt, 2019; Langbroek & De Beuckelaer, 2007; Reynolds & Gutman, 1988). Previous studies have indicated that the underlying personal values that motivate consumers' behaviour differ among generational cohorts, as well as between gender categories (Worsley *et al.*, 2010; Keng & Yang, 1993), which accentuates the need for researchers to clearly define the population they wish to investigate.

Consumers' store choice is greatly influenced by store image, which is a culmination of multiple store attributes (Belwal & Belwal, 2017; Thompson & Chen, 1998). Subsequently, if a clothing retailer wants to understand and influence consumers' store choice, they need to understand store image as well as related salient store attributes – more specifically those that would best describe their own establishment. However, the reality is that perceptions of store image are complex, as different consumers have varying perceptions or images when exposed to the same stimuli as a result of, inter alia, gender, age and personal value differences (Cham *et al.*, 2018; Janse van Noordwyk *et al.*, 2006).

No South African study that has previously investigated the influence of consumers' personal values on clothing store choice, particularly among Millennial males, could be found. This study could therefore fill an important gap in terms of the needs and potential contribution of a viable consumer segment to the success of clothing retailers in this challenging time in the South African clothing retailing context.

<p style="text-align:center">৯৫৬</p>

Chapter 4

RESEARCH DESIGN AND METHODOLOGY

This chapter presents the aim and objectives of this study together with the conceptual framework that directed the research design and execution of the study. Attention is given to the quality of the research and to ethical conduct.

4.1   INTRODUCTION

This empirical study focused on a topic that is still unexplored, especially in the South African context. It aimed to gain an understanding of the underlying personal values that motivate Millennial men's clothing store choices with particular attention to store attributes that are relevant in shaping a store image that is both captivating and would contribute to consumers' belief that the retail store would offer the sought-after outcomes that are important to them.

4.2 RESEARCH AIMS AND OBJECTIVES

4.2.1   Aim of the study

Store image is considered crucial in terms of a target market's store choices and subsequent store loyalty, which is pivotal for retailers' success in a competitive clothing retail environment. This study hence aimed to investigate the role of the underlying personal values of Millennial men (as a viable target market for growth in the men's retail sector in South Africa) that can be associated with certain preferred benefits (positive consequences) that may be derived from specific store characteristics/attributes that coherently represent store image.

4.2.2 Objectives

The following research objectives were formulated to attain the anticipated outcomes:

1 To identify the links among Millennial men's desired clothing store attributes, related desirable consequences and the personal values that drive store choice.

    1.1 To identify the attributes of clothing retailers that Millennial men associate with a desirable store image.

    1.2 To identify the desirable consequences that Millennial men derive from preferred clothing store attributes.

    1.3 To distinguish the underlying personal values that ultimately drive Millennial men's clothing store choices based on the desirable consequences and desirable attributes identified.

2 To distinguish the relevant personal values that drive the clothing retail store choices of different demographic subsets within the Millennial men market segment, namely

    2.1 differences between younger and older Millennials

    2.2 differences across different education levels

    2.3 differences across diverse population groups

    2.4 differences across different income levels.

3 To distinguish the personal values of Millennial men that are relevant in the positioning of different types of clothing retailer, namely

    3.1 discount clothing retailers

    3.2 so-called "value" clothing retailers that do not classify as either discount retailers or luxury retailers

    3.3 luxury clothing retailers.

4.3   CONCEPTUAL FRAMEWORK

The conceptual framework for this study is presented in Figure 4.1: it indicates the three basic elements of a means-end chain (MEC), namely *attributes (A)*, *consequences (C)* and *values (V)*. As explained, personal values are ultimately the driving force of consumer behaviour. In the context of this study, according to MEC theory, a Millennial male clothing consumer who wants to achieve a desired end-state (a specific personal value such as benevolence/happiness) will choose a clothing store according to certain attributes that can be found through its merchandise. As time goes by, the consumer learns the consequences that are associated with certain attributes (e.g. durability) and he cognitively categorises the attributes in terms of level of abstraction (from concrete and tangible, to more abstract). A consumer's perception about a specific store and its products then culminates as the store image in the mind of the consumer. The Millennial male then typically seeks certain attributes (Objective 1.1) that are perceived to provide the desirable consequences (Objective 1.2), that would facilitate the achievement of a desired end-state (Objective 1.3).

Objective 2 aimed to investigate possible significant demographic differences in the MEC of consumers, specifically among different age (Objective 2.1), education level (Objective 2.2); population (Objective 2.3) and income level groups (Objective 2.4).

Objective 3 aimed to distinguish the MEC structures for Millennial men who patronise different types of clothing retail stores, namely, discount clothing retail stores (Objective 3.1), "value" clothing retail stores (Objective 3.2) and luxury clothing retail stores (Objective 3.3) to guide the positioning initiatives (Objective 3) of the different types of clothing retailers to ultimately enhance repeated store choice that would culminate in store loyalty.
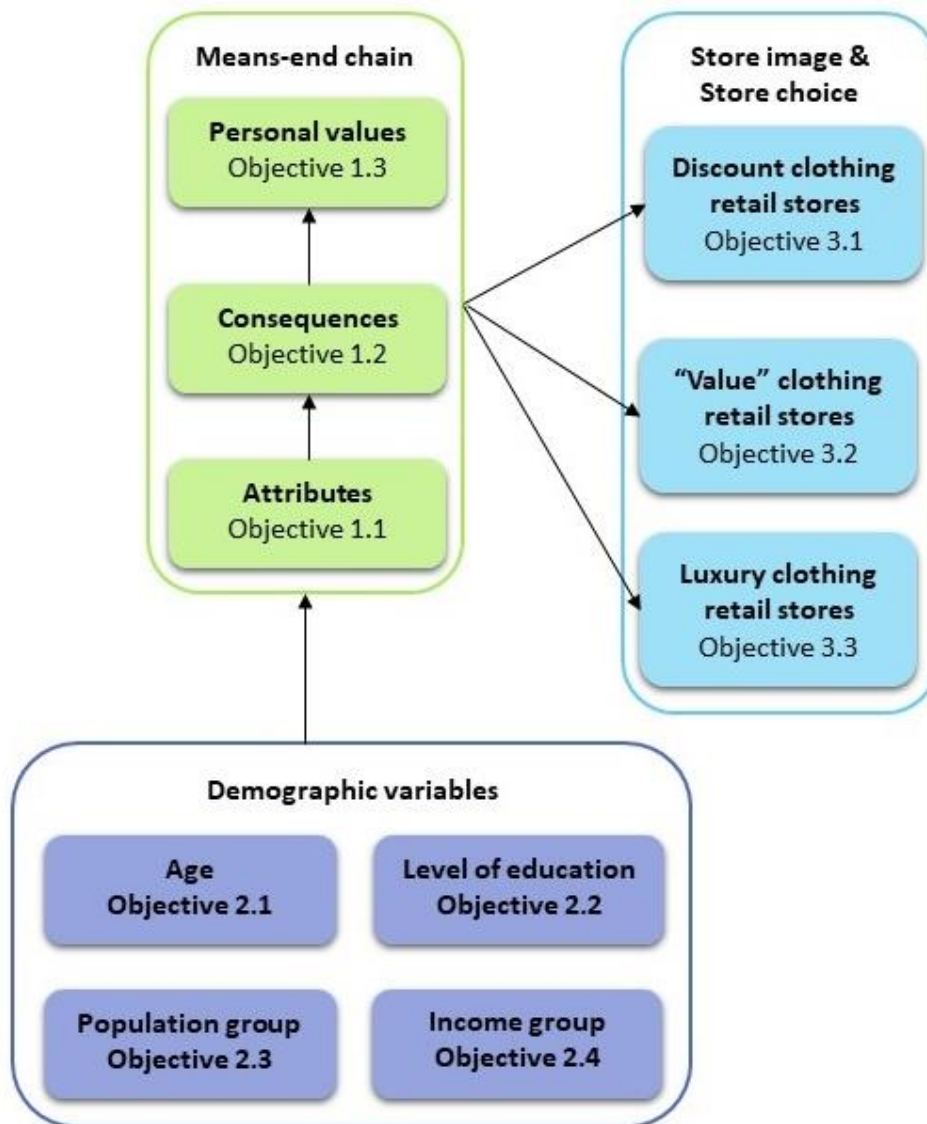
FIGURE 4.1:   CONCEPTUAL FRAMEWORK

4.4   RESEARCH DESIGN

This study was conducted within the means-end theoretical framework using the Association Pattern Technique (APT) of Ter Hofstede *et al.* (1998). This technique specifically necessitates an exploratory sequential mixed-method design, as a qualitative phase was needed to elicit the concepts (attributes and consequences) required for inclusion during the development of the measuring instrument for the second quantitative phase (Creswell & Clark, 2018:71; Creswell, 2014:16). This method was appropriate since the researcher first needed to explore which constructs (in this study which specific store attributes and sought after consequences) needed to be included in the measuring instrument (Ivankova, Creswell & Plano Clark, 2016:317). A mixed-method design provides both breadth and

depth of understanding of the specific research question at hand (Babin & Zikmund, 2015:182). The first qualitative phase was explorative and consisted of one-on-one in-depth interviews between the researcher and a willing participant which produced data in text format. The second quantitative phase was survey based and involved an online self-administered questionnaire that primarily collected numerical data on which more descriptive analyses were conducted.

In essence, therefore, this study is grounded in two philosophical worldviews or paradigms, namely constructivism and postpositivism (Creswell & Clark, 2018:88). Constructivism is typically associated with qualitative research and aims to obtain a better understanding of the surrounding world, as was done in the qualitative phase of this study (Phase 1) where the emphasis was on the views of the participants (Creswell, 2014:8; Yin, 2011:308). From a constructivist view, multiple realities exist in the minds of people and therefore qualitative interviews produce different views related to the study at hand (Nieuwenhuis, 2016a:120). The second, quantitative phase acknowledged that it would not provide absolute truth or knowledge claims concerning a topic and therefore had a strong postpositivistic philosophical underpinning (Creswell, 2014:7). Postpositivism acknowledges that total objectivity in research is impossible and that some subjectivity will always be present (Nieuwenhuis, 2016b), although it is presumed to be researcher-neutral (Holliday & MacDonald, 2019). Being a mixed-method investigation, the study provided both breadth and depth in the understanding of the research problem (Ivankova *et al.*, 2016:315).

Although the study comprised two phases, participants/respondents in the study only took part in the study once, at a specific point in time, and therefore the study is cross-sectional in type. Figure 4.2 presents a visual summary of the progression of the research design of this study.

Step 1

- **Phase 1: In-depth interviews**
- Constructivist philosophical paradigm
- Soft laddering: qualitative
- Aim was to elicit attributes and consequences
- Explorative
- Content analysis

Step 2

- **Quantitative measuring instrument development**
- Initial development of measuring instrument (APT)
- First pre-test
- Analysis of first pre-test
- Adjustments to quantitative measuring instrument
- Final pre-test

Step 3

- **Phase 2: Survey**
- Postpositivist philosophical paradigm
- Hard laddering (APT): quantitative
- Descriptive

Step 4

- **Interpretation of results**
- Implication matrices
- Hierarchical value maps
- Final interpretation

FIGURE 4.2:   RESEARCH DESIGN OF THIS STUDY

4.5   METHODOLOGY

The following section presents the different components of the research methodology, explaining the population and unit of analysis, the sampling methods used, the design of the measuring instruments and the data collection procedures. The data analysis is explained, as well as the effort that was made to eliminate error to enhance the quality of the study. The important issue of ethical conduct is also attended to. The study was executed in two phases. Accordingly, each phase is discussed separately.

4.5.1 Unit of analysis

The **unit of analysis** for the study was men of the Millennial age cohort residing in South Africa, because this is a very lucrative consumer group in clothing retailing and it displays distinctive consumer behaviour (Ryke, 2019; Hoyer *et al.*, 2016:332; Sullivan *et al.*, 2012). Many different intervals exist in relation to the year of birth of the Millennial generation (Moreno *et al.*, 2017). This study used a 20-year interval ranging from 1980 to 2000 (i.e. Millennial men who would be between 19 to 39 years of age in 2019).

Currently, the importance of a clear definition of gender is essential since gender can be interpreted in terms of the biological sex or as a gender identity concept (Das, 2014). This study focused on men in the biological context of sex, irrespective of their gender identity.

4.5.2 Sampling

The **sampling method** used for all phases of this study was non-probability sampling. In contrast to probability sampling, where the probability of an individual being included in the sample can be calculated, non-probability sampling is conducted in a non-random manner using the researcher's own judgement (Leedy *et al.*, 2019:211; Malhotra *et al.*, 2017:419; McDaniel & Gates, 2016:51). Unfortunately, the findings pertaining to a non-probability sample cannot be generalised to the entire population but they can be used to get a better idea of the behaviour of the unit of analysis (Leedy *et al.*, 2019:205; Babin & Zikmund, 2015:348), thus male consumers of the Millennial cohort.

This study used a selection of non-probability sampling techniques, namely, convenient sampling, quota sampling and snowball sampling. With convenient sampling, respondents and participants who are accessible, available and willing to participate are included (Leedy *et al.*, 2019:212). Owing to financial and time constraints, this study had to rely on convenient sampling.

For both the qualitative and quantitative phases of this study, only men residing in South Africa and who were born between 1980 and 2000 were eligible for inclusion in the study. Both phases also included quota sampling (Schiffman & Wisenblit, 2018:64) to intentionally include adequate sample sizes of all the different population groups. Although the sampling of the two phases was similar, there were differences in the sampling procedures for phase 1 and the respondents for phase 2, as explained in the subsequent sections.

4.5.2.1 Sampling: Phase 1, qualitative investigation

The first, the qualitative phase, served to elicit the desirable store attributes and consequences related to Millennial men's clothing shopping that were required to develop the measuring instrument and to

ensure the content was relevant to the context. Owing to geographical and financial constraints, as the researcher had to gain access to all participants in person, the sample of the qualitative phase consisted only of men residing in Gauteng province. Similar to the study of Amatulli and Guido (2011), none of the participants were friends or family of the researcher, since the researcher personally conducted all the interviews, which could have possibly affected the trustworthiness of the data.

The participants were selected in a purposeful manner as suggested by Nieuwenhuis (2016a:124). The first participants were recruited by referrals of acquaintances. With the commencement of the interviews, snowball sampling was used to recruit additional potential participants. Strict quota sampling was used to ensure that the sample comprised a good representation of the unit of analysis in terms of age, level of education and population group. Recruiting continued until sample size saturation occurred, i.e. where no new information came to the fore, resulting in a total of 25 interviews. Samples in qualitative research are generally small (Malhotra *et al.*, 2017:150; Babin & Zikmund, 2015:126). For example, samples in other means-end studies have varied between 15 and 40 participants (Jeng & Yeh, 2015; Kitsawad & Guinard, 2014; Devlin *et al.*, 2003; Walker & Olson, 1991). Based on previous means-end studies, a sample of 25 participants was deemed sufficient as the concepts were mostly repeated after interviewing the fifteenth participant. As a sign of appreciation, each participant afterwards, with no prior knowledge of it, received a R300 voucher to spend at a South African clothing retailer.

4.5.2.2 Sampling: Phase 2, quantitative investigation

The second phase, the quantitative phase of the study, included two pre-tests, as well as the main data collection. For the first pre-test, a company specialising in market research, namely Consulta Research Pty Ltd, was contracted to assist in the distribution of the questionnaire to men on their panel born between 1980 and 2000 via e-mail. A total of 112 men completed the first pre-test. For the second pre-test, the researcher supplied Consulta Research Pty Ltd with a list of e-mail addresses in order to distribute the link for gaining access to the modified questionnaire. The research company was used to ensure that the pre-test would be completed under the same conditions as the final data collection exercise. This list of 30 names was compiled strategically, using quota sampling to ensure the inclusion of a good representation of the different population groups in South Africa. After the first pre-test, it was anticipated that all the limitations of the initial questionnaire had been rectified and therefore the link to the second pre-test was only distributed to a small sample – merely to confirm that the limitations that were identified in the first large-scale pre-test had indeed been satisfactorily resolved.

For the main data collection procedure, convenient sampling, snowball sampling and quota sampling were employed to recruit potential respondents. To encourage participate in the study, entry into a lucky draw for six Takealot.com[3] vouchers valued at R500 each was mentioned in the invitation. Firstly, Consulta Research Pty Ltd sent out e-mail invitations to participate in this study to members of their panel who qualified as the unit of analysis of this study. The invitation was not sent to those members who had taken part in the first pre-test, as this would have affected the validity of this study negatively (Creswell, 2014:227). The invitation included a brief description of the study accompanied by a link to the final online questionnaire. Included in the questionnaire was a section where the respondent could nominate a friend to also complete the questionnaire. To encourage the respondents to nominate friends, an additional entry into the lucky draw was offered for each nominee. When a person was nominated, an e-mail was automatically generated with an invitation to participate in the study. Apart from the distribution by Consulta Research Pty Ltd, the researcher simultaneously distributed the exact link via the social media platforms Facebook and LinkedIn. Owing to the nature of social media, the link to this study was spontaneously re-posted by other people. Although the interviews of phase 1 of this study were conducted in English as well as Afrikaans depending on participants' preference, the questionnaire was only distributed in English.

After three weeks, the profile of the respondents who had completed the questionnaire online was 68% white, which was not representative of the South African population. Rigorous quota sampling was then employed by requesting colleagues and friends of non-white population groups to assist and post the invitation and link to the study on their social network profiles. Some assisted by distributing the invitation via e-mail and the mobile application WhatsApp. This helped significantly to increase the representation of the different population groups.

The data collection process, which took nine weeks to complete, produced 408 completed workable questionnaires. As indicated in Table 4.1 (discussion of this table follows in 4.5.3.3), which presents a summary of APT studies, the samples of previous APT studies have been predominantly small, with many samples smaller than 200 respondents (Kim & Kim, 2019; Moghimi *et al.*, 2017; Choi, 2016a; Kang *et al.*, 2014; López-Mosquera & Sánchez, 2013; Orsingher *et al.*, 2011; Mort & Rose, 2004; Zins, 2000). Some were even smaller than 100 respondents (Escobar & Gil, 2016b; Barrena & Sánchez, 2012a; Barrena & Sánchez, 2009b; Langbroek & De Beuckelaer, 2007; Vannoppen *et al.*, 2001). The HVMs that were generated during the data analysis did not require a certain minimum sample size,

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[3] Takealot.com is an online retailer with a broad product offering such as books, stationery, electronics and homeware, as well as a small amount of clothing.

and even with a sample as small as 14 respondents, Vannoppen *et al.* (2001) were able to generate an HVM. The sample size of 408 for this study was hence deemed sufficient.

4.5.3   Measuring instrument

4.5.3.1 Introduction

The following section firstly provides an overview of (1) the decision on how to classify the retailers and (2) the options that the researcher considered in terms of the measuring instrument for this research.

Classification of retailers

The first pre-test included an additional question related to respondents' classification of clothing retailers that sell menswear. The aim of this question was to get an indication of Millennial men's perception of clothing retailers in terms of luxury and price. Three categories were distinguished after the qualitative phase, namely, discount retail stores, "value" retail stores and luxury retail stores. The label of the middle category, "value" retailer, was difficult to come by. In the qualitative phase, participants were asked how they would label a retailer that is not a discount retailer or a luxury retailer. After careful consideration of the responses and discussions with experts in the field, "value" retailer was chosen as the most appropriate. The final questionnaire hence indicated that a value retailer refers to a retailer that is not seen as a discount retailer and also not a luxury retailer; it is a retailer that offers good value for money. A list of 104 clothing retailers that offer menswear was compiled using store directories. Each respondent randomly received the names of 26 retailers and was requested to classify each clothing retailer according to the three categories. A respondent could also indicate if he was not familiar with a specific retailer. In the first pre-test, many respondents dropped out at this specific question, probably due to the laborious nature of the question and respondent fatigue following the completion of the series of matrices. After careful consideration, it was decided to exclude this section from the final questionnaire but to optimise the data collected in the pre-test for the analysis of Objective 3 in the final questionnaire. This data forms part of the discussion of the results in Chapter 6.

Options for the construction of the measuring instrument

- **The laddering principle:** In means-end studies, the measuring instrument comprises a laddering technique that entails depth probing whereby participants are encouraged to elaborate on the

deeper psychological and emotional meanings and reasons behind their initial responses to simple questions (Kitsawad & Guinard, 2014; Ha & Jang, 2013; Reynolds, 1985). The laddering technique originated from the work of Kelly (1955) which was further developed by Hinkle (1965). Gutman and Reynolds (Reynolds & Gutman, 1988; Gutman, 1982) introduced and further developed this technique for marketing purposes, and more specifically for consumer behaviour with MEC analysis.

- **Soft laddering:** Traditionally, the laddering in MEC studies was only qualitative (soft laddering) and based on in-depth interviews that entail certain procedures. It starts with the elicitation of concepts, which serves as a starting point for laddering. During laddering, the interviewer uses a series of direct probes to uncover the underlying motivation for behaviour (Malhotra *et al.*, 2017:216). These probes continuously ask the question "why is that important to you?" (Kim & Kim, 2019; Moghimi *et al.*, 2017), aiming to uncover the more abstract and intricate influences that motivate a consumer's behaviour (Malhotra *et al.*, 2017:216). The links between certain concrete concepts and the more abstract concepts that are linked to them are portrayed in a hierarchical manner in terms of level of abstraction, and are also referred to as ladders or chains (Choi, 2016b; Veludo-de-Oliveira *et al.*, 2006).

- **Challenges associated with soft laddering:** The applications of laddering in qualitative research (specifically MEC research) pose certain challenges. Qualitative personal interviews are very time consuming as the responses need to be transcribed, coded and analysed (Chen, Wang & Chen, 2018; Russell *et al.*, 2004a; Feunekes & Den Hoed, 2001; Ter Hofstede *et al.*, 1998). The process is furthermore very labour intensive and therefore costly to execute meticulously (Escobar & Gil, 2016b; Kang *et al.*, 2014; Vriens & Ter Hofstede, 2000). Prevention of interviewer bias is also critical to guarantee the trustworthiness of interviews, and skilled interviewers are scarce (Malhotra *et al.*, 2017:893; Weissnar & Du Rand, 2012; Veludo-de-Oliveira *et al.*, 2006). It has been indicated by researchers in the past that respondents may feel pressurised during in-depth interviews (Barrena & Garcia-Lopez-de-Meneses, 2013). Geographical constraints may further complicate access to the participants (Phillips & Reynolds, 2009). Lastly, qualitative samples are relatively small and are therefore only suitable for explorative research (Escobar & Gil, 2016b; Feunekes & Den Hoed, 2001; Vriens & Ter Hofstede, 2000). Given the above-mentioned constraints, researchers have explored alternative quantitative laddering techniques to collect MEC data. Grunert and Grunert (1995) were the first to distinguish quantitative laddering techniques as "hard laddering" and the qualitative approach involving in-depth interviews as "soft laddering".

- **Hard laddering** addresses many of the disadvantages of soft laddering since it is less time consuming, more economical and can involve larger samples in more distant locations if preferred (Langbroek & De Beuckelaer, 2007; Russell *et al.*, 2004a; Botschen & Thelen, 1998). Because an interviewer is not involved, the social pressure when responding to probes is reduced, which also enhances the trustworthiness of the data (Russell *et al.*, 2004a). Many different hard laddering techniques have been developed, such as the hard laddering techniques of Walker and Olson (1991), Botschen and Thelen (1998) and Van Rekom and Wierenga (2007).

- **Conclusion:** As indicated previously, this study opted for the Association Pattern Technique (APT) developed and validated by Ter Hofstede *et al.* (1998), which is seen as "the hardest of hard" laddering techniques (Phillips & Reynolds, 2009), but also as the most elaborately developed hard laddering technique (Cha *et al.*, 2014). The APT has also been referred to as the APM, the Association Pattern Matrix technique (Choi, 2016b; Mort & Rose, 2004), however, this study uses the acronym APT (similar to the seminal author). Gutman (1982) initiated this technique by constructing a series of matrices in which the relationships of the concepts that are listed in rows (i.e. consequences) and the concepts that are listed in columns (i.e. values) are indicated. Based on this, the APT technique was developed and introduced by Ter Hofstede *et al.* (1998) but unlike the matrices of Gutman (1982), which used a priori defined concepts, Ter Hofstede *et al.* (1998) suggested that concepts should be elicited specifically for the study at hand (therefore a custom-made questionnaire) and therefore recommended that an initial qualitative phase should precede the APT. The newly elicited concepts are then used to construct the matrices.

  Originally, Ter Hofstede *et al.* (1998) used a series of two matrices to uncover cognitive links. The first matrix, the *attribute-consequence matrix* (AC matrix), portrays attributes elicited for the particular study in the columns of the matrix and the elicited consequences in rows (Choi, 2016b; Orsingher *et al.*, 2011). The respondent is required to indicate the perceived consequences related to specific attributes. In a similar manner, the second *consequence-value matrix* (CV matrix) is constructed with consequences in columns and values presented in rows (Choi, 2016b; Orsingher *et al.*, 2011). It is important to understand that, unlike soft laddering in which an entire cognitive ladder can be obtained (linking attributes with consequences and values) to construct A-C-V links, when using the APT, the AC links are independent of CV links since they are measured independently (Ter Hofstede *et al.*, 1998).

4.5.3.2 Measuring instrument: Phase 1

The aim of the first phase of this study was to elicit the attributes and consequences that are most important for Millennial men when they shop for clothing in order to develop the measuring instrument (using the APT) that is used in the second phase of the study. In the qualitative phase, one-on-one in-depth interviews were conducted (Malhotra *et al.*, 2017:208) in two steps during the same interview. Firstly, the respondent identified the important attributes, which was followed by the interviewer asking a series of probing questions.

There are many elicitation techniques for drawing out attributes, including the contribution of focus groups (Lee *et al.*, 2014; Russell, Busson, Flight, Bryan, Van Pabst & Cox, 2004b), triadic sorting (Kelly, 1955), "differences by occasion" (Veludo-de-Oliveira *et al.*, 2006) and the "preference-consumption differences" technique (Veludo-de-Oliveira *et al.*, 2006). This study, like the studies of Devlin *et al.* (2003) and Thompson and Chen (1998), used the "preference-consumption differences" technique. The interviewer asked the participant to spontaneously list a minimum of two and a maximum of four preferred clothing retailers and to rank them in order of preference. Thereafter, the participant was requested to provide reasons (attributes) as to why the first retailer was chosen over the second, the second over the third and so forth. The elicitation process was halted when the reasons that a participant could provide were exhausted.

Following the attribute elicitation, the interviewer used probing questions to uncover more abstract reasons for the attributes distinguished by each participant. During the interviews, attributes were discussed one by one to discover the underlying ladders of reasoning or cognitive structure (Malhotra *et al.*, 2017:216). As an attribute may be linked to several consequences (Peter & Olson, 2010:77), a participant was allowed to provide as many reasons (consequences) as he wished to share. This process continued until no new reasons came to the fore and data saturation occurred.

In accordance with previous studies (Kitsawad & Guinard, 2014; Russell *et al.*, 2004b), after completion of the interview, each participant completed a short exit survey (Addendum A) that captured demographic data, namely, gender, age, level of education, ethnicity, income as well as geographic location.

4.5.3.3 Measuring instrument: Phase 2

4.5.3.3.1 Introduction

- **Preparation**: The development of the measuring instrument for the second quantitative phase was a very important part of this study as only a few APT studies have been conducted to date. It

was therefore decided to do a thorough systematic review of previous APT studies to guide the development of the measuring instrument. A systematic review is a rigorous review of previous work conducted in methodically (Hanley & Cutts, 2013). It differs from a meta-analysis since it does not engage in the investigation of quantitative effects (Palmatier, Houston & Hulland, 2018). This systematic review was guided by the six-step approach of Littell, Corcoran and Pillai (2008), also outlined by Palmatier *et al.* (2018). Although the systematic review was conducted as part of this study, it did not form part of the aim and specific objectives that were formulated for the study. Since the six-step review proposed by Littell *et al.* (2008) is quite extensive, it was decided to only include relevant sections of the findings of this review in this dissertation. A journal article of the full systematic review was written for an international journal with an impact factor of 3.585 (see Addendum D).

- **Overview of the systematic review:** As an introduction to APT, extant research was scrutinised on the Scopus citation database as a starting point for sourcing published APT studies, including all publications up to July 2017 that cited Ter Hofstede *et al.* (1998). The search produced 121 works (articles, books and dissertations). The list was expanded through Google Scholar, adding seven further studies. (The article in Addendum D was revised in 2019 with more recent publications.) For the purpose of the systematic review, APT studies were distinguished from APT inspired studies based on specific criteria that specify the fundamentals of the APT, namely:

  - Both means (attributes) and ends (personal values) should form part of data gathering and analysis to allow means–end chains (MECs) to be uncovered.

  - Matrices should be used to uncover association links.

  - The matrices should have a priori defined attributes, consequences and values. (Empty matrices where respondents provide the attributes, consequences and values themselves are classified as "thought listings", a different hard laddering technique used by Botschen and Thelen (1998).)

A text review of the methodology sections of the 128 articles was conducted to establish whether each article represented an APT study or not, based on the criteria listed previously. Many of these works cited Ter Hofstede *et al.* (1998) for theoretical underpinnings (Ho & MacDorman, 2017; Bieberstein & Roosen, 2015; Lin, Tsai & Fu, 2006), while others cited the seminal work to acknowledge the APT as a hard laddering technique (Mesquita, 2010; Sun, Cheng & Finger, 2009; Vannoppen et al., 2001) or criticising it (Heinze *et al.*, 2017; Wu & Fu, 2011; Reynolds & Phillips, 2009). Many of the works that have cited the seminal article used the APT as a starting point for

developing new methods, as was done in the studies of Horeni, Arentze, Dellaert and Timmermans (2014), Fu and Wu (2013), and Wendel and Dellaert (2005). Only 32 of the 128 articles included in the review actually entailed the use of the APT as a measuring instrument. A rigorous full-text review of these 32 APT articles was conducted. Table 4.1 provides a chronological overview of the results of this review. Five of the studies were reported in more than one article; in which case the study was captured according to the first date of publication, while additional publications are indicated with an asterisk. These 32 studies were scrutinised to identify the limitations and problems encountered in order to construct the best possible measuring instrument for this study.

After a thorough analysis of all the strengths and weaknesses of the APT as a hard laddering technique, this study made certain pertinent changes to overcome concerns that will be explained in the following section.

TABLE 4.1 SUMMARY OF APT STUDIES (Self developed)

Year	Author	Country	Product category	A-C-V	Levels	Origin of attributes and consequences	Values	Sample size
1998	Ter Hofstede, Audenaert, Steenkamp & Wedel	Belgium	Food	12-?-?	3 levels	Prior research and 100 in-depth interviews	Self-elicited	100
1999	Ter Hofstede, Steenkamp & Wedel	11 countries of the EU	Food	8-10-9	3 levels	100 in-depth interviews	LOV Kahle	2961
2000	Zins	Austria	Tourism	18-10-9	3 levels	Focus groups (2 rounds), (Also used from own previous research & literature)	LOV Kahle	137
2001	Feunekes & Den Hoed	Netherlands & China	Food	Unknown	3 levels	Unknown	Unknown	Unknown
2001	Grunert & Valli	11 Countries of the EU	Food	Y:8-10-9 B:9-9-9	3 levels	100 in-depth interviews (each)	LOV Kahle	Yogurt: 2961 Beef: 3241
2001	Vanoppen, Verbeke & Van Huylenbroeck	Belgium	Food	13-23-19	3 levels	Previous research	Previous research	14
2004	Mort & Rose	Australia	Variety	5-5-5	3 levels	Prior research	Previous studies	191
2007	Langbroek & Beuckelaer	Netherlands	Food	10-12-7	3 levels	Prior research (literature)	Oppenhuisen – Dutch personal values	80
2008	Alonso & Marchetti	Brazil	Luxury market	12-14-9	3 levels	9 in-depth interviews	LOV Kahle	240
2009	Schauerte	Germany & Sweden	Architecture	10-12-8	4 levels	Personal interviews (31 Germany; 34 Sweden)	Self-elicited	732
2009a	Barrena & Sanchez	Spain	Food	14-21-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	62
2009b	Barrena & Sanchez	Spain	Food	11-21-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	70
2010a	Barrena & Sanchez	Spain	Food	9-14-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	62
2010b	Barrena & Sanchez	Spain	Food	13-23-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	60
2011	Orsingher, Marzocchi & Valentini	Italy	Tourism	12-11-6	3 levels	Pilot study 54 respondents alternative hard laddering with open matrices	Self-elicited	200
2011 *2012 *2013	Lopez-Mosquera & Sanchez	Spain	Tourism	8-8-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	110
2012	Barrena & Sanchez	Spain	Food	R:18-19-9 W:11-21-9 F:13-23-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	70

TABLE 4.1 continued….

Year	Author	Country	Product category	A-C-V	Levels	Origin of attributes and consequences	Values	Sample size
2012	Hsiao, Yen & Li	Taiwan	Retail	10-9-4	3 levels	30 laddering Interviews	Self-elicited (NOT personal values)	314
2012	Weissnar & Du Rand	South Africa	Food	11-11-8	3 levels	Focus groups	Self-elicited	276
*2017	Kirsten, Vermeulen, van Zyl, Du Rand, Du Plessis & Weissnar							
2013a	Barrena & Sanchez	Spain	Food	Cou:10-14-9 Cof: 11-17-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	Cou: 167 Cof: 116
2013b	Barrena & Sanchez	Spain	Food	9-11-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	56
2013	Barrena & Garcia-Lopez-De-Meneses	Spain	Food	13-21-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	98
*2015	Barrena, Garcia & Camarena							
2013	Kang, Kang, Yoon & Kim	Korea	Technology	13-14-11	3 levels	Prior research (literature)	Previous studies	112
2014	Lee, Lusk, Mirosa & Oey	China	Food	10-7-10	3 levels	Focus groups	Schwartz	500
2014	Cha, Kweon, Choi, Won & Kim	Korea	Social media	Unknown	Unknown	Prior research (literature) + in-depth interviews + professional evaluation	Unknown	487
2015	Barrena, Garcia & Sanchez	Spain	Food	10-13-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	167
2015	Kwon, Cha & Lee	Korea	Technology	10-10-12-12 each	4 levels	Prior research (literature)	Self-elicited	424
2016	Escobar & Gil	Spain	Food	14-10-6	3 levels	5 in-depth interviews	Self-elicited	15
2016b	Choi	France & South Korea	Food	10-10-10	3 levels	Personal interviews (10 Paris; 34 South Korea)	LOV Kahle + Benevolence van Schwartz	France = 157 & South Korea = 171
*2016a								France = 161 & South Korea = 179
2016	Hastreiter & Marchetti	Brazil	Retail	9-9-8	3 levels	14 in-depth interviews	Self-elicited	703
2016	Moghimi, Jusan, Izadpanahi & Mahdinejad	Iran	Architecture	10-13-7	3 levels	15 in-depth interviews	Schwartz	124
*2017	Moghimi, Jusan & Izadpanahi							
2017	Barrena, Garcia & Sanchez	Spain	Food	P:13-23-9 H:12-22-9	3 levels	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	70

4.5.3.3.2 Accommodations of concerns and shortcomings identified in previous research

During the past 21 years, considerable critique of the APT has come to the fore. This critique and how the researcher addressed the concerns are discussed in the following section.

- **The nature of APT**

Some scholars believe that hard and soft laddering techniques will not produce similar results, arguing that with hard laddering answers are not created spontaneously by respondents, which is one of the core assumptions of laddering (Phillips & Reynolds, 2009; Gengler & Reynolds, 1995). Hard laddering may therefore produce superficial responses (Phillips & Reynolds, 2009). Contrary to soft laddering where participants are requested to recall associations from their own memory, which allows more freedom of expression (Veludo-de-Oliveira *et al.*, 2006), hard laddering requires respondents to recognise associations from set alternatives (Horeni, Arentze, Dellaert & Timmermans, 2010a; Phillips & Reynolds, 2009), which reduces cognitive effort. As the task is relatively easy compared to the complexity of the actual questions (Bradburn, Sudman & Wansink, 2004:171), respondents may be less involved in the questions (Phillips & Reynolds, 2009), which means that they may not mentally contemplate the issue seriously.

Although MECs focus on the attribute-consequence-value (A-C-V) linkages, numerous studies propose alternative abstractions that potentially include up to six levels, namely, concrete and abstract attributes, functional and psychosocial consequences, and instrumental and terminal values (Amatulli & Guido, 2011; Reynolds, 2006). Previous research identified this as a major limitation of the APT (Heinze *et al.*, 2017) and cautioned that the network of concepts can therefore not be as complex as in qualitative studies (Valli, Loader & Traill, 2000). It is furthermore possible that an individual's MEC structure may skip certain levels of abstraction (Russell *et al.*, 2004a), while the APT "forces" answers on all levels (Horeni, Arentze, Dellaert & Timmermans, 2010b). For instance, during soft laddering a participant can recall a direct link between an attribute and a value (AV-link), but the APT only allows for AC links and CV links. Scholars such as Phillips and Reynolds (2009), who have expressed concerns about the APT technique, have however admitted that with new technological developments it might be possible to adequately address the disadvantages of this hard laddering technique.

- **Interactive electronic application**

As early as 1990, Gengler used an interactive computer program to appraise the strengths of associations between concepts. Two decades after the introduction of the APT, researchers can now benefit from more advanced technology. For example, Dellaert, Arentze, Horeni and Timmermans

(2017), Hastreiter and Marchetti (2016), Horeni *et al.* (2014) and Horeni *et al.* (2010b) have successfully demonstrated that their adapted APT questionnaires can be distributed electronically. Electronic distribution has many advantages: the data is captured immediately when the survey is completed and can be easily imported into the data analysing software (Richter & Bokelmann, 2018; Berndt *et al.*, 2011:144). In addition, electronic distribution is more convenient, cheaper and faster than pencil-and-paper methods (Chen *et al.*, 2018; Babin & Zikmund, 2015:322; Russell *et al.*, 2004a) and with the help of validation options, it is now possible to build logic into the questionnaire (Babin & Zikmund, 2015:324; Berndt *et al.*, 2011:144). Therefore, for the purpose of this study, an online survey was employed using the Qualtrics subscription software.

Another advantage of an electronic questionnaire is that with the help of validation options, it is possible to build logic into the questionnaire, which facilitates tailored questioning (Babin & Zikmund, 2015:324; Berndt *et al.*, 2011:144). With the paper-and-pencil APT, many responses are generally discarded as a result of issues such as missing data (Feunekes & Den Hoed, 2001). The application of forced completion validation in this study, which was included in every row of each matrix, thus prevented the respondent from proceeding to the next question if the relevant matrix had not yet been answered completely. Forced completion validation therefore prevented missing data.

Generally, a fairly high drop-out rate is experienced with online surveys (Berndt *et al.*, 2011:145). The inclusion of a status bar, which indicates the length of the questionnaire and how far one has progressed towards the end, helps to decrease the drop-out rate (Babin & Zikmund, 2015:325; Berndt *et al.*, 2011:145). In this study, a status bar at the top of the screen indicated a respondent's progress in completing the questionnaire and the questionnaire was deliberately kept as short as possible to reduce the drop-out rate. The respondent was also able to save the questionnaire and to complete it at a later stage if necessary, which is an additional advantage of an online questionnaire (Berndt *et al.*, 2011:145).

- **Level of abstraction and number of matrices**

Although MEC analysis focuses on the attribute-consequence-value (A-C-V) links, various studies have proposed alternative abstractions that may potentially include up to six levels, namely, concrete and abstract attributes, functional and psychosocial consequences, and instrumental and terminal values (Amatulli & Guido, 2011; Reynolds, 2006). This was explained in Chapter 2 section 2.5. A limitation of the APT is that it only focuses on the three main levels of abstraction (attributes, consequence, and values) and that it cannot uncover intra-level links (Hsiao et al., 2012; Schauerte, 2009). This was addressed by Ter Hofstede *et al.* (1998), explaining that it is possible for the ATP to accommodate

supplementary levels by incorporating additional matrices. To date, as indicated in Table 4.1, only the studies of Schauerte (2009) and Kwon *et al.* (2015) have done so. The additional matrix that both of these studies incorporated was a consequence-consequence matrix (CC matrix) that followed after the AC matrix but came before the CV matrix. The decision to include specifically the CC matrix was possibly based on the fact that the biggest concern is related to the consequence level, as in most cases one consequence is first linked to another consequence before it is linked to the underlying personal value, thus implying a consequence–consequence association (Reynolds, 2006; Klenosky, 2002). To address these comments, this study included a third CC matrix between the AC matrix and the CV matrix.

- **The comprehensiveness of the scale**

Another debate among researchers concerns the number of columns and rows that should be included in the matrices (Objective 1.2). Traditionally, the APT used two matrices, of which the first was the AC matrix and the second the CV matrix. To construct these matrices, the researcher first had to identify the most important attributes (A), consequences (C) and values (V) related to the particular study (Ter Hofstede *et al.*, 1998), which were then integrated and presented as A-C-V. Some studies have included fewer items in their matrices, as for example Mort and Rose (2004), who included five attributes, five consequences and five values respectively (5-5-5), contrary to studies where almost three times more items were included, such as Barrena and Sánchez (2012a), who included 18 attributes, 19 consequences and nine values (18-19-9). As the fewer number of items in the matrices limits the number of cognitive chains that can be elicited, the subsequent cognitive structure will be simpler. Although the APT enables researchers to uncover more complex cognitive structures when using more items, too many items in the matrices will unavoidably complicate the respondents' task of indicating the associations, which may result in respondent bias (Feunekes & Den Hoed, 2001). Care should be taken when deciding on the number of attributes, consequences and values to include in the matrices. Since it is an electronic exercise, some respondents might complete the questionnaire on their mobile phones. Unfortunately, smaller screen sizes may complicate completion of the matrices if there are too many rows or too many columns. Respondents would in such instances be forced to continuously scroll left and right or up and down when answering the questionnaire on a tablet or mobile phone, which might cause confusion, incorrect answers and irritation and may possibly result in respondents dropping out of the study.

In this study, the researcher determined how many rows and columns could fit onto a computer screen, as well as most mobile phones when turned to landscape view. After the pre-test, an A-C-V ratio of 16-11-10 was finalised with the possibility of 176 AC links, 121 CC links and 110 CV links. This

instrument therefore offered a total of 407 associations to be recognised. To further limit frustration, respondents were advised to turn their phones to landscape view prior to starting the section with the matrices (see Addendum C).

- **Sourcing A-C-V**

Another controversial issue relates to how the attributes, consequences and personal values should be retrieved to structure the matrices (objective 1.3). Some researchers (Kim & Kim, 2019; Kang *et al.*, 2014; Mort & Rose, 2004; Vannoppen *et al.*, 2001) retrieved these from the literature. Many APT studies (Escobar & Gil, 2016a; Hastreiter & Marchetti, 2016; Hsiao *et al.*, 2012; Ter Hofstede *et al.*, 1999), however, have included a preceding qualitative study (mostly in-depth interviews using soft laddering) to identify the most important attributes and consequences to be included in the matrices. However, generally speaking, consumers (participants) do not find it easy to verbalise a deep-rooted underlying personal value (e.g. self-enhancement) that ultimately drives their preference for certain attributes (e.g. preference for certain brand names) and consequences (to make a good impression). To circumvent this, most APT studies tend to incorporate existing value typologies in their CV matrices, arguing that values are to a certain extent universal, which provides greater empirical support (Moghimi, Jusan & Mahdinejad, 2018; Vriens & Ter Hofstede, 2000). Ter Hofstede *et al.* (1999) and other researchers, including Barrena *et al.* (2017), Alonso and Marchetti (2008) and Zins (2000), used the List of Values (LOV) of Kahle *et al.* (1986). Later, other researchers, including Lee *et al.* (2014) and Moghimi *et al.* (2017), employed different value typologies such as Schwartz's ten basic human values (Schwartz, 2012; Schwartz & Boehnke, 2004), while others, including Orsingher *et al.* (2011) and Hastreiter and Marchetti (2016), preferred to elicit their own value dimensions through in-depth interviews. Since Schwartz's ten basic human values have been cross-culturally validated (Lee *et al.*, 2014), it was deemed the best choice for use in the final measuring instrument.

In line with the study of Lee *et al.* (2014), which briefly explained each of the ten personal values in the matrices to increase the respondents' understanding, this study also included a short, simple explanation that was only finalised after completion of the pre-tests.

- **The physical representation of the matrices**

Upon analysing the different ways in which previous APT studies have represented the matrices to respondents, it was decided that the format used by Feunekes and Den Hoed (2001) and Lee *et al.*

(2014) would be the easiest to emulate. What is particularly different in their matrices is that they have included wording and arrows to assist the respondent to read the matrices in sentence format. As can be seen in Figure 4.3, in the study of Lee *et al.* (2014), the respondent was guided to start with "Consuming a healthy drink that …" has a well-known brand "means to me …" followed by the various options of meanings (consequences). The authors furthermore rotated the axis of the matrices with the attributes in rows and the consequences in columns in the AC matrix and subsequently presented the consequences in rows and the values in columns in the CV matrix.
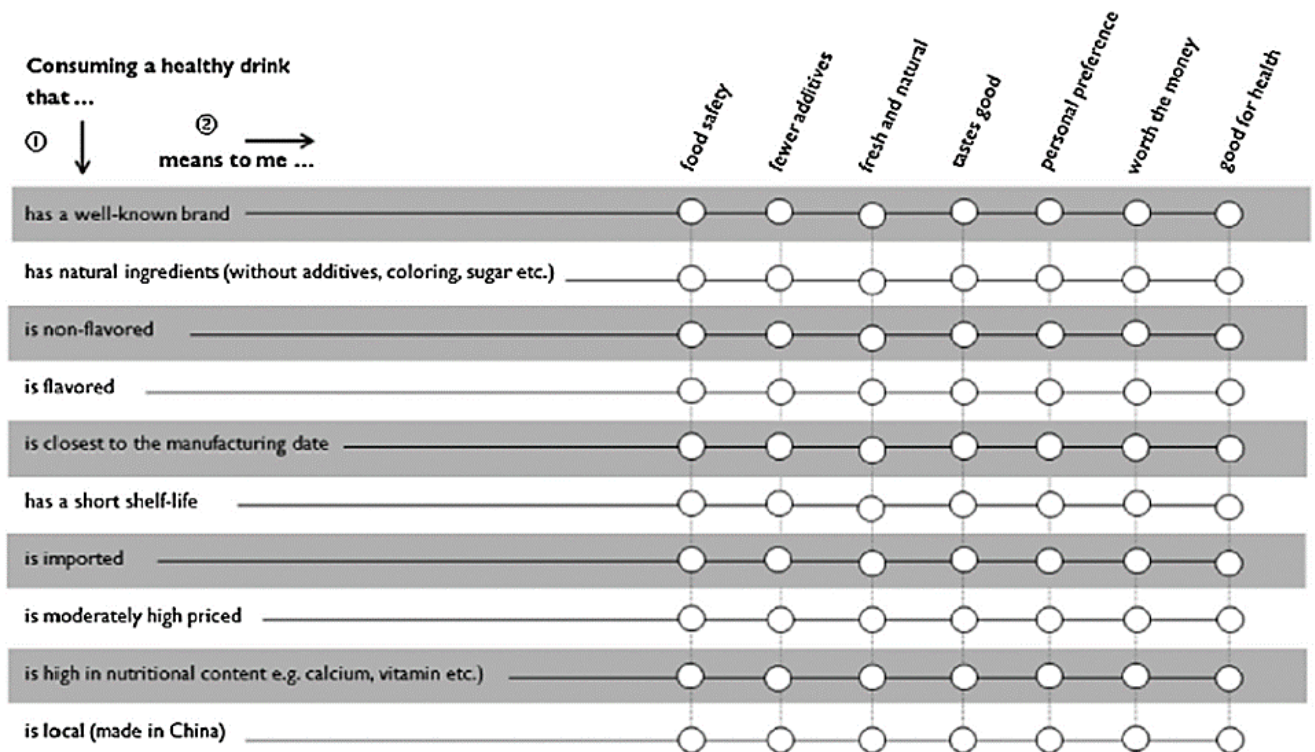
FIGURE 4.3: AC MATRIX OF Lee *et al.* (2014)

In addition to emulating the design of the matrices of Feunekes and Den Hoed (2001) and Lee *et al.* (2014), this study also included a short explanation of how to complete these matrices using a sample matrix to show the respondents how to complete their own matrices. The sample matrix was fictional and not related to the current study (see Addendum C, Section E).

4.5.3.3.3 Conclusion: The final quantitative measuring instrument

The APT study of Hastreiter and Marchetti (2016) successfully used the prescription software Qualtrics for data gathering. Upon evaluating alternative methods of online distribution, Qualtrics was chosen, since it could accommodate all the needs of this study. The researcher personally built the final Qualtrics questionnaire using the interface of the University of Pretoria. Table 4.2 provides an overview of the different sections of the Qualtrics questionnaire (see Addendum C for the complete

questionnaire). Each section is subsequently explained together with changes that occurred after the first pre-test.

Table 4.2: Outline of the final measuring instrument

Section	Topic of measurement
Section A	Consent form
Section B	Screening questions
Section C	Clothing expenditure
Section D	Store choice and elicitation of attributes
Section E	Explanation of matrices
Section F	AC matrix
Section G	CC matrix
Section H	CV matrix
Section I	Demographics

The questionnaire commenced with the consent form in Section A.

Section A: The consent form in this section indicated that the survey formed part of a PhD study that investigated Millennial men's clothing shopping behaviour. It indicated the approximate time that it would take to complete the survey and stated that the data would remain confidential and anonymous. It requested with respondents to answer honestly and explained that there were no right or wrong answers. The contact details of the researcher and her supervisors were furthermore provided.

Section B: Two screening questions were posed to ensure that all respondents were eligible as part of the unit of analysis as recommended by (Berndt *et al.*, 2011:144). This prevented respondents who did not qualify from spending time on completing a questionnaire which would eventually be discarded, thus wasting their time. The first pre-test did not have any screening questions and even though the invitation to the survey clearly indicated that it focused on men of a certain age, many responses were received from respondents who did not qualify for inclusion.

The first screening question was a multiple-choice question related to gender and the second requested respondents' year of birth from a drop-down menu. Only those who formed part of the unit of analysis were able to proceed with the questionnaire. When a respondent did not meet the prerequisites for participation, the questionnaire ended.

Another adjustment that was made from the first pre-test to the final questionnaire was the format of the question related to age. In the initial questionnaire, it was an open question and respondents were asked to type in their age. This resulted in certain difficulties of which the biggest problem was that upon analysing the data, the researcher had difficulty interpreting the information. In the final

questionnaire, the question entailed a drop-down menu that specified year of birth or, alternatively, "none of these". The drop-down menu only included years that formed part of the unit of analysis of this study and then a "none of these" option that redirected them to the end of the questionnaire.

Section C also included two different questions that investigated respondents' frequency of clothing purchases and clothing expenditure respectively. For clothing purchase frequency, a multiple-choice question was used. Question 4 measured clothing expenditure based on the responses to the previous question. The variable piping functions of the Qualtrics software allowed the researcher to manipulate questions by inserting previous answers into unfolding questions (Babin & Zikmund, 2015:326). With the variable piping function, the answer from Question 3 was therefore piped into Question 4. For example, if the respondent had indicated that, in general, he purchased clothing *every season* then the following question was "how much do you spend on clothing for yourself *every season*?" The clothing expenditure question was open ended and respondents had to type in an amount. Many problems occurred with this question during the first pre-test, since some respondents typed the amount in words, some numerically and some indicated a combination of letters and numbers (e.g. R1000). In the second pre-test and final questionnaire, this question was programmed so that only numeric digits could be typed into the open block provided, for example 1000 as the "R" was included in the text box to eliminate the need to specify the currency.

Section D, Question 5, requested respondents to indicate the names of one or two clothing retailers in order of preference that they mostly patronised. Also using the variable piping function, the name of the most prominent retailer was then used to construct the following questions. Question 6 introduced the start of the APT. Similar to the first step in the pencil-and-paper APT of Kim and Kim (2019), as well as the adapted electronic APT survey of Dellaert *et al.* (2017), the questionnaire started with an a priori determined list of attributes related to the study at hand from which the respondent had to select the attributes he considered the most important. This question resembles the first step used in soft laddering interviews where attributes are elicited. The respondent had to choose between three and five of the attributes listed, as being representative of what mostly influenced his store choice decision. The list consisted of 16 attributes (see Addendum C) and an option "none of the above" was included as part of the list. The "none of the above" option averts APT critique that respondents are forced to choose elements (attributes) that are of no concern to them. The explanation of the identification of the specific 16 attributes follows in Chapter 5. The name of the retailer that the respondent indicated in Question 3 was piped into the wording of this question and, hence, each respondent received a tailored question. For instance, if the answer to Question 3 was "Markham", then Question 6 was "Choose the most important reasons (between 3 and 5) why you

choose to shop at *Markham*". This multiple-choice question was programmed to allow a minimum of three or a maximum of five answers, except if the "none of these reasons" option was chosen. On clicking on the "none of these reasons" option, all the other options were deactivated to ensure that a respondent would not be able to select that option together with other reasons, since the data would be contradictory. In addition, when "none of these reasons" was chosen, the questionnaire ended and the respondent was redirected back to his lucky draw entry.

The data analysis of the first pre-test showed that some of the respondents misunderstood the matrices and how they should be answered. The occurrence of respondents misunderstanding questions is one of the big disadvantages of online surveys (Babin & Zikmund, 2015:325). Following the first pre-test, **Section E** was included in the questionnaire, which presented a series of four screens to explain how to complete the matrices. In addition, the data analysis of the first pre-test indicated that many of the respondents who opted out of the questionnaire had stopped at either the second or the third matrix. This could be because the respondents felt discouraged each time a new matrix appeared, as they were not informed about the number of matrices to complete and therefore expected to finish quickly. To eliminate the possibility of withdrawal as a result of the continuous appearance of new matrices, Section E also clearly stated that a series of three matrices would follow.

Section F, Question 7, presented the AC matrix with the attributes indicated in rows and the a priori defined consequences presented in columns. A customised matrix was generated for each respondent based on the three to five attributes that were chosen in Section D, Question 6. Therefore, the number of rows as well as the selection of rows were uniquely tailored for each respondent. The columns (consequences) were a priori defined and consisted of 11 consequences that were exactly the same for all respondents (see Addendum C for the list of consequences). The explanation of the selection of consequences follows in Chapter 5. In addition to the a priori defined consequences, a column labelled "none of these" was included on the far right-hand side. This made provision for a respondent who had cognitive links that differed from those provided, which in previous APT studies evoked criticism (Reynolds, 2006). Each respondent had to indicate a consequence or consequences he associated with his own customised set of three to five attributes. Similar to the paper-and-pencil APT, a respondent could also indicate more than one cognitive link or association with each attribute using the electronic APT, which produced so-called "forked" answers. When the option "none of these" was chosen, the other possible consequences were deactivated for the specific row.

Section G, Question 8, entailed a CC matrix (similar to the study of Schauerte (2009), as recommended in the seminal article of Ter Hofstede *et al.* (1998)). As in the AC matrix (Section F, Question 7), the CC matrix was customised for each respondent according to his responses in the preceding question (AC

matrix). Although both the rows and the columns contained consequences, similar to the AC matrix, only the rows were customised according to the consequences that were implicated in the AC matrix. The columns again consisted of all 11 a priori defined consequences, exactly the same as the columns in the AC matrix, plus the "none of these" option. For the respondent, this CC matrix may have seemed trivial, but it has been proven in numerous studies (Reynolds, 2006; Klenosky, 2002; Thompson & Chen, 1998) that a consequence is linked to another consequence before linking to a value. By including a CC matrix, the critique of a three-level hierarchical structure was negated in this study.

Section H, Question 9, presented the final CV matrix in which the rows were customised but, unlike the AC matrix and CC matrix which only used the preceding question to customise the rows that were displayed, this matrix used the answers of both the AC matrix and the CC matrix to generate the rows. If an association with a certain consequence was made, irrespective of which matrix the association occurred in or the number of times it occurred, it was displayed in the CV matrix. Schwartz's ten basic human values were used for the value columns together with the "none of these" option. The wording of the values in the works of Schwartz was slightly modified either by using synonyms that Millennial men would be more familiar with and that were more applicable to clothing shopping, or alternatively including a very short explanation of the value (as explained in 3.1.5.4 and Table 3.2).

Section I, which concluded the questionnaire, presented the demographic questions, as these are often sensitive and may discourage participation when presented first. Four multiple-choice questions measured the respondents' province of residence (Question 10), level of education (Question 11), population group (Question 12), and monthly household income (Question 13). Gender and age formed part of the screening questions (Section B, Questions 1 and 2). On completion of the questionnaire, the respondent was directed to an entry form for the lucky draw, managed by Consulta Research Pty Ltd. Since the entry form for the lucky draw needed to be completely separate from the Qualtrics questionnaire to ensure complete anonymity of responses, Consulta Research Pty Ltd handled all the entries for the lucky draw.

4.5.4   Data collection

4.5.4.1 Phase 1: Qualitative data collection

With in-depth interviews, the interviewer has to be well acquainted with the process of the specific interview (Malhotra *et al.*, 2017:210-211; Schiffman & Kanuk, 2014:27; Greef, 2009:287; Feunekes & Den Hoed, 2001). The researcher personally conducted all the interviews after completing three test interviews. The researcher recorded and analysed the test interviews, while the supervisor evaluated

the transcriptions to identify shortfalls and to improve the quality of the interviewing technique. The data collection for the qualitative phase of this study started in September 2016 and continued until the first week of February 2017. The interviews were conducted in selected coffee shops conveniently located for the participant at hand, hoping that the atmosphere would make the participant more relaxed and willing to share information honestly and freely. As probing during soft laddering is of a very direct character, the interview environment was important to facilitate honest and free participation (Feunekes & Den Hoed, 2001). Interviews were recorded with the permission of participants to ensure that the data was optimally captured (Greef, 2009:298). The recorder was placed in an inconspicuous position to be less intimidating (Greef, 2009:298). At the beginning of the interview, the researcher explained the purpose of the study to the participant and explained the interview process briefly. The researcher took field notes during the interview. Similar to the study of Amatulli and Guido (2011), each participant completed a short exit questionnaire pertaining to socio-demographic data after the interview (Addendum A). Following the interview, the researcher gave each participant a R300 voucher from a South African clothing retailer as a token of appreciation. Different gift vouchers from the major clothing retail groups were purchased by the researcher and each participant could choose his own voucher. They were unaware of the vouchers prior to the interview.

4.5.4.2 Phase 2: Quantitative data collection

As explained, two pre-tests were conducted to assess the clarity of the questionnaire and to finalise the measuring instrument. The first pre-test took place from August 2017 until October 2017, while the second pre-test was conducted during April 2018. The final quantitative data collection took place during May 2018 and June 2018. As explained in section 4.5.3.3.2, the data was collected electronically. The potential respondents received or saw an invitation to take part in the study, which included a link to the online questionnaire. This invitation was distributed by Consulta Research Pty Ltd to their panel, by the researcher herself, together with her family and friends, via e-mail and on social media. It was also distributed by the automatic generation of e-mails when a respondent nominated additional potential respondents, which was also explained with the sampling procedure (4.5.2.2). The researcher personally tracked the data throughout the final data collection process. Apart from tracking the number of responses, the researcher also checked the frequencies of the different demographic categories, especially age and population group. At a certain point, some of the sample's demographic characteristics were overrepresented by white respondents, which necessitated remedial action. For example, it became evident that the sample mainly consisted of older Millennials. The researcher hence identified younger individuals from different backgrounds and

population groups and asked them to distribute the invitation to their friends and acquaintances. In cases where the individuals were reluctant to distribute the invitation, the researcher asked them for contact details of potential additional respondents to personally send out invitations, either via e-mail or with the mobile app WhatsApp. Similar actions were taken with regard to the other demographic variables. This assisted immensely in improving the profile of the final sample for this study.

4.5.5   Data analysis

For this study, four stages of data analysis were conducted, including the analysis of the first qualitative phase, the two pre-tests of the quantitative measuring instrument, and the final quantitative phase.

4.5.5.1 Phase 1: Qualitative data analysis

Twenty-five in-depth interviews were conducted. Firstly, the researcher engaged in data assembly which is also sometimes referred to as the preparation of data (Nieuwenhuis, 2016a:114). The recorded interviews were transcribed by the researcher, field notes were added, and the final transcriptions were reviewed by re-listening to the recordings again together with the transcriptions (Malhotra *et al.*, 2017:240; Berndt *et al.*, 2011:95). This step was followed by data reduction, in terms of which the transcripts were analysed line by line and then coded into smaller sections using a structured referral system (Babbie, 2016:387). The qualitative data analysis software Atlas.ti drastically increases the speed and ease of qualitative data analysis (Malhotra *et al.*, 2017:260) and was used for phase 1 of this study. The researcher used a priori coding based on previous international (Lee *et al.*, 2014; Ha & Jang, 2013; Cai & Shannon, 2012; Amatulli & Guido, 2011) and South African studies (Rousseau & Venter, 2014; Janse van Noordwyk *et al.*, 2006) that focused on store image. During the coding process, some codes were renamed and new codes emerged. As suggested by Greef (2009:299), coding was done while the interviews were still fresh in the researcher's memory, therefore as soon as an interview was completed, it was transcribed and coded. When all 25 interviews were coded, the researcher started with the first participant's transcription and verified the coding. This was done in an attempt to ensure coding consistency and to assess whether any codes had been missed during the initial coding. Coding breaks the raw data into fragments, making it easier to identify the potential themes that emerged during the interviews (Nieuwenhuis, 2016a:110). This process of systematically coding, organising and analysing recorded human communication in the form of textual data is referred to as content analysis (Babbie, 2016:323; Nieuwenhuis, 2016a:111; Berndt *et al.*, 2011:94).

After completing the coding of all of the transcriptions, the researcher categorised the data and identified the themes that emerged. Two predefined categories were used, namely attributes and consequences, and within those two categories certain themes became evident. Although the theory of the MEC analysis uses a six-level hierarchy (with concrete and abstract attributes, functional and psychosocial consequences, as well as instrumental and terminal values), hard laddering MEC analysis was developed by only incorporating three levels consisting of attributes, consequences and values (A-C-V) (Ter Hofstede *et al.*, 1998). Ter Hofstede *et al.* (1998) indicated that it would be extremely difficult to construct a questionnaire that incorporates all six the levels. This study therefore used three levels and the two main categories of themes were limited to "attributes" and "consequences". The amount of information obtained through in-depth interviewing is vast and care was taken to interpret the information in a non-biased manner (Malhotra *et al.*, 2017:214; Greef, 2009:287). Chapter 5 provides a thorough explanation of the results of phase 1 in relation to the attributes and consequences used to develop the measuring instrument applied in the second quantitative phase.

4.5.5.2 Phase 2: Quantitative data analysis

4.5.5.2.1 Introduction

Traditionally, the first step in quantitative data analysis entails coding and capturing the data, which always opens up opportunities for human error that might influence the data. The use of an online questionnaire has the advantage that the data is captured in real time, it is automatically coded and may be exported at any point in time (Richter & Bokelmann, 2018; Berndt *et al.*, 2011:144). The most important steps in the data analysis of MEC studies are the generation of implication matrices, identifying the strongest links and the construction of hierarchical value maps (HVMs). Different MEC software packages such as MECanalyst plus and Laddermap exist that can be used to analyse MEC data in a similar manner to that mentioned above (Barrena *et al.*, 2017; Vannoppen *et al.*, 2001). During the data analysis of the first pre-test, the researcher attempted to use MECanalyst plus, version 1.0.15. However, it became evident that the software had been mainly developed for small qualitative studies. In addition, the software was developed for conditionally dependent A-C-V links, and since the APT is based on the assumption that AC links and CV links are conditionally independent, it was decided to rather make use of Microsoft Excel and SPSS for the quantitative data analysis similar to the APT studies of Lee *et al.* (2014) and Schauerte (2009). The HVMs were constructed using Microsoft PowerPoint.

4.5.4.5.2 Cleaning of the dataset

The final dataset comprised 567 responses. Six respondents had to be removed from the dataset as they did not select any of the attributes on the list (Section D, Question 6) and therefore no matrices could be generated from them and the survey ended. In addition, two respondents had to be deleted because in Section I, Question 10, the respondents indicated that they did not reside in South Africa and therefore did not form part of the unit of analysis. As explained in Chapter 4, as a result of validations that had been incorporated in the online survey, in particular forced response validations, missing data was impossible. However, partially completed responses occurred when respondents decided to discontinue the survey before completion. The most important sections of the questionnaire are Sections F to H, the three matrices. All the respondents who had not fully completed these matrices were removed (total of 151 responses). After removing these responses only six incomplete responses remained in the dataset. After careful consideration it was decided to retain them since, as indicated in Table 4.3, the only incomplete questions were the last three questions pertaining to demographic information. Although technically these six responses were incomplete, they would be referred to as missing data where relevant. In the end, 408 workable responses were used for the data analysis.

TABLE 4.3   INDICATION OF UNFINISHED QUESTIONS

Categories in the questionnaire	Number of respondents that discontinued at this question	Cumulative number of respondents that discontinued
Section I Question 11: Level of education	1	1
Section I Question 12: Population group	2	3
Section I Question 13: Household income	3	6

4.5.5.2.3 APT data analysis

The data analysis for APT studies is much quicker and easier than those for soft laddering studies, since the HVM can be generated directly from the survey questions (Horeni *et al.*, 2010a; Phillips & Reynolds, 2009) and the dataset consists only of binary observations (Alonso & Marchetti, 2008; Feunekes & Den Hoed, 2001).

The first step in the data analysis is to generate the implication matrices. An implication matrix is a tabulation of the frequencies of links (Richter & Bokelmann, 2018). These links are the perceived associations between concepts (Bolzani, 2018; Hastreiter & Marchetti, 2016; Orsingher *et al.*, 2011). An implication matrix is generated for each matrix in the questionnaire. This study used three matrices to uncover the cognitive structures of the respondents and therefore three matrices (i.e. AC

implication matrix, CC implication matrix and a CV implication matrix) were required to construct an HVM.

The second step was to identify the strongest links that should be included in the HVM, which will only portray the most important concepts (Jeng & Yeh, 2015) in accordance with a certain **cut-off level.** A cut-off level, also sometimes referred to as the cut-off point, is the number of links that will be included in the HVM (Barrena *et al.*, 2017; Escobar & Gil, 2016b; Leppard *et al.*, 2004). All concepts with a frequency below the cut-off level are excluded from the HVM. There are many different ways of selecting a cut-off level. It has been numerously indicated that there is no precise rule for determining the cut-off level; researchers concur that every study must be looked at individually when deciding on a cut-off level that is most suitable (López-Mosquera & Sánchez, 2013; Feunekes & Den Hoed, 2001). It is nevertheless still important that the cut-off level be considered a "good" cut-off level that will provide the maximum information with the optimum readability, while eliminating interpretation problems (Barrena *et al.*, 2017; Barrena *et al.*, 2015b). The higher the cut-off level, the greater the frequency of links has to be before the specific link can be included in the HVM (Escobar & Gil, 2016b; López-Mosquera & Sánchez, 2013). An HVM with a higher cut-off level will, therefore, consist of fewer links than an HVM with a lower cut-off level. Although a higher cut-off will produce a simpler HVM, it also means that more information is lost as opposed to a lower cut-off level (Escobar & Gil, 2016b; López-Mosquera & Sánchez, 2013). Ultimately, the goal is to choose a cut-off level that produces a parsimonious HVM (Bolzani, 2018). Gengler and Reynolds (1995) recommended that 70% of the data should be included in the HVM, which many studies (Fotopoulus *et al.,* 2003; Schauerte, 2009) have adhered to. A method that has been used extensively is the top-down ranking method proposed by Leppard *et al.* (2004). Another option is to use the log-linear regression likelihood (Alonso & Marchetti, 2008). The process of determining the cut-off level and drafting the HVMs forms part of data reduction and is referred to as data condensing, since the number of links between concepts is reduced to a smaller subset (Bolzani, 2018; Grunert & Grunert, 1995).

Similar to previous APT studies (Barrena *et al.*, 2015b; López-Mosquera & Sánchez, 2011), this study used a level-6 cut-off point using trial and error. Since the top-down ranking method was used, in each implication matrix the six links with the highest frequencies were selected. Thereafter, the difference between the frequency of the highest link and the frequency of the sixth link was calculated and divided by three to obtain an interval. This interval was used to determine which of the six links should be classified as *strong links*, *fairly strong links*, and *notably strong links* respectively. In the implication matrices in Chapter 6, the *strong links* are indicated in blue, the *fairly strong links* in green and the *notable strong links* in yellow.

The third step is to construct an HVM. The HVM, as portrayed in Figure 4.4, is a visual representation of the relationship between the attributes, consequences and values indicated by the participants/respondents (Amatulli & Guido, 2011). It is essentially a tree diagram of the network of cognitive links that provides a visual presentation of the content and structure of consumers' knowledge and choices (Kwon *et al.*, 2015; Kang *et al.*, 2014; Lopez-Mosquera & Sanchez, 2012; Feunekes & Den Hoed, 2001).
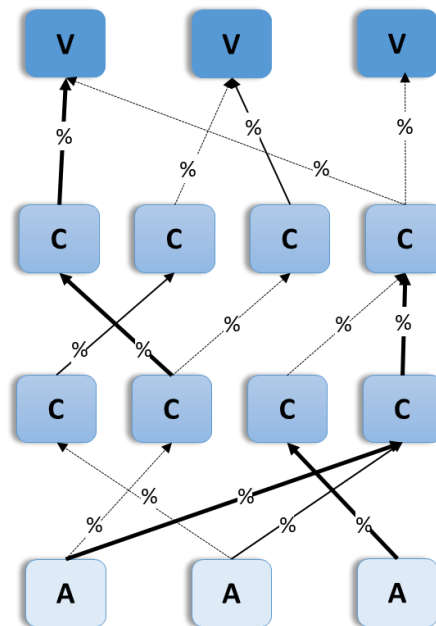
FIGURE 4.4:   **HIERARCHICAL VALUE MAP TEMPLATE (Self developed)**

Numerous styles of drafting an HVM exist. This study thoroughly analysed the HVMs of previous APT studies in order to ensure quality. With the implication matrix of Objective 1, various HVMs were drawn up and critically evaluated by the researcher and her supervisors in order to select the best method for this specific study. In the end, the template in Figure 4.4 was used in this study.

The HVMs for this study were predominantly drawn up in the same way as those in the APT study of Schauerte (2009), who also included a CC matrix in his study. All concepts above the cut-off level (the identified strongest links) are indicated with a node that can either be a block or a circle (Jeng & Yeh, 2015), and the darkness of the colour of the node indicates the level of abstraction, i.e. a very light blue indicates attributes, light blue indicates consequences and blue indicates values (Wagner, 2007; Thompson & Chen, 1998). As proposed by Klenosky *et al.* (1993), many studies (Kim & Kim, 2019; Orsingher *et al.*, 2011; Thompson & Chen, 1998) have indicated the importance of the concepts in

terms of the size of the circle; the more frequently a concept is mentioned, the larger the circle. This study also attempted to include this feature in the HVMs, but as it had a negative effect on the appearance and visual presentation of findings, it was not incorporated in the HVMs of this study. The concepts are linked with arrows that indicate the associations that were made by participants, and the width of the line of the arrow indicates the strength of the association (Kim & Kim, 2019; Wagner, 2007; Russell *et al.*, 2004a; Thompson & Chen, 1998). This procedure has been used successfully in the studies of Thompson and Chen (1998) and Wagner (2007) and, more recently, by Kitsawad and Guinard (2014). The HVMs of this study were drafted using three types of lines (see Figure 4.5). The strong links are indicated with a 2.25-pt solid line, the fairly strong links with a 1-pt solid line and the notably strong links with a 0.5-pt broken line.
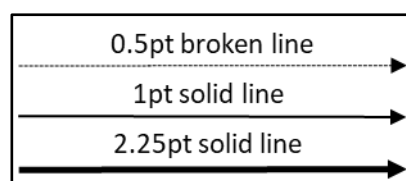
FIGURE 4.5: KEY TO THE STRENGTH OF EACH LINK

On each of these arrows, a percentage that relates to the strength of the link is indicated. Some MEC studies have used frequencies instead of percentages. Of the 32 studies that formed part of the APT systematic review, seven studies did not include the HVMs in their articles, while a total of 20 of the remaining 25 matrices indicated percentages in the HVMs. The use of percentages may cause confusion if one is not very familiar with the APT, since the implication matrices present frequencies and the HVMs present percentages. Nevertheless, it is easier to do comparisons in an HVM if the data is indicated in percentages rather than frequencies. This study used percentages and only indicated these to one decimal to enhance the readability of the HVM. After the strongest links were identified in each implication matrix, the frequencies were converted to percentages to be used in the HVMs.

It is also important to explain how the CC level of the HVMs was structured. In MEC studies that include CC links, the more abstract consequences, namely functional consequences, are indicated after the attributes. The consequences that are less abstract, namely psychosocial consequences, follow. As done in the APT study by (Schauerte, 2009), the HVMs in this study consist of two identical levels, since the consequences in rows and the consequences in columns in the CC matrix in the questionnaire are the same consequences. Subsequently, a certain consequence can be included twice in an HVM and even a specific link pair may be included twice in an HVM. This is called a reciprocal link. Figure 4.5 is an example of a reciprocal link, indicating two links with the consequences "saving time" and "shopping ease". In the strongest link, indicated with a 2.25-pt arrow (solid line),

"shopping ease" serves as the departure and ends with "saving time". This indicates that some respondents perceived that they can save time when shopping ease can be achieved. The other link, a notably strong link with a 0.5 pt broken arrow, indicates that some respondents perceived that if they could save time during clothing shopping, it would result in shopping ease.
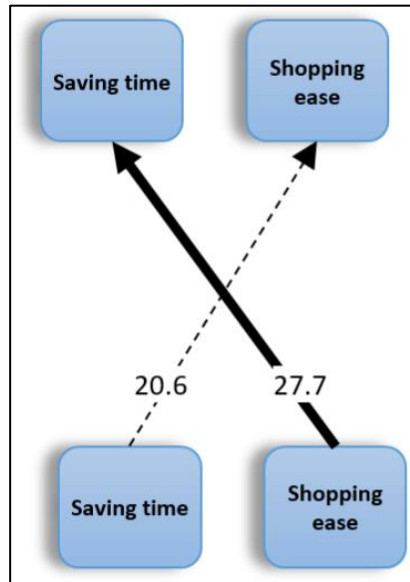
FIGURE 4.6: RECIPROCAL LINK

When generating an HVM, dominant cognitive chains, that is, the central pathways, are extracted and presented hierarchically according to the strength of each concept (Aurifeille & Valette-Florence, 1995). However, dominant chains cannot be extracted from the HVM of an APT study, since the AC (Attribute-Consequence), CC (Consequence-Consequence) and CV (Consequence-Value) levels are independent of each other. Therefore this study could not present dominant chains.

Some APT studies have used other statistical measurements for data analysis, such as log-linear modelling (Alonso & Marchetti, 2008), Logit (Barrena & Sánchez, 2010a) and MECSeg (Feunekes & Den Hoed, 2001; Grunert & Valli, 2001; Ter Hofstede *et al.*, 1999). The researcher attempted to use some of the above statistical measurements; however, after consulting with two statisticians individually, it was concluded that owing to the interactive nature of this adapted APT measuring instrument (unique matrices were generated for every respondent), it was not possible to use any of these measures in this study to perform alternative statistical procedures.

During the data analysis of this study, firstly, the HVM of the entire sample was drafted (Objective 1). Secondly, various HVMs were constructed using subsets of the data according to different demographic variables (Objective 2). This indicated differences in cognitive structures based on demographics. Lastly, with the retail classification perceptions obtained from the first pre-test, unique

HVMs were drawn for those respondents who patronise the three types of clothing retail stores (discount clothing retail stores, value clothing retail stores and luxury clothing retail stores – Objective 3). From the HVMs the cognitive structures were analysed and interpreted. The operationalisation table (Table 4.4) provides a clear overview of the objectives of this study, related questions in the questionnaire and the data analysis procedures.

TABLE 4.4 OPERATIONALISATION TABLE

OBJECTIVE	SUB-OBJECTIVES	QUESTIONS	DATA ANALYSIS
1 To identify the links among Millennial men's desired clothing store attributes, related desirable consequences and the personal values driving store choice	**1.1** To identify the attributes of clothing retailers that Millennial men associate with a desirable store image	Qualitative interviews	• Content analysis • Implication matrices • Identification of the strongest links • Hierarchical value maps
	1.2 To identify the desirable consequences that Millennial men derive from preferred clothing store attributes	Qualitative interviews	
	1.3 To distinguish the underlying personal values that ultimately drive Millennial men's clothing store choices based on the desirable consequences and desirable attributes identified.	Section D Q5, Q6 Section F Q7 Section G Q8 Section H Q9	
2 To distinguish the relevant personal values that drive the clothing retail store choices of different demographic subsets within the Millennial men market segment, namely	**2.1** differences across younger and older Millennials	Section F Q7 Section G Q8 Section H Q9 Section I Q11	• Implication matrices • Identification of the strongest links • Hierarchical value maps
	2.2 differences across different education levels	Section F Q7 Section G Q8 Section H Q9 Section I Q12	
	2.3 differences across diverse population groups	Section F Q7 Section G Q8 Section H Q9 Section I Q13	
	2.4 differences across different income levels	Section B Q2 Section F Q7 Section G Q8 Section H Q9	
3 To distinguish the personal values of Millennial men that are relevant in the positioning of different types of clothing retailers, namely	**3.1** discount clothing retail stores	Section B Q3-Q5 Section D Q5 Section F Q7 Section G Q8 Section H Q9 Pre-test retail classification	• Implication matrices • Identification of the strongest links • Hierarchical value maps
	3.2 so-called "value" clothing retail stores that cannot be classified as discount retailers or luxury retailers		
	3.3 luxury clothing retail stores		

4.5.6   Quality of the study

There are many indicators of the quality of a study. In qualitative research, the focus is on trustworthiness, while in quantitative research the focus is on validity and reliability.

4.5.6.1 Phase 1: Qualitative research: Measures to eliminate error

4.5.6.1.1 Trustworthiness

Guba and Lincoln (1985) proposed four criteria for trustworthiness. These include credibility, transferability, dependability and conformability for qualitative studies within a constructivist paradigm (Kumar, 2018:218; Nieuwenhuis, 2016a:123).

Credibility refers to the accuracy with which the researcher interprets the data that was provided by the participants (Kumar, 2018:219). It focuses on the extent to which the findings are believable and in line with reality and is similar to internal validity, which is used in quantitative research (Babbie, 2016:405; Nieuwenhuis, 2016a:123). The length of the interviews was between 40 and 80 minutes. Credibility is enhanced if the interviewer spends more time with the participants, since it assists in understanding them better (Koonin, 2014:258). The audio recordings of the interviews for this study enhanced the referential accuracy and subsequently also contributed to the credibility of this study (Babbie, 2016:315). A downfall in the trustworthiness of any qualitative study is if the data is interpreted in a biased manner (Weissnar & Du Rand, 2012; Veludo-de-Oliveira *et al.*, 2006). Accordingly, the researcher tried to be unbiased when interpreting the data and, during the sampling process, refrained from interviewing family and friends to prevent any opportunity for biased interpretation (Amatulli & Guido, 2011). When a relationship exists between the researcher and a participant, the researcher cannot be seen as an outsider on the insider–outsider continuum (Aguinis & Solarino, 2019). With the qualitative phase, the researcher had frequent debriefing sessions with the supervisors who scrutinised the accuracy with which the researcher interpreted the data that was gathered from the participants (Nieuwenhuis, 2016a:123). The researcher strived to be unbiased throughout the study (Nieuwenhuis, 2016a:125).

Transferability relates to the generalisability of findings and the extent to which the findings can be applied to a similar situation, delivering similar results (Kumar, 2018:219). Quota sampling increases the transferability of a study to the context of the study (Nieuwenhuis, 2016a:124). As explained earlier in this chapter (in 4.2.1.1), this study deliberately engaged in quota sampling to expand certain underrepresented subsets in the sample, such as black population groups and younger Millennials. In

addition, the researcher continued with interviews during Phase 1 until saturation point occurred (Babbie, 2016:313)

Dependability refers to the reliability of the research and thus considers whether similar findings would be obtained if the study were to be repeated (Kumar, 2018:219; Babbie, 2016:405). A specific qualitative method, i.e. soft laddering, was followed throughout all of the interviews. During the first step, elicitation of attributes, the "preference-consumption differences" technique was used. The second step entailed a series of direct probes, which consisted of repeatedly asking the question "why". This increased the dependability of this study, since this method is transparent and enhances replicability (Aguinis & Solarino, 2019). The checking of transcriptions and codes further enhanced the dependability of the study (Creswell, 2014:203). Accordingly, the researcher checked the data and the coding meticulously.

Conformability refers to the degree of neutrality in the findings (Nieuwenhuis, 2016a:125; Koonin, 2014:259;271). Conformability requires that the research process should be described fully in order for others to scrutinise it (Koonin, 2014). In Chapter 4 of this research, the sampling, measuring instrument, data collection as well as the data analysis of the qualitative phase (phase 2) are discussed in detail. In Chapter 5, the findings of the qualitative phase of the study, numerous quotations were included from the transcriptions in order for the reader to determine whether the researcher interpreted the data in a non-subjective manner.

4.5.6.2 Phase 2: Quantitative research: Measures to eliminate error

4.5.6.2.1 Validity

Validity refers to the accuracy of the measurement; whether it measured what it intended to measure (Babbie, 2016:148; Babin & Zikmund, 2015:281). There are different forms of validity, and even though scholars categorise it differently, the predominant types of validity are face validity, content validity, criterion validity and construct validity (Malhotra *et al.*, 2017:362; Babbie, 2016:149-150; Pietersen & Maree, 2016:240). Face validity is the weakest form of reliability since it cannot be tested and merely refers to how valid the measurement seems to be based on evidence in the literature (McDaniel & Gates, 2016:218; Berndt *et al.*, 2011:240). Content validity evaluates the extent to which the measuring instrument covers the different aspects of the particular construct (McDaniel & Gates, 2016:218). To ensure that the measuring instrument contained all the important dimensions of the constructs under investigation, an extensive literature review was conducted. In addition, the qualitative phase of this study also contributed to the inclusion of, specifically, the store attributes

and sought-after benefits (consequences) when Millennial men make clothing retail store choices. For both face and content validity, a logical link between the questions in the measuring instrument and the objectives is needed (Kumar, 2018:214). This study presented the questionnaire to experts in the field, the supervisor, the co-supervisor and the statistician for comments and recommendations before the pre-tests and final data gathering. Such procedures enhance the content validity of a measuring instrument (Pietersen & Maree, 2016:240). The ultimate test for validity is criterion validity which consists of concurrent and predictive validity (Kumar, 2018; Babbie, 2016:149; Pietersen & Maree, 2016:240). Construct validity refers to the degree to which all related items of the construct or constructs under investigation are included in the measuring instrument and whether it measures what it is supposed to measure (Kumar, 2018:215; Pietersen & Maree, 2016:240). The study aimed to distinguish the relevant underlying personal values of Millennial men that influence their perception of a clothing store image and subsequently influence their store choice. MEC analysis has been used for decades in numerous studies to uncover the underlying personal values that motivate consumer behaviour (Lee *et al.*, 2014; Jägel *et al.*, 2012; Amatulli & Guido, 2011). Specifically, this theoretical framework has been used successfully in studies related to store image (Lin & Yeh, 2013; Thompson & Chen, 1998) and therefore enhances the validity of the measuring instrument.

Ter Hofstede *et al.* (1998) formulated a log-linear model that serves as a validity indicator for APT studies. This indicator typically addresses criterion validity, since it transcends face validity, that can be subjective, and provides more objective evidence of validity (Babbie, 2016:148; Delport, 2005:161). This log-linear model tests the conditional independence of the AC-links and the CV-links, and the APT is only valid if these links are independent (Ter Hofstede *et al.*, 1998). In this particular study, the matrices were generated specifically for each respondent and therefore respondents had different attributes and consequences in their uniquely generated matrices. Two separate statisticians were consulted to assist with this statistical calculation regarding conditional independence, and both explained that this is not possible with the data of this interactive APT.

Social desirability is a common threat to the validity of research (Pietersen & Maree, 2016:241). One aspect that is beneficial for enhancing validity is the anonymity of respondents. Accordingly, an online questionnaire was used and the respondents were never asked for any form of identification or contact details. The respondents could therefore be confident that their responses would be kept anonymous and they therefore were able to answer questions honestly without being judged.

4.5.6.2.2 Reliability

Validity can only be achieved if the measuring instrument is reliable (McDaniel & Gates, 2016:221; Berndt *et al.*, 2011:241). A study is reliable if the measures devised for the concepts are stable on different occasions (Koonin, 2014:254). Reliability refers to the fact that different research participants being tested by the same instrument at different times should respond identically to the instrument. If a study is repeated with the same measuring instrument among the same unit of analysis and similar results emerge, then the measuring instrument is deemed to be reliable and consistent, although it does not necessarily indicate accuracy (Babbie, 2016:146; Pietersen & Maree, 2016; Babin & Zikmund, 2015:280). Various measures of reliability exist to assist researchers with the assessment of reliability, including test-retest, equivalent form reliability and internal consistency reliability (Malhotra *et al.*, 2017:359-360; McDaniel & Gates, 2016:216-217; Berndt *et al.*, 2011:238). This study tried to eliminate error as far as possible, specifically the misinterpretation of the questionnaire and therefore conducted more than one pre-test. The first qualitative phase of this study assisted in eliciting the specific attributes and consequences that are most important for Millennial men when making clothing retail store choices in a South African context. Hence, a rigorous systematic review of the literature was conducted that specifically focused on the methodology of previous APT studies in order to identify best practices and foresee possible limitations. The cross-cultural validated value taxonomy of Schwartz and colleagues (1992; 2001; 2014) was used to construct the CV matrix (Section H, Question 9). A full scale pre-test was conducted to identify possible limitations and problems linked to the misinterpretation of the questionnaire. Specifically, after the first pre-test an explanation of the matrices was included in the questionnaire to facilitate understanding. A second pre-test was conducted to ensure that all the previously identified problems were appropriately addressed. Lastly, the researcher aimed to obtain a fairly large and representative sample to further contribute to the reliability of the study findings (Koonin, 2014:254). The researcher believes that if this specific measuring instrument were used again in South Africa targeting the same unit of analysis that the results would be similar and that the findings are therefore reliable and valid.

4.5.7 Ethics

Creswell (2014:93-94) explains that ethical conduct is vital throughout the various stages of a research project, from the start of a study, data collection and data analysis to the reporting and storing of data. Theoretically, ethics represent the rules of conduct and moral judgement (Berndt *et al.*, 2011:286). Prior to the start of the study, ethical approval was obtained from the Research Ethics Committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria (reference number EC160630-052 as presented in Addendum B).

During the data collection of both the qualitative and quantitative phases, the emphasis was placed on ethical conduct. In the first qualitative phase, which consisted of in-depth interviews, the true purpose of the study was disclosed to all the participants prior to the interviews (Malhotra *et al.*, 2017:892). The participants were also assured of confidentiality, that participation was completely voluntary and that they could choose to withdraw at any point in time without penalties. Participant permission granted prior to the interviews was recorded (Babbie, 2016:319). In addition, no information that could be potentially harmful was collected (Louw, 2014:265). Although a gift voucher was given to each participant as a sign of appreciation, none of the participants were remunerated to participate in this study and they were unaware of the voucher beforehand. In addition, although the gift voucher was clothing related, it was not sponsored by a specific retailer and the researcher personally bought it at four popular clothing retail groups to eliminate any signs of favouritism towards any specific retailer.

In the data collection of the quantitative phase, the questionnaire was accompanied by a consent form which included the contact details of the researcher, the purpose of the study and an assurance of anonymity (Creswell, 2014:96). Respondents gave informed consent to take part in the study by clicking on the link. All the responses were completely anonymous and therefore it was not possible to expose the identity of any respondent (Louw, 2014:267). In addition, it was pointed out that the study was completely voluntary and that they could opt out of the process at any point in time (Babbie, 2016:62). Like the qualitative study, no harmful information was collected. In this phase of the study, the respondents received an entry to a lucky draw of Takealot.com vouchers. Because the possibility of a voucher was known prior to completing the questionnaire, it was decided not to hand out clothing retail vouchers, as this might have influenced the responses. The entries in the lucky draw were handled completely separate from the questionnaire. Entries, which contained names and cellphone numbers, could not be linked with a specific respondent.

With the analysis and interpretation of the data pertaining to the qualitative phase, the researcher constantly focused on being as objective as possible (Malhotra *et al.*, 2017; Babbie, 2016). The goal of qualitative research is to gain an understanding of the subjective experiences of participants, but the process of data analysis and interpretation is systematic and rigorous (Koonin, 2014:269).

It is also important to report findings in an ethical manner by not falsifying any data, not plagiarising and by means of honest publication practices (Babbie, 2016:69; Creswell, 2014:94). The findings of the study were reported in an ethical manner by admitting and disclosing all the limitations of this study openly in Chapter 6. The researcher paid special attention to the referencing of literature

sources and was hesitant about presenting very old references based on secondary sources specifically in Chapter 2 to prevent the misinterpretation of information.

In addition, it is important to store the raw data safely (Creswell, 2014:100). All raw and coded data, as well as the statistical analysis and findings of this research, will be electronically archived at the IT facilities of the Department of Consumer and Food Sciences at the University of Pretoria. To ensure that no data or findings can be altered, the files will be saved in a tamper-proof format. The UP policy for Preservation and Retention of Research Data will be followed to ensure that the data is archived in an ethical manner.

4.6   SUMMARY

This study was conducted within two paradigms, a constructivist paradigm (Phase 1) as well as a postpositivist quantitative paradigm (Phase 2). The aim of the study together with the objectives and conceptual framework that served as guiding tool for the study were clearly presented. The research followed an exploratory sequential research design with an initial qualitative phase that preceded the development of the second quantitative phase. The unit of analysis was Millennial men residing in South Africa. Non-probability sampling methods, namely, convenience sampling, snowball sampling and quota sampling, were used to recruit the participants for the first qualitative phase as well as the respondents for the second quantitative phase. A final sample of 25 participants was involved in the first qualitative phase and a total of 408 respondents formed part of the survey in the second quantitative phase.

This study used MEC theory as the theoretical framework and therefore the laddering technique was used in both the qualitative and the quantitative phases. Phase 1 consisted of personal in-depth interviews using the preference consumption technique, as well as soft laddering to elicit the most important attributes and consequences that influence Millennial men's clothing store choices. Recordings of these interviews were transcribed after which they were coded using Atlas.ti. With content analysis, themes were derived from the interviews as related to both attributes and consequences. With these attributes and their perceived consequences, a measuring instrument was developed using the APT technique introduced by Ter Hofstede *et al.* (1998) – a hard laddering technique that uses a series of matrices to obtain the underlying end-states that motivate behaviour.

As explained in Chapter 3, this study did not classify values as instrumental or terminal. Schwartz (1994) could not find enough evidence to support a distinction between terminal and instrumental

values, and from his point of view concrete confirmation of a fundamental distinction between these two levels is still lacking (Maio, 2017:18). Values are very abstract in nature and the constructs sometimes tend to be difficult to understand, therefore the specific wording used in this study was carefully selected. Table 4.5 below indicates the value items used in this study and how it relates back to the ten motivational types of Values of Schwartz and colleagues (2004, 2012). These value items were derived based on a combination of the wording used in the study of Lee *et al.* (2014) as well as previous personal value studies conducted from a fashion/clothing perspective (see Table 3.2).

TABLE 4.5: VALUE ITEMS DERIVED FOR THIS STUDY

Motivational types of value of Schwartz and colleagues (2004,2012)	Value items used in this study
Power	Being recognised by others, status, prestige
Achievement	Success
Hedonism	Pleasure
Stimulation	Novelty and excitement
Self-direction	Freedom, creativity
Universalism	Protection of the environment
Benevolence	Loyalty
Tradition	respect for culture and traditions
Conformity	Following social expectations
Security	Sense of belonging

A rigorous systematic review of the methodology of previous APT studies was conducted to enhance the development of the measuring instrument. The APT was adapted and the final measuring instrument comprised an interactive electronic online survey that was self-administered based on the Qualtrics subscription software. After an initial pre-test, changes were made to the measuring instrument and a second and final pre-test followed. The data collection for the final quantitative phase took place during May and June 2018. During the data analysis, implication matrices were constructed. Using the top-down ranking method of Leppard *et al.* (2004) and a level-6 cut-off point, the strongest links in each implication matrix were identified (using frequencies) and used to draft the corresponding HVM (based on percentages). Each HVM was analysed and interpreted according to the objectives of this study. Throughout the study, it was deemed very important to ensure that the study was conducted in a manner that was trustworthy, valid, reliable, and ethical.

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Chapter 5

RESEARCH FINDINGS AND ANALYSIS:
PHASE 1

This chapter presents the data analysis and the results of the qualitative phase of the study.

5.1   INTRODUCTION

The main objective of phase 1, the qualitative phase of this study, was to elicit the attributes and consequences that Millennial men consider to be most important when shopping for clothes. The individual interviews that were conducted with Millennial men were recorded and then transcribed by the researcher. Data analysis is described in Chapter 4, section 4.5.5.1. Each participant's interview transcription was coded with a "P" and a number that ranged between 1 and 25 to distinguish between the participants' transcriptions. Participants' identities were not disclosed, and they are simply referred to as P1, P2, P3 up to P25. Atlas.ti software was used to facilitate the data analysis. The Atlas.ti line number assigned to every line in each transcription is used to refer back to that specific line in the transcription, for example when referring to line 56 in the transcription of the interview with P7, it is referred to as P7:56. Where the dialogue of the interviewer is also included, the interviewer is referred to as "I" plus a line number. The names of the retailers are not of importance in this study, and as a result of ethical considerations, the names of the retailers are kept confidential. Codes were assigned to the different retailers and, in the discussion, only the codes are used, for example Store C. Verbatim quotes from transcriptions that were not in English are presented first, followed by the translated version.

In Chapter 4, section 4.5.3.2, it was explained that this study used the "preference-consumption differences" technique together with soft laddering to elicit the attributes and consequences. Although the interviewer asked participants which stores they mostly patronised, participants' discussions often evolved into a discussion about store avoidance behaviour. During the data analysis,

this assisted in forming an understanding of store preference and therefore it was also included in this discussion.

5.2 THEMES DEDUCED FROM THE ATTRIBUTES

Content analysis revealed specific dominating themes pertaining to both the attributes and the consequences (Table 5.1). Prominent attributes were divided into three themes, namely, attributes related to the **retailers' product**, **retailer attributes** not related to the product, and **price.** Consequences were divided into six themes, namely **convenience, comfort, shopping enjoyment**, **durability, financial consequences** and consequences related to **image**. The discussion and interpretation will be grouped according to these themes.

Attributes are the least abstract concept in the MEC model (Ha & Jang, 2013). Although a vast number of attributes was elicited, these attributes can predominantly be categorised into three main themes, as explained previously, with sub-themes as indicated in Table 5.2. The discussion related to the elicited attributes is done according to the themes and sub-themes. Note that this section only focuses on the attributes. The reason for eliciting the important *attributes* is to identify the *desirable consequences* sought when clothes shopping, as explained in depth in section 5.1.2.

TABLE 5.1: THEMES EXTRACTED ON THE ATTRIBUTE AS WELL AS THE CONSEQUENCE LEVEL

Attributes	Consequences
Product attributes	Convenience
Retailer attributes	Comfort
Price	Shopping enjoyment
	Durability
	Financial consequences
	Consequences related to image

TABLE 5.2: THEMES AND SUB-THEMES RELATED TO ATTRIBUTES

Theme	Sub-themes
Attributes related to the retailers' product	• Style, design and fashion • Quality • Fit • Brand name • Merchandise selection or assortment
Retailer attributes not related to the product	• Store layout and organisation • Service • In-store environment/atmosphere • Location • Retail reputation
Price	

5.2.1 Attributes related to the retailers' products (merchandise)

The study by Janse van Noordwyk *et al.* (2006), which was also conducted within the South African context, indicates that the store merchandise is one of the most important dimensions of store image. Their categorisation of the attributes related to store merchandise guided the categorisation of the attributes elicited in this study.

5.2.1.1 Style, design and fashion

The aesthetic aspect of the merchandise offered by the retailer emerged as a dominant sub-theme during the interviews. The majority of the participants (22 out of 25) indicated that the aesthetic properties of a store's clothing merchandise is one of the main reasons why they patronise a certain retailer. This concurs with previous studies that found that style (as part of aesthetics) is one of the most important clothing product attributes (Oladele & Ogundipe, 2016). The participants used many different terms related to aesthetics, for example many participants referred to the *design* and the *look* of the clothes.

"I just love the design of the clothes ..." **(P10:87).**

"So I think for example why [I started to shop at] Store O and Store I, I felt like their looks were different from the ones who was already on the market" **(P21:25).**

Most participants explained that the *style* of the merchandise is important. The word "style" has different meanings depending on the context in which it is used. Through careful analysis of the context in which the word style was used, it became apparent that the participants attached two meanings to "style". Firstly (and mostly), it was used to refer to the *kind/type of clothing* that a store offers. Although the participants used the word *style*, they were actually referring to the *design and the look of the clothing*.

"Why do you like to shop at Store A?" **(I:9).** *"Store A caters for me, so they have … their clothes is more thoughtful. They think of their designs and so on"* **(P10:10).** "*… the design?"* **(I:14)** *"The design is more like style …"* **(P10:15).**

"Why do you buy at Store A?" **(I:37)** *"I would say the main reason is that they got this nice formal clothes. I prefer Store A to dress me up"* **(P1:38).** *"I would say Store A is very good with their style"* **(P1:44).**

"… want ek hou ook van die tipe klere styl wat hulle daar het ..." **(P3:48).**
[4][*… because I also like the type of clothing style that they have there ...* **(P3:48)].**

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[4] Quote directly transferred from an Afrikaans transcription.

Some participants indicated that the style (look) of the clothes should match their personal style (i.e. the look that they want to create). Various other studies have indicated that store image will enhance store choice when personal image is congruent with store image (Das, 2014; Sirgy *et al.*, 2000; Sirgy *et al.*, 1989; Stern *et al.*, 1977).

"***Why don't you buy your clothes at Store B?*" (I:129). *"They don't have my style …"* (P4:130). *"Okay …"* (I:P131). *"They don't have my clothes … their clothes don't match my style, they have good quality I know… I bought a jean a long time ago but I struggle to find one to match my style"* (P4:132).**

"***Uhm normally you know for us men they have some things that are not suitable enough for our style*" (P5:16). *"So you don't like the style?"* (I:17). *"Style … yes … whereas Store N, I know I will find something there that will suit my style … I will feel good when I wear it"* (P5:18).**

The second meaning of the word style became evident when the participants referred to clothing that is trendy and fashionable. The words "look" and "design" in relation to the merchandise were also often used in conjunction with the concept of "fashionability". It was clear that the congruency with fashion trends plays an important role when the participants evaluate the look/design/style of a clothing item and when choosing which retailer to patronise and which to avoid.

[5]"***Firstly, for example like your Store A and Store K, they got a little bit more out of date or they started to look the same. They wasn't really progressive. So when these two [Store O and Store I] came I felt like they touch a more of progressive … style wise, the style I find is a little bit more progressive than a lot of other shops"* (P21:25).**

"**… *the look is funky, it is fresh uh which I like from Store I for example. Ja, that's what keeps me coming back"* (P21:99).**

"***And I mean, I can't even find sneakers at Store B, because it's like old sneaker designs"* (P15:99).**

"***What I like is that they go with the times … with the trends … it's not over fashioned … and its classy also … classy I don't know, but ja, it's fashionable, it keeps up with the trends and its classy"* (P4:54).**

"***Like honestly when I look at Store B's clothes, most of the time [it] really doesn't look young. I'm even talking about formal, because to me formal doesn't necessarily mean old right, but Store B's clothes in my opinion, from what I've noticed in general, doesn't look very young, very trendy"* (P6:132).**

5.2.1.2 Quality

All of the participants indicated that quality is very important when considering whether to shop at a clothing store. Quality also seemed the most prominent reason for store avoidance. During interviews it became evident that the participants had countless perceptions of what quality is and how one

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[5] Store O and Store I are both leading European clothing retailers that only recently opened in South Africa. Store A and Store K are both South African clothing retailers.

assesses the quality of clothes. Some participants mentioned that the quality of clothing can be evaluated based on the colour fastness of fabric and shape retention. Abrasion resistance was also mentioned frequently when participants discussed the quality of clothing.

"I was buying at Store P and I didn't like it … You wash it a couple of times and you can literally see the colour wearing off" (P4:19). *"Then I left Store P, but my favourite is Store A"* (P4:21).

"Hulle [Winkel J] is bietjie duurder maar dis goeie kwaliteit, ek weet hy gaan nie uitwas nie… nie rek nie" (P8:33).
[6][*They [Store J] are a bit more expensive, but it's good quality, I know it will not wash out … not stretch* (P8:33)].

"Hoekom gaan jy Winkel C toe?" (I:10). *"Want hulle goed hou. Hulle en Winkel J … soos Winkel B se stuff word vinnig uitgewas of rek"* (P16:11).
[7][*Why do you go to Store C? (*I:10). *Because their stuff lasts. Theirs and Store J's … like the Store B's stuff quickly washes out or stretch* (P16:11)].

"… you wash it you find it's dyed and [the colour] comes out when you wash it. I had an experience with clothes from Store B and Store P ... so the colour is retained whether you wash it or iron it" (P20:13). *"Is that one of the biggest signs of quality for you? Colour fastness?"* (I:14). *"Colour and torntility"* (P20:15).

"No it's terrible! The worst quality that you can get, after a month the shoes are down the line, the shirts are worn out, the colours faded" (P15:79).

"You see the quality in terms of wear and tear when walking" (P22:9).

The participants indicated that the expected level of quality depends on the specific end-use of that particular item. If it is a more formal item, they choose clothing of higher quality.

"If I'm going to a wedding or something, I will get a shirt from Store C, because I know it is quality" (P17:57).

"If I'm shopping casual wear I'll go to Store R … uhm, usually low-end but decent quality" (P22:4).

5.2.1.3 Fit

It was evident that the participants were very concerned with fit. Although previous literature (Janse van Noordwyk *et al.*, 2006) has conceptualised fit as a descriptor or element of the broader dimension (attribute) of quality, this study discusses it separately, owing to the vibrant conversation and opinions on the topic during the interviews. Many previous studies have indicated the importance of the fit of clothing (Oladele & Ogundipe, 2016; Wu & Delong, 2006; Zhang, Li, Gong & Wu, 2002). The study of

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[6] Quote directly transferred from an Afrikaans transcription.
[7] Quote directly transferred from an Afrikaans transcription.

Oladele and Ogundipe (2016), which focused specifically on females' preferred clothing attributes, found that "fit" was the most important attribute in terms of consumers' store choices.

In this study, many participants immediately proclaimed that "fit" is the reason why they chose to shop at certain stores, while "poor fit" was one of the main reasons for store avoidance. One participant (P20:35) even stated that he found it stressful to shop for clothes when he experienced difficulty in finding his size.

"Hoekom gaan jy eerste na Winkel J toe?" (I:19). "Hulle klere pas my … dis die enigste plek wat regtig snitte maak wat aan my lyf pas ... en uhm … hulle is dalk 'n bietjie duurder, maar soos ek sê die snitte is vir my belangrik" (P3:20).
[8][Why do you go to Store J first? (I:19). Their clothing fits me … it's the only place that really [has] designs that fit my body … and uhm … they are maybe a bit more expensive, but like I'm saying, the different designs are important to me (P3:20)].

"Ek sal nooit by hulle [Winkel B] koop nie, want dit pas my nie …" (P3:102).
[9][I will never purchase from them [Store B], because it doesn't fit me … (P3:102)].

Most of the participants had pertinent requirements related to fit. It is clear that multiple problems exist pertaining to men's height. Many also explained that they struggle to find smaller sizes due to their slender build. Those who are tall and slender, or short and stout, are even worse off, as the length of smaller sizes is usually shorter while the bigger sizes are longer. Although many retailers do offer trousers in different lengths, some retailers do not offer jeans in different lengths. Some participants believed that the type of exercise that they do, or the sports they play, build muscle that causes problems with the fit of clothing, for example on their upper arms.

"Also they [Store B & Store P] usually have my size, because I'm slender, so at some other shops it is difficult to find sizes because I'm wearing 32, 30. So in other shops I find 36, 46" (P20:31). "… whenever I go there [Store B & Store P] I find my size, and sometimes it's stressful to shop where I like the clothes but they do not have a size ..." (P20:35).

"Uhm … ek dink in hulle [Winkel L] klere voel ek baie gemaklik ien dit sit comfy, want vir my, omdat ek kort is en omdat ek gym is dit baie difficult om klere te kry vir my. Anders gaan die ander hemde vir my te lank wees of dan is die size hier [bo-arm] miskien te klein en so. Maar ek dink Winkel L se klere pas my net goed" (P13:31).
[10][Uhm … I think I feel very comfortable in their [Store L] clothes, because for me, since I'm short and because I gym, it is very difficult to find clothes for myself. Then the other shirts will be too long or then the sizes are here [upper-arm] maybe too small and so. But I think Store L's clothing just fits me well (P13:31)].

"Ek is 'n sportmens, so ek het bietjie meer vleis op my bene en lyf as meeste mense. Maar die gewone jeans is soos vir 'n normale mens gemaak as ek dit so kan stel, so hulle werk vinnig deur op skuur

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[8] Quote directly transferred from an Afrikaans transcription.
[9] Quote directly transferred from an Afrikaans transcription.
[10] Quote directly transferred from an Afrikaans transcription.

plekke" **(P12:25). *"Dis maar die probleem. So die Levi's soort jeans is spesifiek groter gemaak uhm vir die sport mense, so..."* (P12:27).**

[11][I am a sports person, so I've got a bit more flesh on my body than most people. But the average jean is made for a normal person, if I can put it that way, so they wear off quickly at certain places" **(P12:25). *"That is just the problem. So the Levi's type of jean is specifically enlarged for the sports person* (P12:27)].**

The importance of fit seems to vary depending on the type of clothing item. Most participants indicated that the fit of a pair of jeans is crucial. They explained that when they find a pair of jeans that fits well, they will repeatedly return to the same retailer and even repeatedly purchase exactly the same brand and style. The fit of a clothing retailer's jeans is therefore of the utmost importance and it may be a competitive advantage if the retailer can guarantee the perfect fit for their specific target market.

"Especially jeans. When I buy jeans I make sure that they fit me very well" **(P1:180).**

"Cause I'm very tall so Store A was the only place, obviously I was not shopping much but it was the only place where I could find jeans of my size" **(P6:50).**

"And it's like so far like the best cut that I can do. And the thing is you want to find something that you can call on and spend hours and days just for the right jean, it's, it's for me, for my body type, it's been difficult to find a jean that I could fit in" **(P15:27).**

"… en die spesifieke rede hoekom ek na Winkel D na toe gaan, is hulle het… met hulle jeans het hulle lengtes" **(P2:58).**
[12][… and the specific reason why I go to Store D is they have … with their jeans, they have lengths **(P2:58)].**

Many participants stated that they always try on clothing before purchasing it to determine the fit. Some indicated that they will still fit the clothes on in the store even if they have purchased a similar style at that store recently (P13:42-45; P16:20-25) due to the inconsistency in sizes. Other participants however explained that if they have bought a similar item from a retailer previously, they will most probably not try the item on before purchasing it.

"I fit my clothes, because the sizes … uhm … they always change… I don't have an exact size of the clothes. You can find that medium fits me but then you'll find that small can fit me as well" **(P1:190).**

"Ek koop nooit *klere as ek dit nie aanpas nie"* **(P3:92)**
[13][I never buy clothes if I haven't tried them on **(P3:92)].**

"Past experience, I have realised that the clothes sizes … they might be the same size but they don't fit me the same … And even when I can see it will fit me, I still try it on" **(P10:39).**

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[11] Quote directly transferred from an Afrikaans transcription.
[12] Quote directly transferred from an Afrikaans transcription.
[13] Quote directly transferred from an Afrikaans transcription.

"Like from Store A, I normally get their actual size what I've asked, I don't really try it on" **(P14:69).**

5.2.1.4 Brand name

One of the major influences on store choice is the brands that a store offers (Amatulli & Guido, 2011). Certain stores have their own in-house brands, which in some cases are very well known. Other stores offer national and international brands that are also available elsewhere. During the interviews, mixed responses were obtained, although the majority still indicated that brand names play an important role when clothes shopping.

"Ek is … kom ons sê ek is baie, 'n persoon wat baie hou van maak [handelsname]" **(P13:29).**
[14] **[***I am … let's say I'm very, a person that likes brand names a lot (P13:29)***].**

"I like the labels. Polo jeans and Polo shirts and so" **(P19:27).**

"So when it comes to maybe to my jean, if I want to buy a quality jean, I want a Ripley jean. Whatever other luxury brand there are I do not want, I want strictly want Ripley" **(P19:34).**

"There is a sneaker called Air Force 1, it is a Nike brand. I am obsessed with Nike. I love Nike and usually when I go to Store M, it is usually All Star, it is usually brands, because brands are at its peak right now. And usually also Nike" **(P9:53).**

It became clear that the type of product influences the participants' brand awareness. When purchasing clothing with a more sporty look, for instance a T-shirt, a golf-shirt or a tracksuit, it was noted that the participants were very conscious of specific well-known sports brands such as Nike and Puma. Similarly, when purchasing a pair of jeans, certain brand names seem prominent such as Levi's and Guess.

"Ek hou daarvan [bekende handelsname] omdat, ek weet daai goed hou lank. Ek het nog steeds 'n gym hemp van tien jaar terug van Nike, wat hou. So ek betaal daai bietjie ekstra …" **(P18:15).**
[15]**[***I like it [well-known brand names] because I know that those goods last. I still have a gym shirt from ten years ago, from Nike, which lasts. So I pay that little extra … (P18:15)***].**

"Ek moet sê met broeke, hou ek van Levi jeans en ek het `n Guess jean ... En dan hemde … die prentjie moet mooi lyk" **(P8:53).**
[16]**[***I must say with regard to pants, I like Levi jeans and I have a Guess jean … and then shirts … the image must look good [attractive] (P8:53)***].**

One of the characteristics of renowned clothing brands is that they have a higher retail selling price compared to other clothes (Bakewell *et al.*, 2006). Some participants bluntly indicated that they are not brand conscious and would not pay a premium price for a certain brand name, whether they could afford it or not. Others reported the contrary and explained that they would go to great lengths to

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[14] Quote directly transferred from an Afrikaans transcription.
[15] Quote directly transferred from an Afrikaans transcription.
[16] Quote directly transferred from an Afrikaans transcription.

obtain certain brands at a lower price, such as purchasing old stock at factory shops or spending hours searching for the brands at flea markets. It is interesting to note that those who indicated that they purchased well-known brands at flea markets, firmly believed that they were not buying counterfeit goods.

"If you go back to my reasoning for Store A with their plain clothing and so on … So I don't purchase labels, like Levi, Nike and so on. I am not a brand conscious person. I just love the design of the clothes and that it is unique" **(P10:87).**

"Daar is `n Nike Factory Shop daar naby Laudium wat `n clearance store is. So baie keer as ek sien ek wil T-shirts koop dan gaan ek soontoe, jy kry dit goedkoop soos vir R100 … R100 vir 'n Nike T-shirt. So al die ou goed gaan soontoe, en dan koop jy daar vir soos next to nothing" **(P8:47).**
[20][*There is a Nike Factory Shop close to Laudium that is also a clearance store. So often if I see I want to buy T-shirts then I'll go there, you get it at a very cheap price, like for a R100 … R100 for a Nike T-shirt. So all the old stuff go there, and then you buy it for next to nothing (P8:47)*].

"I just take a weekend, Saturday or Sunday, I go and walk the whole day looking. And you'll find the same in this mall but at a decent very, very low price" **(P19:53).** *"Now, would you find the same thing, like the same brand name or does it just look the same?"* **(I:54).** *"The same brand. I have a Nike tracksuit that I bought from [18]Marabastad. And in [19]Menlyn it costs, I think R1200. It looks very very real and I liked it. This is how I go to Marabastad. When I went there I found the same clothes with the same brand sort of stickers"* **(P19:55).** *"That's when I know, wait this is the exact, there is no difference between what is here … Yeh, but it takes you time. What I think is, why they have such high prices because they have everything. You find a section with these, and a section with that. You go downtown there are no sections. You have to look and look yah"* **(P19:57).** *"So uhm, you like to buy the brand names?"* **(I:58).** *"Yah!"* **(P19:59).**

One of the participants was of the opinion that the brand name is are important to all men.

"Ek dink die meeste mense wat sê hulle kyk nie na 'brand' nie, ouens gewys jy weet, flous hulleself" **(P2:126).**
[20][*I think most people who say they don't look at 'brand', particularly guys, you know, fool themselves (P2:126)*].

5.2.1.5 Merchandise assortment

Several participants said that their store choice is based on product assortment. Some of the participants pertinently mentioned that they want a variety of products to choose from. It was evident that participants do not want to spend a lot of time on shopping and, when on a shopping expedition,

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[17] Quote directly transferred from an Afrikaans transcription.
[18] Marabastad resembles a flea market and is associated with counterfeit goods.
[19] Menlyn is one of the largest shopping malls in Gauteng.
[20] Quote directly transferred from an Afrikaans transcription.

they do not want to visit many shops. The participants mostly preferred to only visit one or two stores and to conclude all their purchases there.

"Ja, I would go there, because I'll find a variety of clothes …" **(P1:22).**

"I prefer Store A, because everything that I need, they don't disappoint me" **(P1:100).**

"… maar ek dink net hulle [Winkel C] het 'n goeie range en ek wil nie in 100 winkels ingaan nie, so dit maak dit maklik …" **(P2:50).** *"… so [by] Winkel C koop ek genuine alle s…"* **(P2:60).** *"Hulle het broeke, klere, [inaudible segment] hemde, toppe, truie… whatever"* **(P2:62).**

[21][… but I think they [Store C] just have a good range and I don't want to enter 100 stores, so it makes it convenient … (P2:50). … so [at] Store C I genuinely purchase everything … (P2:60). They have trousers, clothing, [inaudible segment] shirts, tops, jersey s… whatever (P2:62)].

"But I mean Store C, I think for me I mean, if I need anything formal, smart casual, it's not too bad on price but at the same time you get a very good product. And you get assorted, I mean you can buy shoes and belts and shirts and blazers, I mean you can buy, you can go and buy anything you need for formal and smart casual" **(P22:17).** *"So do you like to go to one store..?"* **(I22:18).** *"Yes, I do not like a variety of stores. That's why I like going to Store C because you can buy books, you can buy vests, you can buy shoes, because I do not like shopping"* **(P22:19).**

"I am not so good at walking around in a mall, visiting shop after shop, looking at what they have and then making a choice as to what to take, what to buy" **(P11:19).**

In other instances, participants explained that they choose to shop at a store that offers a variety of different product categories. They find it convenient to visit one store and to purchase clothes for themselves, clothes for their children and even food.

"At Store B, I look at the fact that they also, I must be able to get clothes for my daughter" **(P20:43).** *"So I'm able to accommodate both of us. It is ..."* **(P20:46).** *"At the same time?"* **(I:46).** *"Yeah"* **(P20:47).**

"What I like about Store C is that they offer me convenience. They stock a variety of items, so you can also buy your food there" **(P25:69).**

5.2.2 Retailer attributes

Numerous attributes influence consumers' store image perceptions (Brosdahl & Carpenter, 2012; Willems *et al.*, 2012). After a few interviews it became apparent that certain store attributes that are not related to the product have a major influence on Millennial men's buying behaviour. It could be that the participants were not necessarily aware that these attributes influenced their perception of store image and patronage behaviour. The researcher therefore decided to probe the respondents near to the end of the interviews on the other reasons (apart from product) why they choose to shop

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[21] Quote directly transferred from an Afrikaans transcription.

at a specific retailer. This probing question encouraged further conversation without leading the participant in a certain direction.

The most prominent attributes (unrelated to the merchandise as such) are grouped into four broad sub-themes, namely, *store layout and organisation*, *service*, *store atmosphere* and *location*.

5.2.2.1 Store layout and organisation

The attribute that most participants regarded as important is the *store layout* and how the merchandise is *organised*, i.e. a logical layout. The researcher became aware that participants find it extremely annoying and even stressful to shop in a disorganised store.

"Die way hoe hulle [Winkel L] goed gepak is, is easy om daarna te kyk kan ek sê. Miskien op die walls en so, want jy kyk een kyk en dan sien jy alles. So jy hoef nie deur al die rakke te loop en [na] verskillende skoene en so te kyk nie" **(P13:117).**
[22]*[The manner in which their [Store L] goods are arranged, it is easy to look at it, may I say. Maybe on the walls and so on, because you can see everything at a glance. So you don't have to walk through all the shelves [to] look at various shoes and so on (P13:117)].*

"Now I think it's a very nice atmosphere [in Store C], it's always organised, I mean, but back to Store G ... I think that they can improve their layout. It's <u>very</u> disorganized. I understand people go in and pull things apart but Store C is you know, there's always someone you find that put things back" **(P22:49).**

"I get to Store B and I just get disorientated" **(P15:97).** *"Sometimes at Store B you are just totally lost there and then you just end up leaving the shop"* **(P15:111).**

"Ek weet Winkel B in [23]*Menlyn het begin om al hulle make saam te sit. Dan moet jy nou weer gaan orals rond soek. Dis vir my so simpel… jis ek sukkel om nou orals te gaan soek vir iets"* **(P18:61-63).**
[24]*[I know Store B in Menlyn have started to put all their brands together. Then you must now again go all over and search. For me that is so stupid … gee, I now struggle to go and search all over for something (P18:61-63)].*

"The store [Store S] is too small, they're small and you go and fiddle, you go out, you can't find anything that you want. So with Store A, their stores are big. If you don't find what you want here you can go to the other side and know there's always sections where you can find something for you" **(P4:140).**

5.2.2.2 Service

During most of the interviews, service only became part of the discussion towards the end of the interview. Although service as a store image dimension includes many store attributes such as *service in general*, *ease of merchandise return* and *delivery service* (Janse van Noordwyk *et al.*, 2006), only the

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[22] Quote directly transferred from an Afrikaans transcription.
[23] Menlyn is one of the largest shopping malls in Gauteng.
[24] Quote directly transferred from an Afrikaans transcription.

service of the in-store personnel was mentioned by the participants in this study. Generally, the participants explained that they wanted to shop by themselves and did not want to be followed around in the store. However, the presence of the in-store personnel is important, as the participants expected them to be readily available for assistance when needed.

"I would start shopping on my own and if I need help then I would call them (sales assistants)" **(P1:68).**

"Normally they [in-store personnel] don't play any role to me. I normally choose my clothes, fit them and go straight to the tills. They try to help me but normally I know what I want. They don't influence me" **(P10:69).**

Whether or not they require assistance from the in-store personnel, the participants explained that they expect the staff to greet them and be friendly and willing to help. Some noted that the attitude of the in-store staff makes them feel unwelcome and could convince them to leave the store, to avoid the store and even tell other people to avoid the store.

"They [in-store personnel] also play a part because sometimes you walk into certain stores and first of all, the people who are in there ignore you, and even when you try to catch someone's attention they are not really in the mood to attend. And sometimes that for me can be a turnoff" **(P11:103).**

"Uhm … ek sal jou 'n voorbeeld gee … sê maar soos [25]Winkel E … ek sit nie my voete in 'n Winkel E nie want ek weet die staff is nommer een verskriklik snobbish!" **(P2:96).**
[26][Uhm ... I will give you an example … say for instance Store E … I don't put a foot in a Store E, because I know the staff is firstly very snobbish! (P2:96)].

"We come from a third-world country so we are used to that [bad service] but I mean just something bad when I come to your store and I wanna buy something you put me off with bad service and I'll tell my friends don't go to that place" **(P22:67).**

One participant even explained that the attitude of the in-store staff is so negative that it causes him to believe that they suspect that he is trying to steal something.

"… you almost feel like you are an ignored intruder. Because sometimes they give you that look 'I hope he's not going to try to steal something'. So, the attitude of the shop assistants, yes, it either makes me stay longer in the shop or makes me leave" **(P11:105).**

5.2.2.3 In-store environment /atmosphere

Clothing retailers generally use specific atmospheric cues such as colour, music, lighting, crowding, smell, window display and store front to influence consumers' perceptions and evaluations of the favourableness of the store, and ultimately consumers' shopping behaviour (Mugobo & Erasmus, 2019:260,264; Olahut, El-Murad & Plaias, 2012). The atmosphere of a store influences the consumer

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[25] Store E is a luxury retailer specialising in trendy casual clothing, predominantly jeans.
[26] Quote directly transferred from an Afrikaans transcription.

when clothing shopping (Peter & Olson, 2010:74-75). Many elements may influence the store atmosphere and some retailers indeed use this to influence consumers' buying behaviour (Peter & Olson, 2010:74-75). In this study, only three elements related to in-store atmosphere were mentioned, namely *music*, *lighting* and *scent*. Some participants indicated that the store needs to be clean and tidy, which also has an influence on store atmosphere and therefore this study will discuss it with store atmosphere.

- **Music** was mentioned more prominently than lighting and scent and it was clear that participants had different opinions regarding music in a store. One participant believed that consumers like loud music and that it attracts the customers. Another participant explained that the type of music will influence whether he enters a certain store or not, regardless of the fact that he loves their product.

"I wouldn't say the atmosphere like you get in Store A is the same. When you enter that shop you'll find that the music is playing loud. People enjoy it. I think the music attracts people to come into the shop" **(P1:46).**

"So musiek gewys, yes, daar is 'n spesifieke winkel in [27]*Menlyn wat … ek weet nou nie wats die winkel se naam nie … maar ek gaan nie daar in nie, want hulle speel hierdie rap musiek"* **(P2:104).** *"O, ja…?"* **(I:105).** *"Al is daar verskrilike mooi skoene … Ek bother nie"* **(P2:106).**
[28][*So regarding music, yes, there is a specific store in Menlyn that … I don't know the store's name now … but I don't enter, because they play this rap music"* **(P2:104).** *"O, yes?"* **(I:105).** *"Even though they have particularly nice shoes … I don't bother* **(P2:106)].**

- **Lighting:** Similar to previous studies (Hussain & Ali, 2015), the participants in this study expressed pertinent views related to lighting, for example indicating that fluorescent lighting creates a cheap store image as opposed to more subdued lighting that is perceived to be typical of luxury clothing stores.

"Want, gewoonlik is dit maar die vibe wat jy kry van so 'n plek ['n winkel met fluoriserende beligting], dis goedkoop, hou nie lank nie … dis die vibe wat ek kry van sulke winkels. En dis maar dieselfde soos Winkel Q en so aan …" **(P3:52).**
[29][*Because usually it is just the vibe that I get from such a place [a store with fluorescent lighting], it's cheap, doesn't last long … that's the vibe that I get from such stores. And it's the same like going to Store Q and so forth … it's sufficient …* **(P3:52)].**

"Yes, I still go in, but sometimes that look [dark with subdued lighting] makes me think that the thing in there is quite expensive. Because a lot of expensive stores are like that. So, it sometimes makes me think that the thing in there are expensive and it may not necessarily be" **(P11:127).** *"Is the opposite then true? If the lighting it bright, florescent lighting like in Store R, would you then think it is cheap?"* **(I:128).** *"Yes, if it is too bright … Yes, yes I would think that"* **(P11:129).**

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[27] Menlyn is one of the largest shopping malls in Gauteng.
[28] Quote directly transferred from an Afrikaans transcription.
[29] Quote directly transferred from an Afrikaans transcription.

- **Scent** was also noted during the interviews and one participant indicated that he deliberately avoided a certain store just because of its smell, which is congruent with findings of other studies (Madzharov, Block & Morrin, 2015; Spangenberg, Sprott, Grohmann & Tracy, 2006). Scent sometimes has a connotation related to store hygiene. Some participants indicated that if a store is dirty or untidy it will make them leave.

"… jy loop verby Winkel F … jissie, daardie reuk wat hulle het! Jy ruik Winkel F van 'n myl af weg, so ek gaan nooit in Winkel F in nie want dit ruik vir my te skerp …" **(P2:104).**
[30]*[… you walk past Store F… gee, the smell they have! You can smell Store F a mile away, so I never enter Store F because the smell is too strong for me … (P2:104)].*

"… as jy Winkel C toe gaan, wat is vir jou beter as in 'n ander winkel?" **(I:66).** *"Dis skoon en netjies [in Winkel C]. Dis [die klere is] nie opgefrommel en ruik soos China nie"* **(P24:69).**
[31]*[… when jou go to Store C, for you, what is better than in another store? (I:66). It's clean and tidy [in Shop C]. It's [the clothes are] not rumpled and not smelling like China (P24:69)].*

"But other than that I leave the shop if it is dirty. If it's dirty I don't go in" **(P7:111).**

5.2.2.4 Location

As anticipated from previous studies (Suresh & Ramanathan, 2019; Maziriri & Mokoena, 2016; Prashar, 2013), store location may also play an important role in participants' store choice. Many participants indicated that they enjoy shopping at a store that is conveniently located. By contrast, certain participants explained that the location of a store is not important and that they do not mind spending time, effort and money to get to the store that they prefer to patronise. Some participants even explained that they would drive to a neighbouring city (from Pretoria to Johannesburg) in order to shop at a specific store.

"Store B, I can find it anywhere" **(P1:64).** *"I can walk to Store A in town"* **(P1:66).**

"The stores [Store A] are convenient enough you can find it anywhere that's what I like also" **(P4:23).**

"Dis maklik om by hulle uit te kom, meeste van die malls het `n Store B" **(P8:17).**
[32]*[It's easy to get to them, most malls have a Store B (P8:17)].*

[Explanation of why he shops at Store N opposed to Store H]. *"And also the other thing is the locations are tough to get to, they're [Store H] normally at Pretoria North also in central city of Pretoria, so Hammanskraal we don't have Store H, Mabopane we don't have Store H, so I have to travel a long way … so Store N is all over"* **(P5:16).**

"Although I don't mind traveling but it's always convenient if it's closer" **(P6:36).**

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[30] Quote directly transferred from an Afrikaans transcription.
[31] Quote directly transferred from an Afrikaans transcription.
[32] Quote directly transferred from an Afrikaans transcription.

"Yes, I will even drive to Jo'burg or catch the Gautrain to Jo'burg" **(P1:20).**

5.2.2.5 Retail store reputation

The literature on store image does not necessarily classify *reputation* as a store image attribute, as it is very similar to the construct "store image". However, in this study several participants indicated that they choose to shop at a certain store as a result of its reputation or because they are familiar with the store. For the purpose of this study, store image is therefore categorised as a store image attribute and not as a consequence, as it was elicited along with other attributes and not as a consequence. Several participants explained that they purchase from retailers that they are familiar with, based on perceived retailer reputation. Participants experienced a lower level of uncertainty and reduced risk when shopping at familiar retailers.

"… why do you buy at Store N?" **(I:176).** *"Well first thing at Store N you know the quality is good"* **(P5:177).**

"So it is easy for me to go there Store A. I know the people and already know what to expect, and I'm loyal to the shop" **(P7:39).**

"Um … It is quality you can depend on, it is something you know is there. It is from my experiences, you know. Any time I buy clothing from Store C, I know it is good quality and it is also good quality at an affordable price" **(P11:27).**

"Uhm, ja so, if, if I'm going to a wedding or something, I will get a shirt from Store C, because I know it is quality" **(P17:57).**

"That is why I like the labels. You can trust their [the store's] quality. You don't have to with this other unknown label, you have to worry about uhm, how long it's going to last" **(P19:61).**

"I bought these shoes from Store G so they were torn. Now I know Store G are clothing, but their SHOES I wouldn't trust" **(P19:84).**

5.2.3 Price

Price emerged as a prominent store attribute in all of the interviews, although opinions regarding price differed. Some participants indicated that they choose to shop at a certain store because the prices are "cheap" (P1:22; P5:94; P14:75), while others used the words "affordable" prices (P4:23; P11:25), "reasonable" prices (P4:78; P5:20), "decent" prices (P22:9) or "good" prices (P6:128; P24:39).

"The price is good it's not too expensive and not too cheap, it's in the middle which is affordable for me …" **(P4:23).** *"First of all, my pocket … I need to look at my pocket if I can afford it and sometimes you need to buy clothes that are quality at a reasonable price …. You can buy very good quality and a very high price … you can buy good quality and a very low price … but it goes again … does the price match the style and the quality"* **(P4:78).**

A few participants explained that they prefer to purchase clothes at factory shops or off-price retailers as they are not willing to pay the prices that full-price retailers typically charge, if there is an opportunity to get it at a lower price. Further probing revealed that the participants believed that retailers have ridiculous mark-ups on their products. It became evident that participants who patronised factory shops and off-price retailers wanted to feel that they had outsmarted the system.

"Nee hemel, hulle wil 'n mens verskriklik rook met pryse … so dan gaan jy factory shop toe vir presies dieselfde produk vir helfte van die prys" **(P2:84).**
[33]*[For heaven's sake, they want to [milk] you with their prices … so then you go to the factory shop for exactly the same product at half of the price* **(P2:84)].**

Certain participants indicated that they did not mind paying a higher price for clothing that fits well and/or is good quality:

"Hulle [Winkel J] is dalk 'n bietjie duurder, maar soos ek sê die snitte is vir my belangrik" **(P3:20).**
[34]*[They [Store J] might be a bit more expensive, but like I've said the cut/fit is important to me* **(P3:20)].**

"Usually I link the price with the quality" **(P7:57).** *"… if I get something that is expensive I expect it to last for a certain period of time. For example a jean must last at least a year, I'm not going to [inaudible segment] but it must be there, and the colour must not shade off immediately after being washed one time"* **(**P7:59).

The type of product was also relevant when the participants discussed price. Many of the participants indicated that they were willing to pay a higher price for shoes and for formal clothing. Some participants believed that they could spoil themselves by purchasing expensive clothing.

[I prefer to shop at] … "Store G[35] because of the price and their clothes are normally casual. I hardly buy formal at Store G. So, when I buy something casual it is normally at Store G and it is affordable compared to Store A. When I purchase Store A it is for a wedding or certain event or just spoiling myself, but Store G, whenever I have to purchase new clothing" **(P10:19).**

"I know it's [the prices are] higher but you know when you are going to spoil yourself" **(P15:81).**

[36]*"Clothes is more like a requirement that I will take pride in choosing, but it's not uh, a bonus. I do not spoil myself with clothes"* **(P17:53).** *"Uhm, ja so, if, if I'm going to a wedding or something, I will get a shirt from Store C, because I know it is quality"* **(P17:57)**. *"You know, I wanna uhm, match the quality that everybody else have, but generally, day-to-day stuff, I don't need the highest quality and everything. Uhm, I would rather spend more money on something that, uhm, I value more"* **(P17:59).**

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[33] Quote directly transferred from an Afrikaans transcription. In order for the translation to make sense the word "smoke" was replaced by the word "milk".
[34] Quote directly transferred from an Afrikaans transcription.
[35] Store G is a discount retailer. Their prices are considerably lower than the prices at Store A.
[36] Participant 17 indicated that he only shops at off-price retailers (such as Store H) and discount retailers (such as Store G).

5.3 THEMES RELATED TO CONSEQUENCES

Consequences are more abstract than attributes (Bolzani, 2018; Ha & Jang, 2013). MEC theory proposes that consumers have certain perceptions (in their mind) of the consequences of their choices (Berman & Evans, 2010:506; Parry, 2005:41). Consumers connect these consequences to less abstract concepts and attributes, and unconsciously also make cognitive connections to certain personal values that are important to them. Similar to previous studies (Ter Hofstede *et al.*, 1998; Rokeach, 1973), participants found it more difficult to explain the more abstract concepts that are important to them. Following the first few interviews, the researcher (interviewer) noticed that the participants struggled to verbalise the more abstract reasoning behind their store choice. Literature stipulates that the interviewer should persist in asking "why?" in order to elicit more abstract constructs (Malhotra *et al.*, 2017:186; Peter & Olson, 2010:77). The researcher thus deliberately continued to ask "why" until the participant could not explain himself any further.

Problems occurred with some of the consequences, as some of the concepts elicited could be interpreted as both attributes and consequences. The researcher had to carefully analyse each response in its context to determine whether a particular concept should be categorised as an attribute or a consequence. See Table 5.3 for the categorisation of themes pertaining to the consequences.

TABLE 5.3: THEMES RELATED TO CONSEQUENCES

Theme
Convenience
Comfort
Shopping enjoyment
Durability
Financial consequences
Personal image

5.3.1 Convenience

Convenience was a recurring consequence that surfaced during the interviews. Different aspects related to convenience were indicated as important, such as the convenience of *saving time* and also *ease of shopping*.

- **Saving time:** Many attributes could be linked to the convenience of saving time, for example *store location*, since it takes time to reach a store that is not close to where one is situated. A connotation was also made between quality and saving time. Some participants explained that they didn't want to spend time searching for and purchasing clothing over and over again. They

preferred to purchase clothing less often and would rather ensure that they purchased clothing of a higher quality that would ensure long-term durability and not having to make frequent purchases. Many participants indicated that the *level of service* that they receive from a store has a time implication in that it either makes it convenient to shop at the store or not. Various participants preferred to shopping at retailers that offer a large variety of items, because they find it inconvenient to go to multiple stores during a shopping expedition.

"Accessibility is important because sometimes you know I'm a Seventh Day Adventist so on Saturdays we don't go to shops so sometimes …" **(P5:70).** *"When I'm coming from work on Friday I know I can pass the mall get something quickly and then go home … so it's easy on my way home I pass the mall obvious I will get out to get some things"* **(P5:72).**

"Can you tell me a little bit more why location plays a big role in you choosing Store C?" **(I:121)**. *"Well, I say location because … uhm … I don't mind traveling in general, but sometimes you don't, I don't have time to go to the mall …"* **(P6:122).**

"…. why is the quality of clothing important to you?" **(I:33).** *"Quality is important, because I'm always busy so I don't have the time to go to the shops again. So if I want something I don't want to go back again so at least I know that thing will last for months or a year … so quality last"* **(P5:34).**

"It's [Store G] too over crowded" **(P14:93).** *"Okay … Now WHY do you think you don't like it?"* **(I:94).** *"That's one thing … it will make me take longer to be on … to be in the queue to get to the till point"* **(P14:95).**

"… maar ek dink net hulle [Winkel C] het 'n goeie range en ek wil nie in 100 winkels ingaan nie, so dit maak dit maklik…[om daar te koop]" **(P2:50).**
[37][*… but I think they [Store C] just have a good range and I don't want to enter 100 stores, so it makes it convenient … [to shop there] (P2:50)].*

"I go to Store C because they also have a wide range which is also convenient" **(P11:25).**

"And why do you want to have a big variety?" **(I:18).** *"I am not so good at walking around in a mall, visiting shop after shop, looking at what they have and then making a choice as to what to take, what to buy. I prefer to see everything, and I don't have to walk around much. I can see so many things in one place and then I can decide what to take"* **(P11:19).**

- **In-store presentation and layout:** During the interviews it was reported that the *in-store presentation and organisation* of the merchandise influenced shopping ease and thus convenience.

"… die way hoe hulle [Winkel L] goed gepak is, is easy om daarna te kyk kan ek sê. Miskien op die walls en so, want jy kyk een kyk en dan sien jy alles … So jy hoef nie deur al die rakke te loop en verskillende skoene en so te kyk nie" **(P13:117).**

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[37] Quote directly transferred from an Afrikaans transcription.

[38][*… the way their [Store L] merchandise are packed, is easy to view it can I say. Maybe on the walls and so, because you look once and you see everything … So you don't have to walk through all the shelves to look at the shoes and so (P13:117)].*

Certain participants indicated that if they like a specific clothing item, they return to the retailer to purchase exactly the same item when the current item has to be replaced. They pointed out that it is easier for them just to purchase the same item as before.

"Uhm … soos met Winkel D … die enigste rede weer eens hoekom ek brand loyal I s… ek hou van die sekere fits wat ek klaar het en hulle hou aan met daai reeks" **(P2:172).** *"So jy sal weer en weer dieselfde vir jou gaan kry?"* **(I:173).** *"Ja… ja ek is nie te lus om te fit nie"* **(P2:174).**
[39][*Uhm … like with Store D … they only reason why I am brand loyal is … I like the specific fits that I already have and they continue with that range (P2:172). So you would go and get yourself the same over and over again?"* (I:173). *"Yes … I don't want to fit it (P2:174)].*

In conclusion, convenience emerges from time saving and is also enhanced by store organisation and layout.

5.3.2 Comfort

Comfort is a consequence that was mentioned in several interviews but in different contexts.

Firstly, comfort has a link to the product, referring to wearing comfort. Secondly, it also links with store attributes that influence the level of comfort (or discomfort) a consumer experiences while shopping.

The fit of a clothing item is an attribute that came up many times during the interviews. When the participants were asked to explain why fit is important, most of them indicated that the wearing of a clothing item that doesn't fit properly can result in discomfort.

"Vir my is gemaklik … hoe my klere vir my sit is baie belangriker as hoe dit vir my lyk … soos ek sal nooit 'n skinny jean dra nie, ek weet mense sê dit lyk nuwe mode, maar dit lyk vir my vrek ongemaklik" **(P3:128).**
[*Comfort for me … how my clothes fit me is much more important that how it looks like … like I'll never wear a skinny jean, I know people say it looks like new fashion, but for me it looks very uncomfortable (P3:128)].*

"So sal jy sê jy koop, jy koop dit net daar as gevolg van die groter snit?" **(I:36).** *"Ja. Jy kan mos nie 'n ding dra wat nie gemaklik is nie"* **(P12:37).**
[*So would you say you purchase it only because of the bigger cut? (I:36). Yes. You can't wear something that is not comfortable (P12:37)].*

Comfort and discomfort are consequences of certain attributes that may be related to the merchandise as well as the store/retailer. Service is an attribute that some participants associated

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[38] Quote directly transferred from an Afrikaans transcription.
[39] Quote directly transferred from an Afrikaans transcription.

with comfort: If the service is good it enhances the level of shopping comfort, and by contrast, bad service can result in discomfort. Store layout and organisation were also listed as attributes that influence shopping comfort and that could contribute to frustration and discomfort.

"I feel more comfortable because it's like most of the people working there, they know me" **(P14:37)**.

"As ek by Winkel Q instap dan voel dit of ek in die rakke vasloop" **(P12:140)**. *"Dis nie lekker nie ..."* **(P12:142)**.
[40]*[When I enter Store Q, it feels like I'm going to walk into the shelves* **(P12:140)**. *It is not nice ..."* **(P12:142)]**.

In conclusion: Comfort is a consequence that is highly valued and culminates as wearing comfort and/or ease of shopping.

5.3.3   Shopping enjoyment

Many participants mentioned that shopping enjoyment influences their store choice, which is congruent with the findings of Kim *et al.* (2002). Furthermore, it was indicated that they will spend more time in a store and even purchase more if they enjoy the particular shopping experience.

"… it [Store A] makes me want to purchase, that's the thing it does to me. It makes me feel happy! It makes me love shopping for clothes!" **(P10:61)**.

"Winkel J is baie Kleiner … Winkel B voel so kommersieël, groot … Hierdie is lekkerder. Ek sal langer hier [Winkel J] rondloop as daar [Winkel B]" **(P8:79)**.
[41]*[Store J is much smaller … Store B feels so commercial, big … This is nicer. I will browse here [Store J] longer than there [Store B]* **(P8:79)]**.

"So this is the joy of a factory shop, you can find real nice stuff. Like the clothes that I am wearing now, they were like a hundred rand for the shirt so ja …" **(P17:33)**. *"Quite a lot cheaper than the usual"* **(P17:35)**.

In conclusion: Enjoyment is a hedonic consequence that enhances store image.

5.3.4   Durability

It became evident that the participants perceived durability to be a consequence of good quality, as some participants indicated that they preferred to shop at retailers that offer good quality clothes because they do not want to purchase clothes frequently. When discussing store avoidance behaviour, durability was indicated as one of the main reasons why the participants avoided certain stores. It was evident that the participants used price as an extrinsic cue for quality and durability. Numerous

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[40] Quote directly transferred from an Afrikaans transcription.
[41] Quote directly transferred from an Afrikaans transcription.

participants indicated that they are willing to pay more for a clothing product if it is durable. Brand name was also used as an extrinsic cue to evaluate the durability of a clothing item and many participants indicated that they would gladly pay a higher price for a brand of which the quality could be trusted.

"Uhm … ek dink net dit gaan oor kwaliteit vir my …" **(P2:38).** *"Okay … hoekom is dit vir jou belangrik om 'n produk te koop wat kwaliteit is?"* **(I:39).** *"Want dit hou langer"* **(P2:40).** *"Hoekom wil jy hê dit moet langer hou?"* **(I:41).** *"Want ek wil net een keer koop… ek wil nie vier keer koop nie…"* **(P2:42).** [42]*[Uhm … I think for me it is about quality … (P2:38). Okay … And why is it important for you to purchase a product that is of good quality? (I:39). Because it lasts longer (P2:40). Why do you want it to last longer? (I:41). Because I only want to purchase once … I don't want to purchase four times … (P2:42)].*

"I've just stopped to buy from Store G you know, because I mean I don't buy a lot of clothes, I wear them over and over, so it wears out very quickly" **(P22:11).** *"Ek koop eerder [iets] duurder en ek weet daardie hemp of broek gaan hou"* **(P8:57).** [43]*[I would rather purchase [something] more expensive and I know that shirt of pair of pants will last (P8:57)].*

"Why do you think you like brand name clothing?" **(I:60).** *"Well … with brands you don't have to worry about the quality. So you know what they are selling is genuine. Like I bought uh, if I bought for example a Lacoste shoe I would know I don't have to worry about it, uh how long it's going to last. Lacoste is real leather so I'm pretty sure if I have one pair of Lacoste uhm, I'll not going to be worried about buying another genuine pair of shoes or maybe in a year or so. I know that's the label. That is why I like the labels. You can trust their quality"* **(P19:61).**

In conclusion: Durability was a consequence associated with better quality, which most were willing to pay more for.

5.3.5   Financial consequences

Many participants indicated that they want to save money and try to avoid wasting money as far possible. A variety of attributes imply financial consequences. Those that were mainly identified by the participants included *quality*, *fit* and *location*. Some participants explained that they deliberately wait for a sale before they purchase a product that they really like because of the financial implications.

"Okay, what I'll say … when I go to a fitting room and fit it [inaudible segment]. Then I decide not to buy it, because I don't want to waste my money and only buy something that doesn't fit me well" **(P1:178).**

"So dis bietjie ver vir my [[44]*Menlyn]. Ek wil nie so ver ry nie…"* **(P13:125).** *"Hoekom hou jy nie daarvan om verder te ry nie?"* **(I:126).** *"Uhm, petrol gewys"* **(P13:127).**

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[42] Quote directly transferred from an Afrikaans transcription.
[43] Quote directly transferred from an Afrikaans transcription.
[44] Menlyn is one of the largest shopping malls in Gauteng.

45[*So it is a bit far for me [Menlyn]. I don't want to drive that far … (P13:125). Why don't you like it to drive far? (I:126). Uhm, petrol wise (P13:127)].*

"Accessibility is important because sometimes I don't want to spend a lot on transport" **(P5:74).**

"… dis soos byvoorbeeld hierdie top … ek kan nie hierdie top gaan koop vir R2 000 in **46***Menlyn se winkel nie"* **(P2:166).** *"Ek sien nie die punt daarin nie… ek LOVE 'n sale, so as hy op sale is gaan koop ek hom by die factory shop"* **(P2:168).**
47[*… it's like for instance this top … I can't go and purchase this top for R2000 in Menlyn's store (P2:166). I don't see the point … I LOVE a sale, so when it is on sale then I'll buy it at the factory shop (P2:168)].*

In conclusion: Financial consequences are associated with quality of clothing (thus increasing the lifespan of clothing), fit (which increased the probability of optimising the wear) and location (in terms of the costs to reach the store).

5.3.6   Personal image

Many of the attributes indicated that participants generally had a clear idea as to how they wanted to be seen. Participants indicated that they want to look good. The attribute "fit" was mostly linked with "looking good".

"Because I wanna look good that's number one" **(P1:192).**

"… hoekom wil jy iets hê wat goed pas?" **(I:224).** *"Dit lyk mooi!"* **(P2:225).**
48[*… why do you want something with a good fit? (I:224). It looks good! (P2:225)].*

"Hoekom gaan koop jy by Winkel J?" **(I:67).** *"Styl, hoe dit lyk. Dit pas baie goed"* **(P16:68).**
49[*Why do you by at Store J? (I:67). "Style, how It looks. It fits me well" (P16:68)].*

Several participants reported that they purchased clothing at a certain store "because it suits me", mentioning the relevance of their occupation and age in terms of their store choice. Some participants wanted their clothing to suit their occupation for practical reasons, while others wanted to create an image that they were capable.

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45 Quote directly transferred from an Afrikaans transcription.
46 Menlyn is one of the largest shopping malls in Gauteng.
47 Quote directly transferred from an Afrikaans transcription.
48 Quote directly transferred from an Afrikaans transcription.
49 Quote directly transferred from an Afrikaans transcription.

"Hoekom hou jy nie daarvan om met ou, verbleikte [klere] te staan nie?" (I:68). *"Dit lyk simple ..."* (I8:69). *"Vir my met die sport, omdat dit my besigheid is, voel ek dit is die beeld wat jy vorentoe dra so jy moet maar reg lyk"* (P8:71).

[50][*Why don't you like it to appear in the old faded ones [clothes]? (I:68). It looks stupid ... (I8:69). For me with the sport, because it is my business, I feel the image that I portray should look right (P8:71)].*

Age was a recurring concept. Some participants deliberately wanted to look young while others deliberately wanted to look older. Most of the respondents explained that more trendy or fashionable clothes create a younger look. It was understood that they meant it in the light of the fact that older people are perceived to be more knowledgeable and capable in a working environment because of their experience.

"Ek sal nie daartoe [Winkel A] gaan nie. Uhm dis meer vir jongmense ... Winkel C is meer ouerig" (P12:106). *"En wil jy nie jonk lyk nie?"* (I:109). *"Nie altyd nie"* (P12:110). *"Dis net, jy word groot. Ek wil nie altyd jonk lyk nie"* (P12:112).

[51][*I wouldn't go there [Store A]. Uhm it's for young people ... Store C is older (P12:106). And don't you want to look young? (I:109). Not always" (P12:110). It's just, you grow up. I don't want to look young forever (P12:112)].*

"Okay. Now why do you want to wear clothes that is fashionable and classy?" (I:55). *"Because I consider myself still young … I think because of my age, I need to wear clothes that are more into my age and you know, the lifestyle that I live"* (P4:56).

"Winkel K se klere het vir my te blink geraak. Miskien verander dit maar met tye ... Ek het altyd by Winkel K gekoop toe ek jonger was en nou is dit net nie… nou is ek 'n ou oom wat na Winkel C toe gaan" (P24:110-111). *"Hoekom wil jy nie meer jonk lyk nie?"* (I:112). *"Want ek raak ouer so ek dra nie meer sneakers nie, baggy broeke en sulke goed nie"* (P24:113).

[52][*The clothing from Store K got too shiny for me. Maybe it just changes with time … When I was younger, I always shopped at Store K and now it's just not … now I'm an old man who goes to Store C (P24:110-111). Why don't you want to look young anymore? (I:112). Because I am getting older so I'm not wearing sneakers, baggy pants or those types of things anymore (P24:113)].*

Desirable personal image: Many participants indicated that they wanted to create a specific personal image. During some interviews the participants explained that with "creating an image" they actually only wanted to portray who they are. By contrast, the conversations with certain participants revealed that they wanted to create a desirable personal image, possibly to create an image of who they wanted to be rather than who they currently are. Some participants indicated that they wished to have the approval of others regarding their appearance and the clothes that they wear.

"Why do you think you want to look stylish?" (I:195). *"Because it is my personality. I need to create that image of myself"* (P1:196).

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[50] Quote directly transferred from an Afrikaans transcription.
[51] Quote directly transferred from an Afrikaans transcription.
[52] Quote directly transferred from an Afrikaans transcription.

"I would say I want my girlfriend to love what I'm wearing" **(P1:198).**

"And Store S I think it is linked to the lokasie ..." **(P7:87).** *"To who?"* **(I7:88)**. *"Lokasie, you know the townships … Like people who wear Store S are from townships …"* **(P7:89).** *"I understand, so you don't want that connotation?" (I7:90).* *"NO!"* **(P7:91).**

"Unique plays a huge role for me … I always want to look different" **(P10:87).**

"Now, why is it important for you that it looks good?" **(I:54).** *"I think, when I meet people and my friends, I want them to compliment me and say 'you are looking good, where did you get this? It's all about the way you look"* **(P7:55).**

"Why is it important for you to wear things that fit well?" **(I:42).** *"It shows that the clothes I purchase are designed in a way to fit my body. But if I have to think about that one … I would say it represents me. So normally what I wear and how it fits me, gives another person a picture of who I am. I like people looking at me and then I wear clothes that fits me"* **(P10:43).**

"If anything I would like to talk less. I would like you to figure me out, or at least half of me, from what you saw. That much I want" **(P9:27).** *"I feel like if you say you're going to dress for yourself, it is a lie. If you dress for yourself, there would not be models and fashion shows. Fashion is displayed, strictly. We are showing something off. Otherwise people would not be obsessed with specific brands, you know… Fashion is displaying, if anything, I would say it is art. Everybody, we are all part of a gallery. We are all expressing ourselves differently"* **(P9:29***).*

In conclusion, three dimensions were related to personal image as a consequence of certain attributes, namely, *to look good*, to get clothes that *suited them*, and to *boost their personal image*.

5.4   SUMMARY OF ATTRIBUTES AND CONSEQUENCES TO BE CAPTURED IN THE QUESTIONNAIRE

As explained in detail in Chapter 4, the APT hard laddering technique is used in the quantitative survey (phase 2). This technique uses a series of matrices, which contain attributes as well as the consequences related to these attributes. The attributes and consequences for these matrices were elicited specifically for the study at hand by means of qualitative in-depth interviews. Table 5.4 provides a summary of the attributes and consequences that were elicited for the matrices in this study. An example of how these elicited attributes and consequences were utilised in the AC matrix of this study can be seen in Figure 5.1.

TABLE 5.4: SUMMARY OF ATTRIBUTES AND CONSEQUENCES INCORPORATED IN THE QUESTIONNAIRE

Attribute Themes	Final items for APT	Consequence Themes	Final items for APT
Product attributes	• Match my personal style • Fashionable clothing • Quality • Fit • Well-known brand name • Wide range of clothing • Variety of sizes • Product categories apart from male clothing	**Convenience**	• Overall convenience • Saving time • Shopping ease
		Comfort	• Wearing comfort • (Shopping ease)
		Shopping enjoyment	• Shopping enjoyment
		Durability	• Clothing durability
		Financial	• Value for money • Limiting shopping risk
Store attributes	• Store layout • Service • In-store atmosphere • Store location • Store familiarity • Store reputation • Store cards/credit facilities	**Personal image**	• Approval of others • Looking good • Expressing myself
Price	• Good prices		

FIGURE 5.1:   AC MATRIX USED IN PHASE 2

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Chapter 6

RESULTS AND DISCUSSION: PHASE 2

This chapter presents the results and discussion related to the quantitative phase of this study in accordance with the objectives that directed the research.

6.1   INTRODUCTION

The demographic characteristics of the sample are presented, followed by the results, as well as a discussion of the results, of the quantitative phase, considering the objectives of this study. As was done in similar studies (Kim & Kim, 2019; Bolzani, 2018; Gengler *et al.*, 1995), the results pertaining to each objective include a presentation of the implication matrices as well as the related hierarchical value maps (HVM). As explained in Chapter 4, which presents the methodological discussions, dominant chains cannot be extracted from an HVM of an APT study, since the AC (Attribute-Consequence), CC (Consequence-Consequence) and CV (Consequence-Value) levels are independent of each other.

6.2   DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

This study focused on Millennial men based on evidence in the literature that their clothing consumption behaviour differs vastly from that which was traditionally associated with men in terms of their interest in clothes, fashion and personal grooming, their retail store patronage, as well as how much they spend on clothing (Cho, 2017; Motale *et al.*, 2014; Barton *et al.*, 2012; Pentecost & Andrews, 2010; Bakewell *et al.*, 2006). Before proceeding with the questionnaire, two screening questions were used to ascertain whether the men who showed interest in the invitation to participate in the study could indeed be classified as Millennials to ensure that participants' contributions would be valid. As the study used the age interval between 1980 and 2000 (Kotler &

Lee, 2016), men who were younger than 40 years at the time of the investigation where therefore included in the study. The recruitment process produced an eligible sample of 408 Millennial men.

6.2.1   Age distribution of the sample

The age distribution within the sample ranged from 18 to 38 years at the time of data gathering in 2018. Figure 6.1 indicates that the respondents (N = 408) were relatively well distributed across the age spectrum.
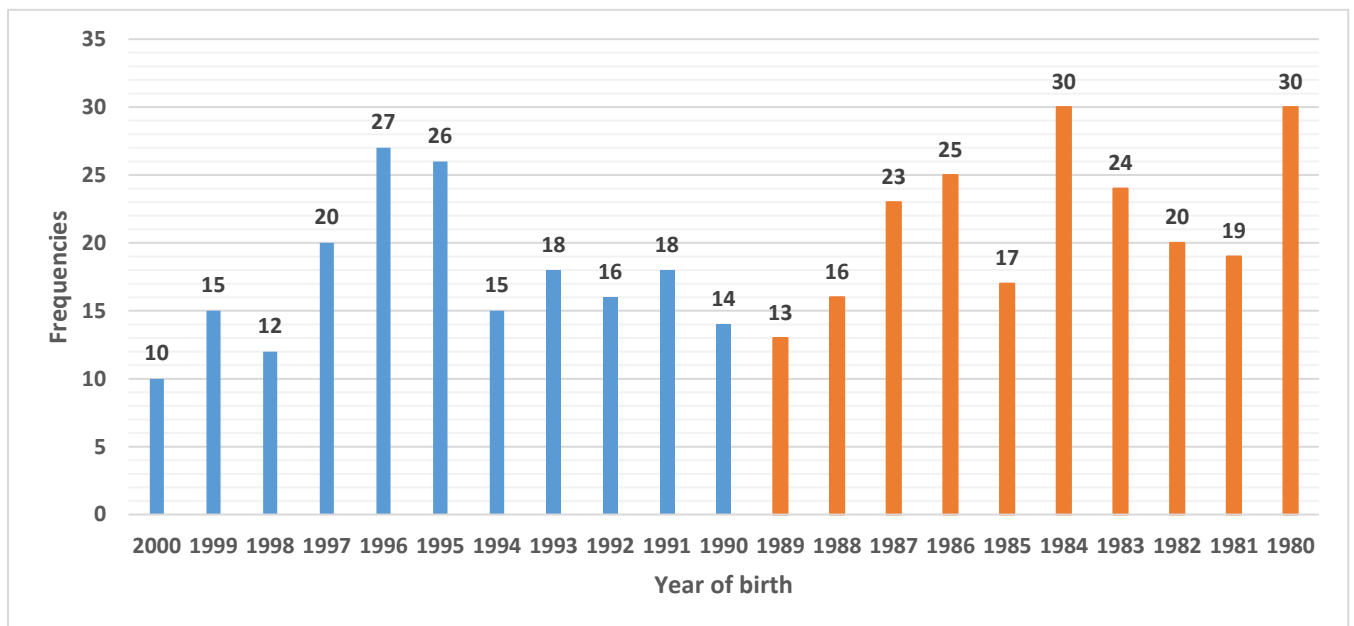
FIGURE 6.1:   **AGE DISTRIBUTION OF THE SAMPLE (N = 408)**

To simplify the analysis, the sample was divided into two age categories to address Objectives 2.1 and 3, which aimed to investigate the possible influence of age on the cognitive structures of Millennial men. The first category, indicated in blue in Figure 6.1, grouped respondents born in the 11-year interval between 1990 and 2000. The second category, indicated in orange, grouped respondents born between 1980 and 1989, which is a ten-year interval. The frequencies and percentages of these categories are presented in Table 6.1.

TABLE 6.1:   **CATEGORIES OF INVESTIGATION RELATED TO YEAR OF BIRTH (N = 408)**

Categories in the questionnaire	n	%
Born 1990 to 2000	217	53.19
Born 1980 to 1989	191	46.81
Total	**408**	**100**

6.2.2 Area of residence

An additional prerequisite for participation in the study, besides gender and age, was that respondents had to be South African. Since screening questions should be brief, it was decided not to include area of residence as a screening question. Accordingly, a multiple-choice question was included to provide an opportunity for respondents to specify their province of residence. Table 6.2 shows that the majority of the sample (n = 305/74.75%) resided in Gauteng province. This was expected since the researcher is located in Gauteng and conveniently recruited respondents whom she could contact more easily. Having the majority located in Gauteng was not considered a problem, as it is the most densely populated province and the financial hub of South Africa (Jogee & Callaghan, 2014; Deon, 2011), thus attracting an increasing number of young people to the major cities seeking to benefit from financial opportunities that are less prevalent elsewhere.

TABLE 6.2:   AREA OF RESIDENCE (N = 408)

Categories in the questionnaire	n	%
Eastern Cape	4	0.98
Free State	10	2.45
Gauteng	305	74.75
KwaZulu-Natal	22	5.39
Limpopo	7	1.72
Mpumalanga	8	1.96
North West	16	3.92
Northern Cape	2	0.49
Western Cape	34	8.33
Total	408	100

6.2.3 Level of education

According to the 2011 South African census, only 12.1% of the South African population had completed some form of higher education at that point of time (STATSSA, 2012). Table 6.3 shows that the majority of the sample (n = 185/45.34%) possessed a degree or diploma. While a quarter of the sample (n = 103/25.25%) possessed a postgraduate degree/diploma, an almost equal amount possessed a level of education up to Grade 12, or lower (n = 119/29.17%). The sample was therefore fairly well educated, which is not a true reflection of the population characteristics of South Africa. This may be because respondents, in order to complete the questionnaire, had to have internet access or had to possess a web-enabled mobile phone with internet access, which is less likely among lower educated consumers. The researcher struggled to reach those men. This is evident from the small number (n = 8/1.96%) of respondents in the final sample who had not completed secondary schooling. As a result of convenience sampling, the electronic link to the questionnaire was probably only distributed to respondents of a similar social standing to those who completed the questionnaires in

the first place. For further analysis of results, these lowest educated respondents (n = 8/1.96%) were merged with those who possessed a matric certificate (n = 111), labelling the category as "Secondary Schooling ≤Gr12".

TABLE 6.3:   LEVEL OF EDUCATION OF THE SAMPLE (N = 408; MISSING: n = 1)

Categories in the questionnaire	n	%	Categories of investigation	n	%
Some schooling without matric (Grade 12)	8	1.96	Secondary Schooling ≤Gr12	119	29.17
Matric (Grade 12)	111	26.96			
Degree/Diploma	185	45.34	Degree/Diploma	185	45.34
Postgraduate	103	25.25	Postgraduate	103	25.25
Missing	1	0.24			
Total	**408**	**100**			

6.2.4   Population group representation in the sample

According to the latest census conducted in South Africa (2011), the South African population included 79.2% black Africans, 8.7% whites and 12.1% other population groups (STATSSA, 2012). Despite numerous attempts to recruit a more representative sample of the different population groups, the sample nevertheless contained an overrepresentation of white respondents (n = 223/54.66%), as shown in Table 6.4. However, the sample included an adequate representation of black respondents (n = 146/35.78%) to enable comparisons of the different population groups. The data related to the remaining population groups, I.e. "Asian", "coloured", "Indian" and "other" were integrated into a single category, namely "Other", since the individual groups are too small for meaningful analysis. This group formed the smallest category in the sample (n = 37/9.08%).

TABLE 6.4:   REPRESENTATION OF POPULATION GROUPS IN THE SAMPLE (N = 408; MISSING: n = 2)

Categories in the questionnaire	n	%	Categories of investigation	n	%
Black	146	35.78	Black	146	35.78
White	223	54.66	White	223	54.66
Asian	3	0.74	Other	37	9.08
Coloured	18	4.41			
Indian	15	3.68			
Other	1	0.25			
Missing	2	0.48			
Total	**408**	**100**			

6.2.5   Household income

In Section I, Question 13 of the questionnaire (Addendum C), respondents were requested to indicate their approximate gross monthly household income. The seven categories in this multiple-choice question were then regrouped as low, middle and upper income, as indicated in Table 6.5.

TABLE 6.5:   HOUSEHOLD INCOME DISTRIBUTION ACROSS THE SAMPLE (N = 408; MISSING: n = 6)

Categories in the questionnaire	n	%	Categories of investigation	n	%
Less than R10 000	62	15.20	Low income	131	32.11
R10 000 or more but less than R20 000	69	16.91			
R20 000 or more but less than R30 000	63	15.44	Middle income	169	41.42
R30 000 or more but less than R40 000	68	16.67			
R40 000 or more but less than R50 000	38	9.31			
R50 000 or more but less than R60 000	24	5.88	Upper income	102	25.00
R60 000 or more	78	19.12			
Missing	6	1.47			
Total	408	100			

6.2.6   Summary of demographic results

The 408 respondents in the sample were well distributed across the two age categories that were distinguished for statistical discrimination, i.e. 53.19% born between 1991 and 2000, and 46.81% born between 1980 and 1990. The overrepresentation of respondents who resided in Gauteng (74.75%) was an unfortunate consequence of convenience sampling, although their location gave assurance that the respondents were within reach of major cities and shopping centres, which was recommended for participation in this research. The remaining respondents were distributed across South Africa. The majority of the sample were highly educated, possessing a degree or diploma (n = 185/45.34%) or a postgraduate degree/diploma (n = 103/25.25%). This may be attributed to the way in which respondents were recruited and how they had to complete the questionnaire; that is, they had to have internet access and a suitable device to complete the questionnaire. The rest of the respondents (n = 119/29.17%) had not progressed further than secondary school. Despite a larger presentation of white respondents in the sample (n = 223/54.66%), black population groups were well represented (n = 146/35.78%). The other population groups were merged as the individual population groups were not represented well enough to deduce meaningful findings: collectively, they only formed a small part of the sample (n = 37/9.08%) that was recruited during the recruitment period, which stretched over nine weeks and which entailed several reminders trying to attract more interest. Three income categories were distinguished, namely low (< R20 000: n = 131/32.11%), middle ($\geq$ R20 000 < R50 000: n = 169/41.42%) and high income respondents ($\geq$ R50 000: n = 102/25.00%), indicating a good representation of all income groups.

6.3   RESPONDENTS' PERSONAL CLOTHING EXPENDITURE

Section C of the questionnaire addressed two aspects, namely, *frequency of* clothing purchases, and *expenditure* on clothing.

6.3.1 Frequency of clothing purchases

A multiple-choice question (Section C, Question 3) required respondents to indicate *how often they purchased clothing for themselves*. Table 6.6 reveals that nearly one out of every three respondents in this study (n = 132/32.35%) apparently purchased clothing every two to three months, while one in four respondents only purchased clothing once per season (n = 110/26.96%) or once a year (n = 110/26.96%). Purchasing clothing on a monthly basis was the exception (n = 24/5.88%).

TABLE 6.6:   FREQUENCY OF CLOTHING PURCHASES (N = 408)

Categories in the questionnaire	n	%
Less than once a year	32	7.84
Once a year	110	26.96
Every season	110	26.96
Every 2 to 3 months	132	32.36
Every month	24	5.88
Total	408	100

6.3.2 Expenditure on clothing

The following question (Section C, Question 4) was generated by reflecting on the answer to the previous question. For instance, if a respondent had indicated that he purchased clothing *every month*, this question now required the individual to indicate, on average, *how much he spent* on clothes *every month*. This was achieved with a piping variable function. Table 6.7 presents the different purchase scenarios as specified in the questionnaire, and summarises the average of respondents' clothing expenditure in South African rand value (ZAR) for every alternative, indicating the minimum and maximum amount spent, as well as the average across the particular scenario. For instance, for respondents (n = 110/26.96%) who indicated that they purchased clothing once a year, the lowest and highest amounts recorded were R500 and R40 000 per annum, respectively, with an average spent on clothing for themselves being R3277.27 per annum.

TABLE 6.7:   FREQUENCY OF CLOTHING PURCHASES AND MONEY SPENT (N = 408)

Categories in the questionnaire	n	%	Minimum	Maximum	Average
Less than once a year	32	7.84	R200	R10 000	R1 729.69
Once a year	110	26.96	R500	R40 000	R3 277.27
Every season	110	26.96	R100	R13 000	R2 756.82
Every 2 to 3 months	132	32.36	R300	R50 000	R2 064.85
Every month	24	5.88	R250	R3 000	R1 504.17
Total	408	100			

In terms of frequency of clothing purchases, almost half of the men in the sample either purchased clothing once a year or seasonally, while near 40% purchased clothes more frequently for themselves. Less than 10% of the men in the sample purchased clothing less than once per year. Inescapably, those who purchased clothing more frequently, also spent more on clothing, with indications that men who purchase clothing monthly spend on average approximately R1500 per month which translates to approximately R18 000 per year. Those who purchase clothing seasonally spend close to R11 000, as opposed to the R3300 spent by those who purchase only once per year.

6.4   RESULTS

6.4.1   Background

As explained in Chapter 4, the data analysis of the quantitative phase consisted of compiling various implication matrices, which summarised all the paired links (Veludo-de-Oliveira *et al.*, 2006), after which the HVMs (hierarchical value maps) were drawn.

The implication matrices that were drawn from the data to link attributes, consequences and values were drawn in two ways: firstly with the respective frequencies calculated for AC (attribute-consequence), CC (consequence-consequence) and CV (consequence-value) links, and then the process was repeated with the related percentages. Traditionally, in qualitative studies, implication matrices are drawn based on the frequencies and, therefore, this chapter will only contain the implication matrices related to the frequencies. The HVMs, however, were drawn in accordance with the relevant percentages, as done in the APT studies of Barrena *et al.* (2017), Hastreiter and Marchetti (2016), and Weissnar and Du Rand (2012). When using percentages, it is easier to compare the HVMs of different subsets of the data, for instance younger Millennials (n = 217) and older Millennials (n = 191).

Unlike other APT studies, this study was interactive and each respondent received a personalised, uniquely generated set of matrices. Compared to other APT studies, the percentages of some of the links might appear low, but this is due to the interactive nature of the investigation and the fact that every respondent could make unique choices. To explain the process, in Section D Question 6, 249 (61.03%) respondents indicated that the attribute "high quality" is an important attribute when making clothing retail store choices. In the uniquely generated AC matrices, only these 249 respondents had access to "high quality" as an attribute that could be linked to subsequent consequences. Of these 249 respondents, 147 indicated that the reason why this attribute ("high quality") is important to them is because it has a direct consequence of "clothing durability". If this

were a non-interactive APT study, and 147 out of 249 indicated this link, the population would have been 249, as all respondents would have received this question. Subsequently the percentage occurrence of this link ("high quality" linked with "clothing durability") would have been 59.04% (147 out of 249). By contrast, the interactive APT of this study mimics traditional qualitative means-end studies. Hence, the percentage of this specific link is calculated using the entire population, which in this case is 147 links out of a population of 408, thus presenting a 36.03% response. Therefore, the HVM indicates this specific link as 36.03%, as the percentage was deflated by the structure of this adapted APT technique to indicate the outcome in relation to the entire sample who could, theoretically, have opted for that choice.

On drafting an HVM, the researcher must decide how many links should be included in the map, which affects the complexity of the structure (Jeng & Yeh, 2015). Numerous viewpoints are held concerning this issue, as well as concerning the ways to determine which links should be included or disregarded (Phillips & Reynolds, 2009). As explained in Chapter 4, the top-down ranking method of Leppard *et al.* (2004) was used in this study to determine which links should be included in the HVMs. This entails selecting the links in the implication matrices with the highest frequencies using a certain cut-off point. After continuous drafting and redrafting of HVMs, the researcher and her study leaders, in discussion with another expert in MEC studies, decided that a less detailed HVM with fewer links would provide a better indication of the results as it would only highlight the most pertinent links rather than provide overwhelming detail including weaker links. The results of this study are based on a level-6 cut-off point for retention of links, as has been done in several former studies that also utilised the top-down ranking method (Barrena *et al.*, 2015b; López-Mosquera & Sánchez, 2011). This study therefore retained the top six links on each level. In addition, it was decided to only include one decimal in the HVMs to enhance the readability of these diagrams. As was done in previous studies (Kim & Kim, 2019; Lopez-Mosquera & Sanchez, 2012; Zins, 2000), the top six links were then divided to distinguish three levels of strength of their association, therefore from the strongest, to moderate, to the weakest link. The strength of the association was calculated by ascertaining the difference between the highest link and the lowest on the sixth level link and dividing it by three to determine the interval. In the implication matrices, the first level links (representing the strongest of the links) are indicated in blue, the second level (*fairly strong links*) in green and the third level (*notably strong links*) in yellow. Each implication matrix is supplemented with the calculation of the intervals of the three levels of strength (Addendum D).

In traditional MEC studies, a dominant chain is extracted after the HVM is generated, which is not done in APT studies that are based on the condition that the matrices are independent (Ter Hofstede *et al.*, 1998), which subsequently does not support an assumption of a dominant ACV chain.

6.4.2   Objective 1: Identification of the ACV links

The first objective of this study was to identify the links among *desired clothing retail store attributes,* related *desirable consequences* and the subsequent *personal values* that drive Millennial men's clothing retail store choices. This objective was divided into three sub objectives of which the first two were dealt with in the qualitative phase of the study and reported in detail in Chapter 5:

Objective 1.1 aimed to elicit the *desirable retail store attributes* (A), while

Objective 1.2 intended to identify the *desirable consequences* (C) that drive Millennial men's clothing retail store choices, and

Objective 1.3 formed part of the subsequent phase, which aimed to derive the underlying personal values (V) based on the desirable consequences (Objective 1.1) and desirable attributes (Objective 1.2) that drive Millennial men's clothing retail store choices.

Subsequently, the HVM of the entire sample (N = 408) was generated and interpreted, thus requiring a more elaborate explanation.

6.4.2.1 Implication matrices

In APT studies with two matrices in their surveys, two implication matrices are drawn. Since this study used three matrices in the questionnaire (AC, CC, and CV matrix), three implication matrices were drawn. Every implication matrix indicates the strongest links and further distinguishes the strongest links in terms of three strengths. Since laddering starts at the least abstract concepts and ladders upwards towards the more abstract reasoning (Botschen & Thelen, 1998; Reynolds & Gutman, 1988), the results and discussion will also follow this order, starting with the AC implication matrices, followed by the CC implication matrices and, lastly, the CV implication matrices.

6.4.2.1.1 AC implication matrix

An AC implication matrix is a summary of the AC matrix in the questionnaire (Section F, Question 7), where the rows contain all 16 attributes included in the study, which were derived during the qualitative phase of the study. The columns contained all 11 consequences of the study, also derived from the qualitative phase. The questionnaire included an extra column "none of these", which the

respondents could indicate if they were unable to draw an association between the attribute and the consequences listed. As explained in Chapter 4, this was done to avert the critique related to the APT that respondents are forced to indicate links with attributes, consequences and values that are of no concern to them. It was anticipated that, because the qualitative phase was comprehensive, this column would not draw enough responses, but it nevertheless gave participants some comfort thinking that they were not forced to choose the options listed.

Table 6.8 presents the AC implication matrix for the entire sample, which was drawn by placing the frequencies of paired links in table format.

TABLE 6.8:   AC IMPLICATION MATRIX FOR THE ENTIRE SAMPLE (N = 408)

		1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping	10. value for money	11. convenience	Total
1.	that offers clothing that match my personal style	58	58	33	18	117	69	78	7	4	44	41	527
2.	that offers fashionable clothing	11	16	19	17	95	39	32	19	2	17	11	278
3.	that offers clothing of high quality	17	16	12	147	32	9	65	7	17	100	13	435
4.	that offers clothing that fits me well	34	40	24	21	74	26	93	11	5	25	26	379
5.	that offers well-known brand names	7	11	11	12	10	10	11	5	3	10	6	96
6.	that I'm familiar with	28	36	6	8	3	3	9	1	9	10	19	132
7.	that has a good reputation	6	6	6	10	3	5	4	3	17	9	6	75
8.	that has a wide range of clothing	25	37	21	6	11	9	15	0	4	10	33	171
9.	that offers good service	11	14	13	2	4	1	0	0	3	5	4	57
10.	that has a pleasant in-store atmosphere	0	17	18	0	1	0	0	0	1	0	7	44
11.	that has a well organised layout	20	30	22	3	2	1	0	0	4	2	13	97
12.	that has a good location	35	28	11	2	0	1	0	0	5	1	20	103
13.	that offers good prices	20	37	27	16	12	5	13	2	11	133	28	304
14.	that offers a variety of sizes	16	18	6	3	8	2	12	2	5	5	16	93
15.	that offers store cards/credit facilities	6	15	2	0	2	1	2	0	4	5	14	51
16.	that offers different product categories apart from male clothing	5	3	6	0	0	1	0	1	0	2	13	31
Total		**299**	**382**	**237**	**265**	**374**	**182**	**334**	**58**	**94**	**378**	**270**	

The six strongest links identified from the respondents' selections are identified in terms of the highest frequencies calculated: 147, 133, 117, 100, 95 and 93. Table 6.9 indicates the intervals of the three levels of the links that formed part of the HVM of the entire sample which eventually included a total of six AC links. In the AC implication matrix (Table 6.8), the links with a frequency of 93 up to 111 are considered *notably strong links* and their cells are indicated in yellow. Links with frequencies ranging

from 112 to 129 are considered *fairly strong* and are indicated in green; frequencies ranging from 130 to 147 represent the *strongest* links and are indicated in blue.

TABLE 6.9:   CALCULATIONS FOR THE AC IMPLICATION MATRIX FOR THE ENTIRE SAMPLE

	Minimum	Maximum	Interval
Notably strong links	93	111	18
Fairly strong links	112	129	17
Strongest links	130	147	17

Based on the links identified in Table 6.8 and explained in Table 6.9, two strong AC links were made, namely:

● **clothing of high quality** (A) which results in **clothing durability** (C)

● **good prices** (A) which result in **value for money** (C)

One fairly strong link was made, namely:

● **clothing that matches my personal style** (A) which results in l**ooking good** (C)

Three notably strong links were made, namely:

● **clothing that fits me well** (A) which results in **wearing comfort** (C)

● **Fashionable clothing** (A) that results in **looking good** (C)

● **Clothing of high quality** (A) that results in **value for money** (C)

6.4.2.1.2 CC implication matrix

In the CC implication matrix (Table 6.10), the six strongest links are identified. As explained in Chapter 4, the CC matrix (Section G, Question 8) presented the consequences in rows (selected according to the responses in the preceding question) and the 11 consequences as used in the AC matrix were presented in the columns. The CC implication matrices contain all 11 consequences in rows as well as in the columns to summarise the associations. Like the AC implication matrices, the column "none of these" in the questionnaire was excluded from the CC implication matrices. Although respondents were instructed not to choose similar consequences (for instance that "convenience" means "convenience"), some respondents nevertheless did so. The CC implication matrix in Table 6.10, distinguishes those links in a blue font and these were excluded when the strongest links were identified.

TABLE 6.10:   CC IMPLICATION MATRIX FOR THE ENTIRE SAMPLE (N = 408)

	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total
1. that saves me time	36	84	41	4	7	3	6	3	12	7	79	282
2. that offers me shopping ease	113	20	74	6	7	8	11	2	15	13	83	352
3. that makes shopping enjoyable	38	55	25	7	18	25	18	8	15	16	34	259
4. that offers durable clothing	17	10	12	30	28	16	56	6	30	92	10	307
5. that offers clothes that make me look good	18	16	51	12	46	96	59	44	9	26	17	394
6. that expresses who I am	9	10	25	7	75	24	30	17	8	13	10	228
7. that offers clothes that is comfortable	16	20	26	30	62	34	49	13	19	51	41	361
8. that carries the approval of others	4	6	6	3	21	13	7	4	8	10	8	90
9. where risks related to shopping is limited	17	25	13	5	3	2	3	4	9	24	17	122
10. that offers me value for money	41	44	38	51	25	14	28	6	39	33	65	384
11. that offers me convenience	88	69	36	4	13	6	16	8	13	24	20	297
Total	397	359	347	159	305	241	283	115	177	309	384	

TABLE 6.11:   STRONGEST LINKS IN THE CC IMPLICATION MATRIX FOR THE SAMPLE (N = 408)

	Minimum	Maximum	Interval
Notably strong links	83	93	10
Fairly strong links	94	103	9
Strongest links	104	113	9

With the CC matrix, only one particularly strong link was distinguished, namely:

● **shopping ease** (C) which results in **saving time** (C)

The fairly strong link, was:

● **clothes that make me look good** (C) which result in **expressing myself** (C)

Four associations were made as the so-called notably strong links:

● **saving time** (C) which results in **shopping ease** (C)

● **shopping ease** (C) which results in **convenience** (C)

● **durable clothing** (C) which results in **value for money** (C)

● **convenience** (C) which results in **saving time** (C)

6.4.2.1.3 CV implication matrix

Similar to the AC and CC implication matrices, the CV implication matrix that is presented in Table 6.12 provides a summary of the data obtained from Section H, Question 9 of the questionnaire, where respondents had to indicate the underlying reasons (personal values) why the consequences indicated by them were important. The six strongest links are distinguished, while the calculations of the strength of the associations are presented in Table 6.13.

TABLE 6.12: CV IMPLICATION MATRIX FOR THE ENTIRE SAMPLE (N = 408)

	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	*Total*
1. that saves me time	**139**	39	41	11	4	6	6	7	22	5	**280**
2. that offers me shopping ease	**127**	74	42	26	3	10	6	10	35	4	**337**
3. that makes shopping enjoyable	**106**	55	44	40	9	12	9	42	31	10	**358**
4. that offers durable clothing	52	29	47	15	22	11	12	18	58	20	**284**
5. that offers clothes that make me look good	76	63	67	51	79	53	16	33	20	3	**461**
6. that expresses who I am	65	**89**	59	46	23	24	19	29	22	7	**383**
7. that offers clothes that is comfortable	**124**	79	40	27	15	12	17	32	29	8	**383**
8. that carries the approval of others	14	7	13	28	29	34	11	7	10	5	**158**
9. where risks related to shopping is limited	30	24	21	10	6	9	9	8	26	12	**155**
10. that offers me value for money	84	34	81	20	15	13	17	32	80	15	**391**
11. that offers me convenience	**110**	42	43	16	11	11	7	14	44	9	**307**
Total	**927**	**535**	**498**	**290**	**216**	**195**	**129**	**232**	**377**	**98**	

TABLE 6.13:   STRONGEST LINKS IN THE CV IMPLICATION MATRIX FOR THE SAMPLE (N = 408)

	Minimum	Maximum	Interval
Notably strong links	89	105	16
Fairly strong links	106	122	16
Strongest links	123	139	16

With regard to the CV implication matrix, three links were particularly strong, namely:

● **saving time** (C) which results in **pleasure** (V)

● **shopping ease** (C) which results in **pleasure** (V)

● **clothes that are comfortable** (C) which results in **pleasure** (V)

Two links were part of the fairly strong category:

● **shopping enjoyment** (C) which results in **pleasure** (V)

● **convenience** (C) which results in **pleasure** (V)

Only one link was identified as a notably strong link, namely:

● **expresses who I am** (C) which results in **freedom, creativity** (V)

Contrary to the former matrices, there were more of the stronger links and fewer of the weaker links.

6.4.2.2 Hierarchical value map

Figure 6.2, the HVM for the entire sample (N = 408), indicates the most prominent links as well as the underlying personal values that drive Millennial men's clothing retail store choices. HVMs are read from the least abstract level (attributes) upwards, ending with the most abstract concepts (personal values) (Bolzani, 2018; Thompson & Chen, 1998).
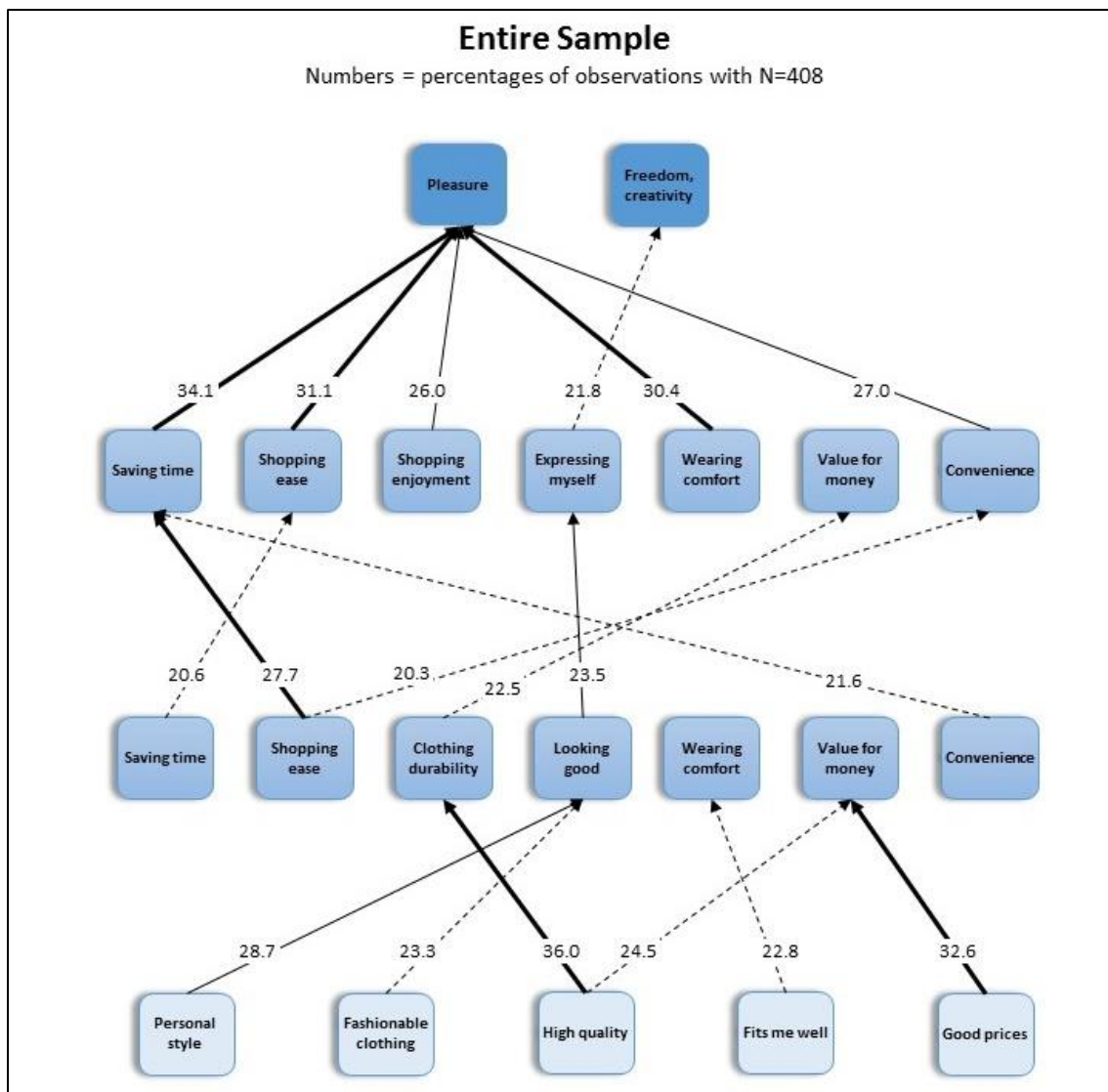
FIGURE 6.2: **HIERARCHICAL VALUE MAP FOR THE ENTIRE SAMPLE**

AC level

From the lowest level of abstraction, the link between the attribute "high quality" and the consequence "clothing durability" was the most important, with 36.0% of all the respondents indicating this link. The second most important link, made by 32.6% of the sample, was the link between "good prices" that respondents perceived to produce "value for money". The link between the price of clothing and perceived value was also found to be important in the MEC study of Botschen and Thelen (1998). This concurs with the literature that stresses that it is crucial for consumers that a price matches the value obtained from the purchase (Schiffman & Wisenblit, 2018:169). Thirdly, the link between "personal style" and "looking good" was the third most relevant, indicated by 28.7% of the sample. All three remaining AC links were considered *notably strong*. These associated "high quality" with "value for money" (24.5%), "fashionable clothing" with "looking good" (23.3%), and "fits me well" with "wearing comfort" (22.8%).

CC level

On a more abstract level, the inter consequence–consequence links departed with "shopping ease" and ended with "saving time", as indicated by 27.7% of the respondents. These two consequences are reciprocally linked, meaning that the two links have the same pair of consequences, but some respondents perceived the one consequence as less abstract (serving as departing point for the link) while others perceived the contrary. Therefore, the reciprocal link is "saving time" leading to "shopping ease" (20.6%). Further analysis of this reciprocal link indicates that "shopping ease" was a more dominant departing element than "saving time", and therefore respondents perceived the consequence "saving time" as being more abstract than the consequence "shopping ease".

The second most dominant link, and *a fairly strong link,* was made between "looking good" and "expressing myself" (23.5%). This, together with the AC link between "personal style" and "looking good", concurs with the literature that indicates that Millennials choose brands that match their personality to communicate who they are (Moreno *et al.*, 2017). The remaining links were only *notably strong*. The respondents perceived that "clothing durability" would facilitate obtaining "value for money" (22.5%). In addition, "convenience" was perceived to result in "saving time" (21.6%). The least prominent link on the CC level was the link between "shopping ease" and "convenience" (20.3%). Interestingly, the consequence "wearing comfort" occurred within the AC and the CV links, although there was no link on the CC level.

CV level

On the most abstract level, the personal value "pleasure" was in five of the possible six most prominent links. The three strongest links departed from "saving time" (34.1%), "shopping ease" (31.1%) and "wearing comfort" (30.4%) and ended at "pleasure". The most dominant link, the link departing from "saving time", gives an indication of the busy lifestyle of Millennials (Ryke, 2019; Moreno *et al.*, 2017). If one of the strongest motivations that drives retail store choice is based on saving time, then retail stores should carefully analyse what can be done to make the entire clothing shopping experience less time consuming. Two fairly strong links also ended in "pleasure", with "convenience" (27.0%) and "shopping enjoyment" (26.0%) as the respective premises. The only other personal value captured in the top six links was "freedom, creativity", which departed from the consequence "expressing myself". This was indicated by 21.8% of the sample, thus creating a *notably strong link*. Ultimately, it was evident that pleasure (hedonism) drives Millennial men's retail store choices. In the qualitative means-end study of Thompson and Chen (1998), which focused on fashion

retail store image, the same conclusion was reached, ultimately indicating "enjoyment, happiness" as the end-state that motivated behaviour.

6.4.3   Objective 2: Differences in the central personal values that drive retail store choices

The second objective of this study was to distinguish and discuss differences in the central personal values that are drivers of the retail store choices of different socio-demographic segments among men of the Millennial generation. Four sub-objectives were formulated to focus on age differences (Objective 2.1), level of education (Objective 2.2), population group (Objective 2.3) and income differences (Objective 2.4).

In the results and discussion of Objective 1, each implication matrix was illustrated by a table indicating the minimum frequencies, maximum frequencies and the intervals of the strongest links. To enhance the flow of the representation of the results with the discussions of the remaining objectives, it was decided to combine all the strongest links in tables and to present them in Addendum E. In addition, for each objective the implication matrices were merged so that one could holistically compare the implication matrices for the different socio-demographic segments. For instance, in Objective 2.1, the AC implication matrix of the younger Millennials is merged with the AC implication matrix of the older Millennials in Table 6.14. Similarly, the CC and CV implication matrices were also merged for ease of comparison.

6.4.3.1 Objective 2.1: Differentiation across different age categories:

For the discrimination of age differences, the sample was divided into younger Millennials and older Millennials (see 6.2.1 Age distribution of the sample). A total of 217 respondents (53.19%) classified as younger Millennials and 191 respondents (46.81%) as older Millennials. The size of the two sample categories are almost identical, which was beneficial when exploring differences. The three implication matrices of the younger Millennials as well as the three implication matrices of the older Millennials are presented in Tables 6.14, 6.15 and 6.16 respectively.

6.4.3.1.1 Implication matrices for the age categories

The implication matrices for the different age categories are presented in Tables 6.14 - 6.16.

TABLE 6.14:   AC IMPLICATION MATRICES – AGE

	YOUNGER MILLENNIALS (n = 217)												OLDER MILLENNIALS (n = 191)											
	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total
1. that offers clothing that match my personal style	23	30	19	8	67	34	40	5	0	23	20	269	35	28	14	10	50	35	38	2	4	21	21	258
2. that offers fashionable clothing	8	9	14	11	59	24	20	14	0	11	9	179	3	7	5	6	36	15	12	5	2	6	2	99
3. that offers clothing of high quality	8	9	5	60	12	6	30	2	10	45	5	192	9	7	7	87	20	3	35	5	7	55	8	243
4. that offers clothing that fits me well	19	20	12	14	32	17	48	5	4	15	16	202	15	20	12	7	42	9	45	6	1	10	10	177
5. that offers well-known brand names	3	3	6	7	6	4	5	3	0	3	4	44	4	8	5	5	4	6	6	2	3	7	2	52
6. that I'm familiar with	9	15	2	5	1	0	4	1	4	7	10	58	19	21	4	3	2	3	5	0	5	3	9	74
7. that has a good reputation	2	3	4	3	1	1	3	3	9	4	1	34	4	3	2	7	2	4	1	0	8	5	5	41
8. that has a wide range of clothing	10	21	17	4	6	6	8	0	2	6	20	100	15	16	4	2	5	3	7	0	2	4	13	71
9. that offers good service	6	8	10	1	2	1	0	0	2	3	2	35	5	6	3	1	2	0	0	0	1	2	2	22
10. that has a pleasant in-store atmosphere	0	11	8	0	0	0	0	0	1	0	4	24	0	6	10	0	1	0	0	0	0	0	3	20
11. that has a well organised layout	12	12	13	1	1	0	0	0	1	0	8	48	8	18	9	2	1	1	0	0	3	2	5	49
12. that has a good location	18	17	7	1	0	1	0	0	4	1	11	60	17	11	4	1	0	0	0	0	1	0	9	43
13. that offers good prices	11	22	12	9	7	3	9	1	6	71	16	167	9	15	15	7	5	2	4	1	5	62	12	137
14. that offers a variety of sizes	5	5	3	2	3	0	3	2	3	3	6	35	11	13	3	1	5	2	9	0	2	2	10	58
15. that offers store cards/credit facilities	3	3	0	0	0	0	1	0	1	1	5	14	3	12	2	0	2	1	1	0	3	4	9	37
16. that offers different product categories apart from male clothing	0	0	3	0	0	1	0	1	0	0	4	9	5	3	3	0	0	0	0	0	0	0	2	22
Total	137	188	135	126	197	98	171	37	47	193	141		162	194	102	139	177	84	163	21	47	185	129	

TABLE 6.15:   CC IMPLICATION MATRICES – AGE

	YOUNGER MILLENNIALS (n = 217)												OLDER MILLENNIALS (n = 191)											
	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total
1. that saves me time	20	37	21	2	4	2	4	3	10	5	38	146	16	47	20	2	3	1	2	0	2	2	41	136
2. that offers me shopping ease	55	13	33	4	3	5	4	2	11	7	41	178	58	7	41	2	4	3	7	0	4	6	42	174
3. that makes shopping enjoyable	21	33	15	3	12	17	6	7	9	8	20	151	17	22	10	4	6	8	12	1	6	8	14	108
4. that offers durable clothing	6	6	7	13	12	10	26	4	16	48	6	154	11	4	5	17	16	6	30	2	14	44	4	153
5. that offers clothes that make me look good	11	10	34	5	26	44	29	29	4	15	12	219	7	6	17	7	20	52	30	15	5	11	5	175
6. that expresses who I am	5	5	16	5	39	10	19	11	5	8	5	128	4	5	9	2	36	14	11	6	3	5	5	100
7. that offers clothes that is comfortable	10	7	12	16	23	16	25	6	10	29	20	174	6	13	14	14	39	18	24	7	9	22	21	187
8. that carries the approval of others	2	5	3	3	13	7	5	3	5	6	7	59	2	1	3	0	8	6	2	1	3	4	1	31
9. where risks related to shopping is limited	9	13	7	2	2	2	3	3	2	15	7	65	8	12	6	3	1	0	0	1	7	9	10	57
10. that offers me value for money	19	28	21	21	16	9	16	3	16	14	38	201	22	16	17	30	9	5	12	3	23	19	27	183
11. that offers me convenience	42	37	14	3	9	5	9	6	6	15	12	158	46	32	22	1	4	1	7	2	7	9	8	139
Total	200	194	183	77	159	127	146	77	94	170	206		197	165	164	82	146	114	137	38	83	139	178	

TABLE 6.16:   CV IMPLICATION MATRICES – AGE

	YOUNGER MILLENNIALS (n = 217)											OLDER MILLENNIALS (n = 191)										
	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total
1. that saves me time	70	17	19	5	4	0	2	5	10	2	134	69	22	22	6	0	6	4	2	12	3	146
2. that offers me shopping ease	67	41	19	16	2	5	4	2	14	2	172	60	33	23	10	1	5	2	8	21	2	165
3. that makes shopping enjoyable	64	33	26	21	6	8	4	25	15	7	209	42	22	18	19	3	4	5	17	16	3	149
4. that offers durable clothing	23	14	24	7	13	5	6	11	24	9	136	29	15	23	8	9	6	6	7	34	11	148
5. that offers clothes that make me look good	47	36	33	24	42	38	10	15	10	3	258	29	27	34	27	37	15	6	18	10	0	203
6. that expresses who I am	41	46	27	22	15	16	12	16	16	4	215	24	43	32	24	8	8	7	13	6	3	168
7. that offers clothes that is comfortable	66	43	22	14	8	5	13	17	14	4	206	58	36	18	13	7	7	4	15	15	4	177
8. that carries the approval of others	9	6	7	17	20	21	7	5	4	3	99	5	1	6	11	9	13	4	2	6	2	59
9. where risks related to shopping is limited	16	13	10	5	4	4	4	4	11	10	81	14	11	11	5	2	5	5	4	15	2	74
10. that offers me value for money	47	16	47	11	10	8	7	16	40	8	210	37	18	34	9	5	5	10	16	40	7	181
11. that offers me convenience	61	22	25	9	4	8	3	9	22	4	167	49	20	18	7	7	3	4	5	22	5	140
Total	511	287	259	151	128	118	72	125	180	56		416	248	239	139	88	77	57	107	197	42	

The CV implication matrix of younger Millennials (Table 6.16) indicates that the sixth highest link, made 47 times, occurs three times in the implication matrix. Since excluding the sixth highest link from the HVM would result in only five CV links, which is very few, it was decided to retain all three links made by 47 respondents, resulting in eight CV links in the HVM of the younger Millennials.

6.4.3.1.2 Hierarchical value maps for the age categories

Figure 6.3 presents the HVM of the younger Millennial respondents.
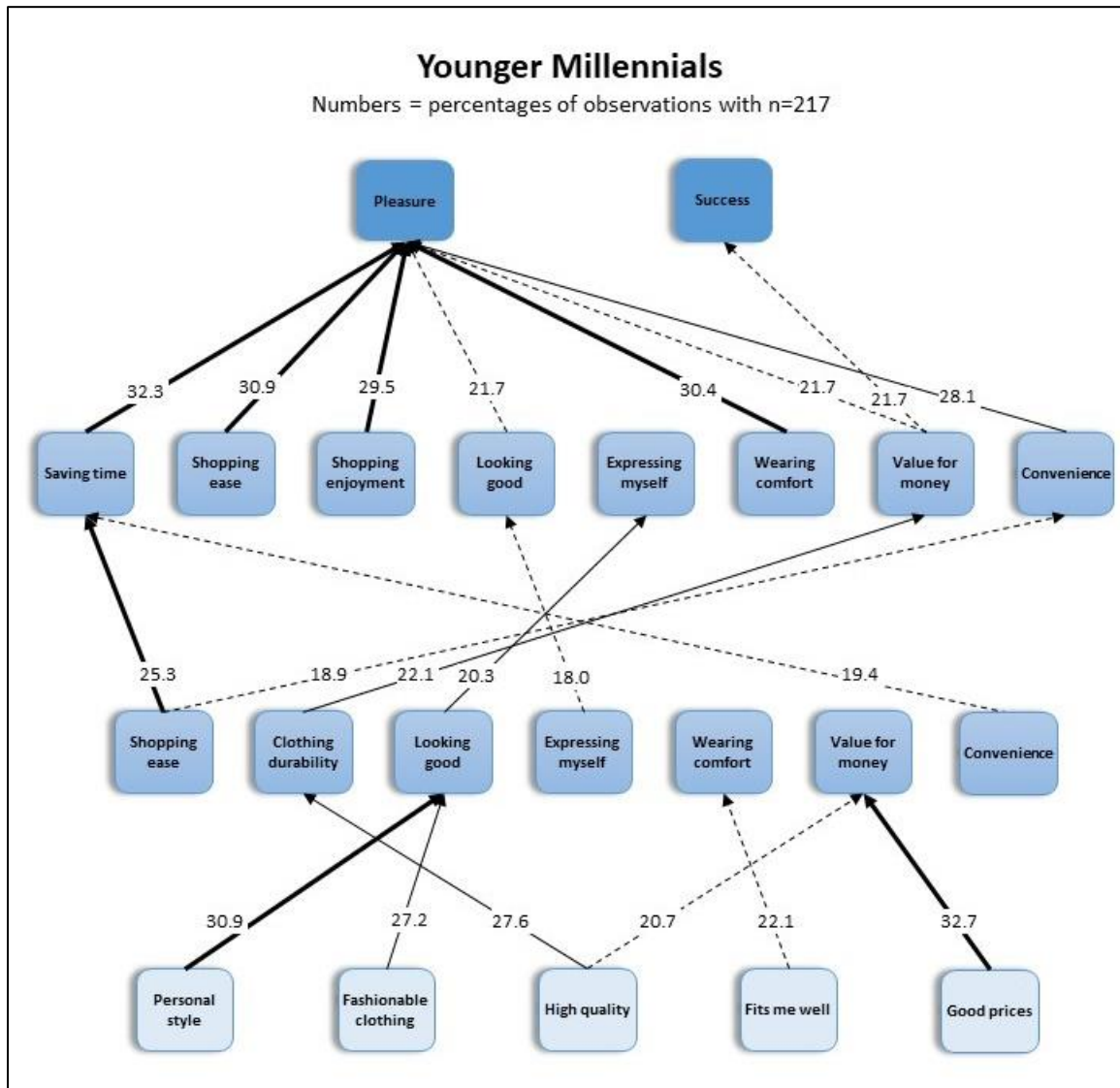
FIGURE 6.3:   HIERARCHICAL VALUE MAP – YOUNGER MILLENNIALS

AC level

On the least abstract level, the HVM of the younger Millennials (Figure 6.3) consists of the same six AC links as elicited in the HVM of the entire sample (Figure 6.2), although the importance of these six

links differs. For the younger Millennials, "good prices" resulting in "value for money" (32.7%) was the most dominant link on the AC level. The link between retail stores that match the respondents' "personal style", resulting in the perception of "looking good", was the second most important link made by 30.9% of the younger Millennials. Choosing a retail store that offers "fashionable clothing", since it will result in "looking good" (27.2%), represented a *fairly strong link*. The attribute "high quality" was linked with two consequences, namely, "clothing durability", which was the strongest of the two links (27.6%) and "value for money" (20.7%). A *notably strong link* was made between "fits me well" and "wearing comfort" (22.1%).

CC level

When analysing the CC links, similar to the HVM of the entire sample, the HVM of the younger Millennials also indicates that the younger respondents made the most cognitive links (25.3%) between "shopping ease" and "saving time". However, the link in the HVM of the younger Millennials departs from "shopping ease" and ends with "saving time" and is not reciprocally linked as happens in the HVM of the entire sample. Of the top six links in the CC implication matrix, this was the only CC link that classified as one of the *strongest links*. The younger respondents also indicated that "clothing durability" is perceived as a premise for "value for money": a *fairly strong link* (22.1%) on the CC level. Another *fairly strong link* (20.3%) was made between "looking good" and "expressing myself", which is also reciprocally linked although the link departing from "expressing myself" which was only *notably strong* (18.0%). The latter link was not evident in the HVM of the entire sample. The remaining two *notably strong* links were "shopping ease" resulting in "convenience" (18.9%) and "convenience" resulting in "saving time" (19.4%). The results indicate that the consequence "saving time" is indeed important for younger Millennial men when choosing clothing retail stores to shop at, since two of the top six CC links led to the consequence "saving time".

CV level

Considering the CV links, as explained in section 6.4.2.1, eight CV links were included in the HVM of the younger Millennials. Four of these were distinguished as the *strongest links* and departed from "saving time" (32.3%), "shopping ease" (30.9), "wearing comfort" (30.4%) and "shopping enjoyment" (29.5%) – all leading to "pleasure" as the end-state. Only one link was typified as *fairly important,* namely, the link between "convenience" and "pleasure" (28.1%). The remaining three links, which were all *notably strong,* were links that do not appear in the HVM of the entire sample. Both "looking good" and "value for money" were linked to the perceived end-state of "pleasure", but a second link departed from the consequence "value for money" and ended in the perceived end-state of "success".

All three of these links were made by 21.7% of the younger Millennial respondents. The personal value, "success", does not occur in the HVM of the entire sample.

Figure 6.4 presents the HVM of the older Millennial respondents.
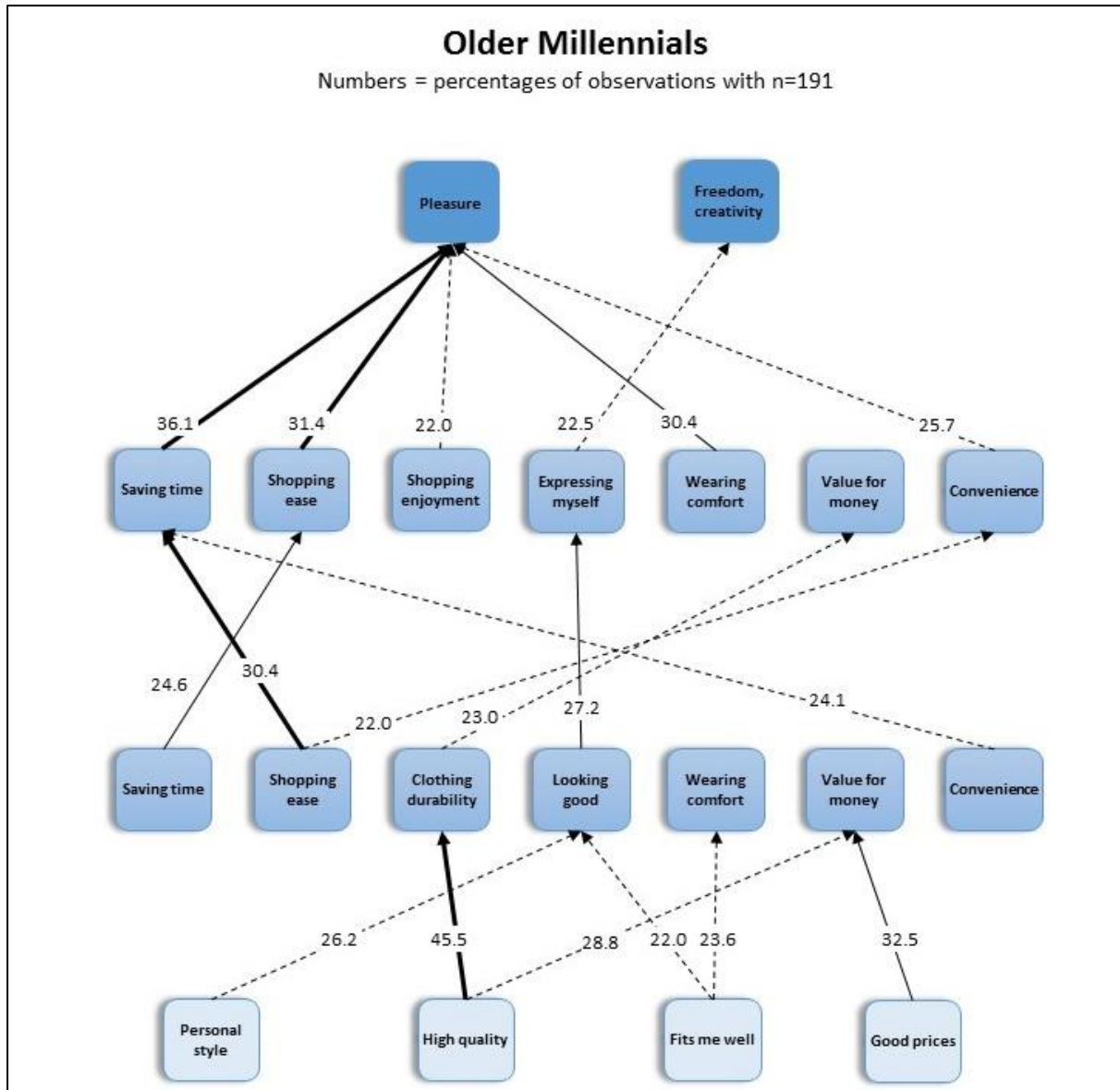
FIGURE 6.4:   HIERARCHICAL VALUE MAP – OLDER MILLENNIALS

The HVM of the older Millennial respondents, which is depicted in Figure 6.4, indicates that there were indeed age differences in the underlying motivations that drive Millennials men's clothing decisions in order to reach the desired end-state.

AC level

Starting at the AC level, the HVM of the older Millennial respondents does not include a link with the attribute "fashionable clothing" and only contains four attributes as starting point for the cognitive structure, as opposed to the five attributes contained in the HVM of the younger Millennials. This does not necessarily mean that to look fashionable is not important to the older Millennial men; it rather signifies that none of the links between "fashionable clothing" and a specific consequence were made enough times to elevate it to a position among the top six that are included in the HVM. In this case, based on the results obtained from Section D, Question 6, which preceded the matrices in the questionnaire (Addendum C), 41.0% of the younger Millennial men, as opposed to 31.9% of the older Millennials, indicated that their retail store choice is indeed influenced by the fashionability of the merchandise. Therefore, younger Millennials apparently regard the attribute "fashionable clothing" as more important than do older Millennials.

The link made by a much higher percentage of younger (27.6%) as well as older Millennials (45.5%), compared to other possible links in the respective HVMs of the two age groups, is the association between "high quality" and the consequence "clothing durability" in terms of clothing shopping. Younger Millennials' apparent stronger emphasis on fashionability, which does not necessarily imply an emphasis on clothing durability, indicates that it is more important for younger Millennial men to wear fashionable clothing where life span is of lesser importance, since they would probably replace clothing with more fashionable clothing rather than expect their clothing to last a long time. In the end, therefore, older Millennial men might be more inclined to opt for more classic styles with a lower element of fashionability, preferring better quality because their underlying motivation is to obtain clothing durability (Diamond *et al.*, 2015:59).

The HVM of the older Millennials only contains one *fairly strong link* that departs from the attribute "good prices" towards the consequence "value for money" (32.5%). The remaining four links were all *notably strong*. The respondents indicated that they prefer a clothing retail store that offers "high quality" because they expected that to result in "value for money" (28.8%).

A differentiation between the HVM of the younger and older Millennials is evident in the importance of the link between "personal style" and "looking good". This link is the second strongest on the AC level in the HVM of the younger Millennials (30.9%), while only *notably strong* (26.2%) in the HVM of the older Millennials, thus suggesting that the association between personal style and looking good is more important for younger Millennial men.

An AC link that was very similar in the responses of both the younger and the older Millennials is the one made between "fits me well" and "wearing comfort". This was a *notably strong link* for both age categories (22.1% vs 23.6% for the younger and older Millennials respectively).

A link that was not pertinent for either of the HVMs up to this point is the one departing from the attribute "fits me well" to the consequence "looking good", although this was a *notably strong link* that ranked sixth among the pertinent six AC links and was identified by 22.0% of the older Millennials. Considering the AC implication matrix of the younger Millennials, as presented in Table 6.14, this specific link is only ninth in the order of the most identified links for them. Therefore, clothing retail stores that are targeting older Millennial men should focus on the fit of the clothing in their style ranges, since it is associated with "looking good" as well as "wearing comfort", which are desirable outcomes (end-states).

CC level

The **mid-level of the HVM,** containing the CC links of the older Millennials (Figure 6.4), is identical to the mid-level of the HVM for the entire sample although the percentages differ. Similar to the HVM of the entire sample (Figure 6.2) and that of younger Millennials (Figure 6.3), the *strongest link* (30.4%) was between "shopping ease" and "saving time". Although this specific link is also the strongest link in the HVM of the younger Millennials, only 25.3% of younger Millennials made this link. In addition, in the HVM of the older Millennials it is a reciprocal link, which is not the case in the HVM of the younger Millennials. The reciprocal link, departing from "saving time" and ending at "shopping ease", is *fairly strong* (24.6%): both of these consequences were linked *notably strongly* with "convenience"; "convenience" leading to "saving time" (24.1%), as well as "shopping ease" leading to "convenience" (22.0%). When compared to the same links in the HVM of the younger Millennials, the respective percentages are lower (19.4% and 18.9%). This indicates that older Millennial men place more emphasis on shopping ease, convenience and saving time when clothing shopping than younger Millennial men. Older men have more responsibilities related to family and work, which greatly affect the time available for clothing shopping (Diamond *et al.,* 2015:59). A *fairly strong link* was indicated between "looking good" and "expressing myself": this link is stronger in the HVM of the older Millennials (27.2%) than in the HVM of the younger Millennials (20.3%). The HVM of the younger Millennials, however, also contains the reciprocal link (18.0%). Overall, a *notably strong link* was made between "clothing durability" and "value for money" (23.0%); this was a *fairly strong link for* the younger Millennials (22.1%) which was slightly lower than that for the older Millennial men (23.0%).

CV level

On the most abstract level, the HVM of the older Millennials presents three personal values as end-states. Similar to the HVM of the younger Millennials, the personal value "pleasure" is very dominant with five links to "pleasure" as the end-state. In relation to the perceived links of the younger Millennials, the link with "saving time" as a premise for "pleasure" is the strongest (36.1%), "shopping ease" being the second strongest (31.4%) and "wearing comfort" the third strongest (30.4%). Although the links departing from "shopping enjoyment" as well as "convenience" to "pleasure" were also prominent for the younger Millennials, the importance of these links differs. In the HVM of the older Millennials, both these links are only *notably strong,* with "convenience" linked with "pleasure" being stronger (25.7%) than the link between "shopping enjoyment" and "pleasure" (22.0%). For the younger Millennials, "shopping enjoyment" leading to "pleasure" is one of the strongest links (29.5%) and "convenience" leading to "pleasure" a *fairly strong link* (28.1%). Contrary to the HVM of the younger Millennial respondents that, in addition to "pleasure", also indicated "success" as an end-state, the HVM of the older Millennials contained "freedom, creativity" and "loyalty" as end-states. This might possibly indicate that younger Millennials have being successful in mind and that this desire drives their clothing retail store choices in particular. The older Millennials might have already achieved success to some extent and therefore this personal value is possibly not that strong in motivating their clothing purchase behaviour. With regard to the two additional end-states, only one consequence, namely "expressing myself", was linked to "freedom, creativity" (22.5%) and one consequence "value for money" was linked to "loyalty" (20.9%). Both of these links are only *notably strong links*.

6.4.3.1.3 Summary – Objective 2.1

Results pertaining to Objective 2.1 indicate that there are differences in the cognitive structures relating to the clothing retail store choices of Millennial men. The HVMs of the younger and older Millennials differ on each level of the HVM.

The first difference relates to fashionability, personal style and looking good. Younger respondents indicated that they choose clothing retail stores based on the fashionability of their merchandise and whether it matches their personal style. These attributes are important to them because they perceive that it would make them look good and assist in expressing who they are. Although this was also true for the older respondents, it was less pertinent.

The second difference relates to the age groups' regard for clothing quality, price and value for money. Younger Millennials indicated that price and value for their money are very important in terms of

clothing retail store choices. Ultimately, they associated value for money with pleasure, as well as a feeling of success. By contrast, price is not equally important for older Millennial men's clothing retail store choices. The emphasis for them shifts to the quality of the merchandise, which they associate with clothing durability, also aiming to obtain value for their money.

Unequivocally, hedonism (pleasure) motivates the clothing retail store choices of both the younger and the older Millennial men. Ease of shopping and saving time were prominent precursors of older men's perception of shopping pleasure. By contrast, younger respondents indicated that shopping pleasure can be derived in several ways, with the most prominent precursors being saving time, shopping ease, wearing comfort and shopping enjoyment.

6.4.3.2 Objective 2.2: Differentiation across the different education-level categories

Objective 2.2 focused on the influence of education level on the Millennial men's clothing store choices. As explained in section 6.2.3, three education levels were distinguished, namely, "Secondary schooling ≤ Gr12", "Degree/Diploma" and "Postgraduate Degree/Diploma". For these three categories, 119 (29.17%) respondents had "Secondary schooling ≤ Gr12", 185 (45.34%) respondents had a degree or diploma, and 103 (25.25%) respondents had a post-graduate qualification as highest level of education respectively. The distribution of these three categories under investigation in this particular sub-objective were not ideal (See 6.2.3), however, the size of the different sub sets of the sample were adequate to deduce valuable insight in terms of the aims of the study.

6.4.3.2.1 Implication matrices for the different education-level categories

The AC matrices are presented in Table 6.17, the CC matrices in Table 6.18 and the CV matrices in Table 6.19. Each table is a combined implication matrix of the different education-level categories.

TABLE 6.17:   AC IMPLICATION MATRICES – LEVEL OF EDUCATION

	SECONDARY SCHOOLING ≤ GR12 (n = 119)												DEGREE/DIPLOMA (n = 185)												POSTGRADUATE DEGREE/DIPLOMA (n = 103)											
	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total
1. that offers clothing that match my personal style	15	13	9	5	36	23	23	3	0	14	10	151	33	28	15	9	50	27	32	2	2	20	14	232	9	17	9	4	31	19	23	2	2	10	17	143
2. that offers fashionable clothing	4	3	7	6	27	16	11	7	0	5	7	93	3	6	7	3	41	13	13	8	0	8	2	104	4	6	5	8	27	10	8	4	2	4	2	80
3. that offers clothing of high quality	7	5	4	39	7	3	14	3	4	28	4	118	4	6	5	65	14	2	35	1	8	44	5	189	6	5	3	43	11	4	16	3	5	28	4	128
4. that offers clothing that fits me well	9	10	6	8	15	8	29	1	3	7	7	103	14	21	11	9	33	10	35	4	1	12	13	163	11	9	7	4	26	8	29	6	1	6	6	113
5. that offers well-known brand names	2	5	3	5	5	3	7	3	1	4	1	39	2	5	6	2	4	4	0	2	1	4	5	35	3	1	2	5	1	3	4	0	1	2	0	22
6. that I'm familiar with	8	10	4	4	0	0	4	1	2	2	7	42	10	17	2	1	2	1	4	0	3	4	7	51	10	9	0	3	1	2	1	0	4	4	5	39
7. that has a good reputation	3	4	3	2	1	0	3	2	5	3	4	30	1	1	2	2	1	3	0	1	5	4	2	22	2	1	1	6	1	2	1	0	7	2	0	23
8. that has a wide range of clothing	6	11	7	2	2	3	4	0	1	2	6	44	12	15	11	4	5	5	4	0	1	5	15	77	7	11	3	0	4	1	7	0	2	3	12	50
9. that offers good service	0	6	3	2	0	1	0	0	1	2	2	17	7	6	7	0	3	0	0	0	1	2	2	28	4	2	3	0	1	0	0	0	1	1	0	12
10. that has a pleasant in-store atmosphere	0	7	8	0	0	0	0	0	1	0	1	17	0	6	4	0	0	0	0	0	0	0	6	16	0	4	6	0	1	0	0	0	0	0	0	11
11. that has a well organised layout	6	8	7	0	1	1	0	1	1	0	4	29	10	15	9	1	0	0	0	0	3	1	5	44	4	7	6	2	1	0	0	0	0	0	4	24
12. that has a good location	10	10	7	2	0	1	0	1	1	1	10	42	14	10	3	0	0	0	0	0	2	0	5	34	11	8	1	0	0	0	0	0	2	0	5	27
13. that offers good prices	6	11	9	5	7	2	4	1	2	38	8	93	6	13	11	10	3	2	8	1	2	65	12	133	8	13	6	1	2	1	1	0	7	30	8	77
14. that offers a variety of sizes	2	4	2	1	1	0	3	0	1	1	5	20	6	10	3	2	4	1	7	1	2	3	8	47	8	4	1	0	3	1	2	1	2	1	3	26
15. that offers store cards/credit facilities	2	6	0	0	0	0	0	0	2	1	5	16	4	6	1	0	2	1	2	0	0	3	9	28	0	3	1	0	0	0	0	0	2	1	0	7
16. that offers different product categories apart from male clothing	0	0	3	0	0	0	0	0	0	0	3	6	3	2	2	0	0	1	0	1	0	2	8	19	2	1	1	0	0	0	0	0	0	0	2	6
Total	80	113	82	81	102	61	102	21	25	109	84		129	167	99	108	162	70	140	21	31	177	118		89	101	55	76	110	51	92	16	38	92	68	

TABLE 6.18:   CC IMPLICATION MATRICES – LEVEL OF EDUCATION

	SECONDARY SCHOOLING ≤ GR12 (n = 119)												DEGREE/DIPLOMA (n = 185)												POSTGRADUATE DEGREE/DIPLOMA (n = 103)											
	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
1. that saves me time	11	20	13	0	4	1	2	1	5	2	19	78	17	29	18	3	2	2	3	2	4	3	37	120	7	35	10	1	1	0	1	0	3	2	23	83
2. that offers me shopping ease	28	7	17	2	2	3	4	2	6	4	29	104	52	8	32	2	3	4	5	0	5	5	35	151	33	4	25	2	2	1	2	0	4	4	19	96
3. that makes shopping enjoyable	13	24	6	2	6	6	6	3	4	4	13	87	14	19	12	3	10	15	7	5	6	7	15	113	11	12	6	2	2	4	5	0	5	5	6	58
4. that offers durable clothing	1	2	4	6	9	7	17	1	8	30	3	88	10	4	3	15	9	6	22	1	11	38	2	121	6	4	5	9	10	3	17	4	11	24	5	98
5. that offers clothes that make me look good	5	4	17	3	14	29	14	14	1	10	4	115	8	6	22	5	23	42	26	17	2	9	9	169	5	6	12	4	9	25	19	13	6	7	4	110
6. that expresses who I am	5	4	11	3	20	11	11	8	0	5	2	80	2	3	9	3	34	9	10	2	4	5	2	83	2	3	5	1	21	4	9	7	4	3	6	65
7. that offers clothes that is comfortable	4	6	9	10	20	14	16	4	3	13	12	111	8	9	9	14	23	10	25	5	9	24	14	150	4	5	8	6	19	10	8	4	7	14	15	100
8. that carries the approval of others	2	2	3	2	8	4	4	1	1	2	3	32	1	3	0	0	8	4	2	3	3	5	3	32	1	1	3	1	5	5	1	0	4	3	2	26
9. where risks related to shopping is limited	4	5	3	2	1	0	1	0	2	7	2	27	5	10	5	1	1	1	1	2	5	7	8	46	8	10	5	2	1	1	1	2	2	10	7	49
10. that offers me value for money	12	14	13	11	7	9	9	2	8	7	25	117	19	22	17	24	10	2	12	1	19	18	28	172	10	8	8	16	8	3	7	3	12	8	12	95
11. that offers me convenience	27	17	10	1	3	3	6	4	5	5	8	89	34	32	20	2	6	2	7	2	2	15	7	129	27	20	6	1	4	1	3	2	6	4	5	79
Total	112	105	106	42	94	87	90	40	43	89	120		170	145	147	72	129	97	120	40	70	136	160		114	108	93	45	82	57	73	35	64	84	104	

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TABLE 6.19: CV IMPLICATION MATRICES – LEVEL OF EDUCATION

	SECONDARY SCHOOLING ≤ GR12 (n = 119)											DEGREE/DIPLOMA (n = 185)											POSTGRADUATE DEGREE/DIPLOMA (n = 103)										
	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total
1. that saves me time	44	15	11	3	3	3	1	3	3	3	89	54	17	22	4	1	2	4	3	16	2	125	40	7	8	4	0	1	1	1	3	0	65
2. that offers me shopping ease	49	26	16	9	0	3	3	4	14	3	127	48	32	17	10	1	6	3	3	11	1	132	30	15	9	7	2	1	0	3	10	0	77
3. that makes shopping enjoyable	39	23	20	12	2	6	1	15	13	3	134	39	24	11	21	6	4	6	15	14	4	144	28	8	12	7	1	2	2	12	4	3	79
4. that offers durable clothing	18	14	16	6	9	3	6	6	16	5	99	19	12	20	5	6	3	2	8	27	10	112	15	3	11	4	7	5	4	4	15	5	73
5. that offers clothes that make me look good	24	22	22	18	24	20	6	9	4	0	149	31	29	28	20	34	21	4	14	10	2	193	21	12	17	13	21	12	6	10	6	1	119
6. that expresses who I am	26	36	20	12	10	11	5	5	10	1	136	22	39	23	22	5	7	7	14	8	3	150	17	14	16	12	8	6	7	10	4	3	97
7. that offers clothes that is comfortable	46	19	16	11	6	6	7	12	5	3	131	48	39	14	10	6	4	5	10	15	2	153	30	21	10	6	3	2	5	10	9	3	99
8. that carries the approval of others	4	4	3	9	12	12	8	3	4	2	61	4	0	5	10	9	13	0	1	2	2	46	6	3	5	9	8	9	3	3	4	1	51
9. where risks related to shopping is limited	7	9	8	5	2	5	4	4	8	6	58	14	10	8	3	3	1	3	2	11	3	58	9	5	5	2	1	3	2	2	7	3	39
10. that offers me value for money	28	10	30	8	5	6	5	13	25	6	136	39	18	33	8	9	4	9	12	35	6	173	17	6	18	4	1	3	3	7	20	3	82
11. that offers me convenience	34	13	16	7	3	7	1	5	12	3	101	44	17	21	8	4	4	6	7	17	3	131	32	12	6	1	4	0	0	2	15	3	75
Total	319	191	178	100	76	82	47	79	114	35		362	237	202	121	84	69	49	89	166	38		245	106	117	69	56	44	33	64	97	25	

AC level

Upon identification of the AC links with the six highest associations, two frequencies (n = 35) were found to both be sixth in the AC implication matrix of those respondents who possessed a degree or diploma. As can be seen in Table 6.17, seven AC links formed part of the corresponding HVM.

CC level

In the CC implication matrix of those respondents with a degree or diploma (Table 6.18), seven links are indicated for inclusion in the HVM, since the sixth place consists of two links made by 34% of the respondents.

CV level

The CV implication matrix (Table 6.19) of respondents who possessed a degree or diploma indicates that a cut-off level of six links was not possible. The fifth highest frequency (n = 39) appeared four times in the implication matrix, therefore all four were incorporated in the HVM. The HVM thus contains eight links on the CV level. Table 6.19 furthermore indicates that three links share the same position as being the sixth highest link (21%) in the CV implication matrix of the highest qualified respondents with a postgraduate degree or diploma, therefore a level 8 cut-off was used for the CV links in the corresponding HVM.

6.4.3.2.2 Hierarchical value maps for different education-level categories

The HVMs of the different education-level groups were distinguished and are discussed subsequently.

● **The HVM of respondents with a level of education up to secondary schooling ≤ Grade 12 is presented in Figure 6.5.**
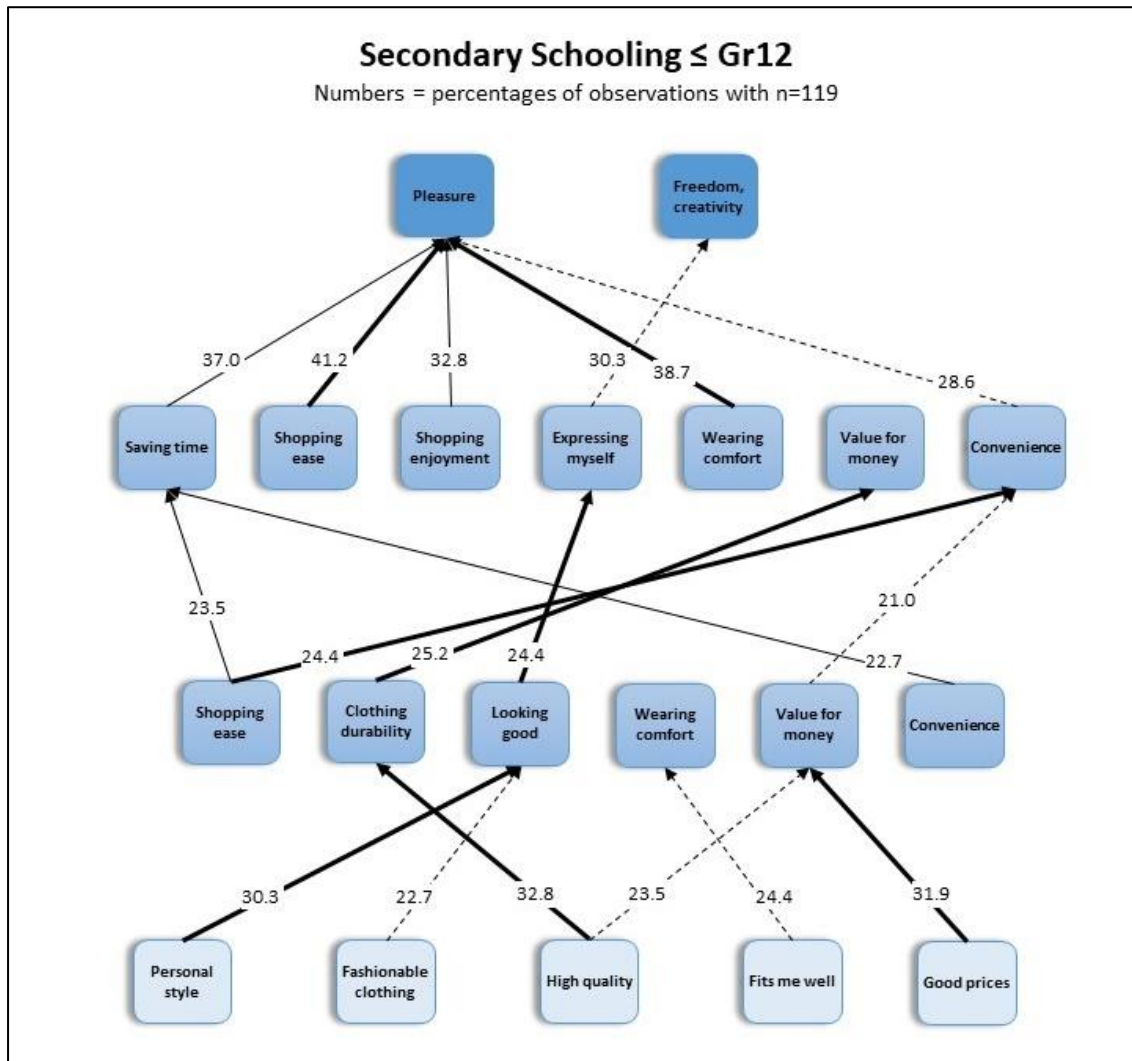
FIGURE 6.5:   HIERARCHICAL VALUE MAP – SECONDARY SCHOOLING ≤ GR12

AC level

In this HVM, the most prominent AC link was made between "high quality" and "clothing durability" (32.7%). Second was the link between "good prices" which was associated with "value for money" (31.9%), and the third most prominent was the link between "personal style" and "looking good" (30.3%). All three of these links were *strong*. This HVM contains no links that are *fairly strong* on AC level. The remaining three links are only *notably strong:* the attribute "fits me well" was linked with the consequence "wearing comfort" (24.4%); "high quality" was associated with "value for money" (23.5%) and "fashionable clothing" was associated with "looking good" (22.7%).

CC level

On a more abstract level, the most dominant link (25.2%) was made between "clothing durability" and "value for money". Thereafter, linked by 24.4% of respondents in both cases, were "looking good" associated with "expressing myself", and "shopping ease" resulting in "convenience". All three of these links are *strong*. Two *notably strong links* were made between "saving time" and "shopping ease" (23.5%), as well as with "convenience" (22.7%). One *notably strong link* was made between "value for money" and "convenience" (21.0%). No reciprocal connections were made in this HVM.

CV level

On the most abstract level only two personal values are included in the HVM, namely ,"pleasure" linked with "freedom, creativity". Of the six CV links in this HVM, only one has "freedom, creativity" as end-state. The remaining seven all have "pleasure" as end-state. The *strongest link* made by 41.2% of the respondents was between "shopping ease" and "pleasure". The consequences "wearing comfort" (38.7%), "saving time" (37.0%), "shopping enjoyment" (32.8%) and "convenience" (28.6%) were all linked with "pleasure". The end-state "freedom, creativity" is linked with the consequence "expressing myself" (30.3%), which is a *notably strong link*.

● **The HVM of respondents who possessed a diploma or a degree, as opposed to those with a level of education up to secondary schooling, Grade 12, is presented in Figure 6.6.**

A comparison of the HVM of respondents with a degree/diploma with that of the least educated respondents indicated pertinent differences.
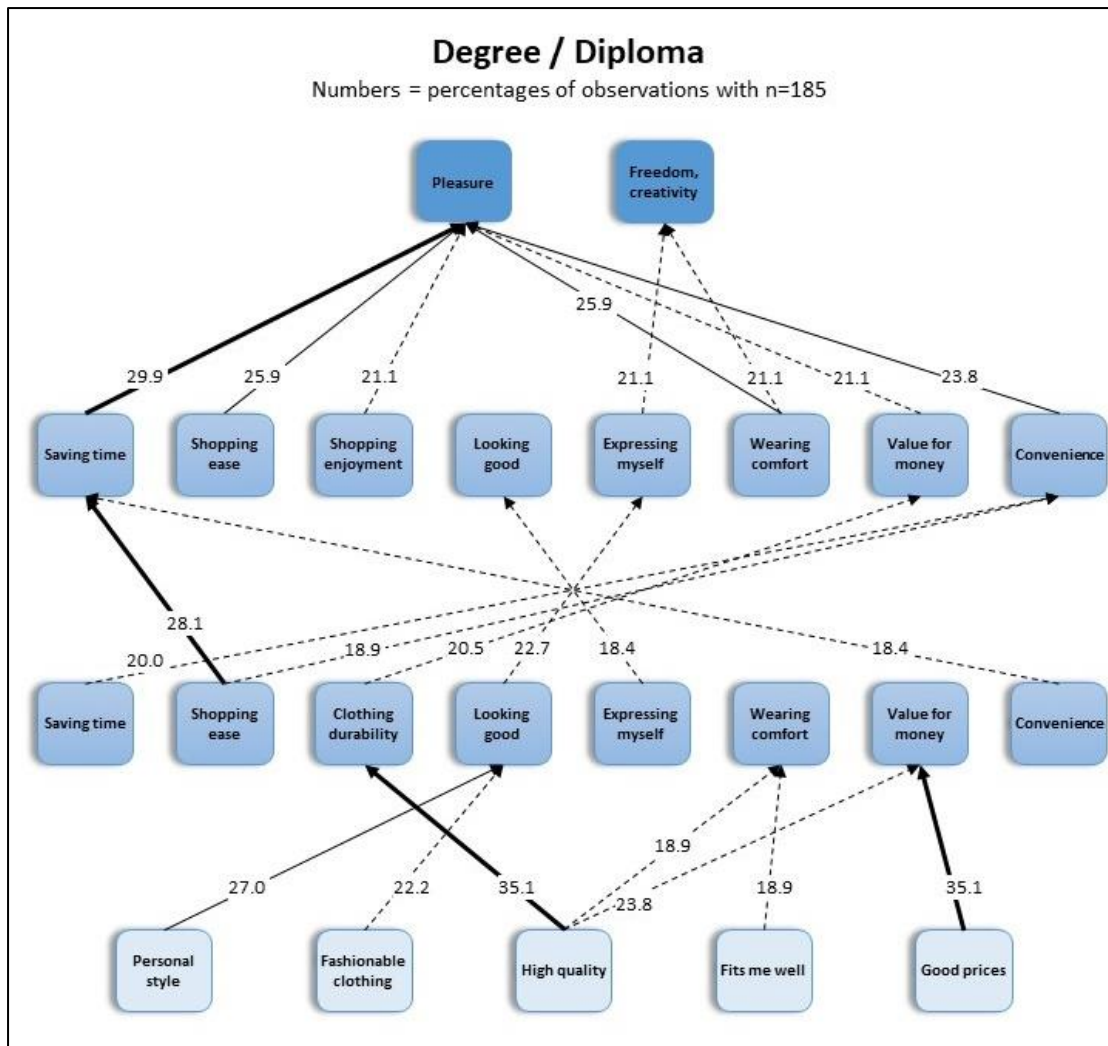
FIGURE 6.6:   HIERARCHICAL VALUE MAP – DEGREE/DIPLOMA

AC level

On the AC level, the HVM for respondents with a diploma or degree contains the same links as that of the least educated respondents, except that the HVM of the more educated respondents includes an additional link to include a total of seven links, as two links in the sixth position were equally pertinent (18.9%). The two links that were most pertinent and equally relevant were "high quality" associated with "clothing durability", as well as "good prices" associated with "value for money". In the HVM of the least educated respondents (secondary schooling up to Grade 12), the first link ("high quality" leading to "clothing durability") was more pertinent than the second ("good prices" leading to "value for money"). In the HVM of respondents with a diploma or a degree, these two links were equally pertinent (35.1% of respondents). Although the link between "personal style" and "looking good" is the third most pertinent in the HVM of both education-level groups, it is only fairly strong (27.0%) for those who possess a degree/diploma. The three *notably strong* AC links in the HVM of the least

educated respondents are also *notably strong links* in the HVM of their more educated counterparts. "High quality" was linked to "value for money" (23.8%), "fashionable clothing" was linked to "looking good" (22.2%), and "fits me well" was linked to "wearing comfort" (18.9%). The additional link is the *notably strong link* between "high quality" and "wearing comfort" (18.9%).

CC level

The next level of abstraction (CC links) of the HVM of respondents who possessed a degree/diploma again contains an additional link in the sixth position. Here, this HVM differs from the other HVMs explained in that only one of the seven dominant links is prominent, namely, the association between "shopping ease" and "saving time" (28.1%). This is the only *strong* link. The remaining six links are all *notably strong*. Four of the seven links are reciprocal links; "saving time" is reciprocally connected to "convenience" and "looking good" is reciprocally connected to "expressing myself". For the first reciprocal link, the premise of "saving time" is more prominent (20.0%) than the premise of "convenience" (18.4%). For the second reciprocal link, the premise "looking good" is more prominent (22.7%) than the premise "expressing myself" (18.4%). The remaining links, namely, "clothing durability" associated with "value for money" (20.5%) and "shopping ease" associated with "convenience" (18.9%), are not as strong as in the HVM of the least educated respondents. Both are *strong links* in the HVM of the least educated respondents, but only *notably strong* in the HVM of respondents with a degree/diploma.

On the most abstract level, as explained by the implication matrices of Objective 2.2, the HVM of respondents with a degree/diploma contains two more links than the HVM of respondents in the lowest education-level category. Overall, the percentages of the CV links in the HVM of the respondents with a degree/diploma are lower compared to the percentages calculated for the CV links in the HVM of respondents with a lower level of education. All the CV links in the HVM of the least educated respondents (up to Grade 12) are also contained in the HVM of respondents with a degree/diploma, although the number of times that the links were made differs. There is a shift towards "saving time" as a premise for the end-state "pleasure", which was linked the most times (29.9%), also representing the only *strong link* in the HVM of respondents with a degree/diploma. This association is only a *fairly strong link* in the HVM of the least educated category of respondents. The three *fairly strong links* in the HVM of the more educated respondents show some level of synergy – all linking to the end-state "pleasure", which relates to effortlessness and ease. A total of 25.9% of the more educated category linked the consequences "wearing comfort" and "shopping ease" with the end-state of "pleasure". In addition, "convenience" linked with "pleasure" was indicated by 23.8% of these respondents, strengthening the underlying sought-after benefit of effortlessness. Two

additional links are included in the HVM, namely, "value for money" resulting in "pleasure" (21.1%), and "wearing comfort" resulting in "freedom, creativity" (21.1%). Equally important for the more educated respondents than the two aforementioned links were "shopping enjoyment" which was linked with the end-state "pleasure" (21.1%). This link suggests a difference in the underlying motivation that drives the clothing retail store choices of the least educated Millennial men compared to those with a degree/diploma. In the HVM of the least educated respondents, this is a *fairly strong link* as opposed to being a *notably strong link* in the HVM of the more educated respondents. This suggests that Millennial men in the lowest education-level category are possibly more prone to attributing a recreational connotation to clothing shopping than their more educated counterparts. The link between "expressing myself" and "freedom, creativity" is a *notably strong link* in the HVM of both education-level categories (≤ Gr 12: 30.3%; respondents with a degree/diploma: 21.1%).

- **The HVM of respondents who possessed a postgraduate qualification is presented in Figure 6.7.**

FIGURE 6.7:   HIERARCHICAL VALUE MAP – POSTGRADUATE DEGREE/DIPLOMA

AC level:

The HVM of the respondents that possessed a postgraduate qualification indicates that, on the lowest level of abstraction, the HVM contains exactly the same AC links as that of the HVMs of the respondents in the lower education-level categories. All three HVMs presented in Objective 2.2, hence contain the same AC links, except that the HVM of respondents with a degree/diploma contains an additional, a seventh link. The difference lies in the pertinence of the links.

The link between "high quality" and "clothing durability" stood out with a 41.7% association, which is much higher than the other HVMs discussed up to this point. Although this link was also one of the *strongest links* for both the less educated categories of respondents, other links were also prominent for them. By contrast, the HVM for the Millennial men with a postgraduate qualification only has this one, *strong link,* as no links qualified as *fairly strong* links. The remaining five links were all *notably strong*. In particular, the link between "good prices" and "value for money" was prominent in the HVM of the other education-level categories, although for those with a postgraduate qualification it was less prominent (29.1%). This might be because income is associated with level of education, and that a higher level of education, and therefore higher income levels, might result in a decrease in price sensitivity and/or price consciousness (Diamond *et al.*, 2015:62). A similar outcome resulted for the association between "personal style" and "looking good" (30.1%): the higher the level of education, the less pertinent this link. In the HVM of the lowest education-level category, this is a *strong link,* in the HVM of the respondents with a degree/diploma it represents a *fairly strong link,* and in the HVM of those with a postgraduate qualification it is a *notably strong link*. There is little difference in the remaining three links, however, namely, between "fits me well" and "wearing comfort" (28.2%), "high quality" and "value for money" (27.2%) and "fashionable clothing" and "looking good" (26.2%). All three of these links are *notably strong* in all three HVMs (see Objective 2.2).

CC level

At the CC level of the HVM depicted in Figure 6.7, more insight is gained into the way level of education influences cognitive structures related to the clothing retail store choices of Millennial men. It is evident that the consequences "saving time" and "shopping ease" were very pertinent for respondents with a postgraduate qualification. The most prominent link was "saving time" which was associated with "shopping ease" (34.0%); the second most dominant link being the reciprocal link (32.0%). Both these links were the only *strong links.* This HVM contains no *fairly strong links,* while the remaining four links are only *notably strong*. Although "shopping ease" and "saving time" were also present in the HVM of the respondents with lower levels of education, they were not reciprocally

linked and the percentage of association decreased with the level of education (28.1% for respondents with a degree/diploma; 23.5% for the lowest level of education category). This may be an indication that time as a commodity becomes more important as level of education increases. A higher level of education is mostly linked to a more demanding occupation, affecting the time available for shopping purposes (Diamond *et al.*, 2015:60). These consumers probably make retail store choices based on where they can find the clothing they are looking for effortlessly. A link made for the highest education-level category that does not occur in the HVM of the respondents with lower levels of education is the one between "shopping ease" and "shopping enjoyment" (24.3%). While the link between "clothing durability" and "value for money" is *notably strong* in the HVM of respondents with a postgraduate degree/diploma, it was more pertinent for the lowest education-level category, being *strong,* and thus the most important link in their HVM. The links that were the strongest in the HVMs of respondents in the lowest education-level category (i.e. "looking good" associated with "expressing myself", as well as "shopping ease" associated with "convenience") were less prominent in the HVMs of respondents in the two higher education-level categories. The link that associates "looking good" with "expressing myself" is only *notably strong* in the HVMs of the more educated respondents. Although the link between "shopping ease" and "convenience" occurs in the HVM of respondents with a degree/diploma as a *notably strong link*, it did not form part of the *strongest links* in the HVM of the respondents with a postgraduate qualification. Therefore, for more educated Millennial men, the association of "shopping ease" with "convenience" as a consequence weakens. Furthermore, "convenience" associated with "saving time" is only *notably strong* in the HVM of respondents with a degree/diploma, as well as the most educated (26.2%), whilst a *fairly strong link* is found in the HVM of the least educated respondents.

CV level

On the CV level, the HVM for the most educated category of Millennial men contained eight links as opposed to the six-level cut-off initially proposed for this study. This was the result of three links that were created with equal associations in the sixth position. These three were all connected to different personal values, which might explain why this HVM contains an additional end-state, namely "status, prestige". A higher cut-off level for the other HVMs might also have resulted in the inclusion of an additional end-state.

Similar to the HVM of the respondents with a degree or diploma, in the HVM of the respondents with a postgraduate qualification the CV link between "saving time" and "pleasure" was made by the highest percentage of respondents (38.8%), affirming the notion that these respondents enjoy clothing shopping when it is not a hassle or time consuming. The link between "convenience" and

"pleasure" was insightful: in the HVMs of respondents in the lowest education-level category, as well as those who possess a postgraduate qualification, this link is *fairly strong.* For those respondents who possessed a degree/diploma as the highest level of education, it is only a *notably strong link*.

The HVM of respondents with a degree/diploma contained the link between "shopping ease" and "pleasure" as a *fairly strong link*, while it was the *strongest link* in the HVM of the lowest education-level category. The link between the consequence "wearing comfort" and the end-state "pleasure" is also *fairly strong* (29.1%) in the HVM of the respondents with a postgraduate qualification, while being a *strong link i*n the HVMs of the two less educated groups of respondents. Similar to the HVM of the respondents with Grade 12 as the highest level of education, a *notably strong link* (20.4%) exists between "wearing comfort" and "freedom, creativity", although this link is not contained in the HVM of the respondents with a degree/diploma as highest level of education.

"Shopping enjoyment" resulting in "pleasure" (27.2%) is a *fairly strong link* in the HVM of the most educated respondents, which is similar to the strength of this association in the HVM of the respondents with a degree/diploma, although a stronger association is evident in the HVM of the lowest education-level category. Unlike the other HVMs in which the consequence "looking good" was not a premise in any of the CV links, this consequence served as the starting point for two CV links to "pleasure" (20.4%), as well as "status, prestige" (20.4%) for those in the highest education-level category. Although the consequence "looking good" is captured in the other two HVMs, it is only associated with the consequence "expressing myself", with no connotation to show that looking good has hedonic benefits.

6.4.3.2.3 Summary - Objective 2.2

A comparison of the HVMs of the three education-level categories (Figure 6.5, Figure 6.6 and Figure 6.7) revealed that level of education influences Millennial men's cognitive deliberation of clothing retail store choices.

Respondents with the lowest level of education place emphasis on the potential of the merchandise of a chosen retail store to match their personal style; wanting clothing to make them look good and express who they are, which implies the relevance of personal value "self-direction" (freedom, creativity, choosing own goals) (Lee *et al.*, 2014). Although this cognitive structure also occurred in the results of the respondents who possessed a degree or a diploma, it was less prominent. For those with a postgraduate degree/diploma, this cognitive structure occurs even less. Generally, clothing is used to create a desirable image and express who we are and/or want to be (Lennon *et al.*, 2017:222; Eicher & Evenson, 2016:319; Kaiser, 1997:5). A higher level of education might provide Millennial men with

more self-confidence, and decrease the need to indicate who they are (or want to be) through their clothing (Lennon *et al.*, 2017:59; Eicher & Evenson, 2016:320) and, therefore, the importance of store choice where the merchandise supports the value of "self-direction" may be less important.

Another issue is the pertinence of price in terms of the selection of a clothing retail store, as this also influences value gained for money spent. This cognitive link was very prominent for lower education levels, but decreased in relevance for those with a postgraduate qualification, possibly because they earn higher salaries, which reduces price consciousness.

Another finding concerns the importance of time saving and shopping ease that became more prominent as level of education increased. This might be ascribed to a lack of time for clothing shopping among those in the higher education-level categories/occupations. Despite the differences observed, all the respondents indicated that pleasure is a sought-after consequence, which stresses the relevance of hedonistic experiences in clothing retail store choices.

6.4.3.3 Objective 2.3: Differences across different population groups

Objective 2.3 will only focus on the black and the white population groups. As explained in section 6.2.4, the questionnaire contained five different categories of population groups as well as an option "other". During the initial stages of the data analysis all the population groups with a representation percentage of less than 5% were regrouped into the category "other". This included Asian, coloured, Indian and the self-identified "other" population groups. However, this combined category still only consisted of 9.08% of the sample, as opposed to the 35.78% (n=146) black population group representation and the 54.66% (n=223) white population group representation. It was therefore decided to continue with an analysis of the black and the white population groups only.

6.4.3.3.1 Implication matrices for the different population groups

The implication matrices for the different population groups are presented in the following tables.

TABLE 6.20:AC IMPLICATION MATRICES – POPULATION GROUPS

	BLACK POPULATION GROUPS (n = 146)												WHITE POPULATION GROUPS (n = 223)											
	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
1. that offers clothing that match my personal style	21	15	11	6	39	21	31	2	2	21	10	179	32	37	20	10	65	39	42	3	1	20	26	295
2. that offers fashionable clothing	4	6	6	6	35	11	14	5	0	11	2	100	7	7	10	9	49	21	13	12	1	5	6	140
3. that offers clothing of high quality	4	7	6	43	16	2	23	4	5	36	5	151	13	9	6	87	13	6	30	2	9	54	5	234
4. that offers clothing that fits me well	6	7	4	7	20	9	26	3	1	6	6	95	25	27	17	12	45	13	56	7	4	17	17	240
5. that offers well-known brand names	2	3	3	5	4	3	9	5	2	7	1	44	5	6	8	7	6	6	2	0	1	2	3	46
6. that I'm familiar with	3	4	1	1	1	2	3	0	1	1	2	19	22	30	3	6	2	1	5	0	7	7	16	99
7. that has a good reputation	2	2	2	3	1	2	0	1	4	2	4	23	4	4	3	6	2	3	3	2	12	5	1	45
8. that has a wide range of clothing	5	8	8	3	2	1	6	0	0	3	6	42	18	26	11	3	7	8	9	0	4	4	27	117
9. that offers good service	6	5	7	2	4	0	0	0	3	4	2	33	4	8	6	0	0	1	0	0	0	1	2	22
10. that has a pleasant in-store atmosphere	0	5	3	0	1	0	0	0	0	0	1	10	0	12	14	0	0	0	0	0	1	0	5	32
11. that has a well organised layout	6	8	7	2	1	1	0	0	0	1	3	29	13	20	14	1	1	0	0	0	2	0	9	60
12. that has a good location	4	4	4	2	0	0	0	0	2	0	5	21	28	21	5	0	0	0	0	0	3	1	13	71
13. that offers good prices	3	14	10	10	6	1	4	1	2	48	8	107	15	21	15	5	5	4	8	1	7	76	16	173
14. that offers a variety of sizes	5	6	1	0	5	0	9	2	3	4	8	43	9	9	5	2	3	2	3	0	2	1	7	43
15. that offers store cards/credit facilities	1	5	2	0	0	0	0	0	3	0	5	16	4	7	0	0	1	0	1	0	0	4	7	24
16. that offers different product categories apart from male clothing	1	2	2	0	0	1	0	1	0	0	3	10	3	1	4	0	0	0	0	0	0	1	10	19
Total	73	101	77	90	135	54	125	24	28	144	71		202	245	141	148	199	104	172	27	54	198	170	

TABLE 6.21:   **CC IMPLICATION MATRICES – POPULATION GROUPS**

	BLACK POPULATION GROUPS (n = 146)												WHITE POPULATION GROUPS (n = 223)											
	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total	1. saving time	2. shopping ease	3. shopping enjoyment	4. clothing durability	5. looking good	6. expressing myself	7. wearing comfort	8. approval of others	9. limiting shopping risk	10. value for money	11. convenience	Total
1. that saves me time	16	24	8	0	3	0	1	0	4	1	15	72	15	54	29	4	4	2	5	2	7	6	56	184
2. that offers me shopping ease	30	7	22	3	3	2	6	1	4	7	17	102	69	9	48	3	4	5	5	0	11	4	55	213
3. that makes shopping enjoyable	12	16	14	2	8	7	11	1	4	9	8	92	23	33	9	3	5	15	6	6	9	5	22	136
4. that offers durable clothing	3	3	4	14	8	6	18	2	5	27	1	91	13	6	6	15	14	7	29	4	19	59	7	179
5. that offers clothes that make me look good	6	4	13	7	25	30	24	14	3	11	5	142	10	10	33	3	15	54	31	25	3	13	11	208
6. that expresses who I am	3	3	5	2	24	9	13	3	2	3	2	69	5	7	18	4	42	13	14	11	4	9	8	135
7. that offers clothes that is comfortable	3	7	8	6	23	16	25	5	8	16	11	128	11	10	14	19	30	14	19	5	9	29	25	185
8. that carries the approval of others	1	1	4	1	5	3	2	1	4	5	4	31	3	5	2	1	13	8	4	3	3	4	4	50
9. where risks related to shopping is limited	7	7	5	3	2	1	2	3	5	4	7	46	8	14	6	1	0	1	1	1	3	19	8	62
10. that offers me value for money	14	11	12	17	13	8	12	3	10	15	21	136	21	26	23	32	10	5	13	3	26	16	35	210
11. that offers me convenience	22	16	6	2	5	1	4	4	4	9	6	79	56	44	26	2	4	4	10	3	7	13	11	180
Total	117	99	101	57	119	83	118	37	53	107	97		234	218	214	87	141	128	137	63	101	177	242	

TABLE 6.22:   CV IMPLICATION MATRICES – POPULATION GROUPS

	BLACK POPULATION GROUPS (n = 146)											WHITE POPULATION GROUPS (n = 223)										
	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total
1. that saves me time	36	16	8	7	3	3	2	2	9	3	89	91	19	28	3	1	3	4	5	11	1	166
2. that offers me shopping ease	35	31	4	13	2	3	4	4	10	2	108	82	37	34	10	1	6	1	5	21	1	198
3. that makes shopping enjoyable	35	25	12	15	2	10	6	13	8	6	132	61	26	29	23	4	2	3	27	19	4	198
4. that offers durable clothing	16	13	13	7	10	5	6	5	19	6	100	29	13	32	7	10	5	5	11	34	9	155
5. that offers clothes that make me look good	22	22	21	15	28	19	6	11	6	2	152	46	35	37	30	45	30	8	16	13	1	261
6. that expresses who I am	19	26	17	16	13	8	8	10	6	2	125	39	51	34	26	8	12	9	18	14	5	216
7. that offers clothes that is comfortable	39	29	12	14	7	8	9	15	11	3	147	72	43	24	12	6	4	4	16	14	5	200
8. that carries the approval of others	4	4	4	11	7	10	5	1	4	4	54	9	3	8	14	18	22	5	4	5	1	89
9. where risks related to shopping is limited	4	7	3	4	4	6	5	3	5	6	47	21	15	16	5	2	3	3	4	17	6	92
10. that offers me value for money	23	14	21	14	6	6	7	13	24	6	134	51	16	50	4	8	6	9	17	50	8	219
11. that offers me convenience	23	12	8	6	2	6	3	6	13	3	82	77	26	31	8	8	4	4	8	27	4	197
Total	256	199	123	122	84	84	61	83	115	43		578	284	323	142	111	97	55	131	225	45	

The CC implication matrix of black respondents (Table 6.21) contains two links (cells) that are marked in orange, and which share fourth highest position. However, these associations cannot form part of the HVM, since they indicate links between the same consequences (pairing links), i.e. "looking good" means to me "looking good". Respondents were deliberately requested not to indicate such associations. These were therefore eliminated from further analysis. Upon analysing Table 6.21, it became clear that the CC implication matrix of white respondents has two links that are the sixth most pertinent mentioned, meaning that the HVM will contain seven links on the CC level. The CV implication matrix of the white respondents (Table 6.22) indicates two links that share the position as the sixth most pertinent link. Seven links therefore formed part of the HVM of white respondents.

6.4.3.3.2 Hierarchical value maps for the population groups

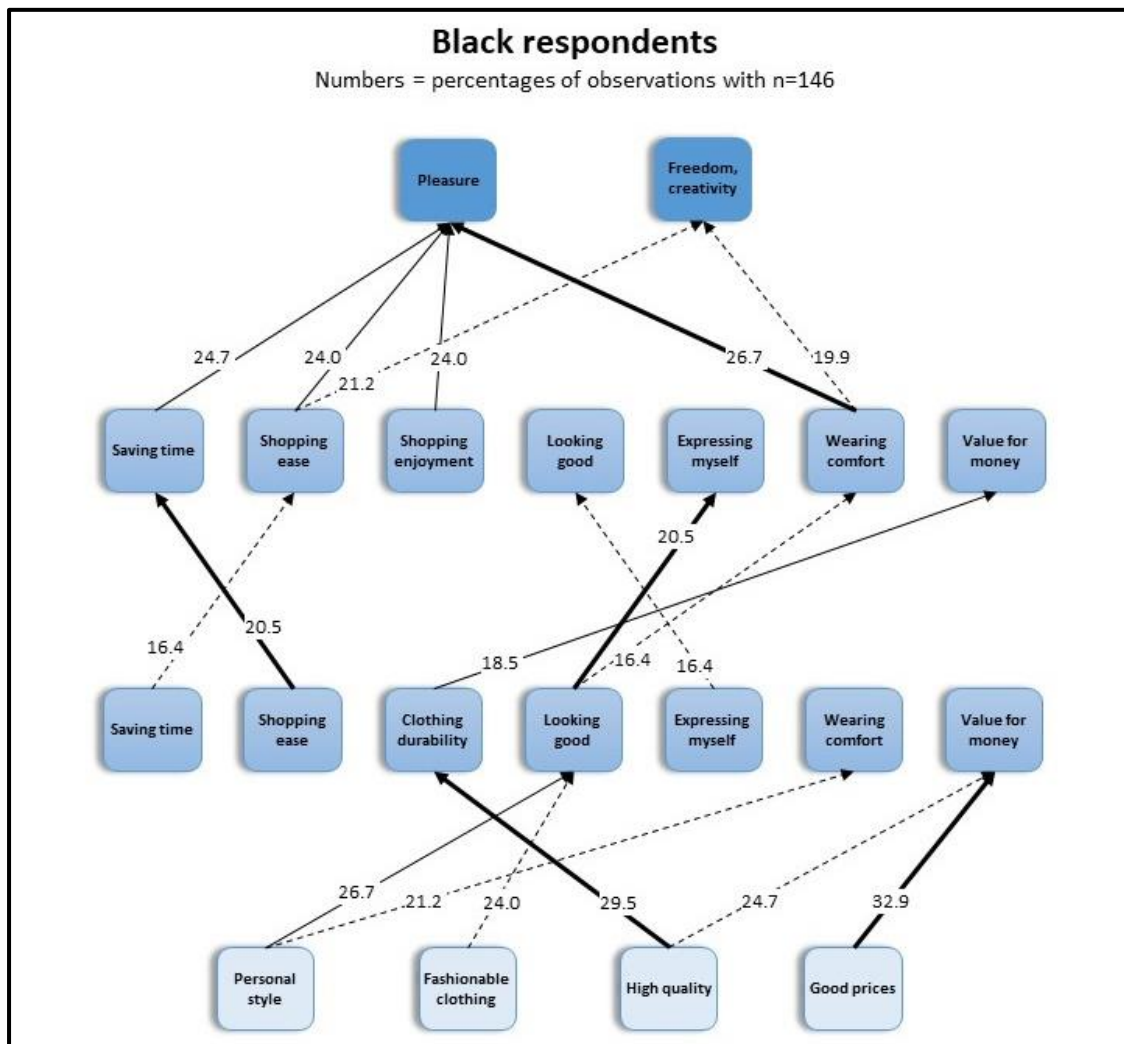- Figure 6.8 presents the HVM of black respondents.

FIGURE 6.8:   HIERARCHICAL VALUE MAP – BLACK RESPONDENTS

Starting at the bottom of the HVM, on the least abstract level, four prominent attributes are displayed which served as the point of departure for the six most prominent AC links. These attributes are "personal style", "fashionable clothing", "high quality" and "good prices". The two links that most of the black respondents indicated as prominent when deciding at which clothing retail store they would purchase their clothing are similar to most of the other HVMs explained up to now. These two *strongest links* include the link between "good prices" and "value for money" (32.9%), as well as the link between "high quality" and "clothing durability" (29.5%). The difference, however, is that in all of the preceding HVMs explained (such as the HVM of the entire sample), the link between "high quality" and "clothing durability" was indicated by most of the respondents. In the HVM of the black respondents, this link was the second most pertinent (29.5%), while the link between "good prices" and "value for money" was the most pertinent (32.9%) for the black respondents. Only one link was *fairly strong,* namely "personal style" associated with "looking good" (26.7%). The remaining three links are all three *notably strong links,* namely: "high quality" linked to "value for money" (24.7%), "fashionable clothing" linked to "looking good" (24.0%) and "personal style" linked to "wearing comfort" (21.2%).

Of the six CC links, only two links were not reciprocally linked. Two links were made the most frequently (20.5%): the one departing from "shopping ease" to "saving time", with its reciprocal link only *notably strong* (16.4%), while the second link departed from "looking good" to "expressing myself" with its reciprocal link being *notably strong* (16.4%). Therefore these four consequences are considered very important for the black Millennial males in terms of clothing retail store choices. In addition, a *fairly strong* link existed between "clothing durability" and "value for money" (18.5%), which also appeared in the preceding HVMs. A *notably strong* link is also evident between "looking good" and "wearing comfort" (16.4%).

Similar to former findings, the value "pleasure" stood out from the other values. The consequences "wearing comfort" (26.7%), "saving time" (24.7%), "shopping ease" (24.0%) as well as "shopping enjoyment" (24.0%) were all linked to "pleasure". Of these four links, the only *strongest link* was the one made with "wearing comfort" as premise, while the other three links were *fairly strong*. The other dominant end-state was "freedom, creativity" which had two *notably strong links* departing from "shopping ease" (21.2%) and "wearing comfort" (19.9%). However, on the CC level, one of the two *strongest* associations in the HVM of black respondents ended at "expressing myself". Further connotations were dissipated among several different values and were less prominent.

- The HVM of the white respondents is presented in Figure 6.9.

White respondents
Numbers = percentages of observations with n=223
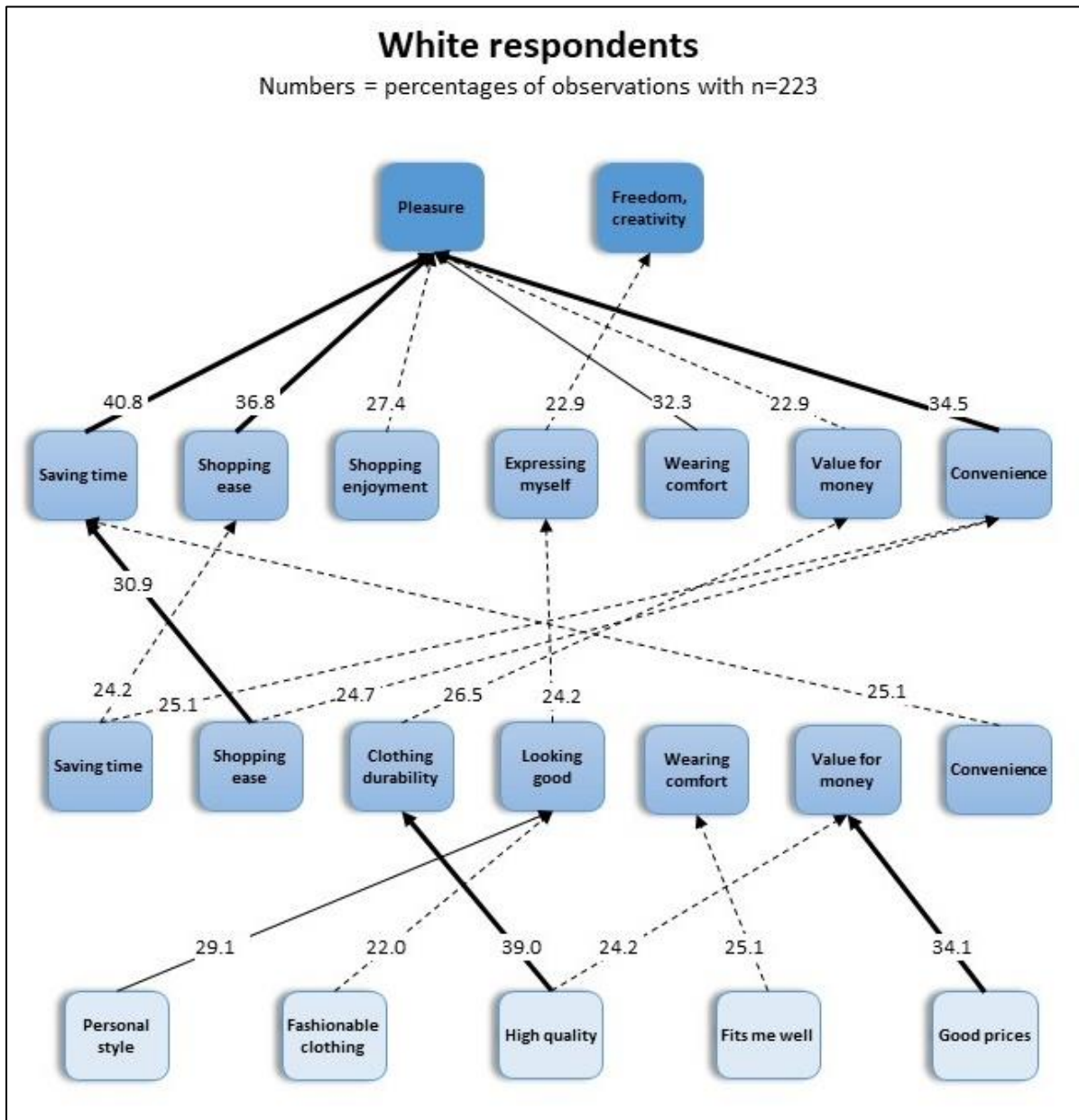
FIGURE 6.9: **HIERARCHICAL VALUE MAP – WHITE RESPONDENTS**

AC level:

When compared to the HVM of the black respondents (Figure 6.8), the HVM of the white respondents (Figure 6.9) revealed distinct differences. On the least abstract level, five of the AC links occur in the HVMs of both black and white respondents, although the pertinence of these links differed. The link made by most of the white respondents was between "high quality" and "clothing durability" (39.0%). "Good prices" leading to "value for money" was the second most dominant link (34.1%). In the HVM of the black respondents, the pertinence of these two links is the reverse. Three of the remaining links indicated were similar for both the black and the white respondents. A notably strong link existed

between "personal style" and "looking good" (29.1%), and fairly strong links were evident between "fashionable clothing" and "looking good" (22.0%), as well as "high quality" and "value for money" (24.2%).

A difference in cognitive structures between the black and white respondents was evident in the link "fits me well" leading to "wearing comfort", which was the fourth most pertinent (25.1%) on the AC level of the HVM of white respondents, while it was not included as one of the top six links for the black respondents. Rather, the HVM of the black respondents included the link of "personal style" leading to "wearing comfort", which is not present in the HVM of the white respondents.

CC level

At the CC level, even more differences between the HVM of the black respondents and that of the white respondents were evident. Both the HVMs contain a reciprocal link between "saving time" and "shopping ease", with the link departing from "shopping ease" being most dominant. In the HVM of the white respondents, only the link that departs from "shopping ease" was prominent (30.9%). The remaining five links were close with regard to the frequency selected and were all only *notably strong*. In the HVM in Figure 6.9, a second reciprocal link is visible between the consequences "saving time" and "convenience", being identical in terms of frequency selected (25.1%), which differs from the HVM of the black respondents which has no link between "saving time" and "convenience". Furthermore, the consequence "convenience" does not appear at all. A link that forms part of the HVM of white respondents, but is not present in the HVM of black respondents, is the *notably strong link* between "shopping ease" and "convenience" (24.7%). This indicates that convenience is a very important consequence for white Millennial male consumers when deciding at which clothing retail store they want to shop. "Clothing durability" as a premise for "value for money" was a *notably strong link* (26.5%) in the HVM of the white respondents but presents a *fairly strong link* in the HVM of the black respondents. Particularly evident is the difference in the prominence of the link "looking good", resulting in "expressing myself". In the HVM of the black respondents, this link is the *strongest link*, but in the HVM of the white respondents it is *notably strong,* with the lowest percentage on the CC level (24.2%). This concurs with previous studies that have indicated that, in South Africa, consumers from the black population group want to portray their desired social class through their clothing (Cronje *et al.*, 2016; Burger *et al.*, 2015).

CV level

On the most abstract level, the two most dominant end-states of the HVM of the white respondents were the same as for the black respondents, namely, "pleasure" and "freedom, creativity". The HVM

of white respondents contains three CV links with very high percentages compared to the HVMs discussed up to this point. Most dominant was the link between "saving time" and "pleasure" (40.8%) for the white respondents. The strength is even more remarkable, considering that the most dominant CV link in the HVM of the black respondents was only made by 26.7% of them. This clearly indicates that white Millennial male consumers derive pleasure from saving time and that this is very important to them. The second most pertinent CV link departed from "shopping ease" to "pleasure" (36.8%), and third most prominent was "convenience" leading to "pleasure" (34.5%). Again, the HVM of the black respondents contains no reference to "convenience", suggesting that "convenience" is not equally important or relevant for different population groups. Apart from the three *strongest links*, one *fairly strong link* and two *notably strong links* also reached the end-state "pleasure" in the HVM of the white respondents. These have the consequences "wearing comfort" (32.3%), "shopping enjoyment" (27.4%), and "value for money" (22.9%) as premise. A noteworthy difference was that the HVM for white respondents contained a CV link from "expressing myself" to "freedom and creativity" (22.9%) that was not included in the HVM of the black respondents. Comparing the CV levels of the HVMs in Figures 6.8 and 6.9, the CV links of the black respondents only depart from four consequences. By contrast, the CV links of the white respondents depart from seven different consequences. Furthermore, the CV links that are not apparent in the HVM of the white respondents are those departing from "shopping ease" (21.2%) and "wearing comfort" (19.9%) – both ending at "freedom, creativity".

Overall, the percentages of the chosen links in the HVM of the white respondents were considerably higher than those in the HVM of the black respondents, which suggests that the cognitive structures relating to clothing store choices of the white respondents are more similar than among black Millennial men.

6.4.3.3.3 Summary - Objective 2.3

Objective 2.3 of this study focused on the differences in the central personal values that drive the clothing retail store choices of Millennial men of different population groups. The first difference relates to desire to express oneself and to look good. Even though both of these sought-after benefits were strong drivers among to the white respondents, they were much more pertinent for the black respondents, and formed part of two reciprocal links. This concurs with previous South African studies that found that black consumers, in particular the black middle class, are inclined to engage in conspicuous consumption to either showcase their (newly acquired) wealth or to create an image of affluence (Burger *et al.*, 2015; Motale *et al.*, 2014; Bevan-Dye *et al.*, 2012). The ultimate motivation to express oneself by means of clothing was only evident in the HVM of the white respondents, who

therefore believe that they will achieve the desired end-state of self-direction (choosing own goals) (Lee *et al.*, 2014) when they express themselves through the clothes they wear. This link dissipated among different personal values in the results of the black respondents and was therefore not an issue worth mentioning.

The second obvious difference relates to convenience: for white respondents, this seems very important, as it was included in four links in the HVM. However, the HVM of the black respondents does not contain convenience as a consequence at all. The reason why convenience was indicated as a sought-after clothing retail store benefit was because white Millennial male consumers associated it with the end-state of hedonism, i.e. pleasurable. It can thus be deduced that convenience is crucial for white Millennial men when selecting a clothing retail store to shop at.

The central personal values that drive consumers when making clothing retail store choices are similar (hedonism and self-direction) for the two population groups, although the importance of each value and specifically how this value trickles down to the lower level of abstraction differs.

6.4.3.4 Objective 2.4: Differences across the various income groups

Objective 2.4 focused on the difference in the relevance of personal values for the various income groups when engaging in clothing retail store choice. As explained in section 6.2.5, the questionnaire contained seven categories of household income from which the respondent had to choose. To simplify the data analysis, these seven categories were regrouped into three categories, namely, low income (n = 131; 32.11%), middle income (n = 169; 41.42%) and upper income (n = 102; 25.00%).

6.4.3.4.1 Implication matrices for the different income groups

The implication matrices of the three different income groups are presented in Tables 6.23, 6.24, and 6.25. In Table 6.24, the CC implication matrix of the respondents with a lower income contained one *notably strong link* that had to be discarded, since respondents were requested not to connect similar consequences in the CC matrix. This link was "wearing comfort" associated with "wearing comfort". In addition, also in the same implication matrix, there were three links in the sixth place (n = 24). As explained before, after careful consideration this study avoided the use of only five links per level (AC level, CC level and CV level), since valuable results are lost as a result of the simplified HVM (Bolzani, 2018; Escobar & Gil, 2016b; López-Mosquera & Sánchez, 2013). Therefore, all three links that shared the sixth place were included, which resulted in eight links in the HVM of the lower income respondents on the CC level. Also in Table 6.24, the matrices of the middle-income and high-income respondents indicate two links in the sixth position. Both these matrices therefore used a level-7 cut-

off point when constructing the HVM. In Table 6.25, the CV implication matrix of respondents with an "upper income" includes seven links in the HVM on the CV level because the frequencies for the fifth, sixth and seven highest links were the same (n = 24).

TABLE 6.23:   AC IMPLICATION MATRICES – INCOME-LEVEL GROUPS

	LOW INCOME (n = 131)												MIDDLE INCOME (n = 169)												UPPER INCOME (n = 102)											
	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
1. that offers clothing that match my personal style	11	17	11	7	36	23	27	2	1	16	7	158	27	22	11	7	49	24	33	4	2	19	21	219	18	17	10	2	32	22	17	1	1	8	12	140
2. that offers fashionable clothing	4	7	9	7	39	15	16	4	0	9	2	112	3	4	4	7	35	14	9	7	1	6	5	95	4	4	5	3	19	10	7	7	1	2	4	66
3. that offers clothing of high quality	5	6	2	47	14	2	24	3	6	36	2	147	6	7	7	60	11	4	26	2	3	41	8	175	6	3	3	36	7	3	15	2	8	21	3	107
4. that offers clothing that fits me well	7	10	8	7	21	8	30	4	1	9	6	111	19	20	11	11	32	14	43	6	3	13	16	188	8	10	5	3	21	4	20	1	1	3	4	80
5. that offers well-known brand names	2	2	3	3	5	4	5	2	0	4	3	33	2	5	5	6	5	4	6	3	6	3	2	47	2	3	3	3	0	2	0	0	0	0	1	14
6. that I'm familiar with	5	8	1	4	2	2	3	0	3	4	3	35	8	16	3	2	0	0	3	0	3	2	7	44	13	10	2	1	1	1	3	1	3	4	7	46
7. that has a good reputation	1	2	1	1	1	1	2	1	4	2	4	20	3	3	3	1	1	3	0	1	7	2	1	25	2	1	2	8	1	1	2	1	6	5	1	30
8. that has a wide range of clothing	6	13	11	2	4	1	6	0	0	3	10	56	14	15	8	3	6	4	5	0	3	5	12	75	4	8	2	1	1	4	4	0	1	2	10	37
9. that offers good service	3	4	8	1	2	0	0	0	1	4	2	25	6	8	1	1	2	0	0	0	2	0	1	21	2	2	4	0	0	1	0	0	0	1	1	11
10. that has a pleasant in-store atmosphere	0	6	4	0	1	0	0	0	1	0	3	15	0	8	10	0	0	0	0	0	0	0	3	21	0	3	4	0	0	0	0	0	0	0	1	8
11. that has a well organised layout	10	10	5	1	1	0	0	0	1	1	7	36	2	8	11	2	1	0	0	0	2	0	3	29	8	12	6	0	0	1	0	0	1	1	3	32
12. that has a good location	10	6	3	1	0	0	0	0	3	0	4	27	13	11	4	1	0	0	0	0	2	1	8	40	12	11	4	0	0	1	0	0	0	0	8	36
13. that offers good prices	6	11	10	7	6	1	4	1	2	52	8	108	8	16	14	8	4	4	7	1	6	57	13	138	6	10	2	1	2	0	2	0	3	24	7	57
14. that offers a variety of sizes	3	7	2	0	5	0	7	2	3	4	7	40	9	6	3	1	3	2	5	0	1	1	4	35	2	3	0	2	0	0	0	0	0	0	3	10
15. that offers store cards/credit facilities	3	4	1	0	1	1	1	0	2	0	5	18	2	9	1	0	1	0	0	0	2	3	8	26	1	2	0	0	0	0	1	0	0	1	1	6
16. that offers different product categories apart from male clothing	0	1	2	0	0	0	0	1	0	0	2	6	3	2	2	0	0	1	0	0	0	2	7	17	2	0	2	0	0	0	0	0	0	0	4	8
Total	76	114	81	88	138	58	125	20	28	144	75		125	160	98	110	150	74	137	24	40	158	119		90	99	54	60	84	50	71	13	25	72	70	

TABLE 6.24:   CC IMPLICATION MATRICES – INCOME-LEVEL GROUPS

	LOW INCOME (n = 131)												MIDDLE INCOME (n = 169)												UPPER INCOME (n = 102)											
	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
1. that saves me time	15	21	11	0	1	0	2	0	4	1	24	79	12	38	17	3	5	2	4	2	6	4	29	122	8	24	12	1	1	1	0	1	2	2	25	77
2. that offers me shopping ease	35	11	19	3	1	3	3	1	8	4	24	112	45	4	36	0	4	4	6	0	2	7	37	145	31	4	18	3	1	1	2	1	5	2	22	90
3. that makes shopping enjoyable	12	17	11	3	8	8	7	2	4	6	10	88	17	23	10	4	5	9	10	5	6	7	17	113	9	14	3	0	5	7	1	1	5	2	7	54
4. that offers durable clothing	1	4	4	14	9	5	19	2	6	29	4	97	10	1	6	9	11	8	26	2	13	36	3	125	6	5	2	6	7	3	11	2	11	25	3	81
5. that offers clothes that make me look good	3	4	15	3	22	33	17	17	2	9	8	133	10	8	18	7	17	38	27	16	5	17	6	169	5	4	16	2	7	25	15	11	2	0	3	90
6. that expresses who I am	2	3	4	3	24	9	7	5	3	4	3	67	5	4	15	1	33	10	14	5	3	7	5	102	2	3	6	3	18	5	9	7	2	2	2	59
7. that offers clothes that is comfortable	4	6	7	9	19	13	24	6	5	12	14	119	8	7	13	16	31	16	19	6	5	23	18	162	4	7	6	5	12	5	6	1	9	15	9	79
8. that carries the approval of others	0	1	2	1	7	3	2	1	1	3	3	24	3	4	2	0	7	7	3	2	5	6	4	43	1	1	2	2	6	3	2	1	2	1	1	22
9. where risks related to shopping is limited	5	8	3	2	1	1	1	1	3	6	5	36	5	11	7	2	0	1	1	3	5	11	4	50	7	6	3	1	2	0	1	0	1	7	7	35
10. that offers me value for money	12	14	11	14	9	7	16	3	10	19	25	140	19	17	20	28	11	4	9	2	20	9	26	165	10	12	6	7	5	3	3	1	9	5	12	73
11. that offers me convenience	27	21	11	2	3	3	4	5	3	9	8	96	38	30	15	2	9	2	9	1	7	12	10	135	22	17	9	0	1	1	3	2	3	3	2	63
Total	116	110	98	54	104	85	102	43	49	102	128		172	147	159	72	133	101	128	44	77	139	159		105	97	83	30	65	54	53	28	51	64	93	

TABLE 6.25: CV IMPLICATION MATRICES – INCOME-LEVEL GROUPS

	LOW INCOME (n = 131)											MIDDLE INCOME (n = 169)											UPPER INCOME (n = 102)										
	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total
1. that saves me time	43	16	13	5	3	2	2	3	9	3	99	66	14	16	5	0	4	3	3	9	2	122	28	9	12	1	1	0	1	1	4	0	57
2. that offers me shopping ease	46	25	10	14	1	5	4	1	7	2	115	46	33	15	11	1	3	2	8	17	2	138	34	15	17	1	1	2	0	1	11	0	82
3. that makes shopping enjoyable	36	19	15	10	6	9	3	11	10	5	124	45	22	15	19	1	3	5	21	17	3	151	24	14	13	11	1	0	1	10	4	2	80
4. that offers durable clothing	18	11	17	4	9	4	3	7	14	8	95	20	12	19	9	9	4	8	10	24	9	124	12	6	10	2	4	3	1	1	20	3	62
5. that offers clothes that make me look good	26	24	21	12	21	20	5	12	5	2	148	29	26	28	24	33	20	8	14	10	1	193	20	13	18	15	24	13	3	7	5	0	118
6. that expresses who I am	22	30	22	17	11	7	9	8	7	2	135	26	35	21	23	9	11	7	13	10	3	158	17	24	16	6	3	6	3	8	5	2	90
7. that offers clothes that is comfortable	41	30	19	9	5	8	7	10	13	3	145	57	32	16	11	5	4	6	17	10	2	160	26	16	5	7	5	0	4	5	6	3	77
8. that carries the approval of others	5	4	5	10	9	13	5	2	5	4	62	6	3	7	8	7	12	6	4	3	1	57	3	0	1	10	12	8	0	1	2	0	37
9. where risks related to shopping is limited	8	4	7	4	3	5	5	1	10	5	52	10	13	10	5	2	2	3	4	13	6	68	12	7	4	1	1	2	1	3	3	1	35
10. that offers me value for money	32	10	30	7	4	5	4	11	31	4	138	34	19	32	11	7	4	11	13	31	6	168	17	5	18	2	4	4	2	8	18	5	83
11. that offers me convenience	34	11	18	7	1	6	1	6	16	2	102	45	20	17	7	6	4	3	7	18	4	131	30	11	8	2	4	1	3	1	10	3	73
Total	311	184	177	99	73	84	48	72	127	40		384	229	196	133	80	71	62	114	162	39		223	120	122	58	60	39	19	46	88	19	

6.4.3.4.2 Hierarchical value maps

● The HVM of the lower-income respondents is presented in Figure 6.10.
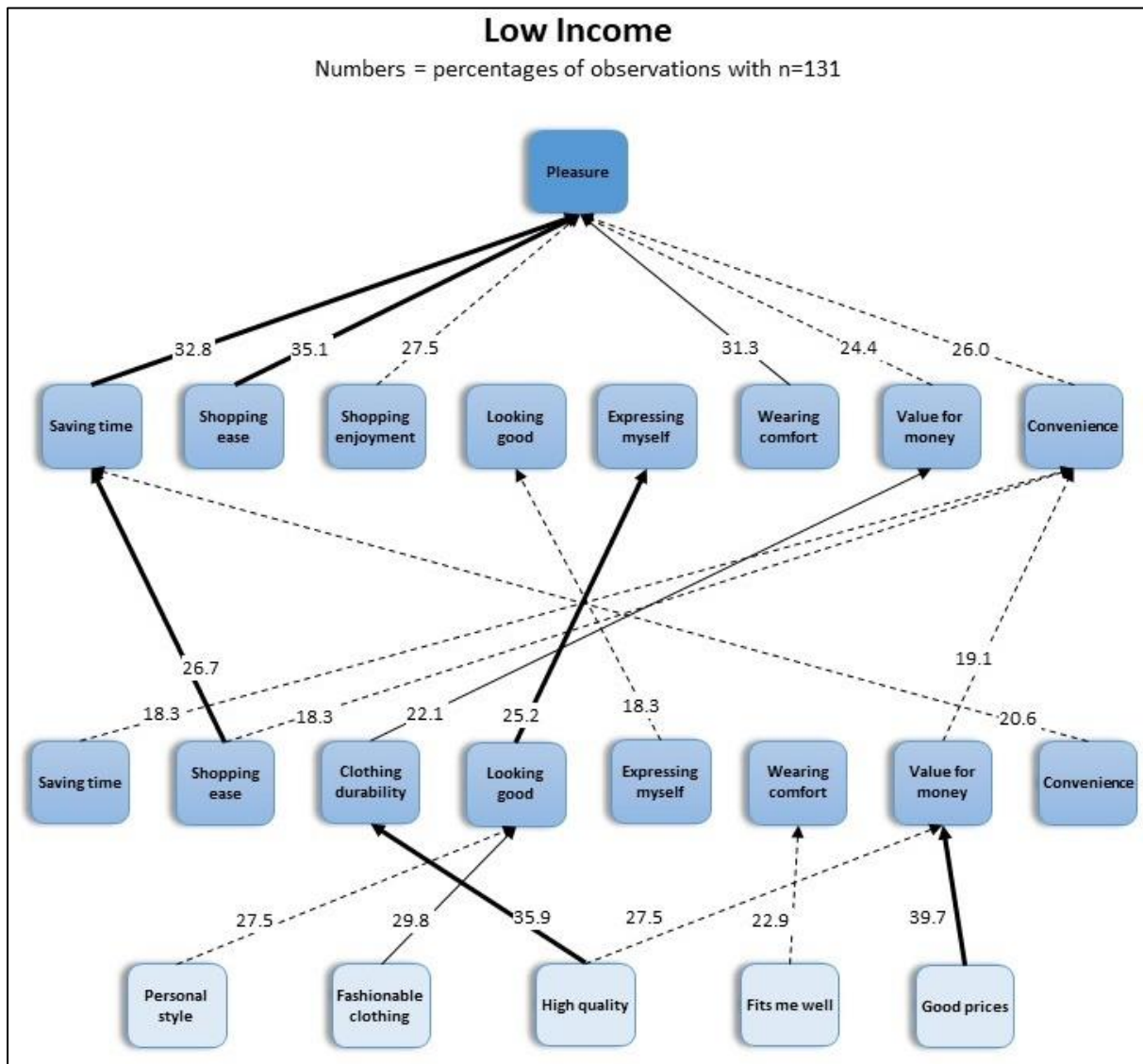

FIGURE 6.10:   HIERARCHICAL VALUE MAP – LOW INCOME

The AC links in this HVM are very similar to the AC links in the HVMs presented up to this point. However, the perceived connection between "good prices" resulting in "value for money" had a very high percentage of associations (39.7%), the highest AC link percentage thus far. This was anticipated, as the disposable income available to spend on clothing is most probably lower for lower-income consumers and therefore these respondents seek value for money and clothing retail stores offering good prices are more sought after. The second *strongest link* between "high quality" leading to "clothing durability" (35.9%) also supports the assumption that these respondents seek durable

clothing – probably because they can't afford to replace clothing as often. The only *fairly strong link* is between "fashionable clothing" and "looking good" (29.8%). On the AC level, most HVMs have two links ending at the consequence "looking good". These two links have "personal style" and "fashionable clothing" as premises respectively. In all the HVMs discussed up to this point, the link departing from "personal style" is stronger than the link departing from "fashionable clothing". It is therefore worth noting that in this specific HVM (for the respondents with a lower income) the strength of these links are the other way around and "personal style" resulting in "looking good" is only a *notably strong link* (27.5%). The two remaining links (both only *notably strong links*) are "high quality" resulting in "value for money" (27.5%), and "fits me well" resulting in "wearing comfort" (22.9%).

As explained, the CC level of this HVM consists of eight links, of which two are *strong links*, one is a *fairly strong link* and the remaining five links are only *notably strong*. Four of the eight links are reciprocal links. The link with the highest percentage association was "shopping ease", resulting in "saving time" (26.7%). Secondly, "looking good" was linked to "expressing myself" as a consequence (25.2%). The reciprocal link was less prominent (18.3%). The only *fairly strong link* has "clothing durability" as premise for receiving "value for money" (22.1%). The reciprocal links between "convenience" and "saving time" are both only *notably strong*, with the link with convenience as premise (20.6%) being stronger than the link with "saving time" as premise (18.3%). The other two *notably strong links* indicate that "convenience" is important to these respondents, and that they perceive that "value for money" (19.1%), and "shopping ease" (18.3%) will facilitate convenience.

Interestingly, in this HVM, only one personal value was noted, namely "pleasure". The consequences "shopping ease" (35.1%), "saving time" (32.8%), "wearing comfort" (31.3%), "shopping enjoyment" (27.5%), "convenience" (26.0%) and "value for money" (24.4%) were the six departure concepts for CV links in this HVM. The links with "shopping ease" and "saving time" were both *strong*, and together with the *notably strong link* departing from convenience, indicate that low-income Millennial men prefer hassle-free shopping. The link made with "wearing comfort" as premise is the only *fairly strong link*.

- Figure 6.11 presents the HVM of the middle-income respondents
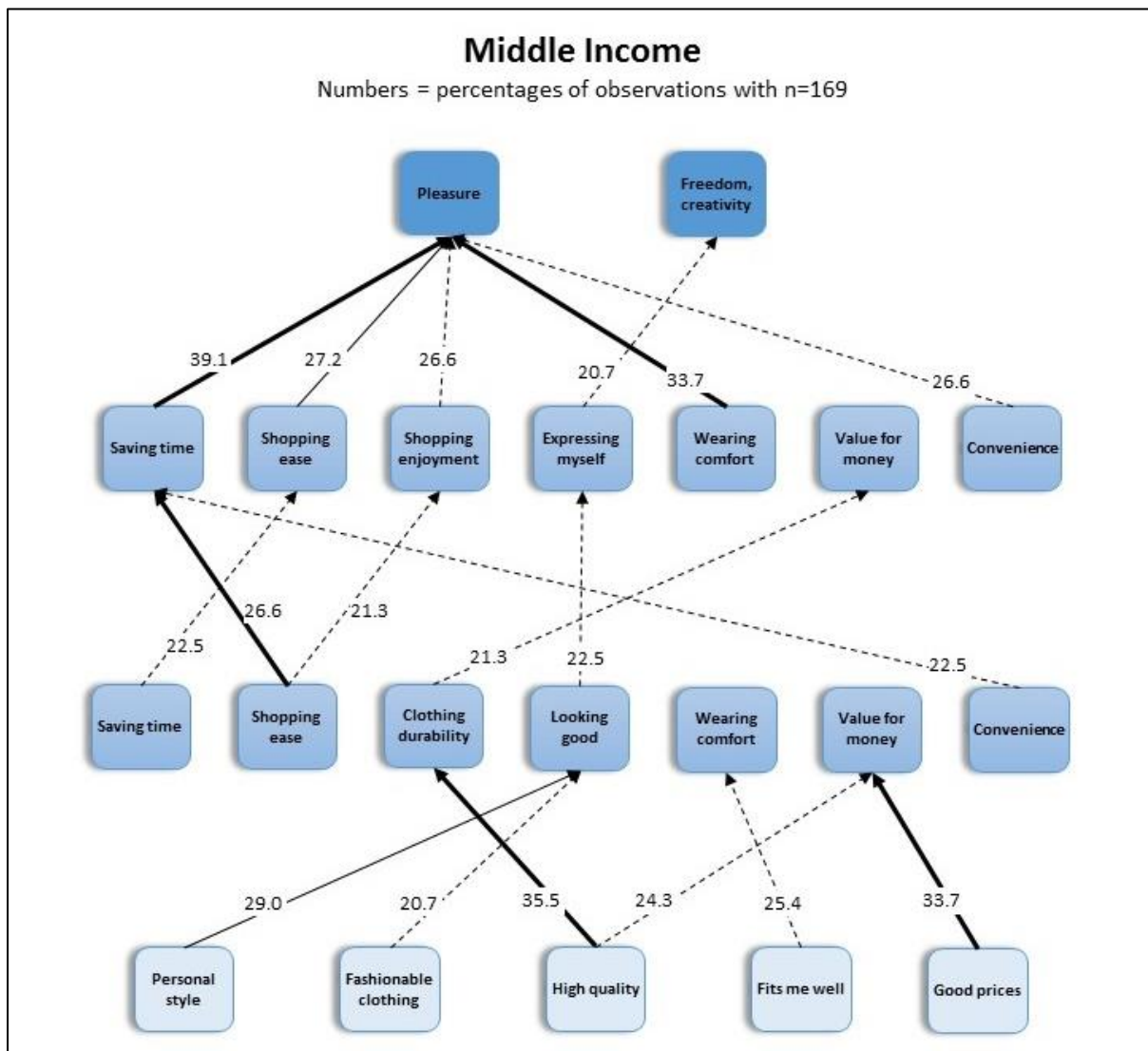
FIGURE 6.11:   HIERARCHICAL VALUE MAP – MIDDLE INCOME

AC level:

On the least abstract level, the six AC links were very similar to the AC level of the low-income respondents. The links are identical, the only differences being in the percentages of each link. In contrast to the HVM of the low-income respondents, the HVM of the middle-income respondents indicates that the link between "fashionable clothing" and "looking good" represented a considerably lower percentage of associations (*notably strong,* 20.7%) than the *fairly strong link* between "personal style" and "looking good" (29.0%). This probably indicates that although both of these groups of respondents have a high regard for "looking good", the lower-income respondents might have the view that following the latest fashion is crucial for looking good. Middle-income respondents might

have more self-confidence, believing that their personal style is more important than fashionable clothing to look good (Eicher & Evenson, 2016:322).

CC level

The mid-level of the HVM of the middle-income respondents consists of six links. Like the HVM of the lower-income respondents, the *strongest* association was made between "shopping ease" and "saving time" (26.7%). In addition, the middle-income HVM also includes the reciprocal connection (22.5%), indicating that the consequences "shopping ease" and "saving time" are very important when deciding which clothing retail store to patronise. In addition, the link between "looking good" and "expressing myself" (*notably strong link*; 22.5%) was less prominent in the HVM of the middle-income respondents compared to the HVM of the lower-income respondents (*strongest link*; 25.2%). This outcome is similar for the link between "clothing durability" and "value for money" (21.3%). For the lower-income respondents this is a *fairly strong link*, and in the HVM for the middle-income respondents, it is only a *notably strong link*. This is possibly since the lower-income consumer will be motivated to select a clothing retail store which offers durable clothing in order to optimise value for the limited amount of money available to spend on clothing. Similar to the HVM of the low-income respondents, the middle-income respondents indicated (with a *notably strong link*) that if clothing shopping is "convenient" they believe it will be beneficial, since they will be "saving time" (22.5%). The *notably strong link* between "shopping ease" and "shopping enjoyment" (21.3%) is not part of the HVM of the low-income respondents.

CV level

On the highest level of abstraction, the *strongest links* were "saving time" resulting in "pleasure" (39.1%) and "wearing comfort" also resulting in "pleasure" (33.7%). As opposed to the HVM of the lower-income respondents, which only had "pleasure" as end-state, the HVM of the middle-income respondents included the end-state "freedom, creativity", with the consequence "expressing myself" used to achieve this end-state (20.7%). The link between "value for money" and "pleasure" that occurred in the HVM of the low-income respondents did not occur in the HVM of the middle-income respondents; again emphasising that income influences the cognitive structure of consumers when making clothing retail store choices.

- The HVM of the upper-income respondents is presented in Figure 6.12.
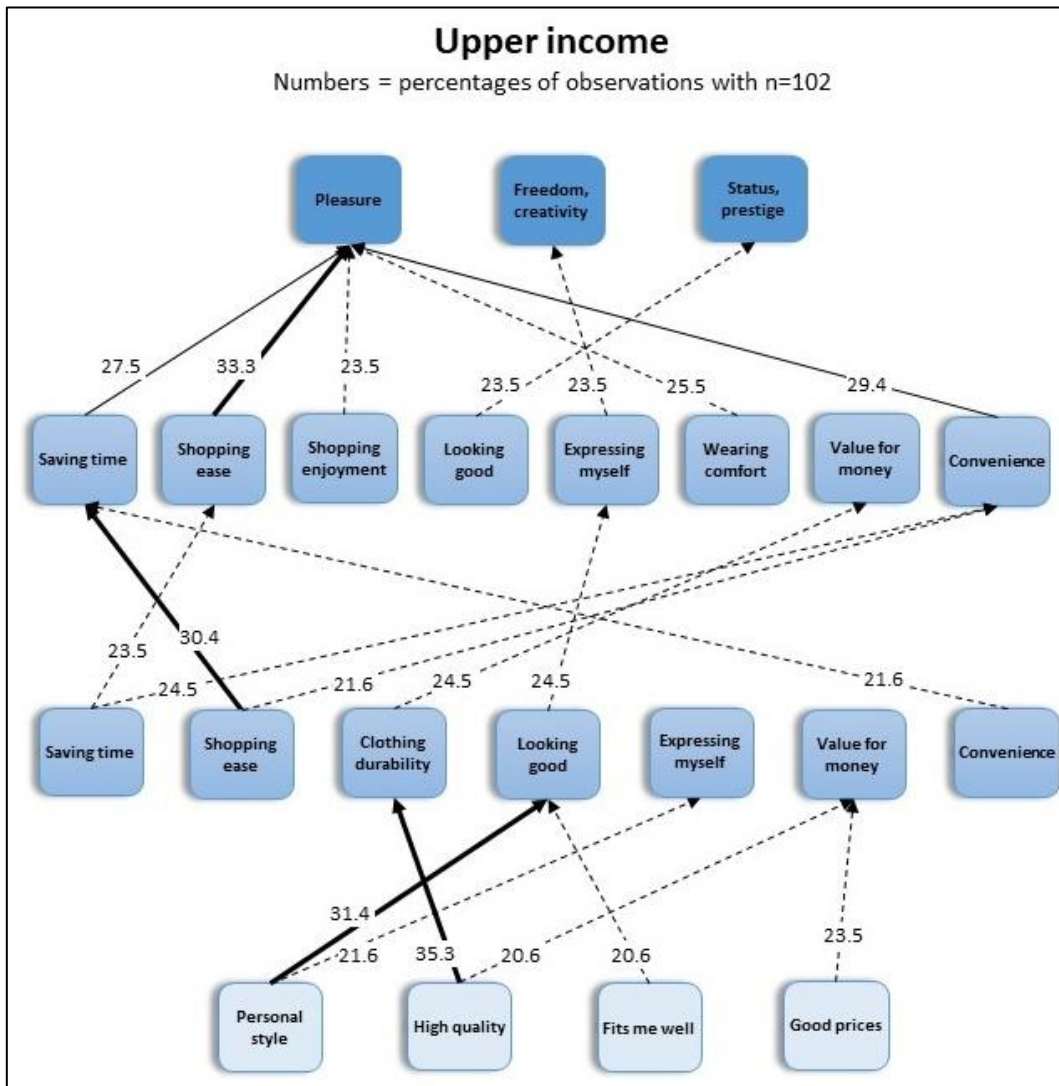
FIGURE 6.12:   HIERARCHICAL VALUE MAP – UPPER INCOME

AC level:

Overall, the HVM of the upper-income respondents (Figure 6.12) differs from those of the low- and middle-income respondents. Considering the lowest level of abstraction, the *strongest link* on AC level is the link between "high quality" and "clothing durability" (35.3%). The HVM of the upper-income respondents only has four dominant attributes as departing attributes, and not five as in the HVMs of the other income groups. The attribute that is not present is "fashionable clothing", although the attribute "personal style" is much more prominent. "Personal style" linked to "looking good" received the second most associations (*strong link*; 31.4%). "Personal style" was also the premise for "expressing myself" (21.6%). This link only occurred in the HVM of the upper-income respondents. Analysing the links with "personal style" as well as "fashionable clothing" in all three of the HVMs

(Figures 6.10, 6.11 and 6.12), it became evident that as income level increases, the link of "fashionable clothing" to "look(ing) good" decreases and the link of "personal style" to "looking good" increases in importance. The link between "fashionable clothing" and "looking good" is a *fairly strong link* in the HVM of respondents with a low income, a *notably strong link* in the HVM of the middle-income respondents and absent in the HVM of upper-income respondents. The link between "personal style" and "looking good" is a *strong link* in the HVM of the upper-income respondents, a *fairly strong* link in the HVM of the middle-income Millennials and only a notably strong link in the HVM of the low-income respondents. This might be because these consumers value their personal style as superior to current fashion trends and want to stand out and be different (Eicher & Evenson, 2016:322). Another possibility is that the younger Millennials are also the respondents with the lower incomes since they have only started their careers or are still studying (Diamond *et al.*, 2015:59). As seen in Objective 2.1, "fashionable clothing" linked with "looking good" is more dominant for younger Millennials than for older Millennials. The remaining links were similar, apart from the importance of the link between the attribute "good prices" and the consequence "value for money". In the HVM of the low-income respondents, this link was the *strongest link* (39.7%). The percentage of this link was lower in the HVM of the middle-income respondents – 33.7% – and even lower in the HVM of the upper-income respondents (23.5%). Therefore it may be deduced that the importance of price when considering a clothing retail store decreases when income increases.

CC level

The CC level of the HVM of the upper-income respondents is similar to the HVMs of the other two income groups. Like the HVM of the middle-income respondents, the only strong link was the link between "shopping ease" and "saving time" (30.4%). The remaining links were all *notably strong*. In the HVMs of both the low-income and the upper-income respondents, "saving time" resulting in "convenience" (24.5%) is *notably strong*. Although this link does not occur in the HVM of the middle-income respondents, it would also have been included if a 7 cut-off level rather than a 6 cut off level had been used. The HVMs of the lower-income and upper-income respondents have more than six links on the CC level (See 6.4.2.7). The HVM of the upper-income respondents also contains the reciprocal link (21.6%), indicating that "convenience" would enable "saving time". The perception that "looking good" will result in "expressing myself" (24.5%) was a *notably strong link* in the HVMs of both the middle- and the upper-income respondents. However, in the HVM of the low-income respondents it is a *strong link* and also has a reciprocal link. This indicates that it is of the utmost importance for the low-income respondents to express themselves and to look good, while for middle-income and upper-income respondents it is only fairly important. Similar to the HVM of the middle-income

respondents, the link between "clothing durability" and "value for money" is only a *notably strong link* (24.5%), whereas in the HVM of the low-income respondents it is a *fairly strong link*. Respondents that fall into the upper-income category furthermore linked "shopping ease" with "convenience", which is a *notably strong link* (21.6%) as in the HVM of the low-income respondents. The HVM of the middle-income respondents does not contain this link.

CV level

On the most abstract level, the link between "shopping ease" and "pleasure" was the most prominent (33.3%), as was the case in the HVM of the low-income respondents. However, it was only the third highest link in the HVM of the middle-income respondents. The second highest CV link (29.4%) existed between "convenience" and "pleasure" as end-states. This is a *fairly strong link* in the HVM of the upper-income respondents, but only a *notably strong link* in the HVMs of the middle-income and low-income respondents. The link between "saving time" and "pleasure" is also a *fairly strong link* (27.5%), although it is a *strong link* in the HVMs of both the low-income as well as the middle-income respondents. The links from "wearing comfort" to "pleasure" were surprising: this link is a *fairly strong link* in the HVM of the low-income respondents and a *strong link* in the HVM of the middle-income respondents. Since the strength increased with income, it was anticipated that it would also be a *strong* link in the HVM of the upper-income respondents. However, as can be seen in Figure 6.12, it is only a *notably strong link* (25.5%). Three personal values served as the end-states that the upper-income respondents indicated as drivers of their clothing retail store choices. These include "pleasure", which was the only end-state in the HVM of the lower-income respondents, "freedom, creativity" which was evident in the HVM of middle-income respondents, and also "status, prestige", which only occurred in the HVM of the upper-income respondents. The inclusion of three end-states in this HVM might also be due to the inclusion of seven links instead of the six link cut-off decided on for this study. The reason for the increased number of links is because the percentage of associations of the three links were exactly the same and were fifth highest. These three *notably strong links* all ended at a different end-state, with "shopping enjoyment" ending in "pleasure" (23.5%), "expressing myself" ending in "freedom, creativity" (23.5%) and "looking good" ending in "status, prestige" (23.5%).

6.4.3.4.3 Summary – Objective 2.4

An investigation of the cognitive structures, particularly the personal values, at different income levels when making clothing retail store choices was the focus of Objective 2.4. It was evident that as income increases, price sensitivity decreases, which was anticipated. It is important to remember that the

attribute in the questionnaire was "good prices" and not "low prices". Related to price, the dominant link in this objective (and also in the entire study) is between "good prices" and "value for money". This is in line with consumer behaviour theory which explain that the price should reflect the value that the consumer receives (Schiffman & Wisenblit, 2018:168). The result therefore merely indicates that it is more important for the Millennial men who fall into the low- and middle-income categories that the price paid for clothing matches the value they receive from that item than for the Millennial men who fall into the upper-income category.

A second difference that became obvious is that income level has a direct connotation to the importance of the perceived level of fashionability of clothing and whether it is congruent with the consumer's own style. The results of this study indicates that as income increases, personal style becomes more important and fashionability less important. This matches with theory related to the social psychology of clothing and consumer behaviour. Consumers with a higher income form part of a different social class to those with a lower income (Hoyer *et al.*, 2016:365). Belonging to a higher social class results in more confidence in who you really are and your self-expression (Kaiser, 1997:438). Clothing is an important tool in appearance management and people use clothing to express who they are or to create an image of who they want to be (Kaiser, 1997:5).

On the most abstract level, the underlying personal values that drive clothing retail store choices differed across the different levels of income. Although hedonism is ultimately the driving force, self-direction becomes more important as income level increases. In addition, with a high income, the personal value of power (being recognised by others, status and prestige (Lee *et al.*, 2014)) also plays an important role in directing choice behaviour.

6.4.4 Objective 3: Differentiation of clothing retail stores

Objective 3 distinguished three types of clothing retail stores (discount, value and luxury stores) and investigated which underlying personal values of Millennial male patrons are pertinent in their clothing retail store choices. As explained in the methodology (Chapter 4), the first pre-test included a question that requested respondents to classify a random selection of 25 clothing retail stores that offer men's clothing into three categories, namely, discount retail stores, value retail stores and luxury retail stores (see 4.5.3.1). A total of 105 retail stores were classified. The definition of the term "value retail store" was explained and it was clear that it was the midpoint between discount and luxury. It was emphasised that the question focused on their perceptions and that there were no in/correct answers. Furthermore, there was a fourth option, namely "unfamiliar", which allowed respondents who were not familiar with a specific retail store to indicate so. In order to make the final

questionnaire shorter, this specific question did not form part of the final questionnaire; however, the data obtained from this section of the pre-test was used for the analysis of Objective 3.

In the final questionnaire, respondents were requested to provide – in an open question – the name of the retail store that they mostly patronised to shop for clothing (see Addendum C, Section D, Question 5). The results showed that some respondents had written the names of clothing retail stores, such as small boutiques or Chinese shops, which did not form part of the retail stores classified in the pre-test. These responses (n = 24) were not considered for further analysis as the stores were not very familiar. During data analysis, each retail store was categorised based on the highest frequency of responses in the first pre-test. Table 6.26 indicates how the list of retail stores was distinguished among the three categories.

TABLE 6.26   CLOTHING RETAIL STORE PATRONAGE (N = 408; MISSING: n = 24)

Categories in the questionnaire	n	%
Discount retail store patrons	73	17.9
Value retail store patrons	263	64.5
Luxury retail store patrons	48	11.8

The results for this objective will be presented in the form of implication matrices and HVMs, followed by a correlation of retail store type with the demographic characteristics of the respondents.

6.4.4.1 Implication matrices for retail store patronage

Tables 6.27, 6.28, and 6.29 are relevant.

TABLE 6.27:   AC IMPLICATION MATRICES – RETAIL STORE PATRONAGE

Columns for each patron group: 1. saving time, 2. shopping ease, 3. shopping enjoyment, 4. clothing durability, 5. looking good, 6. expressing myself, 7. wearing comfort, 8. approval of others, 9. limiting shopping risk, 10. value for money, 11. convenience, Total.

	DISCOUNT RETAIL STORE PATRONS (n = 73)												VALUE RETAIL STORE PATRONS (n = 263)												LUXURY RETAIL STORE PATRONS (n = 48)											
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	Total	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	Total	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	Total
1. that offers clothing that match my personal style	14	8	2	1	14	6	9	0	0	8	7	69	34	35	24	12	74	47	46	6	2	27	26	333	7	11	4	3	22	11	16	1	1	5	6	87
2. that offers fashionable clothing	0	3	1	2	14	9	6	2	0	5	2	44	9	8	13	12	57	22	20	11	1	11	9	173	1	4	3	2	17	8	5	4	1	1	0	46
3. that offers clothing of high quality	4	2	2	7	3	0	6	0	2	9	2	37	11	9	5	105	23	6	40	6	11	64	8	288	1	2	3	27	4	2	16	1	4	17	3	80
4. that offers clothing that fits me well	11	8	7	7	10	7	20	1	2	6	10	89	18	26	11	11	47	14	59	9	3	14	11	223	5	5	6	2	14	5	10	1	0	5	4	57
5. that offers well-known brand names	1	1	2	1	1	0	1	0	0	2	0	9	5	7	8	8	6	7	9	3	2	4	4	63	0	2	1	3	3	3	1	1	0	2	1	17
6. that I'm familiar with	5	10	1	2	1	0	3	0	1	1	6	30	19	23	4	4	2	2	4	1	6	8	10	83	2	1	1	2	0	1	1	0	2	1	2	13
7. that has a good reputation	1	2	2	0	0	0	0	2	1	1	0	9	4	4	3	9	1	3	3	0	12	7	3	49	0	0	1	1	2	2	1	1	3	1	3	15
8. that has a wide range of clothing	4	7	8	2	3	1	4	0	1	3	5	38	19	25	10	3	7	5	10	0	3	5	27	114	0	1	2	0	0	1	0	0	0	0	0	4
9. that offers good service	0	1	1	1	0	0	0	0	0	1	2	6	0	4	10	7	2	3	1	0	0	2	3	32	0	3	1	3	0	1	0	0	0	0	0	8
10. that has a pleasant in-store atmosphere	0	1	0	0	0	0	0	0	0	0	0	1	0	13	14	0	1	0	0	0	1	0	3	32	0	2	3	0	0	0	0	0	0	0	3	8
11. that has a well organised layout	4	2	2	0	0	0	0	0	1	0	4	13	13	22	13	1	1	1	0	0	2	1	7	61	3	6	5	1	1	0	0	0	1	0	2	19
12. that has a good location	9	8	3	1	0	1	0	0	2	1	7	32	22	19	7	1	0	0	0	0	3	0	11	63	1	0	1	0	0	0	0	0	0	0	0	2
13. that offers good prices	8	15	12	7	6	2	8	1	3	49	12	123	11	18	14	7	5	1	4	1	6	63	12	142	1	1	0	1	0	0	0	0	2	10	3	18
14. that offers a variety of sizes	1	5	1	1	1	0	0	0	1	1	2	13	12	12	4	1	5	1	8	2	4	3	12	64	2	0	0	0	1	0	3	0	0	0	2	8
15. that offers store cards/credit facilities	0	2	0	0	0	0	0	0	0	0	1	3	5	12	1	0	2	1	2	0	4	5	13	45	1	1	0	0	0	0	0	0	0	0	0	2
16. that offers different product categories apart from male clothing	0	0	0	0	0	1	0	1	0	0	2	4	4	2	5	0	0	0	0	0	0	2	9	22	1	0	0	0	0	0	0	0	0	0	0	1
Total	62	75	44	32	53	27	57	7	14	87	62		186	239	146	181	233	113	206	39	60	216	168		25	39	31	45	64	34	53	9	14	42	29	

TABLE 6.28: **CC IMPLICATION MATRICES – RETAIL STORE PATRONAGE**

	DISCOUNT RETAIL STORE PATRONS (n = 73)												VALUE RETAIL STORE PATRONS (n = 263)												LUXURY RETAIL STORE PATRONS (n = 48)											
	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total	saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	Total
	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.		1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	11.	
1. that saves me time	6	22	7	1	1	0	3	0	4	4	13	61	21	47	28	2	5	2	2	2	8	3	56	176	4	11	4	0	0	0	0	1	0	0	7	27
2. that offers me shopping ease	20	4	10	3	0	1	2	0	2	1	17	60	75	12	50	3	4	4	6	2	10	11	56	233	14	3	9	0	1	2	2	0	3	0	5	39
3. that makes shopping enjoyable	5	10	5	1	3	5	3	1	3	3	8	47	25	29	16	3	12	13	15	4	9	13	22	161	7	11	2	2	2	5	0	2	3	0	4	38
4. that offers durable clothing	1	1	1	2	3	0	4	0	1	9	1	23	14	6	9	18	19	11	36	4	20	68	6	211	1	3	0	6	4	4	12	1	9	11	3	54
5. that offers clothes that make me look good	3	2	6	0	9	10	7	4	1	6	4	52	13	9	33	10	30	65	39	29	8	12	12	260	1	3	10	1	7	16	9	9	0	7	0	63
6. that expresses who I am	1	2	3	2	10	1	7	4	0	3	3	36	6	5	15	4	46	14	16	11	6	7	5	135	0	1	5	0	16	5	5	1	2	3	0	38
7. that offers clothes that is comfortable	6	8	5	4	7	6	12	1	3	11	10	73	7	8	13	22	40	22	29	9	11	27	24	212	1	3	6	3	12	4	5	1	3	10	6	54
8. that carries the approval of others	2	2	1	0	2	1	1	0	0	1	2	12	2	4	3	3	13	8	6	4	5	9	5	62	0	0	2	0	3	3	0	0	3	0	1	12
9. where risks related to shopping is limited	3	4	1	0	0	0	0	1	1	4	3	17	11	17	9	5	3	2	3	2	6	14	12	84	3	4	2	0	0	0	0	1	1	5	2	18
10. that offers me value for money	13	14	10	4	6	4	4	1	6	8	19	89	25	23	16	34	15	9	15	3	25	18	36	219	2	4	7	7	3	0	7	1	5	4	6	46
11. that offers me convenience	14	15	10	2	4	3	7	2	2	6	2	67	56	43	21	2	9	2	8	5	9	14	17	186	13	9	4	0	0	0	1	1	2	3	0	33
Total	74	84	59	19	45	31	50	14	23	56	82		255	203	213	106	196	152	175	75	117	196	251		46	52	51	19	48	39	41	18	31	43	34	

TABLE 6.29:   CV IMPLICATION MATRICES – RETAIL STORE PATRONAGE

	DISCOUNT RETAIL STORE PATRONS (n = 73)											VALUE RETAIL STORE PATRONS (n = 263)											LUXURY RETAIL STORE PATRONS (n = 48)										
	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total	1. pleasure	2. freedom, creativity	3. success	4. sense of belonging	5. being recognised by others, status, prestige	6. following social expectations	7. respect for culture and traditions	8. novelty and excitement	9. loyalty	10. protection of the environment	Total
1. that saves me time	28	9	6	3	0	1	0	2	4	2	55	88	22	26	5	4	1	2	4	12	0	164	17	4	5	1	0	0	1	0	4	1	33
2. that offers me shopping ease	28	14	7	5	1	3	0	2	4	0	64	74	44	28	14	2	4	4	6	23	2	201	19	12	4	3	0	1	1	0	4	1	45
3. that makes shopping enjoyable	17	12	6	8	1	1	1	7	5	0	58	66	36	32	20	6	9	3	29	20	7	228	16	4	3	8	1	1	2	5	3	0	43
4. that offers durable clothing	6	3	4	2	3	3	2	2	3	0	28	33	17	32	10	14	6	8	13	45	15	193	7	5	7	1	3	0	1	2	8	4	38
5. that offers clothes that make me look good	8	12	9	4	11	10	5	6	3	0	68	51	36	43	33	55	31	11	17	13	2	292	14	10	11	11	8	7	0	7	3	1	72
6. that expresses who I am	8	15	3	6	3	7	4	4	5	0	55	39	58	42	28	16	12	13	18	11	5	242	13	11	9	8	4	3	1	5	3	0	57
7. that offers clothes that is comfortable	16	16	5	6	3	2	3	7	6	1	65	84	51	27	16	10	7	12	19	15	6	247	17	7	4	4	0	1	1	3	5	0	42
8. that carries the approval of others	1	1	1	2	2	4	4	2	0	1	18	9	5	9	20	21	22	5	5	7	3	106	3	0	2	3	3	4	1	0	2	0	18
9. where risks related to shopping is limited	5	5	4	0	0	1	1	0	4	3	23	17	17	10	9	4	6	6	7	13	6	95	7	0	4	0	0	0	0	1	4	2	18
10. that offers me value for money	12	9	16	5	3	4	5	7	17	2	80	52	19	44	13	10	7	7	22	47	11	232	11	3	14	0	0	1	2	0	12	0	43
11. that offers me convenience	18	8	5	3	2	4	1	4	8	0	53	76	25	28	9	8	6	3	7	30	7	199	12	7	8	3	0	0	1	2	5	1	39
Total	147	104	66	44	29	40	26	43	59	9		589	330	321	177	150	111	74	147	236	64		136	63	71	42	19	18	11	25	53	10	

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6.4.4.2 Hierarchical value map for retail store patronage

●   The HVM of Millennial male discount retail store patrons is presented in Figure 6.13.
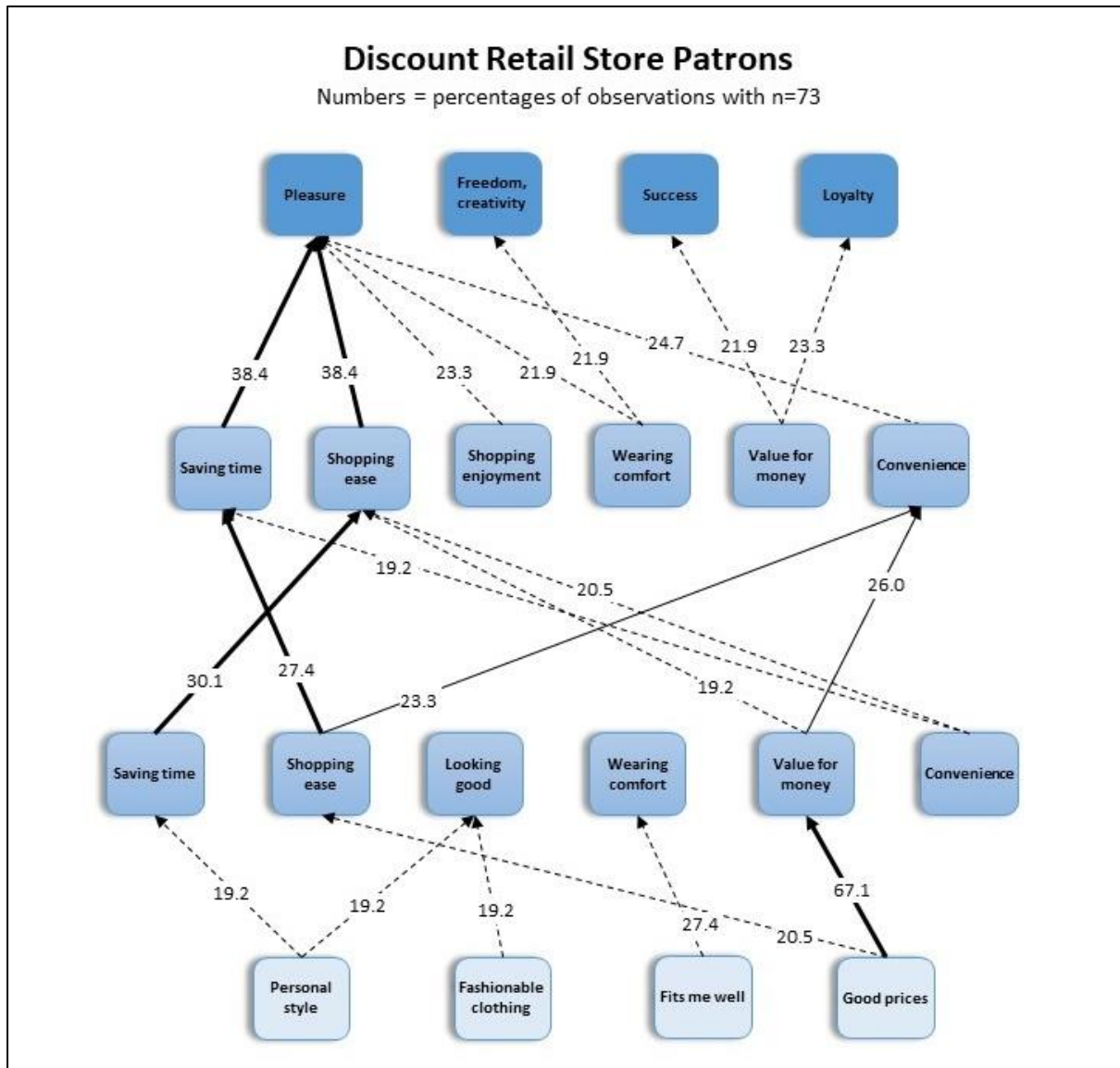
FIGURE 6.13:   **HIERARCHICAL VALUE MAP – DISCOUNT RETAIL STORE PATRONS**

AC level

The HVM of the discount retail store patrons (Figure 6.13) indicates that at the lowest level of abstraction one link was exceptionally dominant with a 67.1% association. This was the link departing from the attribute "good price" and ending at the consequence "value for money" (up to this point, the highest percentage of observation contained was in the HVM of the older Millennials, i.e. 45.5%). This indicates that this link is very pertinent for Millennial male discount retail store patrons in terms of their clothing retail store choices. This was anticipated, since discount stores are usually price driven

and their patrons would therefore be focused on price. A link that is unique to the HVM of the discount retail store patrons is the link between the attribute "good prices" and the consequence "shopping ease" (20.5%). This HVM is also the only one with "good prices" as premise for two links. This stresses the importance of price in the decision-making process of discount store patrons. An investigation of the data of Section D, Question 6, revealed that 91.8% (n = 67) of the discount retail store patrons indicated that good prices are important when making clothing retail store choices.

The five remaining AC links are *notably strong*. The discount retail store patrons assumed that "fits me well" would result in "wearing comfort" (27.4%). The perceived links between "personal style" and "saving time", "personal style" and "looking good", as well as between "fashionable clothing" and "looking good", were all equally important (19.2%). In the entire study, this is the only time that the link between "personal style" and "saving time" is strong enough to be included in an HVM.

CC level

It should be noted that in the **CC implication matrix** of **discount retail store patrons** (Table 6.28), in accordance with a top-down ranking method, the sixth place is shared by two links (n = 14). In addition, the **CV implication matrix** of **the discount retail store patrons** (Table 6.29) required an 8-level cut-off point in the drafting of the HVM, since three links shared the sixth place (n = 16).

The CC level of the HVM of the discount retail store patrons contains two reciprocal links. The first is a link between "saving time" and "shopping ease". "Saving time" as the premise attracted the most associations (30.1%) and "shopping ease" as premise attracted the second most associations (27.4%). Both these links are *strong links*. The second reciprocal link is the one between "shopping ease" and "convenience". With "shopping ease" as point of departure, a *fairly strong link is made* (23.3%); with "convenience" as departure, the link is *notably strong* (20.5%). "Value for money" was linked with the benefit "convenience", being a *fairly strong* association (26.0%). Although this CC level contains seven links, it only obtains four consequences. As explained earlier, synergy exists between three of these consequences, namely, "saving time", "shopping ease", and "convenience", since they all suggest that hassle free shopping is important. The fourth consequence is "value for money", which is understandable in the context of a discount retail store where the emphasis is on price. The CC level of the HVM contains seven links, since two links shared the same percentage of associations (19.2%) in sixth place: "value for money" resulting in "shopping ease", and "convenience" resulting in "saving time". The **CC implication matrix** of **discount retail store patrons shown in** Table 6.28, in accordance with the top-down ranking method used, therefore presents two links in sixth place.

CV level

The highest level of abstraction contained eight links, since sixth place was shared by three links. Two links were made with the same percentage of associations (38.4%) and were the most prominent CV links. Both of these presented the personal value "pleasure" as the end-state and have "saving time" and "shopping ease" as premise respectively. These two links are the only *strong links*; the remaining links are *notably strong*. "Pleasure" was linked to the departure consequence "convenience" (24.7%) as well as "shopping enjoyment" (23.3%).

For the first and the only time in this study, the HVM contains a link from "value for money" to the end-state "loyalty" (23.3%). The HVM of the discount retail store patrons contains four personal values as end-states, namely, "pleasure", "freedom, creativity", "success", and "loyalty". Most of the other HVMs in this study only present two end-states. The higher cut-off point on the CV level may have influenced the additional end-states. The three less pertinent links reflected an association of 21.9% and all three culminate in different end-states: "wearing comfort" was the premise of both "pleasure" and "freedom, creativity"; while "value for money" was the premise for "success".

TABLE 6.30:   DEMOGRAPHIC PROFILE OF DISCOUNT RETAIL STORE PATRONS

Demographic variables		n	%
Age	Younger	50	68.5
	Older	23	31.5
Level of education	Secondary Schooling ≤ GR12	32	43.8
	Degree/Diploma	36	49.3
	Postgraduate Degree/Diploma	5	6.8
Population group (Missing: n = 1)	Black	29	39.7
	White	37	50.7
	Other	6	8.2
Income (Missing: n = 1)	Low	33	45.2
	Middle	29	39.7
	Upper	10	13.7

Table 6.30 presents the demographic information of the self-admitted discount retail store patrons in the sample. They are predominantly the younger Millennials (n = 50/68.5%). In terms of level of education, these respondents are equally distributed between the category "secondary schooling up until Grade 12" (n = 32/43.8%) and the category "degree or diploma" (n = 36/49.3%). Respondents with a postgraduate degree or diploma are not the typical discount store patron (n = 5/6.8%). Table 6.30 indicates that there is a higher tendency among white respondents (n = 37/50.7%) than black

respondents (n = 29/39.7%) to patronise discount stores. However, the entire sample included a higher percentage of white respondents which may have biased the outcome. As expected, patrons of discount stores are predominantly low-income consumers (n = 33/45.2%), although some middle-income respondents also patronises discount retail stores (n = 29/39.7%). Such patrons in the upper-income category are in the minority (n = 10/13.7%).

● The HVM for value clothing retail store patrons is presented in Figure 6.14.
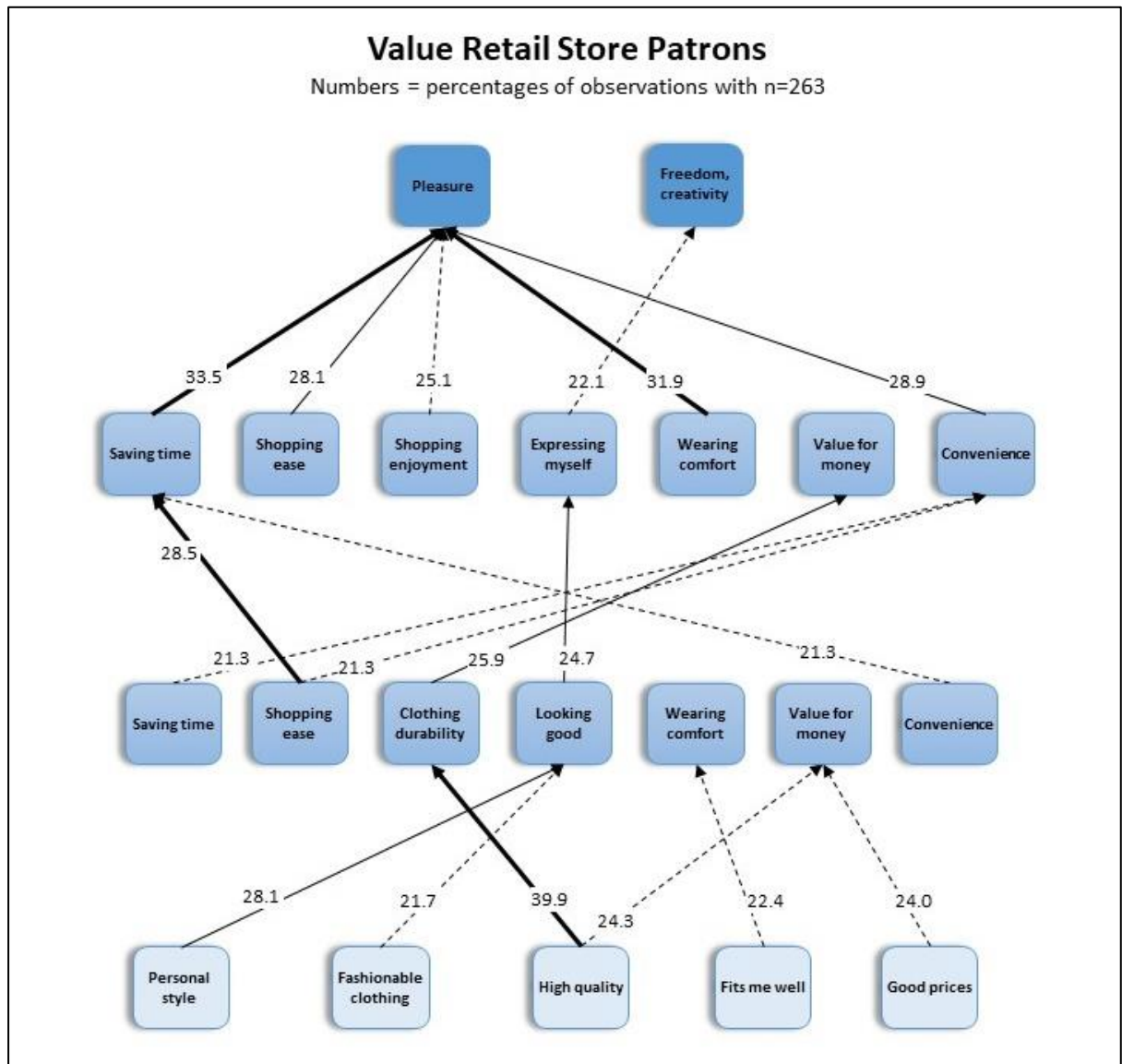
FIGURE 6.14:   HIERARCHICAL VALUE MAP – VALUE RETAIL STORE PATRONS

The majority of the sample (64.5%) indicated that they shop mainly at clothing retail stores that are classified as value retail stores.

AC level

On the most abstract level, the only AC link that was prominent was "high quality" leading to "clothing durability" (39.9%). The remaining AC links were very similar to the links in preceding HVMs. The consequence "looking good" is linked with the attributes "personal style" (*notably strong:* 28.1%), as well as "fashionable clothing" (*fairly strong*: 21.7%). "Value for money" is also linked with two attributes as premises, namely, "high quality" (24.3%) and "good prices" (24.0%). A *fairly strong link* exists between "fits me well" and "wearing comfort" (22.4%).

The only *strong link* on the CC level of the HVM is "shopping ease" resulting in "saving time" (28.5%). Two *fairly strong links* exist, namely, "clothing durability" resulting in "value for money" (25.9%) and "looking good" resulting in "expressing myself" (24.7%). The remaining three links are all *notably strong*. "Saving time" and "convenience" were reciprocally linked, with both links equally important (21.3%). Equally pertinent (21.3%) is "shopping ease" linked to the consequence "convenience".

CV level

On the most abstract level, the consequences "saving time" (33.5%), "wearing comfort" (31.9%), "convenience" (28.9%), "shopping ease" (28.1%) and "shopping enjoyment" (25.1%) were all directed to the end-state "pleasure". In addition, "expressing myself" was linked to "freedom, creativity" (22.1%). Contrary to expectations, "value for money" is not a premise of any CV links in the HVM of the so-called value retail store patrons. The demographic characteristics of typical value store patrons are summarised in Table 6.31.

TABLE 6.31:   DEMOGRAPHIC PROFILE OF VALUE RETAIL STORE PATRONS (n = 263)

Demographic variables		n	%
Age	Younger	112	42.6
	Older	151	57.4
Level of education	Secondary Schooling ≤ GR12	73	27.8
(Missing: n = 1)	Degree/Diploma	109	41.4
	Postgraduate Degree/Diploma	80	30.4
Population group	Black	88	33.5
(Missing: n = 1)	White	150	57.0
	Other	24	9.1
Income	Low	74	28.1
(Missing: n = 4)	Middle	110	41.8
	Upper	75	28.5

Table 6.31 indicates that, within the Millennial male category, value stores are patronised by all ages, although there were slightly more in the older age category (n = 151/57.4% versus n = 112/42.6%) who indicated that they shop at value clothing stores The majority of value store patrons were well qualified (degree or diploma: n = 109/41.4%; postgraduate qualification: n = 80/30.4%). Both white (n = 150/57.0%) and black respondents (n = 88/33.5%) indicated that they shop at value clothing stores. These patrons were mostly of the middle-income category (n = 110/41.8%) but these stores also attracted low-income (n = 74/28.1%) and high-income (n = 75/28.5%) patrons.

- The HVM of luxury retail store patrons is presented in Figure 6.15.
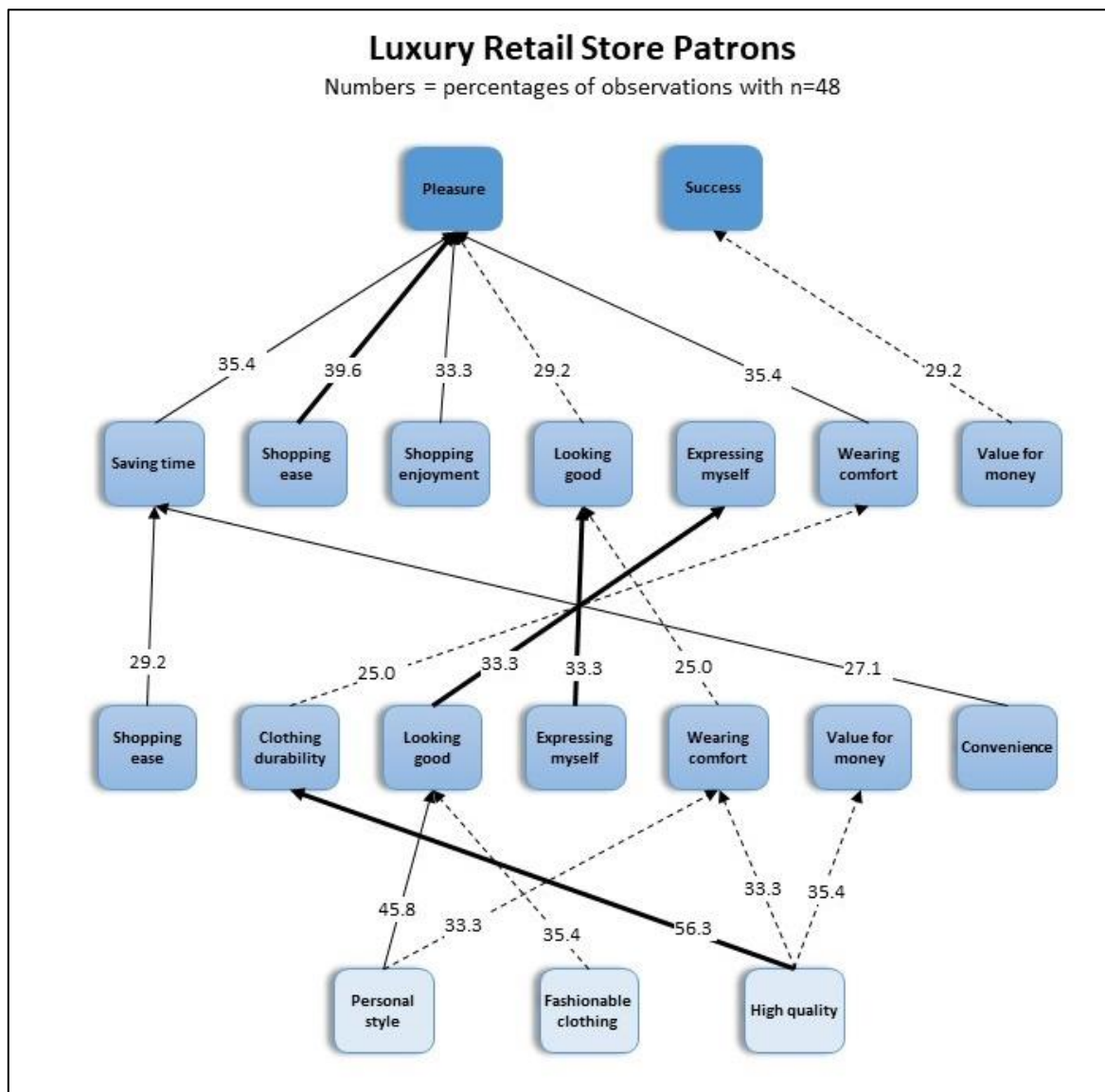
FIGURE 6.15: HIERARCHICAL VALUE MAP – LUXURY RETAIL STORE PATRONS

AC level:

The HVM (Figure 6.15) for luxury clothing retail stores contains the lowest number of attributes in the entire study. The six AC links all depart from only three attributes, namely, "personal style", "fashionable clothing" and "high quality", after which they dissipate to diverse consequences that could not be contained in the map. The percentages calculated for the AC links are high compared to other AC links discussed in this study, indicating very similar cognitive structures related to clothing retail store choice for these particular stores. The importance of "high quality" manifested clearly in this HVM. "High quality" was the departure point for three links ending at "clothing durability" (56.3%), "value for money" (35.4%) and "wearing comfort" (33.3%). (In comparison to the other two clothing retail store types: "high quality" in the HVM of the value retail store patrons is only linked to two consequences, and in the HVM of the discount retail store patrons the attribute "high quality" is not even present. This might be because consumers understand that one cannot expect to purchase clothing of high quality at discounted prices.) In the HVM of luxury stores, "personal style" serves as departure point of two links, namely, "looking good" which is a *fairly strong link* (45.8%), and the notably strong link "wearing comfort" (33.3%). This link only appears in the HVM of the black respondents, as well as in the HVM of the luxury retail store patrons. Lastly "fashionable clothing" has a *notably strong link* with "looking good" (35.4%).

CC level

The only *strong* CC links are the reciprocal links between "looking good" and expressing myself" (both 33.3%). This reciprocal link indicates a clear difference between the three retail store patrons. The HVM of discount retail store patrons does not contain a link between "looking good" and "expressing myself", and the entire HVM does not even have the "expressing myself" as consequence. In the HVM of the value retail store patrons there is one fairly strong link between "looking good" and "expressing myself". Since the HVM of the luxury retail store patrons contains the reciprocal link, and both links are *strong*, the importance of looking good and expressing oneself increases for those who patronise luxury clothing retail stores. It may thus be deduced that for luxury retail store patrons, it is of the utmost importance to look good and express who they are.

The third strongest link at the CC level in the HVM of the luxury retail store patrons is the *fairly strong link* between "shopping ease" and "saving time" (29.2%). This specific link is the only *strong link* in the HVM of the value retail store patrons; in the HVM of the discount retail store patrons it is even more prominent, with this link and its reciprocal link being the two *strongest links*. It is therefore evident that the importance of certain consequences is indeed different for discount, value and luxury clothing

retail store patrons. The remainder of the links were similar to those in the other HVMs discussed in this study: "Convenience" is the premise for the *fairly strong link* to "saving time". Lastly, two *notably strong links* exist between "clothing durability" and "wearing comfort" (25.0%), and also "wearing comfort" and "looking good" (25%).

CV level

Again, on the highest level of abstraction, "pleasure" was the most dominant end-state. "Shopping ease" (39.6%), "saving time" (35.4%), "wearing comfort" (35.4%), "shopping enjoyment" (33.3%) and "looking good" (29.2%) were all linked to "pleasure". In addition, only one other personal value was included in the HVM, namely, "success" departing from "value for money" (29.2%). It is interesting to note that although prominent differences are evident on the AC and CC levels of the HVM of the different retail store patrons, on the CV level the differences are minimal. However, a weak pattern may be identified with "saving time" as a premise for "pleasure". In the HVM of the discount retail store patrons, it is a strong link (38.4%); in the HVM of the value retail store patrons it is also a strong link but with a lower percentage (33.5%), and in the HVM of the luxury retail store patrons it is only a *notably strong link*.

TABLE 6.32:   DEMOGRAPHIC CHARACTERISTICS OF LUXURY RETAIL STORE PATRONS (n = 48)

Demographic variables		n	%
Age	Younger	22	45.8
	Older	26	54.2
Level of education	Secondary Schooling ≤ GR12	10	20.8
	Degree/Diploma	26	54.2
	Postgraduate Degree/Diploma	12	25.0
Population group	Black	18	37.5
	White	25	52.1
	Other	5	10.4
Income	Low	15	31.3
(Missing: n = 1)	Middle	18	37.5
	Upper	14	29.2

Based on the demographic information of patrons who indicated that they patronise so-called luxury clothing stores, older Millennials (n = 26/54.2%) as well as younger Millennials (n = 22/45.8%) patronise these stores. The majority of patrons are better qualified (possessing a degree, diploma or postgraduate qualification) and are in the middle- or upper-income groups. All population groups patronise luxury clothing stores: the fact that the majority of the sample consisted of white

respondents made it difficult to draw a conclusion with regard to the population group of typical luxury store patrons.

6.4.4.3 Summary – Objective 3

Results pertaining to Objective 3 revealed that the cognitive structures of Millennial men, in relation to clothing store choices, differ for the different types of clothing retail stores (discount, value or luxury retail stores). The most prominent difference is evident on the least abstract level. The attribute of price in achieving value for money as a sought-after benefit is very important for discount retail store patrons but diminishes considerably to only being notably strong in the HVM of the value retail store patrons. Thereafter, it is not even included in the HVM of the luxury retail store patrons. This was anticipated, since price is an important aspect when patronising low-end retail stores (Kim & Chen-Yu, 2005). Some relationship between price and quality is evident. This is not a revelation, however, since consumers use price as an extrinsic cue for quality (Mandotti, Felisoni De Angelo, Bergmann, Fouto & Ferreira Savoia, 2019). At a discounted retail store, clothing is sold at low prices and consumers tend to associate cheaper products with inferior quality, while a premium-priced product is associated with superior quality. In the entire study, it is only in the HVM of discount retail store patrons that the link between high quality and clothing durability is absent, suggesting that these patrons do not expect to receive clothing of high quality at these retail stores.

The second prominent outcome concerns hassle-free clothing shopping. It is clear that the discount retail store patrons place much more emphasis on saving time, shopping ease and convenience than the value and luxury retail store patrons. It is important to note that any consumer, regardless of level of education or income, might be a discount retail store patron (Kim & Chen-Yu, 2005). As can be seen in Table 6.32, some of these discount retail store patrons have money to shop at a more expensive clothing retail store. Possibly, some simply do not want to spend a lot of money on clothing. Clothing may be of little importance to them and they may simply not be willing to spend money, time and effort on clothing.

A third prominent outcome came to fore in the CC level. The importance of expressing who you are and to look good increases from low-end retail store patrons to high-end retail store patrons. The HVM of the discount retail store patrons does not even contain the consequence "expressing myself"; in the HVM of the value retail store patrons the need to look good and to express oneself is notable, while in the HVM of the luxury retail store patrons it is very prominent. This coincides with the findings of the MEC study by Amatulli and Guido (2011), which indicated that self-presentation and self-expression motivate consumers to purchases luxury fashion items.

6.5 SUMMARY OF RESEARCH OBJECTIVES AND RESULTS

In this chapter the demographic profile of the sample of the final quantitative phase was explained, followed by the results and the interpretation of each objective. The aim of the study, however, was to distinguish the relevant underlying personal values of Millennial men (as a viable target market for growth in the men's retail sector in South Africa) that can be associated with certain preferred benefits (positive consequences). These may be derived from specific store characteristics/attributes that coherently represent store image. Throughout this chapter only four of the ten personal values in Schwartz's typology were highlighted. It was evident that the personal value "pleasure", which in the literature is generally referred to as "hedonism", was ultimately the value that drives the respondents' clothing retail store choices. As previously indicated, only a small number of clothing retail choice studies focusing on personal values have been conducted up to this point in time. Nevertheless, in these previous clothing-related studies (Wagner, 2007; Botschen & Thelen, 1998), hedonism was also found to be prominent in driving consumer behaviour when clothing shopping. However, the findings of this study in particular coincide with the findings of a study by Thompson and Chen (1998), which also indicated that hedonism is ultimately the driving force in retail store choice in a fashion (clothing) context. A final summary of the research objectives and results are presented in Table 6.33.

TABLE 6.33: **SUMMARY OF SECONDARY RESEARCH OBJECTIVES, MAIN FINDINGS AND RESULTS**

Objective	Sub-objective	Main findings and results
1 To identify the links among Millennial men's desired clothing store attributes, related desirable consequences and the personal values driving store choice	**1.1** To identify the attributes of clothing retailers that Millennial men associate with a desirable store image	• High quality • Good prices • Personal style • Fashionable clothing • Clothing fit
	1.2 To identify the desirable consequences that Millennial men derive from preferred clothing store attributes	• Saving time • Shopping ease • Looking good • Expressing myself • Value for money • Wearing comfort • Convenience • Shopping enjoyment • Clothing durability
	1.3 To distinguish the underlying personal values that ultimately drive Millennial men's clothing store choices based on the desirable consequences and desirable attributes identified.	• Hedonism • (Self-direction)
2 To distinguish the relevant personal values that drive the clothing retail store choices of different demographic subsets within the Millennial men market segment, namely	**2.1** differences across younger and older Millennials	• Price sensitivity decreases with age. • The importance of personal style and fashionability decreases with age. • Quality becomes more important with age. • Hedonism motivates the store choice of both younger and older Millennials
	2.2 differences across different education levels	• Price consciousness decreases as education level increases. • The importance of personal style and looking good decreases as education level increases. • The importance of hassle free shopping increases with education level • For all categories hedonism is the main underlying driving force; self-direction also plays a role. • The personal value success also motivates store choice at the highest level of education.
	2.3 differences across diverse population groups	• The desire to express oneself and to look good were much more pertinent for the black respondents. • Black consumers, in particular the black middle class, are inclined to engage in conspicuous consumption to either showcase their (newly acquired) wealth or to create an image of affluence. • Convenience is important for white Millennial men, but not significantly important for black Millennial men. • For both categories hedonism is the main underlying driving force; self-direction also plays a role.
	2.4 differences across different income levels	• it is more important for the Millennial men who fall into the low- and middle-income categories that the price paid for clothing matches the value they receive from that item than for the Millennial men who fall into the upper-income category • For all categories hedonism is the main underlying driving force; self-direction also plays a role as income increase. • The personal value power also motivates store choice at the highest income level.
3 To distinguish the personal values of Millennial men that are relevant in the positioning of different types of clothing retailers, namely	**3.1** discount clothing retail stores	• The price and "value for money" combination is extremely important. • Hassle free shopping is sought after. • The personal value hedonism motivates discount clothing retailer patrons.
	3.2 so-called "value" clothing retail stores that cannot be classified as discount retailers or luxury retailers	• Clothing quality and durability are crucial. • Hassle free shopping is sought after. • Wearing comfort is important. • The personal value hedonism is the main underlying driving force; self-direction also plays a role.
	3.3 luxury clothing retail stores	• Price is not an important attribute. • Quality and durability are crucial. • To look good and express oneself is of utmost importance. • Hedonism mostly drives store choice and "achievement" to a lesser extent.

Various aspects influenced the respondents' perceptions of how they can reach the desired end-state, including as age, level of education, population and income group. In addition, there is a difference in the cognitive structures of different retail patrons (i.e. discount, value and luxury clothing retail store patrons) in terms of store image and store choice. Ultimately, without any doubt, it is the personal value of hedonism that motivates and drives the consumer when choosing a retail store to purchase clothing from.

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Chapter 7

CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

This chapter commences with a brief overview of the study, followed by a summary of the findings that are presented in accordance with the objectives for the research. Implications for the industry as well as theoretical contributions are presented. Limitations that were encountered are indicated as well as recommendations for future research.

7.1   OVERVIEW OF THE STUDY

7.1.1   The importance of store image in store choice in the South African clothing retail context

The dire South African economic climate has had a major impact on consumers' clothing expenditure (WHL, 2019), explaining why the South African clothing retail industry is currently confronted with numerous challenges (MarketLine, 2018). Furthermore, as a result of globalisation, the consumer has more clothing retail stores to choose from and international clothing retailers are acquiring more market share at the expense of local clothing retailers (Khumalo, 2019; MarketLine, 2018). At the same time, corporate social responsibility (CSR) in this industry is currently also receiving a lot of attention owing to the power of social media, which has the ability to amplify the impact of unfortunate events that are reported in the media about the textile and retail industries (MarketLine, 2018; Diddi & Niehm, 2016). CSR issues have had detrimental consequences for the store image of certain leading clothing retailers. According to Professor André Schreuder, founder and chairman of the South African Customer Satisfaction Index (SA-csi), in 2019 the retailer Woolworths in particular took a big reputational hit as a result of public opinion after alleged copyright infringements (BusinessTech, 2019). In 2018, H&M stores across South Africa were trashed after a so-called "racist" advertisement (Salaudeen, 2019). In an attempt to recover from the social media backlash of this event, in 2019 the retailer launched a range collaborating with a South African designer label, Mantsho (Salaudeen, 2019). In the clothing industry, it is evident that a retailer's reputation, and specifically its store image,

is becoming more vulnerable in current times. Therefore, clothing retailers need to pay special attention to their positioning, i.e. how their store image is portrayed.

Store image, thus the perception that a consumer has of a certain retailer/store, has a direct influence on consumers' store choice (Belwal & Belwal, 2017; Doyle & Fenwick, 1974; Arons, 1961). Store choice, on the other hand, is crucial to the retailer's financial success (Sullivan & Heitmeyer, 2008). Although the retailer and its brand managers can manage store image to a certain extent, which is referred to as positioning (Mpinganjira, 2019:297; Grewal *et al.*, 2018:116), it is important for them to understand the underlying reasons why consumers choose to shop at certain clothing retail stores so that they are able to position themselves accordingly. With regard to the positioning of retailers, previous studies concur that, eventually, it is personal values that motivate consumer choices (Lee *et al.*, 2014; Thompson & Chen, 1998).

The Millennials, born between 1980 and 2000, have a major impact on the retail industry, owing to their immense buying power (Moreno *et al.*, 2017; Donnelly & Scaff, 2013). However, this age cohort differs significantly from their older counterparts and therefore it is important for retailers to understand them better, as they are also the parents of the future generation, which increases the significance of their behaviour in the marketplace. For example, in comparison to womenswear, which has dominated the market for decades, there has been a major shift towards menswear which currently possesses the largest market share in the clothing product category in South Africa (MarketLine, 2018). This indicates a major change in the consumer behaviour of men in a clothing context. It is therefore evident that South African clothing retailers should understand why the men from this lucrative market segment choose to shop at certain clothing retail stores so that they may position themselves appropriately. This study therefore focused on Millennial men as a viable market segment: the two-phase investigation entailed an elicitation of the sought-after characteristics of clothing stores, which are translated cognitively in terms of the desirable benefits that could be gained (consequences) from their purchases. These are inevitably linked to consumers' underlying values, which are primary in terms of their store image perceptions and eventual store choices.

7.1.2 Relevance of means-end chain theory as theoretical framework

The means-end chain (MEC) analysis introduced by Gutman (1982) work is widely used in value research. Means-end theory originated from interest in a particular topic of consumer behaviour, namely, the influence of personal values during consumer decision-making, thus referring to the dominant cognitive elements of a person's brain that motivate and inspire their unique behaviour (Arsil *et al.*, 2016; Reynolds, 2006; Gutman, 1982). The nature of personal values as an organised,

hierarchical system is explained in the seminal work of Rokeach (1973), which subsequently inspired Gutman's (1982) MEC theory. MEC theory holds that consumers' product (store) choices are based on their perceptions of the contribution that the attributes of a specific product (store) make to facilitate a certain desirable outcome or end-state (Gutman, 1982). The MEC theoretical framework proposes that through learning, cognitive linkages are formed in a consumer's brain between certain (product) attributes (A) and the perceived consequences (C) associated with the use of the product and, similarly, how these consequences (C) can enable satisfaction that supports a consumer's underlying personal values (V) (Ha & Jang, 2013). This cognitive structure (A-C-V structure) is always hierarchical and progresses in terms of the level of abstraction, with product attributes being the least abstract and personal values being the most abstract (Parumasur & Roberts-Lombard, 2014; Olson, 1995). The cognitive structure also reflects the way a consumer's product knowledge (the least abstract level) relates to the individual's self-knowledge (most abstract level) (Olson, 1995). The MEC was therefore an appropriate theoretical framework for this study.

This hierarchical process, that is, store/product attributes, linked to desirable consequences, linked to underlying values, directed the reasoning in this research, as well as the research design and the relevant methodological procedures.

7.1.3 The use of laddering as a tool to uncover the underlying personal values that motivate consumers' store choices

Traditionally, MEC researchers have used the so-called *laddering technique* in qualitative personal interviews (Kitsawad & Guinard, 2014; Veludo-de-Oliveira *et al.*, 2006). The use of clever probing techniques in one-on-one in-depth interviews assists in uncovering the underlying, more abstract, reasoning behind consumer choice behaviour (Reynolds & Gutman, 1988). However, the qualitative nature of these studies posed certain limitations: they are time consuming and expensive to conduct as trained interviewers are scarce, which prolongs the time required to conduct interviews properly; in addition, findings pertaining to small samples cannot be generalised to a larger population (Ter Hofstede *et al.*, 1998). This encouraged the development of quantitative MEC techniques that were labelled "hard laddering" and the qualitative interview technique was hence forward referred to as "soft laddering" (Grunert & Grunert, 1995). Different hard laddering techniques have been developed, however this study specifically used the Association Pattern Technique (APT) developed by Ter Hofstede *et al.* (1998).

The APT is referred to as among the "hardest of hard" laddering methods, as it uses a series of matrices to uncover cognitive linkages (Phillips & Reynolds, 2009). Owing to the quantitative nature of the APT

as a hard laddering technique it can be used with larger samples; moreover, data gathering is faster, interviewer bias is negated, data analysis is easier and the eventual cost is lower compared to soft laddering (Reynolds, 2006; Russell *et al.*, 2004a; Ter Hofstede *et al.*, 1999). The attributes, consequences and personal values used in the matrices are defined a priori (Ter Hofstede *et al.*, 1998). Vriens and Ter Hofstede (2000) advise that soft laddering interviews should be conducted as a first stage to identify the elements to be used in the matrix in the second stage.

Therefore, this study followed an exploratory mixed method research design with an initial qualitative phase that elicited the attributes and consequences for the measuring instrument (APT) used during the second quantitative phase. The data analysis of the quantitative phase entailed the drafting of implication matrices, which summarised all the paired relationships (Veludo-de-Oliveira *et al.*, 2006). With the completed implication matrices, HVMs were constructed that visually indicated the relationship among the attributes, consequences and values, as indicated by the Millennial men who willingly formed part of the investigation. The researcher assessed the HVMs as part of the interpretation of the findings that are reported in the subsequent section.

7.2   SUMMARY OF THE FINDINGS

7.2.1   Objective 1: Links among store attributes, related consequences and personal values

The first objective of this study was to identify the links among Millennial men's desired clothing store attributes, related desirable consequences and the personal values that drive store choice. **Objective 1.1** was to identify the attributes of clothing retailers that Millennial men associate with a desirable store image. In addition, **Objective 1.2** was to identify the desirable consequences that Millennial men derive from preferred clothing store attributes. The operationalisation table (Chapter 4, Table 4.4) indicates that Objectives 1.1 and 1.2 form part of the qualitative phase and the aim of the first qualitative phase was just to elicit the most important attributes and consequences to generate the APT matrices. Table 7.1 provides a summary of the most important attributes and consequences that were identified as being influential in terms of Millennial men's clothing retail store choices.

TABLE 7.1:   ATTRIBUTES AND CONSEQUENCES ELICITED FOR THE QUESTIONNAIRE

Attributes	Consequences
1. Match my personal style	1. "saving time"
2. Fashionable clothing	2. "shopping ease"
3. Quality	3. "shopping enjoyment"
4. Fit	4. Clothing durability
5. Well-known brand name	5. Looking good
6. Wide range of clothing	6. Expressing myself
7. Variety of sizes	7. "wearing comfort"
8. Product categories apart from male clothing	8. Approval of others
9. Store layout	9. Limiting shopping risk
10. Service	10. "value for money"
11. In-store atmosphere	11. "convenience"
12. Store location	
13. Store familiarity	
14. Store reputation	
15. Store cards/credit facilities	
16. "good prices"	

Objective 1.3 distinguished the underlying personal values that ultimately drive Millennial men's clothing store choices, based on the consequences they desire and the desirable attributes that were identified. These were obtained during the second quantitative phase.

The HVM of the entire sample (Chapter 6, Figure 6.2) indicates that Millennial men regard the quality of their clothing as being very important because they believe it results in clothing durability. In addition, it is crucial for them to receive "value for money". Also, it is of the utmost importance that a store provide the benefit of "shopping ease", since this will enable them to save time. Ultimately, the respondents perceived "saving time" as enhancing a pleasurable shopping experience. To a lesser extent, Millennial men make clothing retail store choices based on whether the store and its products match their personal style, because they want to express themselves and look good. Although not particularly strong, a cognitive link is indicated between "expressing myself" and "freedom, creativity", suggesting that by expressing themselves through their clothing, they feel that they have the freedom to express who they are. In terms of the Schwartz value typology (Schwartz, 2012), this refers to the value "self-direction". Ultimately, it is the personal value "hedonism" that strongly drives Millennial men's clothing store choices. Among other consequences sought, they perceived that the benefits of "saving time", "shopping ease", "wearing comfort" and "convenience", as well as "shopping enjoyment" (as a consequence), will facilitate the attainment of "pleasure" ("hedonism") as the outcome (end-state) of their shopping endeavours.

7.2.2 Conclusion: pertinent personal values

Earlier in this study, a summary was presented of previous clothing-related studies that focused on personal values (Chapter 3, section 3.1.5.4) as categorised in terms of Schwartz's ten basic values (motivational domains) (presented in Chapter 3, Table 3.2). The three most dominant personal values according to previous studies are "power", "achievement" and "hedonism", which all relate to the higher-order value of "self-enhancement" (see Figure 7.1). In addition, some of the previous studies also included the personal values "stimulation" and "self-direction", which relate to the higher-order value of "openness to change". To a lesser extent, the personal value of "security", which is driven by the higher-order value of "conservation", was also identified as being relevant in previous clothing-related studies. However, it should be noted that previous studies were not focused on Millennial men as a unique market segment. As shown in Figure 7.1, "hedonism" is motivated by two higher-order values, namely, "self-enhancement" and "openness to change".

This study concludes that the personal value of "hedonism" ultimately drives Millennial men's clothing store choices, while other personal values that also seem relevant are "power", "achievement" and "self-direction".

FIGURE 7.1: COMPARISON OF RESULTS OF CURRENT STUDY AND PREVIOUS STUDIES

Figure 7.1 is an adaption of the circumplex model of Schwartz's ten basic values (motivational domains). According to theory, adjacent values share similar higher-order end goals while opposing values are incompatible in terms of higher-order end goals (Schwartz, 1992).

In Figure 7.1, the green segments indicate the personal values that were uncovered as motivational forces in this study as well as in previous studies. The blue segments indicate the personal values that were uncovered in previous studies but that were not identified as particularly relevant in this study which focused on a specific market segment (in terms of gender [male] and age [the Millennial age cohort]). The white segments indicate personal values that were neither identified as relevant in this study nor in the findings of previous clothing studies. Figure 7.1 hence shows that there is indeed some synergy in the findings of this study and previous clothing-related studies.

Of note is the fact that compared to other clothing studies, this study did not identify "security" and "stimulation" as pertinent values that motivate Millennial men's clothing retail store choices. Notwithstanding "security" being identified by other studies and being adjacent to one of the personal values that were uncovered as motivational force (i.e. "power") in this study, this value is associated with another higher-order value type, namely "conservation", and is therefore excluded as a motivational force in Millennial men's clothing store choices. The relevance of "stimulation" should be viewed differently, as it is enclosed between two values that were found to be important in this study – all of which are associated with the higher-order value of "openness to change". In retrospect, the specific wording for "stimulation" in the CV matrix may not have been adequate to clearly explain what the value entails: the wording "novelty and excitement" were used. **This will be included as a limitation of the measuring instrument in section 7.5.2.** What is important, though, is the prominence of the higher-order value "self-enhancement" in terms of Millennial men's behavioural choices.

Based on previous studies (Plazibat *et al.*, 2017; Wagner, 2007; Kim *et al.*, 2002; Botschen & Thelen, 1998; Thompson & Chen, 1998), this study anticipated at the outset of the investigation that "hedonism" would also be identified as a dominant personal value in the context of this study. The extent of its dominance nevertheless came as a surprise. For each and every HVM drafted in this study, "pleasure" was by far the most dominant end-state. It is therefore important for retailers to understand that retail stores should be positioned so as to assist Millennial men to infer that their shopping experience will be pleasurable, even before entering a store.

7.2.2 Objective 2: Personal values of different demographic subsets

Objective 2 of this study aimed to distinguish the relevant personal values that drive the clothing retail store choices of different demographic subsets within the Millennial men market segment, taking care

not to assume that the entire generational cohort is homogeneous in their behavioural choices. Specifically, the study focused on the differences between younger and older Millennials, differences across different education levels, differences across diverse population groups, as well as differences across different income levels.

7.2.2.1 Objective 2.1: Differences between younger and older Millennials

This investigation indicated that although "saving time", "shopping ease", and "convenience" were important for the younger respondents (< 28 years), these three consequences were considerably more prominent in the responses of the older Millennial men (> 29 years). It is possible that older Millennials who are more established in their jobs and who might already be in relationships with family responsibilities would have less time for (clothing) shopping, which influences their retail store choices. Younger Millennials are most probably still studying or only starting out in their careers (Diamond *et al.*, 2015:59), are still single and do not yet have dependents, and subsequently have more time for themselves and for shopping.

Younger Millennial men are also more price conscious than the older Millennial men, probably because they are not yet earning as much (Diamond *et al.*, 2015:60). The results furthermore indicated that it is more important for the younger Millennials to choose clothing to create an ideal image of themselves: they indicated that fashionable clothing that is congruent with their personal style is very important, since they want to look good and express who they are.

Ultimately, both the younger and the older Millennials indicated the importance of "hedonism" in their clothing retail store choices. To a lesser extent, "achievement/success" was an important driving force among younger Millennial men, while the personal value "freedom and creativity", which is termed "self-direction" in Schwartz's value typology, was important among older Millennial men.

7.2.2.2 Objective 2.2: Differences across education levels

The results identified "hedonism" as the most important personal value driving store choice regardless of Millennial men's education level. However, for those in the lowest education-level category (up to Grade 12, secondary school), in order to look good, and to express who they are it was very important to choose clothing retailers where the store and product image concur with their personal style. Furthermore, the personal value "freedom and creativity" ("self-direction") was important in driving their behaviour. It may be that the lack of a higher education level motivated them to optimise their appearance to indicate who they are.

The findings suggest that as the level of education increases, the perceived time available for clothing shopping decreases. The consequences "saving time" and "shopping ease" are less dominant in terms of the lowest education-level group's clothing retail store choices, while for the respondents with the highest level of education these two consequences seem crucial. Most probably it is because a higher level of education is associated with professional occupations that are more demanding and that restrict free time. Another difference that came to the fore is that the importance of price decreased as level of education increased. Again, higher levels of education are generally associated with higher incomes, which affect disposable income and subsequently influence consumers' price sensitivity.

7.2.2.3 Objective 2.3: Differences across the population groups

The HVMs of the various population groups revealed distinct differences that are highly important for retailers to acknowledge in their positioning strategies. Although "hedonism" was identified as the strongest underlying driving force in terms of clothing retail store choices for both black and white men, the HVMs reveal that different attributes and sought-after consequences facilitate this end-state for the various population groups.

The HVM of the black respondents indicates that "looking good" and "expressing themselves" are crucial. Traditionally, this is associated with Western culture where individualism is typical (Lennon *et al.*, 2017:312). This indicates the influence of acculturation and that the black population groups are adopting more individualistic Western views (Jacobs & Maree, 2019:200; Donoghue *et al.*, 2016). The deep underlying motivation that guides this behaviour is "hedonism". "Pleasure" is therefore derived from signalling who they are and through perceptions that they look good.

The HVM of the white population group indicated "convenience" as an important sought-after benefit in reaching "pleasure" as an outcome (end-state). Interestingly, the HVM of the black respondents does not even contain this consequence, while the HVM of the white respondents contains four links with "convenience" that were strong enough to be included in the HVM. The white population group perceives "convenience" as having a direct relationship with ease of shopping and the amount of time spent (saved) when clothing shopping, which is not relevant for the black population groups.

7.2.2.4 Objective 2.4: Differences across different income levels

Results indicated pertinent differences in the personal values that drive Millennial men from different income levels. Inevitably, income level directly influences a consumer's potential expenditure on clothing (Diamond *et al.*, 2015:62), as was confirmed in this study. The importance of the link between

"good prices" and "value for money" decreased for subsequent higher-income levels, suggesting that higher-income Millennial men are less price sensitive than those with lower incomes.

Another important difference is that level of income has an influence on the importance of personal style and "fashionability". For higher-income respondents, personal style was more important, and therefore "looking good" was important, while "fashionability" was more important for lower-income respondents. As indicated in Chapter 6 (section 6.4.3.4.3), Millennial men with higher incomes probably have more confidence in who they are and therefore it is important to choose a store with a store image that matches their personal style. By contrast, those with a lower income might be less confident, preferring to conform to the group, and would therefore choose a store with fashionable clothing.

For the lowest income level respondents, only "pleasure" ("hedonism") was included in the HVM, while the HVM of middle-income respondents also indicated "pleasure" ("hedonism") as the predominant personal value that drives clothing store choices, but added "freedom and creativity" ("self-direction") as an influential value as well. Therefore, apart from the "pleasure" derived from shopping, middle-income respondents regard it as important to feel liberated to make their own choices. The respondents with the highest income identified three pertinent personal values as motivation in terms of their clothing store choices, namely, "pleasure" ("hedonism"), "freedom and creativity" ("self-direction") and "status" ("power"). In conclusion, it may be stated that there are more influences at play for higher-income consumers.

7.2.3   Objective 3: Personal values relevant in terms of positioning

The third objective of this study aimed to distinguish the personal values of Millennial men that are relevant in the positioning of different types of clothing retailers, differentiating between discount clothing retail stores, so-called "value" clothing retail stores, and luxury clothing retail stores[53].

From the retailers' perspective, it is important to understand how they are perceived by their target market, that is, the perceived image that exists in the minds of the consumer (Grewal *et al.*, 2018:116; Konuk, 2018; Dunne *et al.*, 2014:540). According to Sirgy and Samli (1985) congruity theory, consumers tend to patronise a clothing retail store if the store image of that particular store that exists in their minds concurs with their image of themselves, or the image that they desire. Positioning a retail store

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[53] The terms "discount clothing retail store patron", "value clothing retail store patrons", and "luxury clothing retail store patron" are very long. Therefore, this section will use the terms "discount patrons", "value patrons" and "luxury patrons" to refer to these terms in order to enhance the flow.

appropriately in terms of a particular store image is crucial, since it has a direct influence on consumers' store choice, which in turn influences store loyalty and financial success (Das, 2014; Janse van Noordwyk *et al.*, 2006; Sirgy & Samli, 1985). When positioned appropriately in terms of their target market, a retailer can gain a sustainable competitive advantage, which is highly coveted among the role players in the clothing retail industry in South Africa, which is currently operating under immense pressure in a tight economic climate.

The marketing mix is widely used to manage positioning strategies (Mpinganjira, 2019:298). The following section uses the four Ps of the marketing mix, namely, place, product, price and promotion, to explain how the outcomes of this study can be implemented.

7.2.3.1 Objective 3.1: Discount clothing retailers

In this study, "hedonism", which is on the borderline of the higher-order values "openness to change" and "self enhancement", was identified as the most pertinent influence in the clothing store choices of Millennial men who indicated that they are patrons of discount clothing stores. As indicated in Chapter 6, section 6.5.2, patrons of discount clothing retail stores are mostly the younger Millennials, of whom many are either students or in the early stages of their careers (Diamond *et al.*, 2015:59).

- **Place**

The respondents in this study, directly linked "hedonism" with "*shopping ease*" and "*saving time*". The HVM of the discount retail store patrons indicates that these two sought-after benefits are crucial for their store choice. Even though the attribute "*store location*" was not included in the HVM of the discount patrons, it may be indirectly relevant considering patrons' regard for *"shopping ease"* and "*saving time*" as preconditions for "*pleasure*", which is a highly coveted outcome. A clothing store that is located within walking distance of a tertiary institution or training college is likely to draw the attention of young Millennials, as its convenient location will save them time and reduce transport costs. This will enhance the associated "pleasure" of the shopping experience, which is crucial in terms of a hedonistic shopping experience.

- **Product**

Product attributes are the least abstract elements that appear at the bottom of an HVM. The HVM of the discount retail store patrons indicates a cognitive link between "fits me well" and "wearing comfort", as well as a direct link between "wearing comfort" and "pleasure". It is therefore important for retailers to focus on the fit of their merchandise since well-fitting garments result in "wearing comfort", and ultimately result in a pleasurable shopping experience. During the interviews of phase

1, it was indicated that the fit of garments, specifically of basic items such as jeans, is of the utmost importance. Many discount shoppers are young Millennials, of whom many are students or not yet established in a professional career, thus wearing more casual than formal wear. A pair of jeans is a basic item in the wardrobe of most young men, and if "hedonism" is the motivational force that drives the store choice of young Millennial men, as was found in this study, it would be worthwhile to attend to the fit of the jeans that are sold in discount stores so as to enhance the store image and attract more customers to their stores.

- **Price**

The merchandise of a discount retailer is typically lower priced. In Chapter 6, section 6.5.2, it was reported that discount store patrons fall mostly into the low-income category (45.2%), although these stores also attract middle-income consumers (39.7%). The HVM of discount store patrons (Figure 6.13 in Chapter 6) indicated that price is of the utmost importance for discount store patrons, based on an exceptionally prominent link in the relevant HVM between "good prices" and "value for money". Even though the prices in these retail stores are relatively low, the merchandise should not be inferior and should be perceived as good "value for money". The qualitative interviews indicated that Millennial men derive considerable "pleasure" from a shopping encounter in which they paid discount prices for clothing that is good "value for money", savouring the fact that they have "outsmarted the system". Therefore, specifically for discount patrons, low prices are directly linked with "pleasure".

- **Promotion**

As explained in Chapter 6, section 6.5.2, and indicated in Table 6.30, discount store patrons are predominantly the younger Millennials (68.5%). The study by Ryke (2019), which specifically focused on Millennial men and clothing shopping, found that many of the younger Millennials search for clothing products online even though the physical sale takes place in the brick-and-mortar store. One of the main reason why they search for product information online is to save time (Ryke, 2019). As explained, "saving time" is crucial for discount store patrons, as it will facilitate reaching the desired end-state of "hedonism". A mobile application can therefore be a useful tool for promoting discount retailers and communicating with customers. The application should provide sufficient product information and be easy to use. Young consumers also spend a lot of time on social media (Thompson *et al.*, 2018; Moreno *et al.*, 2017), so it might be to the advantage of discount clothing retailers to host marketing campaigns on social media platforms specifically focusing on issues that young Millennial men consider important, such as "fashionability" and the fit of basic clothing items such as jeans. Young Millennial men will cognitively link "good fit", "wearing comfort" and "shopping ease" with the end-state of "pleasure".

7.2.3.2 Objective 3.2: Value clothing retailers

This study used the term "value" clothing retailers when referring to retailers that do not classify as discount retailers or luxury retailers. For these clothing retailers, positioning is an intricate task. In this study, 64.5% (n = 263) of the sample indicated that they mostly shop at value retailers – a category that includes an abundance of clothing retailers. For these retailers, it may be more important to cautiously target a broader range of consumers. In particular, their store image can be their competitive advantage.

- **Place**

The location of the retail store is very important in terms of "saving time", "shopping ease" and "convenience", which are pivotal in Millennial men's store choices and the eventual "pleasure" that is derived from a shopping experience. These retailers should therefore be easily accessible so as to attract attention.

- **Product**

An important prerequisite for "value" shoppers to derive pleasure from their shopping experience is clothing comfort. Attention to fit (including the sizing) and the fibre content should therefore be prioritised rather than cutting costs arbitrarily to lower prices. If "wearing comfort" is more important than price in facilitating the achievement of "pleasure" (which is indeed the case for the value store patrons), then retailers should refrain from compromising on aspects such as fibre content to cut prices. Value store patrons regard quality and clothing durability as highly important when choosing a retail store.

- **Price**

In the HVM of the so-called "value" store patrons (Chapter 6, Figure 6.14), the link between "good prices" and "value for money" is only *notably strong*, indicating that these consumers are not extremely price conscious despite the relevance of price. Indications are that these consumers seek "value for money", which is assessed in terms of clothing durability. Therefore, value retailers that target Millennial men should be cognisant of the fact that price is relevant but that durability of merchandise signals "value for money" in the minds of their customers. One way to boost their store image would be to encourage product returns and to provide effective avenues for lodging complaints and for redress to soothe consumers' concerns should they encounter negative experiences.

- **Promotion**

In their promotional campaigns, value clothing retailers should link clothing with pleasurable outcomes, highlighting two pertinent precursors of shopping enjoyment, namely, "saving time" and "shopping ease". For instance, the convenient location of particular stores should be highlighted. Slogans that include messages such as "We are just around the corner" imply that the store is easily accessible, hence it is convenient. This market segment could also be attracted by assurance of "wearing comfort", which could be communicated in terms of the availability of a wide range of sizes and a range of trouser lengths, as that would reduce the hassle involved in searching for the correct sizes, subsequently enhancing the "pleasure" associated with the shopping experience.

7.2.3.3 Objective 3.3: Luxury clothing retailers

The HVM of the luxury retail store patrons revealed "hedonism" as the dominant personal value that drives store choice, while "success" was also indicated, although it was less pertinent. The HVM of the highest income respondents, who are likely to patronise luxury clothing retailers, identified three pertinent personal values as motivation in terms of their clothing store choices, namely, "pleasure" ("hedonism"), "freedom and creativity" ("self-direction") and "status" ("power"), suggesting that there are more influences at play when higher-income consumers evaluate clothing retail stores.

- **Place**

In the HVM of this market segment, "shopping ease" and "saving time" were less prominent, indicating that these consumers might not mind travelling longer distances to reach a retailer of choice. They might even allocate time specifically for clothing shopping, as luxury retailers are generally situated in more prestigious malls. For this market segment, travelling to a high-end mall would be an integral part of the "pleasure" of the shopping experience rather than being inconvenient. The end-state "success" could be enhanced through the unique location of the retailer, as well as the idea that only those who are financially successful would be fortunate enough to patronise a luxury retailer in a high-end mall.

- **Product**

On the attribute level, the link between "high quality" and "clothing durability" is exceptionally prominent for luxury retail store patrons, indicating that luxury retailers should focus on both the quality and the durability of their merchandise as contributors to hedonic value. To retain customers' interest, luxury clothing retailers should attend to quality control on all levels. In order to facilitate "looking good" and "expressing myself", which is a reciprocal CC link in the HVM, these retailers also need to offer stylish, fashionable merchandise.

- **Price**

In the entire study, the HVM for luxury clothing retailer patrons was the only one that did not contain the attribute "price". Luxury patrons are therefore not price conscious. Rather, "pleasure", as well as a sense of "success", are derived from customers' ability to afford expensive, luxury clothing. The luxury retailer's responsibility, therefore, is to offer unique, sought-after brands rather than to pay attention to discounts to attract customers.

- **Promotion**

Promotion refers to all marketing-related communications (Mpinganjira, 2019:314): for luxury retail store patrons, messages should be formulated such that they may be cognitively linked to "pleasure" and "success", which affects the way in which the messages are structured and where they are conveyed. Using respected celebrities to endorse the retailers and brands by means of cleverly worded messages, the idea of "looking good", being "successful" and "expressing themselves" should be communicated on a level that will resonate with an idea of luxury and sophistication that is distinctly different from value clothing retailers and discount stores.

7.3   IMPLICATIONS FOR THE INDUSTRY

The study is useful to the clothing industry in that the adapted APT can be used by marketing managers to distinguish the specific personal values that influence consumers' (Millennial men's) store image perceptions and motivate their patronage of particular clothing retail stores (or not). Cognisance of specific personal values could guide retailers' positioning strategies in terms of competitors in the marketplace, understanding that a generic "one-size-fits-all" approach will only create confusion.

Although "hedonism" seemed relevant across all demographic levels within the Millennial age cohort, the avenue to enhancing hedonic experiences differs for the different demographic subsets of the cohort, and therefore it will also differ for different types of clothing retailers. For lower-income and lower-education levels, and therefore also for discount store patrons, the importance of "time saving", "convenience" and "price" is undeniable, while the contrary is true for upper-income Millennial men who are less price sensitive and focus rather on "quality", "style" and "status", which should be reflected in the way that merchandise is sourced, presented and advertised.

Clothing quality and durability was one of the strongest AC links in the HVMs that influence Millennial men's perceptions of store image and subsequently their store choice. In the qualitative interviews, participants explicitly referred to issues such as colour fastness and shape retention, which has implications for care instructions and the labelling of garments. Nowadays, additional stickers such as "do not iron on print" are attached to garments. Although this has cost implications for manufacturers, the advantages in the long run are worthwhile as it cautions consumers whilst indicating that manufacturers are concerned about and take pride in their products. Eventually, durable products enhance the "pleasure" that is associated with a retail store. Since "hedonism" ("pleasure") is the end-state that a typical Millennial male aims to achieve, "quality" and "durable" merchandise will positively influence a retailer's store image and boost store choice.

The HVMs furthermore indicate the importance of "fit" and "wearing comfort" in terms of Millennial men's store choices. During the qualitative interviews that are reported in Chapter 5, many of the participants admitted that they patronise certain stores specifically because of the fit of their jeans, which is a basic item in any man's wardrobe. During the clothing production process, quality control should therefore not be neglected, despite the associated financial costs of maintaining the process during trying economic times. In the quality control department, a sample garment is evaluated and generally put on a dress form to evaluate the fit (Shaeffer, 2013:3). On the dress form, the fit of the garment is deduced from the amount of wearing ease. However, a dress form cannot indicate whether it is comfortable to wear or not. High-end retailers, in particular, often use live fit models, chosen according to their body measurements (Shaeffer, 2013:3), who try the samples on, walk around wearing it, to evaluate aspects such as the depth of the pockets as an indication of quality issues that a dress form is unable to do. Clothing retailers that target Millennial men could benefit from investment in processes that would enhance the fit of certain basic clothing items such as jeans as Millennial men, in particular, associate "good fit" and "wearing comfort" with "pleasure" ("hedonism"), which is an important determinant of store choices.

The findings of this study concur with the South African study by Ryke (2019), which focused on Millennial men's buying behaviour in terms of online clothing shopping and indicated that "shopping ease" is associated with "pleasure". The study furthermore indicated that "hedonism" is a key influencing factor in consumer satisfaction and repurchase intentions. Retailers therefore need to understand how they can facilitate "shopping ease" for their target market. In this study, all the HVMs indicate noteworthy cognitive links between "saving time", "shopping ease" and "pleasure". This was also indicated during the first qualitative phase of this study when conversations around "shopping ease" and "saving time" included comments about waiting time at pay points. Although Millennial

men seem increasingly interested in clothing, they detest long queues and indicated that they would rather leave a store and would probably not return to the store again as a result of negative perceptions. Retailers should prioritise "shopping ease" and "time saving" to attract and retain the support of this viable market segment.

Since Millennial men are tech savvy (Moreno *et al.*, 2017), clothing retailers could benefit from a multi-channel approach that leaves consumers with the option to fit garments in the store or to order products online when they are pressed for time. Although Millennials apparently still prefer to shop at a brick-and-mortar store, online clothing shopping is increasing in popularity (Ryke, 2019; Loureiro & Breazeale, 2016). Online channels are, however, often used for information gathering. Accordingly, the entire shopping process but may be enhanced for Millennials (Ryke, 2019; Loureiro & Breazeale, 2016) by, for example, allowing them to exercise their clothing choices on their cellular phones in a few spare minutes during the day before driving to the retailer, which would cut the time spent in the store considerably. Some of the existing retail store applications even indicate the availability of a certain style and size per store, which is very useful and time saving.

7.4 THEORETICAL CONTRIBUTION

The findings of the study have several implications for future research as well as for the expansion of the clothing literature. To date, only a few studies have focused on how personal values motivate consumers' clothing purchase behaviour. This study contributes to the existing body of knowledge by explaining how the underlying personal values of a selected market segment influence store image perceptions and subsequently store choices. This study also expands the literature on Millennial men as a viable market segment, which is also of interest in the marketing field amidst evidence that Millennial men's clothing purchase behaviour differs vastly from men of previous generations (Ryke, 2019; Cho, 2017; Plazibat *et al.*, 2017). The clothing purchase behaviour of Millennial men in a South African context is also still under-explored despite evidence of their increased interest in and spending on clothing, as is evident from recent statistics (MarketLine, 2018).

The contribution of the study to the application of the APT in research is noteworthy, as the refinement of the methodological procedure that was undertaken, considering and attending to the shortcomings that were mentioned in more than two decades of research, paves the way for exciting new research ventures in the future. In particular, from the insights gained in this study, electronic, interactive APT is recommended as a measuring instrument. A comprehensive analysis of the

strengths and weaknesses of APT as a hard laddering technique enabled some suggestions on how to address the concerns.

Scholars such as Phillips and Reynolds (2009) have admitted that with new technological developments, it might be possible to adequately address the disadvantages of the APT, which was indeed confirmed in this investigation. In addition to the additional sections that, for example, include the socio-demographic questions, it is recommended that the interactive APT consists of the following four steps:

Step 1: Similar to the first step in the adapted electronic APT survey of Dellaert *et al.* (2017), the questionnaire should start with an a priori determined list of attributes related to the study at hand, requesting respondents to indicate the most important attributes. This step resembles the first step used in soft laddering interviews to elicit attributes. The compilation of the list of attributes to be included is very important (Kang *et al.*, 2014) and care should be taken when deciding how many attributes should be included in the initial list of attributes. From the start, an option "none of the above" should be included to avert the criticism (Reynolds, 2006) that respondents are forced to choose attributes that are of no concern to them. However, it should be noted that the questionnaire should be programmed to avoid ambiguous answers. For example, when respondents select the "none of the above" option, the attributes listed become inactive, in which case the survey should end, as matrices cannot then be generated. This emphasises the importance of the collection of the initial list of attributes and of ensuring that the list is detailed enough to confirm face validity.

Step 2: The AC matrix follows with the attributes indicated in rows and the a priori defined consequences presented in columns. A customised matrix is created for each respondent based on the attributes that are chosen by a respondent in Step 1. Therefore, the number of rows as well as the selection of rows will be uniquely crafted for each respondent. The columns (consequences), however, will be the same for all. In addition to the a priori defined consequences, a column labelled "none of these" should be included on the far right-hand side, as was done for Step 1. This will allow the researcher to make provision for a respondent who has cognitive linkages that differ from those that are provided, thus addressing concerns expressed by Reynolds (2006). Like the paper-and-pencil APT, the electronic APT allows a respondent to indicate more than one cognitive link or association with each attribute, which produces so-called "forked" questions. When the option "none of the above" is chosen, the other options should be deactivated for a specific row.

Step 3: As done in the study by Schauerte (2009), the subsequent step entails a CC matrix, as recommended in the seminal article of Ter Hofstede *et al.* (1998). As in step 2, the CC matrix is

customised for each respondent according to the individual's responses to the preceding question (AC matrix). Therefore, a respondent's answer will only ladder from consequences that are important to him/her, reducing the risk of superficial responses as cautioned by Phillips and Reynolds (2009). Although both of the rows and columns will consist of consequences, similar to the AC matrix, only the rows need to be customised according to the consequences with associations, as indicated in the AC matrix. The columns will again consist of all the a priori defined consequences, corresponding with the columns in the AC matrix and the "none of these" column. In this matrix, it is important to deactivate the matching associations. For instance, the respondent should not be able to link the consequence "saving time" indicated in the rows with "saving time" indicated in the column. For the respondent, this CC-matrix may seem trivial, but numerous studies (Reynolds, 2006; Klenosky, 2002; Thompson & Chen, 1998) have shown that, before linking to a value, a consequence could rightfully be linked to another consequence. Hsiao *et al.* (2012) specifically indicated that the inability to assess intra-level linkages (CC linkages) was a limitation in their APT study, which only consisted of two matrices. The inclusion of a CC matrix therefore negates the critique against a three-level hierarchical structure.

Step 4: To generate the rows, a CV matrix is customised based on the answers to both the AC matrix and the CC matrix, unlike the AC matrix and the CC matrix, which only use the preceding question to customise the rows. If an association with a certain consequence is made, irrespective of which matrix the association occurred in or the number of times it occurred, it will be displayed in the CV matrix. As seen in Chapter 4, Table 4.1, the LOV has been used extensively in APT studies (16 out of the 34 studies), although other value typologies such as Schwartz's typology have also been used (Moghimi *et al.*, 2016; Lee *et al.*, 2014). This study therefore proposes that a tested value typology be used for the value columns, such as the LOV or the Schwartz's typology, together with the "none of these" column.

With the paper-and-pencil APT, many responses had to be discarded as a result of missing data (Feunekes & Den Hoed, 2001). The application of forced completion validation, which should be included in every row of each matrix, will prevent the respondent from progressing to the next question unless the relevant matrix has been answered in full. Forced completion validation will therefore prevent missing data. In addition, it is advisable to randomise the columns of the matrices but to retain the column "none of these" on the far right-hand side.

Care should be taken when deciding on the number of attributes, consequences and values to include in the matrices. Since it is an electronic exercise, some respondents might complete the questionnaire on their mobile phones. Unfortunately, smaller screen sizes may complicate completion of the

matrices if there are too many rows or too many columns. Respondents would in such instances be forced to continuously scroll left and right or up and down when answering the questionnaire, which might cause confusion, incorrect answers and irritation and may possibly result in respondents dropping out of the investigation.

This research endeavour has therefore refined the procedure for applying the APT as a hard laddering technique in a specialisation field where it has previously not attracted much attention and where scholars can now further the process, focusing on other market segments and other product categories.

7.5 LIMITATIONS AND RECOMMENDATIONS

A scrutiny of the procedures used throughout the study revealed certain limitations that will be disclosed and discussed in the following section to encourage further improvement of APT studies.

7.5.1 Sampling

Granted that precautionary measures were taken to optimise the sampling procedure, some limitations were encountered, specifically during the second quantitative phase of this study.

As indicated by Malhotra *et al.* (2017:281) and Berndt *et al.* (2011:145), the sampling for online surveys is greatly influenced by the ownership of and access to online devices. For the quantitative phase, only respondents with internet access took part in the study. Many of the respondents probably came across the study via social networking sites, specifically Facebook and LinkedIn, and therefore those who were more active in social networking were more likely to take part in the study. Similar to the limitation voiced in the APT study of Hastreiter and Marchetti (2016), internet-based surveys limit the sample of respondents to those with internet access.

Consulta Research Pty Ltd assisted with the distribution of the link to the survey by sending the invitation to members of their panel (see Chapter 4, section 4.5.2.2). Different opinions exist regarding the use of panel members, and concerns are related their representativeness and what motivates these respondents to take part in a study (Malhotra *et al.*, 2017:274). It is unknown how many of the responses of the final sample (N = 408) were from members of the panel. However, each time the researcher deliberately took action to recruit additional respondents (such as sending invitations by e-mail) the responses on that day drastically increased, indicating that the participants most probably received the invitation from the researcher and not from the Consulta panel.

During sampling it is important to aim for a sample that is representative of the psychographic variables of the unit of analysis (Leedy *et al.*, 2019:212). The representation of the sample of the qualitative phase was relatively easy to manage, since approximately 25 participants were envisaged and strict quota sampling was used. By contrast, the sampling in the quantitative phase was indeed challenging. The link to the questionnaire was, inter alia, distributed on social media and the researcher had no control over who saw the invitation. As mentioned in Chapter 4 (section 4.5.2.2), after three weeks of data gathering, the representation of the different population groups in particular was problematic, with 68% participants emanating from the white population group in a country with a larger representation of the black population. For the remaining six weeks of data gathering, rigorous quota sampling was done. At the end of this process, the percentage dropped to 54.66% white respondents; however, this was still not representative in terms of the population group distribution of South Africa. Similarly, the sample included more participants in the more educated categories.

7.5.2   Measuring instrument

The APT has received considerable critique over time (as explained in Chapter 4, section 4.5.3.3). The interactive electronic APT with built-in logic used during the quantitative phase of this study is still not without its limitations. Nevertheless, it does not allow for the skipping of levels (e.g. to indicate an attribute–value link) which previously evoked considerable criticism (Horeni *et al.*, 2010a). In addition, it still requests respondents to recognise instead of recall associations, which also has certain problematic consequences as previously explained (Chapter 4, section 4.5.3.2.2). Another possible limitation of the adapted APT used in this study might be that the inclusion of a third matrix could result in respondent fatigue and/or boredom. This possibility has already been mentioned in the APT study by Langbroek and De Beuckelaer (2007). Three aspects in particular contributed to these limitations, namely, pairing CC links, inability to include randomisation in the matrices, and the specific wording of the values in the CV matrix.

The inclusion of a CC matrix in the APT enabled the respondents to indicate ambiguous cognitive links. The consequences in the rows were exactly the same as the consequences in the columns, therefore it was possible to indicate, for instance, a link between "saving time" and "saving time", referred to as pairing links. Prior to the first pre-test, the programmer at Consulta Research Pty Ltd as well as the researcher did indeed identify this problem. However, the capabilities of their software could not support the intelligence for incorporating validation to deactivate the cells of the pairing links. This would have eliminated the possibility of clicking on such links. It was decided to include a request in the questionnaire that respondents should not indicate paired links. Notwithstanding some respondents still did so. By using the Qualtrics prescription software, widely used in international

research, it was anticipated that the software would be more advanced and that the deactivation of paired links would be possible. However, after many attempts to program it accordingly, even with assistance from Qualtrics, it was not possible to do so. The final measuring instrument therefore also allowed the respondent to indicate pairing links (matching similar consequences). Despite explaining in the questionnaire that one should not pair similar links (Section G, Question 8 in the questionnaire, Addendum C), some respondents still did so, hence these links were excluded from the data analysis. Attempts to deactivate paired CC links in the questionnaire took a lot of time and effort and was one of the main reasons why the final data gathering process was executed using Qualtrics rather than the questionnaire developed by Consulta Research Pty Ltd, which was used in the first full-scale pre-test.

Another limitation resulting from the software capabilities was the inability to randomise a selection of columns in the matrices. As explained in Chapter 4 (section 4.5.3.2.2.), a column "none of these" was included on the far right-hand side of all three matrices in order to allow respondents to indicate that they could not link the concepts in the rows with the options in the columns. This was included since criticism of the APT specifically states that respondents are forced to indicate links with certain concepts[54] (Phillips & Reynolds, 2009). The order of the concept options in the columns of the matrices possibly influenced the data, as respondents might have indicated perceived links with the concepts in the first column before reading all the remaining concept options. With electronic questionnaires it is possible to build logic into the questionnaire that randomises the order of alternatives that each respondent can choose from. The researcher attempted to do this in the matrices of this questionnaire in order to enhance the reliability of the data. However, the Qualtrics software did not allow the researcher to randomise a selection of the columns in the matrix while still retaining the "none of these" column on the far right-hand side. In the CV matrix in this study, "pleasure" was the first column in the matrix; however, the extent to which this influenced the data is unknown.

It is recommended that future studies using this adapted APT search for software with the capability to accommodate both of these limitations. Firstly, such software should be able to deactivate selected cells in a matrix question in order to be able to eliminate paired links. Secondly, it should be able to accommodate the randomisation of selected columns in the matrices. Alternatively, if funding is available, software could be developed with the necessary intelligence to be able to address these limitations.

Prior to the quantitative phase, following the systematic review of previous APT studies, it was decided to use a trusted value typology, specifically the typology of Schwartz and colleagues (1992; 2001;

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[54] The word "concepts" refers to the consequences in the AC matrix, the consequences in the columns in the CC matrix, as well as the values in the CV matrix.

2014), for the values in the CV matrix. Like the study of Lee *et al.* (2014), the wording of each value was adapted to be more understandable for the South African Millennial men, specifically indicating reasons of clothing retail store choices. The problem is that personal values are very abstract concepts (Jacobs & Maree, 2019:197; Maio, 2017:18). It is very difficult to explain in fewer than six words what exactly each value entails. Although two pre-tests and a rigorous systematic review of the methodology of APT studies were conducted to develop a state-of-the-art measuring instrument, it is possible that some of the words, specifically the values, were still too theoretical. Probably, the word "pleasure" was the easiest to understand and therefore more links were indicated with this specific value. As explained earlier in this chapter (section 7.2.2), the value "stimulation" did not come out as strongly as in other clothing-related studies. The wording for this specific value in the questionnaire was "novelty and excitement"; however, in hindsight, it might have been better if the wording had been limited to "excitement". During the qualitative interviews the focus was on eliciting the attributes and consequences, but apart from the laddering, it would have been more beneficial to have asked participants to also explain what they understood by each value. These explanations might have provided richer possibilities to rephrase each value for the questionnaire.

Apart from these limitations, it is firmly believed that the APT, specifically in an interactive electronic format, is a very useful research tool. However, using the recommendations of this study as a starting point, solutions for the remaining limitations may develop over time.

7.5.3   Data collection

During the data collection of the qualitative and quantitative phases of this study, the possibility exists that some responses were consciously or unconsciously biased (Babin & Zikmund, 2015). Social desirability bias probably occurred during the qualitative phase, since some of the participants may have responded inaccurately (consciously or unconsciously) to create a certain impression for the interviewer.

During the data collection of the quantitative phase of this study the respondents completed the questionnaire in private, without the presence of the researcher or a fieldworker. This contributed to total anonymity and eliminated the influence of interviewer bias (Malhotra *et al.*, 2017:274), however it posed other limitations. The questionnaire might have been completed with divided attention, for instance while watching television, resulting inaccurate answers. The APT study of Barrena *et al.* (2017) used a paper-based questionnaire and the data was collected during call-in group sessions of seven to ten respondents. A recommendation for future studies using this adapted interactive

electronic APT is to arrange group sessions for data collection in a computer laboratory. Screen size variables and internet connectivity problems could thus be managed. Respondents without internet access could also participate and quota sampling would be easier to control. In addition, before the commencement of the data collection, the questionnaire could be explained, specifically the CC matrix. This might enhance the data collection and ultimately the results.

7.5.4 Data analysis

The data analysis of the quantitative phase posed certain limitations. Firstly, human error might have occurred during the transcription of the interviews. Although the transcriptions were checked by listening to the recorded interviews while reading the transcriptions, and also by comparing the transcriptions with the field notes, it is indeed possible that mistakes could have been made. In addition, even though the researcher aimed to be objective during the coding and interpretation of the data, bias was still possible, since a researcher brings his/her background (e.g. culture and socioeconomic origin) to the study (Creswell, 2014:202).

Numerous obstacles occurred with the data analysis of the quantitative phase. After a rigorous systematic review of previous studies it was evident that there was a lack of consensus with regard to the data analysis using the APT, in particular the cut-off level and drafting of the HVMs. Specifically, the drafting of the HVMs was challenging, since only two other APT studies (Kwon *et al.*, 2015; Schauerte, 2009) have used three matrices instead of four. The effect of the third matrix is an extra level in the HVM, particularly an extra consequence level. After careful consideration, this study followed the method used by Schauerte (2009), however this method still does not differentiate between functional consequences and psychosocial consequences.

The adapted APT has many advantages and addresses previous critique, but a disadvantage is that since it is interactive, the data limits the statistical analysis that can be conducted because all the respondents received their own uniquely generated matrices. It is, for instance, not possible to use log-linear regression, as in the study of Alonso and Marchetti (2008). In addition, Ter Hofstede *et al.* (1999) developed an algorithm specifically for the APT to engage in market segmentation with personal values as basis, sometimes referred to as MECSEG. Although only two studies could be found using this algorithm (Feunekes & Den Hoed, 2001; Grunert & Valli, 2001), the findings of these studies are noteworthy and it would have been worthwhile if this study could have applied this algorithm.

7.6 FUTURE RESEARCH

Throughout the study it became evident that there are still many different research opportunities related to this study.

Firstly, future studies could also consider an explanatory sequential mixed method in which the qualitative phase follows on the quantitative phase (Creswell & Clark, 2018:69). In this study, the objective of the qualitative phase was purely to elicit the attributes and consequences to be used in the questionnaire, but in the end it was also very valuable in understanding and interpreting the HVMs. During the quantitative data analysis it was sometimes difficult to understand the reasoning behind the results. If time and monetary constraints had not been an issue, then a second qualitative phase could have been included to request participants to explain why they specifically created certain links and what they understood by certain words or terms.

Data from an APT study is categorical and the implication matrices are contingency tables indicating the frequency distribution of these categorical variables. With this type of data another possibility is to conduct a correspondence analysis, which is a multivariate statistical technique that indicates associations between variables and visually portrays them on biplots (scatterplots) (Berezka & Kovalchuk, 2018; Kim, McKay, Taylor, Tolin, Olatunji, Timpano & Abramowitz, 2016)**.** The biplot could, for instance, indicate associations between attributes, consequences and values.

Although it is important to understand why a consumer chooses certain stores, it is also very important to know why they avoid certain stores. Store avoidance is the persistent exit resulting from customer dissatisfaction which can be detrimental for retailers (Otto, Parry, Payne, Huefner & Hunt, 2004). Since the laddering technique uses a series of probes to uncover the reasons why consumers make certain choices, it is an excellent technique for a store avoidance study. The 2019 South African Customer Satisfaction Index (SA-csi) indicated that the clothing retailer Edgars specifically is struggling to keep its customers satisfied (BusinessTech, 2019). This has a direct effect on the retailer's success. In the last few years there has been speculation as to how long this struggling retailer will survive (MarketLine, 2018; Brown, 2017b). Therefore, a case study that specifically focuses on Edgars, using the APT to understand why consumers are avoiding its stores, may be extremely valuable and help save the jobs of thousands of South Africans.

This study could also be duplicated with a different unit of analysis. The relevance of personal values on Millennial females' perception of clothing store image and store choices is still unknown. Similarly,

this study could be repeated with a focus on other generational cohorts, consumers in another emerging economy, or consumers in a developed country.

7.7 CONCLUDING REMARKS

This study was inspired by the dire state of the clothing retail industry. It targeted a specific market segment, i.e. Millennial men, which has the potential to contribute significantly to the future success of the industry if it is effectively understood and its needs attended to. This focus on Millennial men was based on their increased interest in clothing (Ryke, 2019; Prinsloo, 2016; Motale *et al.*, 2014; Barton *et al.*, 2012) and the growth in the sales figures for men's clothing in South Africa in recent years (MarketLine, 2018). It was decided to focus on store choice, based on perceptions of store image, and more specifically, the relevance of personal values in these consumers' store choices. Empirical evidence of this nature would enable retailers to manage their store image appropriately, to attract the attention of potential customers and to address customers' purposefully.

For the purpose of the investigation, the MEC theoretical framework was used. The study followed an exploratory sequential mixed method research design with an initial qualitative phase to explore certain aspects (sought-after attributes and consequences during clothing retail store choice) for enhancing the development of the second quantitative phase. The emphasis was on the second quantitative phase. Both phases of this study utilised laddering techniques (specifically used in MEC studies) to uncover underlying reasons, particularly focusing on personal values that influence perceptions and motivate store choice. The first phase made use of soft laddering during in-depth personal interviews with a final sample of 25 participants. The second phase used hard laddering, specifically the APT, to attain the objectives of this study. Data was collected using an interactive electronic self-administered questionnaire and an adapted APT. A rigorous systematic review of previous APT studies was conducted focusing specifically on the methodological aspect. Certain pertinent changes were made to the APT to improve the measuring instrument, with the ultimate purpose of enhancing the reliability of the data. After two pre-tests the main data gathering commenced and a final sample of 408 workable responses was obtained. The data analysis included the compilation of implication matrices, followed by the identification of the strongest links, and finally, the drafting of HVMs for each objective, from which the results were interpreted.

This study unequivocally found that the personal value of "hedonism", which borders between the higher-order values of "self enhancement" and "openness to change" in the value typology of

Schwartz and colleagues (1992; 2001; 2014), predominantly motivates Millennial men's clothing retail store perceptions and store choices. Furthermore, it is clear that although adjacent values such as "self-direction", "sense of achievement" and "power" were indicated as desirable by certain demographic subsets of the Millennial generation, "hedonism" is the primary underlying value that influences Millennial men's store image perceptions and store choices. This was true across all demographic categories, as well as across all the types of clothing retailers. However, the way in which pleasurable outcomes can be achieved differs for different demographic subsets within the generational cohort, which is what retailers have to accommodate in their strategic planning. For lower-income and less educated Millennial men, who often patronise discount and so-called "value" retailers, "convenience" and "time saving" are very important, which has implications for the location of retail stores and how the services are presented. For the high-income Millennial men, "pleasure" is derived from durable, quality merchandise, with price being less significant. While younger, low-income gentlemen would appreciate bargains that are fashionable, the emphasis on price, bargains and sales would be less important to secure patrons' satisfaction with high-end stores. Apart from the relevance of "hedonism" as a pertinent value that influences upper-income and more educated consumers' perceptions and clothing purchase behaviour, the adjacent values (see Figure 7.1) of "freedom and creativity/self-direction"), as well as "status/power", which infers individuality, uniqueness and recognition, may be achieved through quality merchandise, sophisticated brands and higher-priced products. There are therefore more influences at play when addressing the needs of higher-income consumers.

An important outcome indicated in the HVM of black respondents is the influence of acculturation that have culminated in black Millennial men's individualistic views toward the way pleasure may be derived from their clothing behaviour, namely, a prioritisation of "style" and "uniqueness" to express who they are. For them, pleasure is therefore derived from the ability to signal who they are, and through perceptions that they look good. Also important is that "convenience" as an important sought-after benefit in reaching "pleasure" as an outcome (end-state) is absent in the HVM of black Millennial men, while four links between "pleasure" and "convenience" are present in the HVM of the white respondents. Black and white Millennial men therefore derive pleasure in diverse ways, which indicates that their perceptions and behaviour in clothing retail stores will be vastly different.

What should be noted in this study, however, is that no pertinent linkages to the higher-order values "self-transcendence" and "conservation" were made in any of the HVMs, which negates any attention that retailers may devote to environmental issues and sustainable consumption which are currently "hot" topics. Although it does not mean that Millennial men are entirely indifferent to issues

pertaining to sustainable development and marketing, the research indicates that these higher-order values are not influential in terms of Millennial men's retail store perceptions and clothing choices.

In presenting the conclusion to the study, it should be noted that Schwartz (1994) could not find enough evidence to support a distinction between terminal and instrumental values, and others concur that concrete confirmation of a fundamental distinction between these two levels in the value typology is still lacking (Maio, 2017:18). It is argued that the difference between an instrumental and a terminal value is merely linguistic, and that any instrumental value (in adjective form) can be rephrased as a noun, resulting in a terminal value (Maio, 2017:18; Schwartz, 1994). This study did not therefore distinguish the pertinent values that were identified in this study as being either instrumental or terminal.

On a more practical level, this study uncovered the cognitive structures (of Millennial men) that indicate how certain concepts that are on a lower level of abstraction in consumers' minds (store and product attributes with their perceived consequences that retailers can purposefully and strategically attend to) can facilitate a desired end-state/outcome – which this study identified as "hedonism" (pleasure related) in a clothing retail context.

The findings of this study contribute to the body of academic literature and provide future studies with a useful, adapted hard laddering technique (the APT) that could be used in future studies. Furthermore, the clothing retail industry and marketing managers may use the findings of this study which focused on Millennial men to skilfully craft a store image that is based on relevant personal values that would facilitate their target market's store choices and ultimately enhance customer satisfaction and return intentions, which is highly desirable in a very competitive marketplace.

Fashion is very important. It is life-enhancing and, like everything that gives "pleasure", it is worth doing well. – Vivienne Westwood.

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ADDENDUM A: EXIT SURVEY

Faculty of Natural and Agricultural
Sciences
Department of Consumer
Science
012 420 2531
August 2016

Dear Participant

Thank you for taking part in this study. Please complete this short exit survey. You may refuse to participate and may withdraw at any time if you wish to do so but please keep in mind that all the questionnaires are completed anonymously and the content will therefore remain confidential.

By completing this questionnaire you give consent for the use of your responses in the data analysis for this project.

Should you require to contact the researcher, you can do so at 082 787 1833 or Lizette.Diedericks@up.ac.za.

Your participation is much appreciated.

Kind regards

Lizette Diedericks

Student – PhD Consumer Science Clothing Management   Study leader: Prof AC Erasmus

EXIT SURVEY					FOR OFFICE USE ONLY	
FOR OFFICE USE ONLY – RESPONDENT NUMBER					**V0**	
Please answer the following questions:						
1. What is your gender		Male	1		**V1**	
		Female	2			
2. What was your age (in completed years) on your last birthday?					**V2**	
3. What is your highest level of education?	Lower than grade 12		1		**V3**	
	Grade 12		2			
	Grade 12+ degree/diploma		3			
	Postgraduate qualification		4			
4. In terms of the Employment Equity Act, to which population group do you belong?	Black		1			
	Coloured		2			
	White		3			
	Asian		4			
	Other (Specify)					
5. What is your approximate **total monthly HOUSEHOLD INCOME before tax deductions**? **(Joint income of partners/spouses)**	Less than R5000		1		**V5**	
	R5000 or more but less than R10 000		2			
	R10 000 or more but less than R15 000		3			
	R15 000 or more but less than R20 000		4			
	R20 000 or more but less than R25 000		5			
	R25 000 or more but less than R30 000		6			
	R30 000 or more but less than R35 000		7			
	R35 000 or more but less than R40 000		8			
	R40 000 or more but less than R45 000		9			
	R45 000 or more but less than R50 000		10			
	R50 000 or more		11			
6. Please specify your **area of residence,** including province, city and suburb						
Suburb:					**V6.1**	
City:					**V6.2**	
Province					**V6.3**	

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ADDENDUM B: ETHICS APPROVAL

Date: 23/01/2017

ETHICS SUBMISSION: LETTER OF APPROVAL

Prof AC Erasmus
Department of Consumer Science
Faculty of Natural and Agricultural Sciences
University of Pretoria

Reference number: EC160630-052
Project title: The influence of personal values on Millennial men's perception of store image and subsequent clothing store choices.

Dear Prof Erasmus,

We are pleased to inform you that your submission conforms to the requirements of the Faculty of Natural and Agricultural Sciences Ethics committee.

Please note that you are required to submit annual progress reports (no later than two months after the anniversary of this approval) until the project is completed. Completion will be when the data has been analysed and documented in a postgraduate student's thesis or dissertation, or in a paper or a report for publication. The progress report document is accessible of the NAS faculty's website: Research/Ethics Committee.

If you wish to submit an amendment to the application, you can also obtain the amendment form on the NAS faculty's website: Research/Ethics Committee.

The digital archiving of data is a requirement of the University of Pretoria. The data should be accessible in the event of an enquiry or further analysis of the data.

Yours sincerely,

Chairperson: NAS Ethics Committee

ADDENDUM C: QUESTIONNAIRE

SECTION A: CONSENT FORM

Dear Respondent

This questionnaire forms part of a PhD study that investigates Millennial men's clothing shopping behaviour. This questionnaire will take approximately 15 minutes to complete.
There are no right or wrong answers and your honest perceptions are very valuable in terms of the outcome of this study. Please be assured that all information will be kept confidential.
You can only participate if you are male and born between 1980 and 2000.

Your participation is greatly appreciated.

Kind Regards,
Lizette Diedericks
University of Pretoria

lizette.diedericks@up.ac.za

SECTION B: SCREENING QUESTIONS

Q1 Please specify your gender:

○ *Female*

○ *Male*

Q2 In which year were you born?

▼ 2000–1980 ... None of these

SECTION C: CLOTHING EXPENDITURE

Q3 In general, how often do you purchase clothing for yourself?

○ *less than once a year*

○ *once a year*

○ *every season (4 times a year)*

○ *every 2 to 3 months*

○ *every month*

Q4a Considering your purchasing frequency, on average, how much do you spend on clothing for yourself *PIPED VARIABLE Q3*?

○ *R* _____

Q4b Considering your purchasing frequency, on average, how much do you spend on clothing for yourself per year?

○ *R* _____

SECTION D: STORE CHOICE AND ELICITATION OF ATTRIBUTES

Q5 Provide the names of one or two clothing stores where you MOSTLY shop when purchasing clothing for yourself.

○ *Mostly* _____

○ *Second most* _____

Q6 Choose the most important reasons (between 3 and 5) why you choose to shop at *PIPED VARIABLE Q3 – MOSTLY.

☐ The store offers clothing that matches my **personal style.**

☐ The store offers **fashionable** clothing.

☐ The store offers **quality** clothing.

☐ The store offers clothing that **fits** me well.

☐ The store offers my preferred **brand names.**

☐ The store and its clothing are **familiar** to me.

☐ The store has a good **reputation.**

☐ The store offers a **wide range of clothing** items.

☐ The store offers good **service.**

☐ The store has a pleasant **in-store atmosphere.**

☐ The store has a **well-organised layout.**

☐ The store has a **good location.**

☐ The store offers **good prices.**

☐ The store offers a **variety of sizes.**

☐ The store offers **store cards/credit facilities.**

☐ The store offers **different product categories** in addition to male clothing.

☐ ⊗ **None** of these reasons

SECTION E: EXPLANATION OF MATRICES

SECTION F: AC MATRIX

Q7 MATRIX 1

Please look at the attribute (blue) that you selected earlier and match it with one or more consequences (red) that you attach to it. Shopping at a clothing store ... means to me ...

Example: Shopping at a clothing store with good-looking sales personnel means to me friendly service

Shopping at a clothing store... **Means to me...**

	Saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	none of these
that offers clothing that match my personal style	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers fashionable clothing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers clothing of high quality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers clothing that fits me well	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers well-known brand names	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that I'm familiar with	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that has a good reputation	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that has a wide range of clothing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers good service	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that has a pleasant in-store atmosphere	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that has a well organised layout	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that has a good location	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers good prices	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers a variety of sizes	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers store cards/credit facilities	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers different product categories apart from male clothing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗

SECTION G: CC MATRIX

<u>Q8 MATRIX 2</u>

Please look at the consequence (blue) that you selected in the previous question and match it with one or more additional consequences (red) that you attach to it. You can select more than one additional consequence (reason) per consequence.

Example: Shopping at a clothing store ... means to me ...

Please take your time, this section is trickier. For each row, do NOT select the identical consequence in the column. For example, do NOT select: "Shopping at a clothing store that saves me time means to me saving time".

Shopping at a clothing store...	Saving time	shopping ease	shopping enjoyment	clothing durability	looking good	expressing myself	wearing comfort	approval of others	limiting shopping risk	value for money	convenience	none of these
that saves me time	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that offers me shopping ease	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that makes shopping enjoyable	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that offers durable clothing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that offers clothes that make me look good	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that expresses who I am	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that offers clothes that is comfortable	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that carries the approval of others	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
where risks related to shopping is limited	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that offers me value for money	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗
that offers me convenience	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐ ⊗

Means to me...

SECTION H: CV MATRIX

Q9 MATRIX 3

Please look at the consequence (blue) that you selected in the previous two matrices and match it with one or more personal values (red) that you attach to it. You can select more than one personal value per consequence.

Shopping at a clothing store **...** means to me **...**

Example: *Shopping at a clothing store that saves me time means to me freedom, creativity.*

Shopping at a clothing store...   **Means to me...** ⟶

	Pleasure	freedom, creativity	success	sense of belonging	being recognised by others, status, prestige	following social expectations	respect for culture and traditions	novelty and excitement	loyalty	protection of the environment	none of these
that saves me time	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers me shopping ease	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that makes shopping enjoyable	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers durable clothing	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers clothes that make me look good	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that expresses who I am	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers clothes that is comfortable	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that carries the approval of others	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
where risks related to shopping is limited	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers me value for money	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗
that offers me convenience	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐⊗

SECTION I: DEMOGRAPHICS

Q10 Please specify the province that you currently live in:

○ *Eastern Cape*

○ *Free State*

○ *Gauteng*

○ *KwaZulu-Natal*

○ *Limpopo*

○ *Mpumalanga*

○ *North West*

○ *Northern Cape*

○ *Western Cape*

○ *I do not reside in South Africa*

Q11 Please specify your highest level of education:

○ *Some schooling without matric (Grade 12)*

○ *Matric (Grade 12)*

○ *Degree/diploma*

○ *Postgraduate degree/diploma*

Q12 What population group do you belong to according to the SA Population Equity Act?

○ *African*

○ *Asian*

○ *Coloured*

○ *Indian*

○ *White*

○ *Other*

Q13 What is your approximate total monthly HOUSEHOLD INCOME before tax deductions? (Joint income of partners/spouses)

○ *Less than R10 000*

○ *R10 000 or more but less than R20 000*

○ *R20 000 or more but less than R30 000*

○ *R30 000 or more but less than R40 000*

○ *R40 000 or more but less than R50 000*

○ *R50 000 or more but less than R60 000*

○ *R60 000 or more*

Thank you for completing the questionnaire. Your responses have been recorded. You will now be redirected to the Consulta website in order to participate in the lucky draw. There are R500 Takealot.com vouchers to be won. Please note that this is optional and COMPLETELY SEPARATE from your responses.

ADDENDUM D: APT SYSTEMATIC REVIEW ARTICLE

An interactive electronic application of the Association Pattern Technique based on a review of 21 years of research

Abstract

Over time, researchers have explored and used diverse methodologies and innovative techniques to gain a better understanding of consumer behaviour. The laddering technique, in particular, has drawn considerable interest in recent years. Scholars across various fields have produced valuable findings using the Association Pattern Technique (APT) as a hard laddering technique. Compared to soft laddering, however, its potential to uncover consumers' behavioural processes has not yet been optimised. Following a systematic review of APT studies, an interactive electronic APT is proposed as a useful guideline for expanding future consumer behaviour research with actionable implications for retailing.

Keywords: Association Pattern Technique (APT); interactive electronic research; hard laddering; means–end; systematic review

1. Introduction

Apart from particular research interests, scholars and practitioners in the fields of retail and marketing are continually exploring innovative research methodologies to elicit and better understand the complex underlying forces that direct consumers' choice and behavioural processes in the marketplace. This method-based review paper analyses and synthesises two decades of the use of the Association Pattern Technique (APT) and summarises researchers' accomplishments in this regard. These findings, together with concerns associated with the technique, are used to suggest ways to enhance this methodology for future research.

1.1. *Background*

The APT is a quantitative technique for measuring means–end chains (MECs) (Ter Hofstede et al., 1998). Means–end theory originated from interest in a particular topic of consumer behaviour, namely, the influence of personal values during consumer decision-making, thus referring to the dominant cognitive elements of a person's brain that motivate and inspire their unique behaviour (Arsil et al., 2016; Gutman, 1982; Reynolds, 2006). The nature of personal values as an organised, hierarchical system is explained in the seminal work of Rokeach (1973), which subsequently inspired Gutman's (1982) means–end chain (MEC) theory, presenting exciting opportunities for research. MEC theory holds that consumers' product choices are based on their perceptions of the contribution the attributes of a specific product make to facilitating a certain desirable outcome or end-state (Gutman, 1982). Means–end research, as it is customarily referred to in scholarly research, proposes that through learning, cognitive linkages are formed in a consumer's brain between certain (product) attributes (A) and the perceived consequences (C) associated with the use of the product and, similarly, how these consequences (C) can enable satisfaction that supports a consumer's underlying personal values (V) (Ha and Jang, 2013). Of particular interest for researchers is the fact that this cognitive structure (A-C-V structure) is always hierarchical and progresses in terms of the level of abstraction, with product attributes being the least abstract and personal values being the most abstract (Olson, 1995; Parumasur and Roberts-Lombard, 2014). The cognitive structure also reflects the way a consumer's product knowledge (the least abstract level) relates to the individual's self-knowledge (most abstract level) (Olson, 1995).

Traditionally, MEC researchers have used the so-called laddering technique in qualitative personal interviews (Kitsawad and Guinard, 2014; Veludo-de-Oliveira et al., 2006); a technique that originated from the works of Kelly (1955) and Hinkle (1965). The use of clever probing techniques in one-on-one depth interviews assists in uncovering the underlying, more abstract, reasoning behind consumer choice behaviour (Reynolds and Gutman, 1988). Typically, laddering interviews comprise two steps. In the first, one aims to elicit attributes and this could involve any elicitation method, for example free sorting, triadic sorting, the preference-consumption differences technique or the differences of association technique (Bech-Larsen and Nielsen, 1999; Reynolds and Gutman, 1988; Veludo-de-Oliveira et al., 2006). The second step involves the use of probing questions by repeatedly asking "why?", to prompt participants to share why these attributes are relevant in terms of related consequences and values (Botschen and Thelen, 1998). The process continues until no more new reasons emerge (Reynolds and Gutman, 1988). For example, in a study concerning consumers' clothing store choices, the laddering interview would typically progress as follows:

Interviewer: "You indicated that you prefer to shop at Store X due to the location **[attribute]** of the store. Why is the location important to you?"

Participant: "It is convenient **[consequence]** for me to stop there."

Interviewer: "Why is it more convenient **[consequence]** for you?"

Participant: "Since it is close to my home, I save time **[consequence]** by choosing to shop at Store X."

Interviewer: "Why is it important to you to save time **[consequence]**?"

Participant: "If I can save time when shopping, then I have more time with my family" **[personal value].**

Following the interviews, the recorded interview is transcribed verbatim and the transcriptions are coded (Reynolds, 2006; Vriens and Ter Hofstede, 2000). During the coding process, the attributes (A), consequences (C) and personal values (V), as well as the linkages among the attributes, consequences and related values, are identified (Gengler, 1990). This is accomplished with the use of an implication matrix, which summarises all the paired relationships (Veludo-de-Oliveira et al., 2006). With the completed implication matrix, a hierarchical value map (HVM), also sometimes referred to as a consumer decision map (CDM) ((Borgardt, 2019)Phillips and Reynolds, 2009), is constructed that visually indicates the relationship among the attributes, consequences and values as indicated by the participants (Amatulli and Guido, 2011). Figure 1 provides an example of a typical HVM based on the clothing retail store image study of Thompson and Chen (1998).
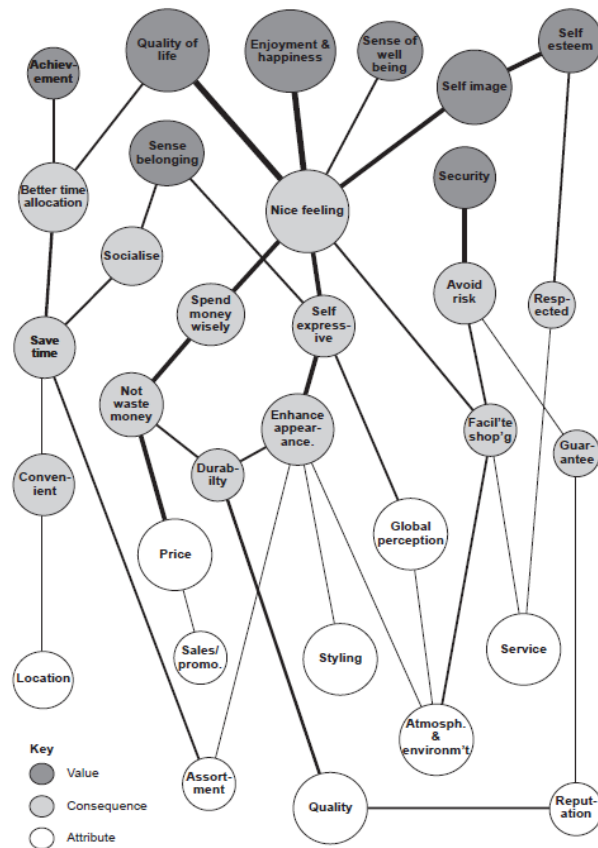
FIGURE 1: **TYPICAL HIERARCHICAL VALUE MAP (Thompson & Chen, 1998:168)**

Specialised MEC software, such as Laddermap and MECanalyst Plus, can be used for the data analysis as well as to generate the HVMs (Borgardt, 2018). As a multitude of concepts may be mentioned during the personal interviews, the HVM portrays only the most important concepts in order of importance, in accordance with a selected cut-off level (Jeng and Yeh, 2015). Most studies aim to include approximately 70% of the implications in the HVM and calculate the cut-off level accordingly (Phillips and Reynolds, 2009). Generally, the HVM indicates all concepts with coloured circles (Jeng and Yeh, 2015), with the colour of the circle indicating the level of abstraction, for example white indicating attributes, light grey indicating consequences and dark grey indicating values (Thompson and Chen, 1998; Wagner, 2007). The size of the circle depicts the importance of the respective concepts, with the concepts mentioned more frequently being depicted by larger circles (Kim and Kim, 2019). The concepts are linked with lines to indicate the associations that were made by participants, while the width of the lines signal the strength of the associations (López-Mosquera and Sánchez, 2013; Wagner, 2007).

When generating the HVM, dominant cognitive chains, that is, the central pathways, are extracted and presented hierarchically according to the strength of each concept (Aurifeille and Valette-Florence, 1995). Figure 2 provides an example of a dominant chain that is associated with the HVM of Thompson and Chen (1998) depicted in Figure 1. The dominant chains provide an indication of the underlying reasons for consumers' choices.

| Store Reputation | → | Quality | → | Durability | → | Not waste money | → | Spend money wisely | → | Nice feeling | → | Quality of life |
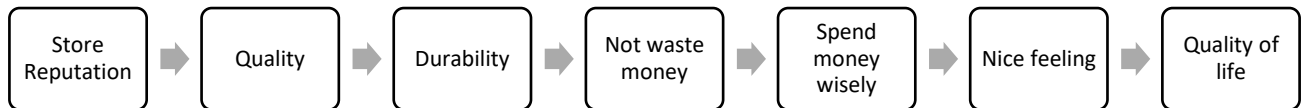
FIGURE 2:   DOMINANT CHAIN (THOMPSON & CHEN, 1998)

Former applications of MECs in qualitative research have exposed certain challenges. Qualitative personal interviews are very time consuming as the responses need to be transcribed, coded and analysed (Ter Hofstede et al., 1998). The process is furthermore very labour intensive, and therefore costly to execute meticulously (Vriens and Ter Hofstede, 2000). Also, the prevention of interviewer bias is critical to guarantee the trustworthiness of interviews and skilled interviewers are scarce (Malhotra et al., 2017; Veludo-de-Oliveira et al., 2006). Geographical constraints may further complicate access to the participants that researchers wish to include to prevent sample bias (Phillips and Reynolds, 2009). Lastly, qualitative samples are relatively small and are therefore only suitable for explorative research (Vriens and Ter Hofstede, 2000). Given the above-mentioned constraints, researchers have explored alternative quantitative laddering techniques to collect MEC data. Grunert and Grunert (1995) were the first to distinguish quantitative laddering techniques as "hard laddering" and the qualitative approach that involves depth interviews as "soft laddering".

This paper focuses the Association Pattern Technique (APT), a hard laddering technique aimed at accommodating the concerns and shortcomings that have been expressed by scholars to date.

1.2. Introduction of the Association Pattern Technique

The ATP was introduced more than twenty years ago by Ter Hofstede et al. (1998). This technique is referred to as among the "hardest of hard" laddering methods, as it uses a series of matrices to uncover cognitive linkages (Phillips and Reynolds, 2009). Traditionally, two matrices are used. The first matrix is the attribute–consequence matrix (AC matrix) in which the attributes associated with a specific phenomenon (e.g. "store location") are indicated in the rows of the matrix and the consequences (e.g. "convenience") are distinguished in the columns (Ter Hofstede et al., 1998). Respondents have to indicate the attributes that they associate with specific consequence/s, as shown

in Figure 3 from the APT study of Lee et al. (2014). In a subsequent consequence–value matrix (CV matrix), the respondent indicates the associations between the consequences that are presented in rows and the personal values that are presented in columns (Lee et al., 2014).
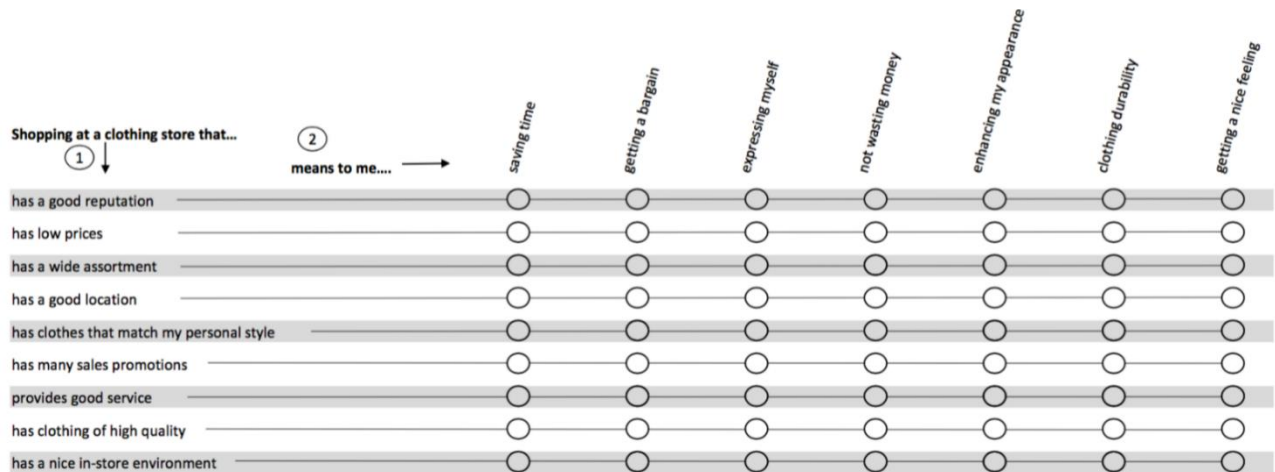
FIGURE 3: AC-MATRIX EXAMPLE (SELF DEVELOPED BASED ON Lee et al. (2014))

The attributes, consequences and personal values used in these matrices are defined a priori and are either identified through a pre-study such as personal interviews or focus group discussions that have been specifically designed for the study at hand, or through a review of the literature, provided that a rich theoretical base exists (Barrena et al., 2017; Choi, 2016b). Vriens and Ter Hofstede (2000) advise that soft laddering interviews should be conducted as a first stage to identify the elements to be used in the matrix in the second stage. Owing to the quantitative nature of the APT as a hard laddering technique it can be used with larger samples; moreover, data gathering is faster, interviewer bias is negated, data analysis is easier and the eventual cost is lower compared to soft laddering (Reynolds, 2006; Russell et al., 2004; Ter Hofstede et al., 1999).

Similar to the qualitative MEC studies, the APT uses an implication matrix and HVM in analysing the data, with the advantage that the entire process is much quicker and easier as the HVM can be generated directly from the survey questions (Horeni et al., 2010a; Phillips and Reynolds, 2009). A major limitation of hard laddering, is the inability to facilitate forked answers, implying that an attribute or consequence cannot be linked to more than one reason, as would be the case following "why" prompts in qualitative interviews (Botschen and Thelen, 1998). Using matrices, however, the APT overcomes this limitation, since a respondent can indicate more than one association with an element (e.g. linking "store location" with "convenience" as well as "saving time"), which captures the same outcome as with forked answers during personal interviews (Russell et al., 2004).

1.3 Critique and limitations related to the APT

During the past 21 years, considerable criticism of the APT has come to the fore. For example, some scholars believe that hard and soft laddering techniques will not produce similar results, arguing that with hard laddering, answers are not created spontaneously by respondents, which is one of the core assumptions of laddering (Gengler and Reynolds, 1995; Phillips and Reynolds, 2009). Hard laddering could therefore produce superficial responses (Phillips and Reynolds, 2009). Contrary to soft laddering where participants are requested to recall associations from their own memory, allowing more freedom of expression (Veludo-de-Oliveira et al., 2006), hard laddering requires respondents to recognise associations from set alternatives (Horeni et al., 2010a; Phillips and Reynolds, 2009). This reduces cognitive effort. However, as the task is relatively easy compared to the complexity of the actual questions (Bradburn et al., 2004), respondents may be less involved in the questions (Phillips and Reynolds, 2009), which means that they do not mentally contemplate the issue seriously.

Another issue concerns the uniformity of the sample and the exposure of respondents to a set of predetermined concepts that may not necessarily cover the scope of the topic in its entirety (Gengler and Reynolds, 1995). With the APT, only a set number of attributes, consequences and values form part of the MECs, which might not give a true reflection of all the possible concepts that form part of a respondent's cognitive structure (Reynolds, 2006). It is furthermore possible that an individual's MEC structure may skip certain levels of abstraction (Russell et al., 2004), while the APT "forces" answers on all levels (Horeni et al., 2010b).

Although MECs focus on the attribute-consequence-value (A-C-V) linkages, numerous studies propose alternative abstractions that potentially include up to six levels, namely, concrete and abstract attributes, functional and psycho-social consequences, and instrumental and terminal values (Amatulli and Guido, 2011; Reynolds, 2006). Ter Hofstede et al.'s (1998) seminal article addresses this concern and explains that it is possible for the ATP to accommodate supplementary levels by incorporating additional matrices. The biggest concern is related to the consequence level, as in most cases one consequence is first linked to another consequence before it is linked to the underlying personal value; thus implying a consequence–consequence association (Klenosky, 2002; Reynolds, 2006). The network of concepts for an APT study with a three-level hierarchy may therefore not be as complex as in qualitative studies with a six-level hierarchy (Valli et al., 2000).

In an attempt to find a way to enhance the APT to its full potential, it was decided to do a thorough systematic review of APT studies to assimilate scholars' recommendations for optimising the technique in the future.

2. Methodology

This systematic review was guided by the six-step approach of Littell et al. (2008), also outlined by Palmatier et al. (2018). In conducting a systematic review, it is of the utmost importance that the methodology is transparent and reproducible (Hanley and Cutts, 2013; Palmatier et al., 2018). This review employed a systematic, method-based review in order to review, synthesise and extend the existing body of literature on the APT hard laddering method (Palmatier et al., 2018).

2.1 Topic formulation

For the purpose of this systematic review, a review of previous studies employing the APT, as introduced by Ter Hofstede et al. (1998), was done to highlight the best practices over 21 years of research and to determine how the APT can be enhanced and optimised. Two main objectives with sub-objectives guided this review.

Objective one focused on methodological aspects pertaining to the APT with the following sub-objectives:

Objective 1.1   To analyse the number of matrices used in previous APT studies.

Objective 1.2   To review the number of attributes, consequences and values included in the matrices of previous APT studies.

Objective 1.3   To review the retrieval of the attributes, consequences and values used in the matrices.

Objective 1.4   To review the sample sizes of previous APT studies.

The second objective focused on providing a more comprehensive overview of how APT could expand future research, specifically:

Objective 2.1   To provide a holistic overview of the application possibilities of the APT.

Objective 2.2   To indicate possible areas of future research related to the research context (country) and product category.

2.2 Study design

This review focused only on APT studies based on specific criteria that specify the fundamentals of the APT and excluded APT-inspired studies. The criteria for including the articles in this review were as follows:

- Both means (attributes) and ends (personal values) should form part of data gathering and analysis to allow means–end chains to be uncovered.

- Matrices should be used to uncover association linkages.

- The matrices should have a priori defined attributes, consequences and values. (Empty matrices where respondents provide the attributes, consequences and values themselves are classified as "thought listings", a different hard laddering technique used by Botschen and Thelen [1998]).

2.3 Sampling

The third step, that is, the sampling procedure, involved the identification of all potentially relevant articles. As Elsevier's Scopus is considered the largest citation database of peer-reviewed literature, it was used to source published APT studies. The search commenced with all the articles that cited the seminal APT article of Ter Hofstede et al. (1998). On 12 March 2019, this article was cited in a total of 131 peer-reviewed academic works. These were all exported into Microsoft Excel, subsequently revealing that three were duplications and six were books. These nine sources were excluded, resulting in 122 remaining citations, of which 119 were available online. Hard copies of the remaining three articles were accessed using inter-library loans.

2.4 Data collection

A text review of the methodology sections of the 122 articles was conducted to establish whether each article represented an APT study or not, based on the criteria listed previously (see 2.2). In nine of the 122 Scopus articles, the APT served as inspiration for the researchers' own measuring instrument or methodological approach, for example the studies of Dellaert et al. (2017), Chen et al. (2015), Fu and Wu (2013) and Chiu (2005). Many authors cited Ter Hofstede et al. (1998) as the theoretical underpinning for their work, while others cited this seminal work to acknowledge the APT as a hard laddering technique. Only 34 of the 122 articles included actually entailed the use of the APT as measuring instrument.

2.5 Data analysis

A rigorous full-text review of all 34 APT articles was conducted, guided by a predetermined protocol that specified the information required from each article to accomplish the objectives of this systematic review. During this process, a Microsoft Excel spreadsheet, structured according to the protocol, was completed. In cases where the relevant information was not indicated in the article

itself, the authors were contacted via e-mail to request it. It should be mentioned that some of the authors did not respond or could not be reached, which explains why the final spreadsheet still lacks some information.

2.6 Reporting

2.6.1. Results

Table 1 provides a chronological, holistic summary of the results of this review. Five of the studies were reported in more than one article; in such instances, the study is captured according to the first date of publication, while the additional publications are indicated with an asterisk.

TABLE 1: SUMMARY OF APT STUDIES

Year	Author	Levels	A-C-V	Origin of attributes and consequences	Values	Sample size	Application	Country	Product category
		Objective 1.1	*Objective 1.2*	*Objective 1.3*	*Objective 1.3*	*Objective 1.4*	*Objective 2.1*	*Objective 2.2*	*Objective 2.2*
1998	Ter Hofstede, Audenaert, Steenkamp & Wedel	3 levels	12-?-?	Prior research & 100 depth interviews	Self-elicited	100	Introduced the APT technique. Tested assumptions	Belgium	Food
1999	Ter Hofstede, Steenkamp & Wedel	3 levels	8-10-9	100 depth interviews	LOV Kahle	2961	Market segmentation Positioning	11 Countries of the EU	Food
2000	Zins	3 levels	18-10-9	Focus groups (2 rounds), (Also used from own previous research & literature)	LOV Kahle	137	NA: Study focussed on comparison of techniques	Austria	Tourism
2001	Feunekes & den Hoed	3 levels	Unknown	Unknown	Unknown	Unknown	Product development	Netherlands & China	Food
2001	Grunert & Valli	3 levels	Y:8-10-9 B:9-9-9	100 depth interviews (each)	LOV Kahle	Yogurt : 2961 Beef: 3241	Market segmentation Product development	11 Countries of the EU	Food
2001	Vanoppen, Verbeke & Van Huylenbroeck	3 levels	13-23-19	Previous research	Previous research	14	Motivational structures Marketing communication	Belgium	Food
2004	Mort & Rose	3 levels	5-5-5	Prior research	Previous studies	191	NA: Study focussed on comparison of utilitarian & hedonic products	Australia	Variety
2007	Langbroek & Beuckelaer	3 levels	10-12-7	Prior research (literature)	Oppenhuisen -Dutch personal values	80	NA: Study focussed on validity	Netherlands	Food
2008	Alonso & Marchetti	3 levels	12-14-9	9 depth interviews	LOV Kahle	240	Market segmentation	Brazil	Luxury market
2009	Schauerte	4 levels	10-12-8	Personal interviews (31 Germany; 34 Sweden)	Self-elicited	732	Marketing strategies	Germany & Sweden	Architecture
2009a	Barrena & Sanchez	3 levels	14-21-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	62	Marketing strategies Market segmentation	Spain	Food
2009b	Barrena & Sanchez	3 levels	11-21-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	70	Marketing strategies Market segmentation	Spain	Food
2010a	Barrena & Sanchez	3 levels	9-14-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	62	Risk perception	Spain	Food
2010b	Barrena & Sanchez	3 levels	13-23-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	60	N/A: Link between household structure and cognitive structures	Spain	Food
2011	Orsingher, Marzocchi & Valentini	3 levels	12-11-6	Pilot study 54 respondents alternative hard laddering with open matrices	Self-elicited	200	Customer satisfaction Market segmentation	Italy	Tourism
2011 *2012 *2013	Lopez-Mosquera & Sanchez	3 levels	8-8-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	110	Market segmentation Marketing communication	Spain	Tourism
2012	Barrena & Sanchez	3 levels	R:18-19-9 W:11-21-9 F:13-23-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	70	Marketing communication Positioning	Spain	Food

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Year	Author	Levels	A-C-V	Origin of attributes and consequences	Values	Sample size	Application	Country	Product category
		Objective 1.1	*Objective 1.2*	*Objective 1.3*	*Objective 1.3*	*Objective 1.4*	*Objective 2.1*	*Objective 2.2*	*Objective 2.2*
2012	Barrena & Sanchez	3 levels	Cou:10-14-9 Cof: 11-17-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	Couscous: 167 Coffee: 116	Marketing strategies	Spain	Food
2012	Hsiao, Yen & Li	3 levels	10-9-4	30 laddering interviews	Self-elicited (NOT personal values)	314	Customer satisfaction Customer loyalty	Taiwan	Retail
2012 *2017	Weissnar & du Rand Kirsten, Vermeulen, van Zyl, du Rand, du Plessis & Weissnar	3 levels	11-11-8	Focus groups	Self-elicited	276	Positioning Branding: COO	South Africa	Food
2013	Barrena & Sanchez	3 levels	9-11-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	56	Marketing strategies	Spain	Food
2013 *2015	Barrena & Garcia-Lopez-de-Meneses Barrena, Garcia & Camarena	3 levels	13-21-9 (20 vs 21)	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	98	Product development Positioning	Spain	Food
2013	Kang, Kang, Yoon & Kim	3 levels	13-14-11	Prior research (literature)	Previous studies	112	Market segmentation	Korea	Technology
2014	Lee, Lusk , Mirosa & Oey	3 levels	10-7-10	Focus groups	Schwartz	500	Marketing mix	China	Food
2014	Cha, Kweon, Choi, Won & Kim	Unknown	Unknown	Prior research (literature) + depth interviews + professional evaluation	Unknown	487	Marketing strategies	Korea	Social Media
2015	Barrena, Garcia & Sanchez	3 levels	10-13-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	167	Marketing strategies Cross-cultural globalisation	Spain	Food
2015	Kwon, Cha & Lee	4 levels	10-10-12-12 each	Prior research (literature)	Self-elicited	424	Relationship between levels of involvement and cognitive structures	Korea	Technology
2016	Escobar & Gil	3 levels	14-10-6	5 depth interviews	Self-elicited	15	Marketing strategies	Spain	Food
2016 *2016	Choi	3 levels	10-10-10	Personal interviews (10 Paris; 34 South Korea)	LOV Kahle + Benevolence van Schwartz	France=157 & South Korea=171 / France=161 & South Korea=179	Cross-cultural analysis of cognitive structures & decision-making process	France & South Korea	Food
2016	Hastreiter & Marchetti	3 levels	9-9-8	14 depth interviews	Self-elicited	703	Gender differences: motivational structures	Brazil	Retail
2016 *2017	Moghimi, Jusan, Izadpanahi & Mahdinejad Moghimi, Jusan & Izadpanahi	3 levels	10-13-7	15 depth interviews	Schwartz	124	Product development	Iran	Architecture
2017	Barrena, Garcia & Sanchez	3 levels	P:13-23-9 H:12-22-9	Prior research (literature) + consultation with experts through a pilot survey	LOV Kahle	70	Market segmentation	Spain	Food
2018	Lee & Choi	Unknown	Unknown	Prior research (literature)	Unknown	300	Unknown	Korea	Sport
2019	Kim & Kim	3 levels	12-12-6	Prior research (literature)	Previous studies	102	Marketing strategies	Italy	Tourism

2.6.2. Interpretation of results

Objective 1: Methodological aspects

Objective 1.1 related to the number of matrices used in previous APT studies. As shown in Table 1, only the studies of Schauerte (2009) and Kwon et al. (2015) include an additional matrix to the traditional two matrices used in APT studies. Both presented the additional matrix as a consequence–consequence matrix (CC matrix), following the AC matrix but located before the CV matrix. This addressed previous critique concerning a lack of consequence–consequence linkages.

Another debate among researchers concerns the number of columns and rows that should be included in the matrices (Objective 1.2). Traditionally, the APT predominantly uses two matrices, of which the first is the AC matrix and the second is the CV matrix. To construct these matrices, the researchers first need to identify the most important attributes (A), consequences (C) and values (V) related to their study (Ter Hofstede et al., 1998), which are then integrated and presented as A-C-V. Some studies included fewer items in their matrices, see for example Mort and Rose (2004), who included five attributes, five consequences and five values respectively (5-5-5), contrary to studies where almost three times more items were included, see for example Barrena and Sánchez (2012a), who included 18 attributes, 19 consequences and nine values (18-19-9). As the fewer number of items in the matrices limits the number of cognitive chains that can be elicited, the subsequent cognitive structure will be simpler. Although the APT enables researchers to uncover more complex cognitive structures when using more items, too many items in the matrices will unavoidably complicate the respondents' task of indicating the associations, which may result in respondent bias.

Another controversial issue relates to how the attributes, consequences and personal values should be retrieved to structure the matrices (objective 1.3). Some researchers (Kang et al., 2013; Kim and Kim, 2019; Mort and Rose, 2004; Vannoppen et al., 2001) retrieved these from the literature. Many APT studies (Escobar and Gil, 2016; Hastreiter and Marchetti, 2016; Hsiao et al., 2012; Ter Hofstede et al., 1999), however, include a preceding qualitative study (mostly depth interviews using soft laddering) to identify the most important attributes and consequences to be included in the matrices. However, generally speaking, consumers (participants) do not find it easy to verbalise a deep-rooted underlying personal value (e.g. self-enhancement) that ultimately drives their preference for certain attributes (e.g. preference for certain brand names) and consequences (to make a good impression). To circumvent this, most APT studies tend to incorporate existing value typologies in their CV matrices, arguing that values are to a certain extent universal, which provides greater empirical support (Moghimi et al., 2018; Vriens and Ter Hofstede, 2000). Ter Hofstede et al. (1999) and other

researchers, including Barrena et al. (2017), Alonso and Marchetti (2008) and Zins (2000), used the List of Values (LOV) of Kahle et al. (1986). Later, other researchers, including Lee et al. (2014) and Moghimi et al. (2017), employed different value typologies such as Schwartz's (Schwartz, 2012; Schwartz and Boehnke, 2004) ten basic human values, while others, including Orsingher et al. (2011) and Hastreiter and Marchetti (2016), preferred to elicit their own value dimensions through depth interviews.

Objective 1.4 relates to the sample size of previous APT studies. In traditional MEC studies, sample sizes are generally small, owing to the qualitative nature of these studies. This is one of the main reasons why Ter Hofstede et al. (1998) developed the APT, which could accommodate larger samples. A study conducted by these researchers during the following year (Ter Hofstede *et al*., 1999) involved 2961 respondents, which encouraged scholars to involve large samples, for example Lee *et al*. (2014), who reported on a sample size of 500 respondents, Hastreiter and Marchetti (2016) who recruited 703 respondents for their study, and Schauerte (2009) whose sample size was 732 respondents. Indications that APT can be done successfully with larger sample sizes make it unclear why many APT studies nevertheless involve small samples with some involving fewer than 20 respondents (Escobar and Gil, 2016; Vannoppen et al., 2001).

Objective 2: Research gaps and possibilities

Different data gathering techniques provide different possibilities for application that had to be explored (Objective 2.1). Vriens and Ter Hofstede (2000) identified four prominent marketing implications of the APT to explain its application as a valuable tool for new product development, brand assessment and brand positioning, advertising strategy development as well as market segmentation. More recently, APT studies have been useful in the design of new marketing strategies (Escobar and Gil, 2016), market segmentation (Kang et al., 2013; Lopez-Mosquera and Sanchez, 2012; López-Mosquera and Sánchez, 2013), product development (Moghimi et al., 2017), product/ brand positioning (Barrena et al., 2015a) and even the design of an entire marketing mix (Lee et al., 2014). Therefore, endless opportunities exist for researchers to explore the use of the APT in other domains as well as in product categories other than food-related studies. It might for example be worthwhile to explore the use of APT studies in the banking sector, where clients can be prompted to disclose their preferences for certain services and to indicate why. The same would be possible in housing, in terms of the identification of design features of specific types of residents, or to explore the preferred characteristics of a medical scheme or a vacation destination. The possibilities seem endless.

Upon reviewing the countries where APT studies were conducted, as well as the product categories that were focused on, it is evident that many possibilities exist for APT research to be explored in the future (Objective 2.2). As with the means-end approach, APT studies first attracted the attention of business schools, organisations and researchers in Europe (Olson, 1995), as indicated in the summary of extant research in Table 1 (Barrena and Sánchez, 2009b; Grunert and Valli, 2001; Ter Hofstede et al., 1999). Some of the APT studies were performed in Asia (Hsiao et al., 2012; Moghimi et al., 2016), and North America (Alonso and Marchetti, 2008; Hastreiter and Marchetti, 2016), with evidence of a single study that was conducted in Africa (Weissnar and Du Rand, 2012), and another in Australia (Mort and Rose, 2004). APT studies in the USA are lacking, which indicates contextual gaps that researchers could pursue in future. Most studies (21 out of 34) are food related, although some researchers have ventured into the domains of tourism (Kim and Kim, 2019; Zins, 2000), retail (Hastreiter and Marchetti, 2016; Hsiao et al., 2012), architecture (Moghimi et al., 2016; Schauerte, 2009), technology (Kang et al., 2013; Kwon et al., 2015) and sport (Lee and Choi, 2018). Based on the nature and context of former studies, APT as a research technique is an enabling rather than a restrictive option.

2.6.3. Implications of the insights into APT

An important recommendation of the insights obtained in this study, is to promote electronic, interactive APT studies. A comprehensive analysis of the strengths and weaknesses of APT as a hard laddering technique revealed some suggestions for addressing the concerns. Scholars such as Phillips and Reynolds (2009) admit that with new technological developments, it might be possible to adequately address the disadvantages of the APT. As early as 1990, Gengler had already included an "interactive computer program to assess strengths of associations between concepts". Our recommendation is to distribute APT surveys electronically by using marketing research software, such as Qualtrics, to host the electronic survey online. Two decades after the introduction of the APT and entering the digital revolution, researchers can finally benefit from and should aim to adopt more advanced technology that is in line with the latest trends. For example, Dellaert et al. (2017), Horeni et al. (2014) and Horeni et al. (2010b) have successfully demonstrated that their adapted APT questionnaires can be distributed electronically. Electronic distribution has many advantages: the data is captured immediately when the survey is completed and can be easily imported into the data analysing software (Malhotra et al., 2017). In addition, electronic distribution is more convenient, cheaper and faster than pencil-and-paper methods (Malhotra et al., 2017; Russell et al., 2004), and with the help of validation options, it is now possible to build logic into the questionnaire (Babin and Zikmund, 2015; Berndt et al., 2011).

In addition to the additional sections that, for example, include the socio-demographic questions, it is recommended that the interactive APT consists of the following four steps:

Step 1: Similar to the first step in the adapted electronic APT survey of Dellaert et al. (2017), the questionnaire should start with an a priori determined list of attributes related to the study at hand, requesting the respondents to indicate the most important attributes. This step resembles the first step used in soft laddering interviews to elicit attributes. The compilation of the list of attributes to be included is very important (Kang et al., 2013) and care should be taken when deciding how many attributes are included in the initial list of attributes. From the start, an option "none of the above" should be included to avert the critique (Reynolds, 2006) that respondents are forced to choose attributes that are of no concern to them. However, it should be noted that the questionnaire should be programmed to avoid ambiguous answers. For example, when respondents select the "none of the above" option, the attributes listed become inactive, in which case the survey should end, as matrices can then not be generated. This emphasises the importance of the compiling of the initial list of attributes and ensuring that the list is detailed enough to support face validity.

Step 2: The AC matrix follows with the attributes indicated in rows and the a priori defined consequences presented in columns. This matrix differs in that a customised matrix is created for each respondent based on the attributes chosen in Step 1. Therefore, the number of rows as well as the selection of rows will be unique to each respondent. The columns (consequences), however, will be the same for all. In addition to the a priori defined consequences, a column labelled "none of these" should be included on the far right-hand side, as was done for Step 1. This will allow the researcher to make provision for a respondent with cognitive linkages that differ from the linkages provided, thus addressing previous concerns by Reynolds (2006). Similar to the paper-and-pencil APT, the electronic APT allows a respondent to indicate more than one cognitive link or association with each attribute, which produces so-called "forked" questions. When the option "none of the above" is chosen, the other options should be deactivated for a specific row.

Step 3: Similar to the study of Schauerte (2009), the subsequent step entails a CC matrix, as recommended in the seminal article of Ter Hofstede et al. (1998). As in step 2, the CC matrix is customised for each respondent according to the individual's responses to the preceding question (AC matrix). Therefore, a respondent's answer will only ladder from consequences that are important to him/her, reducing the risk of superficial responses as cautioned by Phillips and Reynolds (2009). Although both of the rows and columns will consist of consequences, similar to the AC matrix, only the rows need to be customised according to the consequences with associations, as indicated in the AC matrix. The columns will again consist of all the a priori defined consequences, corresponding with

the columns in the AC matrix and the "none of these" column. In this matrix, it is important to deactivate the matching associations. For instance, the respondent should not be able to link the consequence "saving time" indicated in the rows with "saving time" indicated in the column. For the respondent, this CC-matrix may seem trivial, but numerous studies (Klenosky, 2002; Reynolds, 2006; Thompson and Chen, 1998) have shown that, before linking to a value, a consequence could rightfully be linked to another consequence, as in the fictional interview example earlier in this article. Hsiao et al. (2012) specifically indicated the inability to assess intra-level linkages (CC linkages) in their APT study which only consisted of two matrices. The inclusion of a CC matrix therefore negates the critique against a three-level hierarchical structure.

Step 4: To generate the rows, a CV matrix is customised based on the answers to both the AC matrix and the CC matrix, unlike the AC matrix and CC matrix which only use the preceding question to customise the rows. If an association with a certain consequence is made, irrespective in which matrix the association occurred or the number of times it occurred, it will be displayed in the CV matrix. As seen in Table 1, the LOV has been used extensively in APT studies (16 out of the 34 studies), although other value typologies such as Schwartz's typology have also been used (Lee et al., 2014; Moghimi et al., 2016). We therefore propose that a tested value typology be used for the value columns, such as the LOV or the Schwartz's typology together with the "none of these" column.

With the paper-and-pencil APT many responses had to be discarded as a result of issues such as missing data (Feunekes and Den Hoed, 2001). The application of force completion validation, which should be included in every row of each matrix, will prevent the respondent from proceeding to the next question if the relevant matrix is answered incompletely. Force completion validation will therefore prevent missing data.

Care should be taken when deciding on the number of attributes, consequences and values included in the matrices. Since it is an electronic exercise, some respondents might complete the questionnaire on their mobile phones. Unfortunately, smaller screen sizes may complicate completion of the matrices if there are too many rows or too many columns. Respondents would in such instances be forced to continuously scroll left and right or up and down when answering the questionnaire on a tablet or mobile phone, which might cause confusion, incorrect answers and irritation and may possibly result in respondents dropping out of the investigation.

3. Conclusion

This paper presented a systematic review of previous APT studies. Various methodological aspects were addressed in Objective 1, specifically (Objective 1.1) reporting that although most studies utilised

three matrices, an additional matrix, specifically a CC matrix, will enhance the richness of the data collected in APT studies (Kwon et al., 2015; Schauerte, 2009), enabling the elicitation of more elaborate cognitive structures. There is still a lack of consensus concerning the number of attributes, consequences and values to be included in the APT matrices (Objective 1.2). Table 1, however, indicates a degree of consensus concerning the number of values specified in the CV matrix; as the majority of studies were based on the LOV (Kahle et al., 1986) as the most popular choice, thus specifying nine values. With regard to the retrieval of information (Objective 1.3), most studies relied on extant literature to generate related attributes and consequences, also choosing a specific value typology for the CV matrix. The notion (Objective 1.4) that the APT has not yet been optimised to its full potential, owing to concerns about sample sizes (Grunert and Valli, 2001; Ter Hofstede et al., 1999), is confirmed in that most of the APT studies to date have still focused on relatively small samples with some having fewer than 100 respondents (Barrena and Garcia-Lopez-de-Meneses, 2013; Barrena and Sánchez, 2012a; Langbroek and De Beuckelaer, 2007; Vannoppen et al., 2001).

The possibilities of the APT were investigated (Objective 2), with indications being that most studies have utilised the APT for various marketing-related applications and that opportunities in other disciplines have been under explored to date (Objective 2.1). Alternative possibilities for application are inundated, hoping that scholars will, in the foreseeable future, be inspired to pursue APT. The vast majority of APT research (Objective 2.2) has been conducted in Europe, with evidence of limited application in Asia, Africa and Australia. No American APT studies could be found. Even though the APT studies have to date been mainly food related, other topics have also been included as the focus of investigation (Objective 2.2). Since the main aim of MEC research, specifically the APT, is to uncover the underlying reasons why consumers make certain choices (Gutman, 1982; Ter Hofstede et al., 1998), such research was never meant to be product or discipline specific and should be considered by researchers globally to expand their horizons.

An interactive electronic method for the application of the APT, as a powerful technique that could be useful across diverse disciplines, is proposed in this review to also stay abreast of the inevitable trends in the digital era that we have entered into.

4. Limitations

This review does not claim to include every APT study. However, the authors believe that it does include most of the APT studies to date. The review furthermore focused on methodological aspects only, highlighting possibilities for application and describing gaps that researchers could further

explore. Different data analysis methods, HVM drafting methods and validity checks did not form part of this review and could be reported in a subsequent systematic review.

The proposed interactive electronic APT with built-in logic is not, however, without limitations. Still, the APT does not allow the skipping of levels (Horeni et al., 2010a). In addition, it still requests respondents to recognise instead of recall associations, which also has certain problematic consequences as previously explained. Like the limitation voiced in the APT study of Hastreiter and Marchetti (2016), internet-based surveys limit the sample of respondents to those with internet access. Another possible limitation of the proposed APT methodology might be that the inclusion of a third matrix could result in respondent fatigue and/or boredom. This possibility has already been mentioned in the APT study of Langbroek and De Beuckelaer (2007). However, using the recommendations of this study as a starting point, solutions for the remaining limitations might develop over time. Apart from the remaining limitations, it is firmly believed that the APT, specifically in an interactive electronic format, may be a very useful research tool.

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ADDENDUM E: CALCULATIONS FOR THE IMPLICATION MATRICES

STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – YOUNGER MILLENNIALS										
	AC matrix			CC matrix			CV matrix		
	Min	Max	Interval	Min	Max	Interval	Min	Max	Interval
Notable strong links	45	53	8	39	43	4	47	54	7
Fairly strong links	54	62	8	44	49	5	55	62	7
Strongest links	63	71	8	50	55	5	63	70	7
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – OLDER MILLENNIALS									
	AC matrix			CC matrix			CV matrix		
	Min	Max	Interval	Min	Max	Interval	Min	Max	Interval
Notable strong links	42	56	14	42	46	4	42	50	8
Fairly strong links	57	71	14	47	52	5	51	59	8
Strongest links	72	87	15	53	58	5	60	69	9
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – SECONDARY SCHOOLING ≤ GR12									
	AC matrix			CC matrix			CV matrix		
	Min	Max	Interval	Min	Max	Interval	Min	Max	Interval
Notable strong links	27	30	3	25	26	1	34	38	4
Fairly strong links	31	34	3	27	28	1	39	44	5
Strongest links	35	39	4	29	30	1	45	49	4
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES –DEGREE/DIPLOMA									
	AC matrix			CC matrix			CV matrix		
	Min	Max	Interval	Min	Max	Interval	Min	Max	Interval
Notable strong links	35	44	9	34	42	8	39	43	4
Fairly strong links	45	54	9	43	51	8	44	48	4
Strongest links	55	65	10	52	60	8	49	54	5
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – POSTGRADUATE DEGREE/DIPLOMA									
	AC matrix			CC matrix			CV matrix		
	Min	Max	Interval	Min	Max	Interval	Min	Max	Interval
Notable strong links	27	31	4	24	27	3	21	27	6
Fairly strong links	32	37	5	28	31	3	28	33	5
Strongest links	38	43	5	32	35	3	34	40	6
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – BLACK RESPONDENTS									
	AC matrix			CC matrix			CV matrix		
	Min	Max	Interval	Min	Max	Interval	Min	Max	Interval
Notable strong links	31	36	5	24	26	2	29	32	3
Fairly strong links	37	42	5	27	28	1	33	36	3
Strongest links	43	48	5	29	30	1	37	39	2
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – WHITE RESPONDENTS									
	AC matrix			CC matrix			CV matrix		
	Min	Max	Interval	Min	Max	Interval	Min	Max	Interval
Notable strong links	49	61	12	54	59	5	51	63	12
Fairly strong links	62	74	12	60	64	4	64	77	13
Strongest links	75	87	12	65	69	4	78	91	13

STRONGEST LINKS WITHIN THE IMPLICATION MATRICES –LOW INCOME									
	AC matrix			**CC matrix**			**CV matrix**		
	Min	**Max**	**Interval**	**Min**	**Max**	**Interval**	**Min**	**Max**	**Interval**
Notable strong links	30	37	7	24	27	3	32	36	4
Fairly strong links	38	45	7	28	31	3	37	41	4
Strongest links	46	52	6	32	35	3	42	46	4
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – MIDDLE INCOME									
	AC matrix			**CC matrix**			**CV matrix**		
	Min	**Max**	**Interval**	**Min**	**Max**	**Interval**	**Min**	**Max**	**Interval**
Notable strong links	35	43	8	36	39	3	35	45	10
Fairly strong links	44	52	8	40	42	2	46	56	10
Strongest links	53	60	7	43	45	2	57	66	9
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – UPPER INCOME									
	AC matrix			**CC matrix**			**CV matrix**		
	Min	**Max**	**Interval**	**Min**	**Max**	**Interval**	**Min**	**Max**	**Interval**
Notable strong links	21	26	5	22	25	3	24	27	3
Fairly strong links	27	31	4	26	28	2	28	31	3
Strongest links	32	36	4	29	31	2	32	34	2
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – DISCOUNT RETAIL STORE PATRONS									
	AC matrix			**CC matrix**			**CV matrix**		
	Min	**Max**	**Interval**	**Min**	**Max**	**Interval**	**Min**	**Max**	**Interval**
Notable strong links	14	25	11	14	16	2	16	19	3
Fairly strong links	26	37	11	17	19	2	20	23	3
Strongest links	38	49	11	20	22	2	24	28	4
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – VALUE RETAIL STORE PATRONS									
	AC matrix			**CC matrix**			**CV matrix**		
	Min	**Max**	**Interval**	**Min**	**Max**	**Interval**	**Min**	**Max**	**Interval**
Notable strong links	57	72	15	56	62	6	58	67	9
Fairly strong links	73	89	16	63	69	6	68	78	10
Strongest links	90	105	15	70	75	5	79	88	9
STRONGEST LINKS WITHIN THE IMPLICATION MATRICES – LUXURY RETAIL STORE PATRONS									
	AC matrix			**CC matrix**			**CV matrix**		
	Min	**Max**	**Interval**	**Min**	**Max**	**Interval**	**Min**	**Max**	**Interval**
Notable strong links	16	19	3	12	12	0	14	15	1
Fairly strong links	20	23	3	13	14	1	16	17	1
Strongest links	24	27	3	15	16	1	18	19	1

ADDENDUM F: LANGUAGE EDITING CERTIFICATE

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Editing, copywriting, indexing, formatting, translation

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10 February 2020

To whom it may concern

This is to certify that I, Alexa Kirsten Barnby, an English editor accredited by the South African Translators' Institute, have edited the doctoral thesis titled "The relevance of personal values for millennial men's perception of clothing store image and store choices" by Lizette Diedericks.

The onus is on the author, however, to make the changes and address the comments made.

ADDENDUM G: PLAGIARISM DECLARATION

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UNIVERSITY OF PRETORIA

The Department of Consumer and Food Sciences places great emphasis upon integrity and ethical conduct in the preparation of all written work submitted for academic evaluation.

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The declaration which follows must accompany all written work submitted while you are a student of the Department of Consumer and Food Sciences. No written work will be accepted unless the declaration has been completed and attached.

Full names of student: **Lizette Diedericks**

Student number: **27140131**

Topic of work: **The role of personal values in Millennial men's perception of clothing store image and store choices**

Declaration

1.   I understand what plagiarism is and am aware of the University's policy in this regard.

2.   I declare that this thesis is my own original work. Where other people's work has been used (either from a printed source, Internet or any other source), this has been properly acknowledged and referenced in accordance with departmental requirements.

3.   I have not used work previously produced by another student or any other person to hand in as my own.

4.   I have not allowed, and will not allow, anyone to copy my work with the intention of passing it off as his or her own work.

SIGNATURE: