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The Role of Values and Demographic Characteristics on Consumer
Decision-Making Styles, Overall Customer Satisfaction and Re-purchase
Intentions of Retail Consumers in Botswana

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Approval page

This thesis has been inspected and approved as meeting the requirements for the fulfilment for the degree of Doctor of Philosophy in Marketing.

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Declaration

I do hereby declare that the thesis, entitled "The Role of Values and Demographic Characteristics on Consumer Decision-Making Styles, Overall Customer Satisfaction and Re-purchase intentions of Retail Consumers in Botswana" submitted to the University of Botswana, for the award of the Degree of Doctor of Philosophy in Marketing, is a record of original and independent research work done by me between 2010-2015 under the supervision and guidance of Prof. Rina Makgosa, and it has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or other similar title to any candidate of any University.

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Dedication

With love and forever lasting appreciation for his parental love I dedicate this dissertation to my late father *Dr Chief Olakunle Akindele Obe,* and also to my husband, *Prof Kehinde Shangodoyin*, and my children, *Adedeji, Adeola and Adedolapo*, for their continuous encouragement and overwhelming support.

Abstract

The current study seeks to identify the role of values and demographic characteristics on consumer decision-making styles, and the implications on overall customer satisfaction and re-purchase intentions of retail consumers in Botswana. A structured questionnaire containing 80 items was administered to a sample of 390 male and 504 female retail consumers who were intercepted from various shopping malls in Gaborone and Francistown. The questionnaire also included questions on gender, age, income, education, occupation, and marital status. Data was analyzed using exploratory factor analysis, Cronbach Alpha, multiple regression and a series of t-tests.

The research identified seven consumer decision-making styles that best describe the behaviour of retail consumers in Botswana. The styles that emerged include: Perfectionistic/high–quality consciousness, Fashion-hedonistic consciousness, Novelty consciousness, Confused by over-choice, Habitual buying, Price equals quality, and Time-Energy Conserving. However, only three of seven styles namely; Perfectionistic/high–quality consciousness, fashion-hedonistic consciousness and time energy conserving achieved a reasonable degree of reliability.

The results further indicate that Perfectionism/high quality consciousness decision-making styles was more likely to be adopted by Botswana retail consumers who exhibit high levels of values such as recreation, sense of accomplishment, warm relationship with others and enjoyment in life when purchasing retail products. Time-energy conserving style was commonly adopted by consumers who attached high levels of importance to values such as self-respect, sense of accomplishment, excitement and warm relationship with others.

Fashion-hedonism was adopted by retail consumers with high levels of self-respect, excitement and fun seeking and enjoyment in life values when purchasing retail products in Botswana. This thesis also reflects that Perfectionism/high quality consciousness was significantly adopted by female, young, more educated and married retail consumers. Fashion-hedonistic consciousness was common among female, old and married retail consumers. Time-energy conserving was found to be common among male, old and less educated retail consumers.

Additionally, perfectionistic/high quality conscious consumers are more likely to be completely satisfied with retail products after purchase and will probably use the same style next time they go shopping. Fashion-hedonistic conscious consumers and time-energy conservers would be completely dissatisfied with retail product after purchase. Further analysis on the influence of consumer decision-making styles on re-purchase intention reiterate that perfectionism/high quality conscious consumers will probably use the same style next time they go shopping, while fashion-hedonistic consciousness consumers and time-energy conservers and will definitely not use the usual style of shopping when purchasing retail products. Overall, the results of this study facilitates a sound understanding of retail shopping behavior as well as the development of effective retail marketing strategies.

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List of Acronyms

CSI- Consumer Style Inventory

CDM- Consumer Decision Model

CDMS- Consumer Decision-Making Styles

LOV- List of Values (Kahle, 1983)

RVS- Rokeach Value Systems (Rokeach, 1973)

VALS- The Values and Lifestyles System (Mitchell, 1983)

EFA- Exploratory Factor Analysis

P.I- Purchase Intention

TRA- Theory of Reasoned Action

UAI- Uncertainty Avoidance Index

IDV- Individualism Index

MAS- Masculinity Index

PDI- Power Distance Index

LTO- Long Term Orientation

CHAPTER 1

INTRODUCTION

1.1   Background of the study

The available literature relating to consumer behavior demonstrates that consumer's approach complexities associated with retail modern environment in terms of large store formats and varied product choice by adopting certain decision-making styles. A consumer decision-making style is a mental orientation characterizing a consumer's approach to making store and product choices (Sproles and Kendall, 1986). Past investigations on the consumer behavior of retail consumers have largelyfocused on the decision-making process (Lysonski and Durvasula, 2013; Fan and Xiao, 1998; Mitchell and Bates, 1998; Lysonski, Durvasula and Zoto, 1996; Hafstom, Chae and Chung, 1992; Westbrook and William, 1985; Darden and Reynolds, 1971). However, it has been argued that consumers may usually rely on specific styles, rather than going through a series of steps or logical processes when they made purchase decisionsat the retail level (Blackwell, Miniard and Engel, 2001; Bettman, Luce and Payne, 1998). It is apparent that consumers may choose to emphasize on some typical characteristics that are in their consciousness (Sproles, 1985).

Sproles and Kendall (1986) pioneered the development and testing of the consumer style inventory. Sproles (1985) identified 50 items in relation to consumers' cognitive and affective orientation towards shopping. Consequently, the inventory was refined and a more parsimonious scale consisting of 40 items was developed by Sproles and Kendall (1986); and eight consumer decision-making styles have been proposed as very critical in showing how retail consumers approach store and product choice (Sproles and Kendall, 1986). The styles

include: Perfectionism/High Quality Consciousness; Brand Consciousness; Novelty-fashion Consciousness; Recreational-hedonistic Shopping Consciousness; Price and "value for money" Shopping Consciousness; Impulsiveness; Confused over Choice of Brand and Stores; and Habitual-brand Loyal Orientation Towards Consumption. In other related studies, decision making styles were conducted in various contexts (Mishra, 2010; Wesley, LeHew and Woodside, 2006;Bakewell and Mitchell, 2003; Walsh, Mitchell and Henning-Thurau, 2001;Fan and Xiao, 1998;Mitchell and Bates, 1998; Hafstom, Chae and Chung 1992; Sproles and Kendall, 1986).It has been concluded that models and empirical findings developed with United States data may not be valid in other countries, and therefore, further research is required to demonstrate their applicability and generalisability in developed and developing countries, in particular Botswana (Mishra, 2010; Yesilada and Kavas, 2008; Makgosa and Mfosi, 2006; Sproles and Kendall, 1986).

1.2 Statement of the Problem

The retail environment has become diverse at the dawn of the 21st century mainly due to globalization, increased differentiation and increased competition. Today's retailers are faced with challenges such as new technological development, high product quality, ensuring good corporate image, and efficient service delivery (Makgosa and Mfosi, 2006; Batra, Ramswamy, Aiden, Steenkemp and Ramachander, 2000). Consumers also differ not only among cultures, but within cultures (Kim, Forsythe, Gu, and Moon 2002; Schwartz, 1992).

Botswana, the context for this study, is an independent democratic country comprising of different ethnic groups with a rich and diverse cultural heritage (Botswana National Policy on Culture, 2002). Botswana has become part of the "global village" and its citizenry cannot

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escape the diverse changes from many foreign cultural elements which may enrich or otherwise abate the indigenous cultural values and social norms (Botswana National Policy on Culture, 2001), and may influence their buying behaviour. The diversity that surrounds retail consumers, the profusion of goods and services offered to consumers, and the freedom of choice available to consumers, pose a unique challenge for retail marketers across the world and Botswana is no exception. Consequently, trans-nationalism and multi-culturalism have become important phenomena in the Botswana retail market with consumers shuttling back and forth between their culture and other cultures.

The retail environment in Botswana is intensively competitive because there are so many large foreign retail formats, which have impacted negatively on small businesses operating cities (Policy Brief, 2008).Similarly, decision making is becoming increasingly complex for retail consumers and with the emergence of electronic forms of product display and information the complexity of decision making has further intensified. The influx of large foreign retailers has resulted in a plethora of product choices, new formats and promotional activity which make consumer decision making even more complex.

There is also overtrading and customers are divided, although the problems are linked with Chinese businesses springing up especially in the clothing business (Policy Brief, 2008), and the retail market is reported to be highly competitive and dynamic because of the establishment of large foreign retail giants, predominantly from South Africa (Iyanda, Makgosa, Phambuka and Themba, 2011).These have changed and restructured the retail market, particularly in the capital city of Gaborone (Iyanda et al, 2011). Thus, it is important for retail marketers to investigate how consumers make product and store choices in a diverse, highly competitive and dynamic retail environment. As further cautioned by past

studies (Drummond, 2004; Hafstrom, Chae, and Chung, 1992) consumer decision-making has become complex because of the diversity that has-been engendered by change. An investigation of consumer decision-making styles provides retail marketers an opportunity to effectively understand how consumers approach the complexity of store and product choice, and increase their chance of meeting their needs profitably.

Today's consumers are bombarded by more advertising, news and other marketing communication tools that provide them with a lot of information leading to information overload (Fan and Xiao, 1998; Hafstrom, Chae and Chung, 1992). To make matters worse, some of the information provided conveys contrasting messages making it difficult for consumers to determine which to believe, thus making decision making even more complex. The situation is made worse by decreasing inter–brand differences and the increasing levels of counterfeit and looks alike products which have made consumer decision making a real nightmare. All these have the effect of overwhelming consumers making it difficult for them to make decisions on what to buy and where to buy (Lysonski and Durvasula, 2013; Mitchell and Walsh, 2004). It is therefore vitally important that empirical research be carried out in order to uncover how certain consumer values and demographic variables have impacted on the decision making styles of consumers in Botswana and the effects of decision-making styles on overall consumer satisfaction and re-purchase intentions.

1.3 Objectives of the Research

Overall this study seeks to investigate the antecedents and consequences of the adoption of consumer decision-making styles among retail consumers. The primary purpose of this thesis is to contribute to knowledge of retail shopping behavior in a modern retail environment within a developing country. The aim is to extend the literature by investigating how retail

consumers in a developing country, Botswana in particular, deal with complexities in store and product choice in a modernizing retail environment.

The specific objectives are as follow:

1. To investigate the effect of consumer values on the adoption of decision-making styles among retail consumers in Botswana.
2. To investigate differences on the adoption of decision-making styles among retail consumers in Botswana, according to selected demographic characteristics such as gender, age, education, income and marital status.
3. To investigate the effect of the adoption of consumer decision-making styles on overall customer satisfaction of the retail consumers in Botswana.
4. To investigate the effects of the adoption of consumer decision-making styles on re-purchase intentions of the retail consumers in Botswana.

1.4 Research questions

Based on the background to the problem and significance of the research, the following questions are generated:

RQ1. How do consumer values influence the adoption of consumer decision-making styles among retail consumers in Botswana?

RQ2. How do demographic characteristics influence the adoption of consumer decision-making styles among retail consumers in Botswana?

RQ3. How does the adoption of consumer decision-making styles influence overall customer satisfactions of retail consumers in Botswana?

RQ4. How does the adoption of consumer decision-making styles influence re-purchase intention of retail consumers in Botswana?

1.5 Significance of the Study

With the establishment of new mega shopping malls and a corresponding increase in the competition between retail stores in Botswana, it becomes imperative for retail marketers, retail owners, educators and Governmental organizations to seek information about consumer decision making styles. Over the last few years, the retail sector has become one of the fastest growing sectors in the Botswana economy (Iyanda, Makgosa, Phambuka and Themba, 2011; Emongor and Kirsten, 2009) and the retail sector in Botswana has never been as competitive as it stands today with the prevalence of virtually all South African retail giants (Iyanda et al, 2011). Consumers are the major beneficiaries of this retail expansion because they have a choice of a wide variety of products, quality as well as price (Benza, 2012). The growth of organized retailing in Botswana has changed the whole concept of shopping in terms of consumer buying behavior. Existing smaller retail outlets, mainly the Chinese shops and general dealers, are devising their own strategies of preventing the flight of consumers to newly established shopping malls dominated by the retail giants by refurbishing their buildings and employing more aggressive selling strategies such as the old fashioned "Town Crying", incredible price reductions, special offers and so on (Benza, 2012). Thus, an in depth study of the decision making styles of retail consumers is necessary to fully comprehend the factors that are at play in determining how and why they reach decisions on what to buy, where, why and when.

The tragedy in Africa in general and Botswana in particular has been that the retail sector has not been accorded the recognition it deserves in terms of contribution to economic growth and development with all the emphasis being put on mining and agriculture (Iyanda et al, 2011). The retail sector in Botswana has been regarded as less productive, less profitable, and less complex compared to other sectors, a phenomenon which is fast changing with the coming of the retail giants from South Africa. Hence, a better understanding of this sector in terms of the consumer values and demographic characteristics that shape consumers' decision making styles is necessary to assist marketers in their marketing strategies. In such a scenario, consumer decision making becomes of great interest for consumer educators and marketers interested in serving the consumer adequately (Canabal, 2002). As a result, there is clearly a need for a thorough research on consumer decision-making styles in Botswana.

The research will probably be the first of its kind at the present moment to study how consumer values and demographic characteristics impact on the consumer decision making styles in Botswana. The understanding of decision-making styles adopted by consumers becomes increasingly important to retail marketers because it has important implications for success in the market place. Information relating to consumer decision-making styles will enable retail marketers to know how to best target consumers and to develop appropriate effective marketing strategies to meet their needs.

Furthermore, retail consumers have been largely influenced due to increased globalization, internationalization and multiculturalism (Rao, 2013; Hasan, 2011; Lechner, 2001). Scholars have differing views on the definition of globalization and have made attempts with different degrees of success to define it. Despite the differing opinions regarding its definition, authors share the common view that: 'Globalization is a process that encompasses the course and

consequences of transnational and transcultural integration of human and non-human activities' (Al-Rodhan, 2006), comprises mainly economy, society, culture and politics (Hasan, 2011). In this discourse of 'global', people from different cultural backgrounds are connected with each other economically, socially and politically where they forma standard homogenous culture and thus become globalized (Hasan, 2011).The phenomenon of globalization has changed the way people think, behave and do their businesses. Therefore, culture has a global effect and manifests through; provision of norms, scripts and provision of cognitive models (Lechner, 2001).

Globalization has both advantages and disadvantages and these occur in varying degrees. The ensuing paragraphs depict ways in which globalization impacts the world economy negatively and positively. Firstly, globalization has resulted in more efficient markets, where efficient markets are to be the main target of every economy in the world. Efficient markets are characterized by equilibrium between buyer's willingness to purchase a good or service and the corresponding willingness of sellers to sell their good or service (Rao, 2013). Economically, if a firm improves or innovates the way it produces a good or service via various strategies such as outsourcing or purchasing from overseas suppliers that offer discounts; the firm will then be able to afford a reduction in its selling price which will trigger an increase in demand and affordability as well. Even without employing a price-reduction or cost-reduction strategy, a firm can make additional profits and dispense that extra profit into ventures such as taking on more investments, wage increases and even project expansions (Rao, 2013).

Secondly, globalization results in increased competition. Conceptually, when there are multiple producers vying for the 'top spot' in the economy, that translates into benefits for the consumers. In addition, the quality of the goods and services on offer are greatly enhanced. Thirdly, globalization has had a positive impact on the world by providing stabilized security. The assertion is that countries intertwined in trade relations or that have a symbiotic relationship in terms of economic dependence will refrain from attacking each other. The fact that some countries financial health means they are dependent on other countries helps to stabilize security (Rao, 2013). Multi-national and inter-continental companies have provided opportunities for people from different cultures and backgrounds. Globalisation has really aid the transformation of retail sector in Botswana. According to Kearney Global Retail Report (2012), Botswana's government has tremendously invested in the retail sector, and the retail expansion has been from regional investors primarily based in neighboring South Africa.

However, the disadvantages of globalization include health issues, loss of culture, environmental, cut-throat competition, conflicts, multiculturalism and monopoly. In addition, due to mass exodus or migration, culture has taken a back seat. Instead of the convention of people following traditions from time immemorial, people are taking up the cultures of resident countries and tend to follow foreign culture thus forgetting their roots (Rao, 2013). Therefore, globalization is perceived to be responsible for shrinkage in domestic markets. For example, the bi-lateral agreements between China and Botswana saw a large influx of Chinese companies to Botswana. Due to the economic strength of the Chinese firms, the small-scale local firms suffered great losses as they were unable to compete in terms of cost, product differentiation or even market focus.

Multiculturalism is defined as 'the co-existence of diverse cultures, where culture includes racial, religious, or cultural groups and is manifested in customary behaviors, cultural assumptions and values, patterns of thinking and communicative styles'(IFLA, 2013).Multiculturalism is a system of beliefs and behaviors that recognizes and respects the presence of all diverse groups in an organization or society, acknowledges and values their socio-cultural differences, encourages and enables their continued contribution within an inclusive cultural context which empowers all within the organization or society (Rosado, 1996).

Scholars often argued that the terms internationalization and globalization are sometimes used interchangeably when describing economic, political and or cultural activities throughout the world (Mohr, 2015; Rao, 2013). The term globalization is constantly used to describe the transformation going on in the world, as new technology and modern economics have led to increasingly interconnected economies and cultures while internationalization is often refers to specific, economic activities certain firms or nations are undertaking internationally (Mohr, 2015). Internationalization, however, does not specifically refer to the universal processes of globalization that has reduced the economic independence of most nations (Rao, 2013). Rather internationalization often is cited to refer to specific economic activities countries may undertake internationally, for instance, Botswana signing a trade agreement to address or promote economic relations between two or more nations. Furthermore, the critics believed that internationalization is more balanced, as it allows each nation to dictate the terms of its international agreements (Mohr, 2015; Rao, 2013).

Therefore, to successfully overcome these challenges of globalization, internationalization and multiculturalism in Botswana marketing environment, retail marketers should carefully analyze the fundamental issues that motivate consumers to respond positively to these marketing stimuli and how they make choices. Although consumer decision-making style represents a relatively consistent pattern of cognitive and affective responses, consumer values has been proved to impact significantly on individual values and, and to have a significant influence on consumer decision-making style (Hofstede, 1984; Leo, Bennet, and Hartel, 2005).

Hence, scholars in many countries, and most especially those concerned with marketing under the changing marketing paradigms and practices, call for more research to better understand why consumers adopt particular styles while purchasing (Sproles and Kendall, 1986; Lysonski, Durvasula and Zotos, 1996).Few studies endeavor to research explicitly on antecedents and consequences of consumer decision-making styles. Research based on developing nations has concentrated on Asia (Mokhlis, 2009; Patel, 2008; Canabal, 2002; Fan and Xiao, 1998), and their main objectives were to investigate the consumer decision-making styles across different demographic characteristics. Past research conducted in developed countries such as United States (Lysonski, Durvasula and Zotos, 1996; Sproles and Kendall, 1986); United Kingdom (Bakewell and Mitchell, 2004; Mitchell and Bates, 1998); New Zealand (Lysonski, Durvasula and Zotos, 1996; Andrews, Durvasula and Lysonski, 1993); South Korea (Hafstrom, Chae, Chung, 1992)and Germany (Walsh, Mitchell and Henning-Thurau, 2001) focused on the generalization of consumer decision-making styles and less attention has been paid to investigations of the decision making styles of retail consumers in Sub-Sahara Africa and Botswana in particular (Makgosa and Mfosi, 2006; Radder, Li and Pietersen, 2006).

The limited research conducted on decision-making styles in developing countries gives Botswana a unique context for a study on how retail consumers deal with complexities in the market place. The role of consumer values and demographic characteristics on consumer decision-making styles, and their consequences on overall customer satisfaction and re-purchase intention based on the general shopping public, is an important gap in the literature that this current study aims to address. What makes the retail sector in Botswana more significant to necessitate advanced study is that it is a stimulant to manufacturing and agriculture production by creating selling outlets for these sectors. Also, the sector is labour – intensive, employing about 13% of the 462,000 workers in Botswana (Central Statistical Office, 2004) unlike mining which is capital intensive and employs a relatively small number of people compared with retailing. Again, the sector is not difficult to set up, requiring only a building, stock, and lower management and entrepreneurial skills thereby making it more accessible to large numbers of Batswana unlike mining and manufacturing which require large amounts of capital – plant and machinery – to set up as well as highly skilled and educated labour force. In fact, according to Iyanda et al. (2011), the majority of retail sector employees (food, clothing and furniture shops) are only educated up to ordinary level plus a Diploma for the managerial employees, very few have degrees. Actually, the relatively routine tasks performed by retail managers do not require higher levels of education, and that the long working hours that include weekends and public holidays discourage the more highly educated managers from working in this sector. All these have largely contributed to the dramatic expansion of the sector from humble beginnings to what it is today, warranting a study on how consumers make purchase decisions in the sector.

Proper and effective identification of the decision-making styles of consumers and understanding of the consumer values and demographic characteristics that impact on those

decision making styles enable marketers to gain valuable information that they can use to effectively segment their broad markets. This in turn allows marketers to appropriately position products in the target markets and also come up with effective marketing communications strategies that would help consumers in the target segments to simplify the decision making difficulty faced by the consumers in the Botswana market.

This study will make a significant contribution to consumer decision making literature and consumer education efforts in the Botswana context of which much is not known at the moment both locally, regionally and globally. Furthermore, the study will also help marketers in Botswana and elsewhere to better address the needs of retail consumers through synthesizing their decision making styles and the variables that influence them.

1.6 Scope of the Study

1.6.1 Botswana as the Study Context

Botswana is chosen as a context where consumer values, selected demographic characteristics, overall customer satisfaction, re-purchase intentions and decision-making styles will be thoroughly investigated in this current study. Botswana is a land locked country with a stable political situation in Southern Africa. There was a relative increase in the population size to 2,024,904 million in 2011 compared to 1,680,863 in 2001 (Census, 2011). Majority of the people in Botswana are youthful and highly educated. Botswana is dominated by females especially at the ages 15 and above. The population is generally youthful with 32.7 percent aged below 15 years in 2011 compared with 36.6 per cent in 2001 (Census 2011).The proportion of children below the age of 15 in 2011 was 32.7%; while the young

people between ages 15 and 34 years was 39%. Adults between 35 and 64 years constitute 23.3% and mature adults constitute 5% of the whole population. Botswana recorded relatively high proportion of females (52%) than male (48%). Botswana population census (2011) also revealed that married people accounted for (18.3%); never married (55.6%); living together (20.7%); separated (.44%); divorced (.96%); widowed (3.8%) and not stated (.3%).

The country was also characterized by a high literacy rate (85%) in 2011 (UNICEF, 2011).The population of Botswana is made up of different ethnic groups such as Tswana 79%, being the largest group which made up of eight tribes including Bamangwato, Bakwena, Bangwaketsi, Bakgatla, Barolong, Bamalete and Batlokwa. The largest single group of indigenous people is the Kalanga with 11%. There are about 3% of Basarwa (Bushmen); Kgalagadi 3%; White Africa 3% and others 1% (Census 2011). In spite of the differences in ethnic groups, there are some shared similarities and important differences that are revealed in various cultural components such as art and crafts, myths and legends, ceremonies and celebrations, beliefs and values (Botswana Vision, 2016).

Botswana is a middle income country and its Gross Domestic Product (GDP) was expected to reach 7% in 2012, a figure that is way above the average rate for sub – Saharan Africa which is 5% (Kearney Global Retail Report, 2013). Such an astonishing growth has been a result of government's shifting away from over – dependence on the fragile diamond industry and increasing investment in the private retail sector (Kearney Global Retail Report, 2013). Botswana scored 88% in the Country Risk Category implying very low levels of risk to investors coming to Botswana (Benza, 2012). This is attributed to easy access to financing through banks, high credit ratings, and low risk of economic terrorism, crime or violence due

to political stability in the country, democracy, good governance, and economic liberalism (World Bank Report, 2012; Doing Business in Botswana Report, 2012). This has seen major retail investors from South Africa and elsewhere influx to Botswana in droves, contributing significantly to the country's high Gross Domestic Product per capital which currently stands at US$16 000 (BWP150,113.59), inarguably the highest in sub-Sahara Africa, a factor that edges up the retail sales per capital (World Bank Report, 2012; Doing Business in Botswana Report, 2012; UNICEF, 2004).

Consumer spending has continued to rise in Botswana over the past 10 years regardless of the adverse effects of the global crisis. Specifically, consumer spending increased from BWP 7448.58 million ($931.07 million) in 2004 to BWP 39188.84 million ($4898.50 million) in 2012 (www.tradingeconomics.com).

The increasing highly educated population, growing consumer spending power as a result of the country's middle income status, the low country risk as an investment destination and an unsaturated retail market as larger sections of the population remain unreached have contributed to the country becoming an attractive destination for global retailers in sub-Sahara Africa (Benza, 2012). In particular, Botswana has been ranked 20th by the Kearney Global Retail Development Index (2012), thus becoming the only sub-Saharan African country to achieve the top 30 position of most attractive retail markets among developing countries.

1.6.2 Major Cities in Botswana under Study

Gaborone, the site for the new capital of Botswana in 1962, is the largest city with population of 231,592 (Botswana Housing and Population Census, 2011). Gaborone is located in Southern Botswana. The city has grown into a modern, bustling government, commercial and industrial centre. In the twenty-first century Gaborone now boasts of several large American-style malls, replete with cinema complexes, magnificent hotels, guest houses and restaurants, an international airport, a cultural centre, a national museum and other sports facilities. However, shopping can be time consuming in Gaborone because local retail markets carry a wide variety of retail products.

Francistown is the second largest city in the country, and recorded a total population of 98,961. Francistown is located in the Northern Botswana about 435kilometers west of the capital city. Francistown was the site of the first mine discovery in Southern Africa in the 1880's, and it is an administrative and commercial center and the site of the industrial complex.

Gaborone and Francistown were chosen for this study because of population and retail store density. Iyanda et al, (2011) reported that Gaborone and Francistown have the highest percentage of retail stores in Botswana (32.1 percent and 9.7 percent respectively).Interviews conducted for this study covered mainly the identified urban areas where most retail and consumption activities take place and as such, the higher rate of shop visits meant the data collection could be carried out more efficiently (Walsh, Mitchell and Henning-Thurau, 2001).

1.7 Theoretical Framework of Consumer decision-making

There have been many attempts by scholars in the field of consumer behaviour to depict consumer decision-making as a process that is influenced by various factors. Thus, several models and theories that are commonly classified as analytical and prescriptive models have been proposed in the literature (Nicholls and Lee, 2006; Blackwell et al, 2001; Hines, 2000; Howard and Sheth, 1969). The analytical models provide a framework that identifies the key stages that explain the behaviour of consumers, the influencing factors and relationships between the influencing factors of the consumer decision making process Blackwell et al, 2001; Howard and Sheth, 1969). The Prescriptive models provide guiding principles or frameworks to organize how consumer behavior is structured. These models present the stages in which elements should appear and prescribe the effect that should be observed given certain fundamental factors (Moital, 2007).

The two commonly cited traditional analytical models in the literature of consumer decision process are: the Theory of Buyer Behaviour proposed by Howard and Sheth (1969) and the Consumer Decision Model proposed by Blackwell, Engel and Miniard (2001). These models provide the earliest and wide ranging scope called 'grand models' of consumer decision process (Sirakaya and Woodside, 2005). Moital (2007) describe the prescriptive models as guidelines or frameworks on how consumer behaviour is organized or structured. These models describe the order in which elements should appear and prescribe the effects that should be observed given certain causal factors. The most commonly referenced and used prescriptive models are the Theory of Reasoned Action and the Theory of Planned Behaviour by Fishbein and Ajzen (1975). The model posited by Fishbein and Ajzen (1975) in the Theory of Reasoned Action emphasized that a person's overall approach towards an object is

derived from his beliefs and feelings about various attributes of the object. The model was later revised to provide more additional variables to buying behaviour called the Theory of Reasoned Action (Loudon and Bitta, 1993; Fishbein and Ajzen.1975; Ahtola, 1975).

The revised model named the Theory of Reasoned Action as posited by Fishbein and Ajzen, (1975) assumes that a person's behavior is determined by his intention to perform the actions and that this intention is, in turn, a function of his approach toward the conduct and his subjective norm. The link between purchase behaviour and purchase intentions was also based on Theory of Reasoned Action (Tsiotsou, 2006; Fishbein and Ajzen, 1975). However, it has been confirmed that the best predictor of behavior is intention (Fishbein and Ajzen, 1975).

Intention is the cognitive representation of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior. While behavioural intention measures a person's relative strength of intention to perform a behavior (Fishbein and Ajzen, 1975),purchase intentions means a subjective inclination that consumers have towards a certain product, and are used to measure consumer's behavioral intentions, in order to predict one's behaviour (Fishbein and Ajzen, 1975).

Furthermore, the model of reasoned action has been successfully applied to different products and usage situations (Bagozzi, *et al.* 2000; Chang, 1998; Hartel, *et al.* 1998). Support for the model has been extensive in the consumer behaviour literature in predicting intentions (Lee and Green, 1990) indicating that the predictive utility of the model is strong across different situations, and that the model can produce good predictions of choices made by an individual

when facing several alternatives (Sheppard, Hartwick and Warshaw, 1988; Oliver and Berger, 1979).

However, the theory of reasoned action by Fishbein and Ajzen (1975) has been criticized in the previous research. For instance, Sheppard, Hartwick and Warshaw, (1988); Oliver and Berger, (1979) commented that behaviour is not always within the complete control of the buyer; therefore, there should be an additional variable mediating between intention and behaviour. Another important denigration about the model confirms that it rely mainly upon the assumption that consumer undertakes comprehensive cognitive processing prior to purchase behaviour, and that the model neglect an inhibiting factors to purchase, for example the retail store running out of stock of the intended items (Sutton, 1998).

The current study's theoretical framework relies heavily on the assumptions made by the analytical models as opposed to the prescriptive models. Analytical models were adopted in the current study because of their uniqueness and the way in which the variables are combined by means of developmental linkages.

1.7.2.1 The Theory of Buyer Behaviour

The Theory of Buyer Behaviour was presented by Howard and Sheth in 1969. This model on consumer behaviour provides a comprehensive integration of the social, psychological and marketing influences of consumer choice in a logical order of information processing (Foxall, 1990). The model is based on the assumption of solving a problem in buying and the adoption of inputs – outputs or systems. Inputs are categorized into the various environmental

stimuli that consumers are exposed to and they cover the physical characteristics and the symbolic image that products and brands have constructed through advertising and the influence of consumers' reference groups (Foxall, 1990). This model indicates that environmental influences are internalized by the consumer before affecting the decision-making process.

In the first publication of the theory of buyer behavior in 1969, exogenous variables were not included until later in 1973. According to Howard and Sheth (1973), the theory of Buyer Behaviour became more comprehensive because it includes commercial purchases instead of limiting the theory to individual consumers. The major components of Howard and Sheth (1973) theory of Buyer Behaviour include the exogenous variables, inputs, hypothetical or intervening variables and outputs in an explicit developmental linkage. Howard and Sheth (1973) model analyzed human beings as a system with stimuli on input and behavior as an output. Finally, the five output variables show the sequences of purchase stages for a decision maker.

As shown in Figure 1, the exogenous variable represent several factors that have a potential influence on purchase decisions, such as social class, culture, personality, purchase importance, organization, time pressure and financial status. The intervening variables are perceptual and learning variables which filter, control and process the information received. Learning process was introduced in this theory as an input and output comprising of the motives, brand comprehension, choice criteria, attitude, intention, and satisfaction, which leads to the attitude toward the purchase. In between input and output are variables affecting perception such as sensitivity to information; perceptual bias and search for information and learning variables such as motive; evoked set; decision mediators; predispositions; inhibitors

and satisfaction (Bag, 2009). Learning constructs have an impact on the information search and post-purchase behavior such as repurchase. For instance, the theory proposed by Howard and Sheth, (1973) shows that attitude influences purchase only through intention. This was also complimented by Ahtola (1975) and Fishbein and Ajzen (1975).

The other aspects of the theory include inputs in the form of brand significance, symbolic stimuli and social environment. The brand significative stimuli consist of the quality, price and availability of product or service that buyers deal with and are subjected to when buying. The symbolic stimuli explain the importance of products and brands as construed by the marketers through advertisement (Foxall, 1990). Meanwhile, the social environment gives details of influences that affect the decision process of consumers such as family, peer pressure and referenced groups. The final result is very subjective and the information in the memory often is distorted, adapted and moulded (Friedman, 1997).

Figure 1: Theory of Buyer Behaviour (Howard And Sheth, 1973; Loudon And Bitta, 1993)
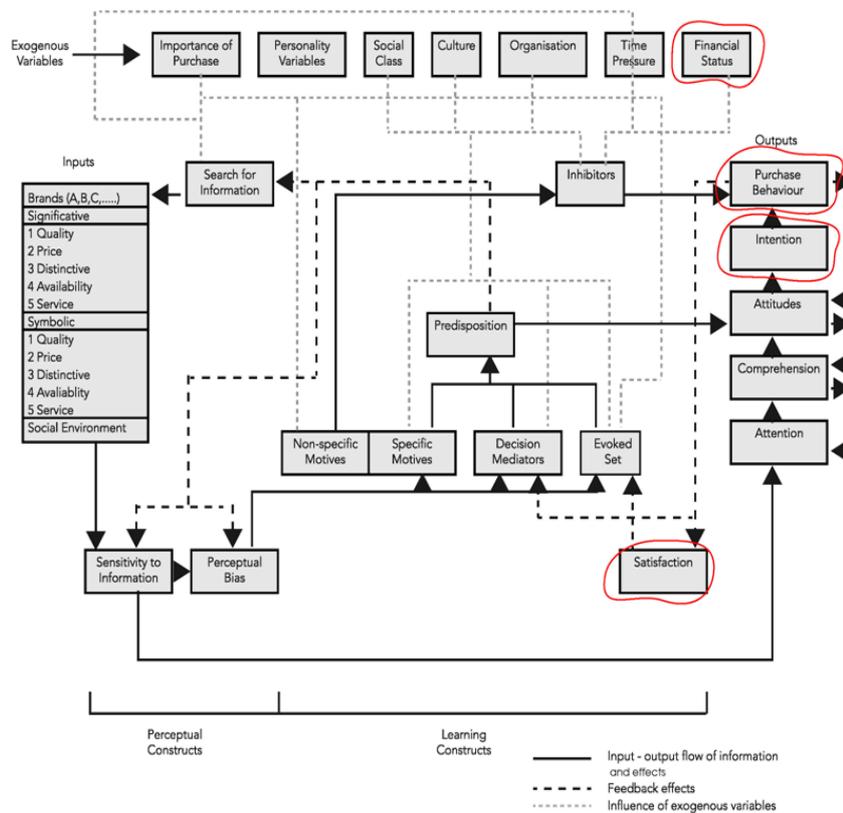
Source: (Howard ANDSheth 1973, Loudon ANDDella Bitta 1993)

However, two major deficiencies in the Howard and Sheth (1969) models have been identified. Firstly, the validity of the model was queried due to lack of empirical work. Similarly, Hunt and Pappas (1972) noted that the developmental linkages and the correlation of all constructs make this model hard to test and in order to test this model the existence of all the linkages should be assessed.

Secondly, the organization of the model was criticized and the additional individual construct was questioned (Hunt and Pappas, 1972; Neman, 1972). In particular, Loudon and Bitta (1993) and Foxall (1990) have concurred that construct measurement is difficult due to the

unobservable nature of many of the intervening variables. In evaluation of the model, Neman (1972) also questions the conception of linear models of consumer behavior. He however, proved the validity of non-linear relationships in exploring behavioural actions.

In spite to the above criticisms, the inclusion of exogenous variables such as culture, social class, and personality was commended (Bray, 2012; Loudon and Bitta, 1993) because these variables may influence various outputs (Bray, 2012). Thus, the wide coverage of interaction of variables within the model is a key strength that cannot be ignored (Loudon and Bitta, 1993). It is extremely difficult to empirically test the entire relationships proposed in a single study. In light of this challenge the current study focused on aspects that are commonly considered critical in understanding retail shopping behavior.

The current thesis will adopt Howard and Sheth (1973) theory in the development of theoretical framework. In particular, the exogenous variables are instrumental in explaining aspects of decision-making process. Some were excluded from the current thesis because they are covered in the consumer decision-making styles. For instance, time pressure and organization was covered in time energy conserving; financial status was treated under Impulsive/ careless consciousness; and social class has been taken care of in Novelty-fashion consciousness. Additionally, input variables such as quality, price, service and availability were not selected because they have been considered in various decision making styles such as perfectionist/high-quality consciousness, brand consciousness, price and "value for money" consciousness and brand loyal. All the learning constructs and output variables will not be chosen because they are all embedded in consumer decision-making process in the present study.

1.7.2.2 Model of Consumer Decision-Making

The Engel, Blackwell and Miniard (1995) provided the most recognized model of consumer decision-making. The model of consumer decision-making was originally developed in 1968 by Engel, Kollat and Blackwell and has since gone through various revisions. Initially, the model was structured around sequential stages of the decision process, namely: problem recognition, search, evaluation of alternatives, purchase and outcome. These stages of the decision process are influenced by individual, social, cultural and situational factors called the consumer's reference group; as well as the information retrieved from memory, external search and internally processed marketing stimuli. One of the draw backs of this model is ignoring the individual and environmental influences on the information processing and internalization of received stimuli. Hence, the model was reviewed by Engel, Blackwell and Miniard (1995).

The revised model of consumer decision-making identified five stages in consumer decision-making: Problem recognition, information search, alternative evaluation, purchase decision and post-purchase behaviour. The model was supported by Mowen and Minor (2001), by indicating that problem recognition is a recognition of the 'gap' between the actual and ideal state of the consumer caused by internal factors or by external stimuli. The information search may be derived from knowledge sources such as advertising (Boyd and Walker, 1990; Sheth and Mittal, 2004). The evaluation of alternatives is where several possibilities will be considered in relation to pre-set (or information) criteria against which products or brands can be assessed and compared (Lamb, Hair and McDaniel 2004; Murray and O' Driscoll, 1996).

This is followed by purchase decision, where the choice will be based on the results of the three previous stages (Kotler and Armstrong, 2008). Lastly, post-purchase behavior deals with the satisfaction or dissonance aspects. Engel, Blackwell and Miniard (1995) model further assumes that demographics such as age, gender, income, education, and occupation; psychological (i.e., personality, lifestyles, self-image, learning, motivation, perception and attitudes), social-cultural (i.e., family, peers, social class and cultures) and firm marketing mix (i.e., product, price, promotion and place) are factors that can influence the stages of decision-making process.

The Consumer Decision-making Model is considered to be best suited for all consumer decisions constructs in the market place and it examines the decision-making process as a function of several consumer and firm characteristics (Erasmus, Boshoff and Rousseau, 2001; Du-Plessis et al., 1991). Given that the Engel, Blackwell and Miniard (1995) model provides a broad perspective of the consumer decision making called grand models, it has played an important role in the development of the theoretical framework in many studies. The main strengths of the Consumer Decision Model is its evolution since the original publication by Engel, Kollat and Blackwell in 1968, and the model provides a clear description of the process of consumption making it spontaneously pleasing and easy to comprehend (Bray, 2012). Engel, Blackwell and Miniard (1995) identified the dominant research perspective in consumer behavior as logical positivism, and empirical techniques are used to discover generalized explanations. Specifically, the latest model by Blackwell, Miniard and Engel (2001) in Figure 2 provides a more comprehensive representation of the decision process such as need recognition, internal and external information search both, evaluation of alternatives, purchase, consumption, post consumption and finally, divestment.

The model further posits that decisions are influenced by two main factors: Consumers possess memories of previous experiences when stimuli is received and processed, and the external variables (individual and environmental influences). Individual influences include factors such as motivation and involvement; attitude; personality; values and lifestyle and knowledge. On the other hand, environmental influences are factors identified as culture; social class; personal influence; family and situation. By focusing on consumer decision-making styles, this thesis is concerned with a purchase stage within the decision making process because of its significance toward decision-making styles. As mentioned above, the stages in the consumer decision process are influenced by a number of environmental and consumer related factors. These environmental influences and individual differences may also be an antecedent of cultural values and demographic variables on decision-making styles of retail consumers. Additionally, to further gain insight into consumer decision making styles two factors will be examined from the model (Blackwell, Miniard and Engel, 2001); the environmental influence such as cultural values. The individual influence such as personality, termed in the current study as demographic factors, consist of (gender, income, education, age and marital status) as shown in Figure 2. However, exposure; attention; comprehension; acceptance and retention are information which passes through five stages of processing.

However, firstly, Du Plessis, Rousseau et al, (1991) criticized the rigid system of the model developed by Engel, Blackwell and Miniard (1995) noting that it is too restrictive to adequately accommodate the variety of consumer decision situations. Secondly, the rationality of consumer decision-making, upon which the models largely rely on, has been brought into question (Erasmus and Boshoff, 2001) as many consumers are frequently

engaged in non-conscious behaviours that might not be well modeled through a rational information (Erasmus and Boshoff, 2001). Lastly, that consumer behaviour requires a generalization of the decision process which fails to embrace the diversity of decision making situations and could bias research in certain areas (Burns and Gentry, 1990).

Figure 2: Consumer Decision Model (Blackwell, Engel and Miniard, 2001)
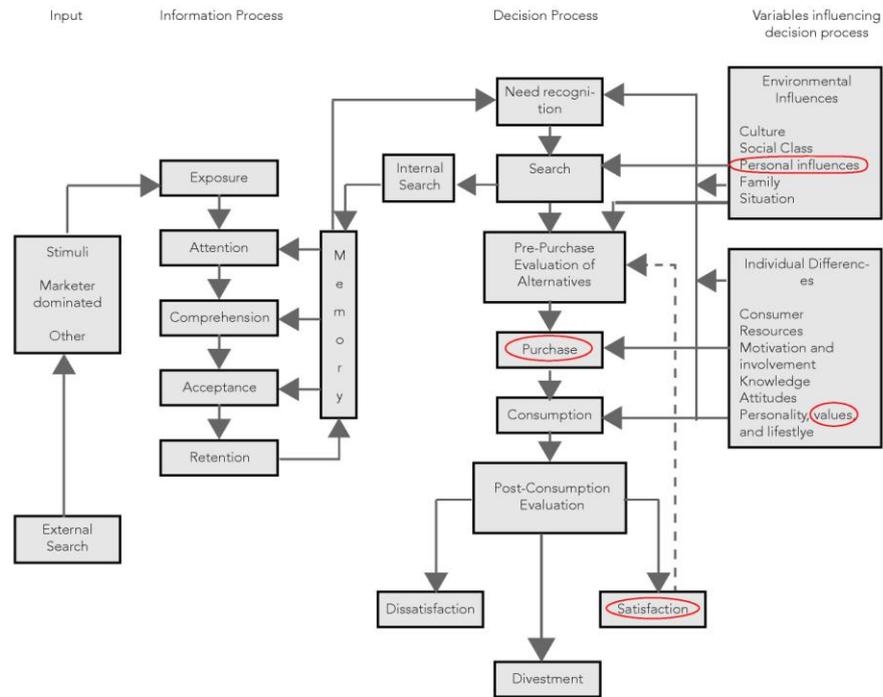
Source: (Blackwell, Miniard et al.2001)

1.7.2.3 Theory of Antecedents and Consequences of Consumer decision making styles

Contemporary models based on the assumptions of the analytical models have been developed in the area of retail shopping behaviour (Wesley, LeHew and Woodside, 2006). One of the notable theories was the Theoretical Assumption of Antecedents and Consequences proposed by Wesley, LeHew and Woodside in 2006 as shown in Figure 3. The Theory of Antecedents and Consequences explores how consumer decision-making styles relate to shopping mall behaviour and the global evaluations of shopping malls (Mishra, 2010). The theory proposed that: (1) Shopping contexts, for instance, shopping in regional versus local area malls, theoretically should not affect the structure of Consumer Decision-making Styles; (2) At least some consumer decision-making styles moderately relate with each other; (3) Most consumers identify themselves as applying more than one but less than most Consumer Decision-making Styles (i.e., consumers recognize that some specific styles do not apply to their shopping orientations); (4) Demographic variables affect Consumer Decision-making Styles; (5) CDM styles relate with consumers' planned expenditure levels; (6) CDM styles relate directly to global satisfaction with mall shopping; and (7) CDM styles affect the activities consumers engage in. Wesley, LeHew and Woodside (2006) declared that consumer decision-making styles are independent of the mall shopping context (e.g. shopping in regional versus local area malls), and many consumers will adopt two or three approaches to making choices but hardly apply all styles. In a nutshell, they proposed that shopping contexts (e.g., shopping in regional versus local area malls) theoretically should not affect the structure of consumer decision-making styles.

Figure 3: Theory of Consumer Decision-Making Styles (Wesley, Lehew and Woodside, 2006)
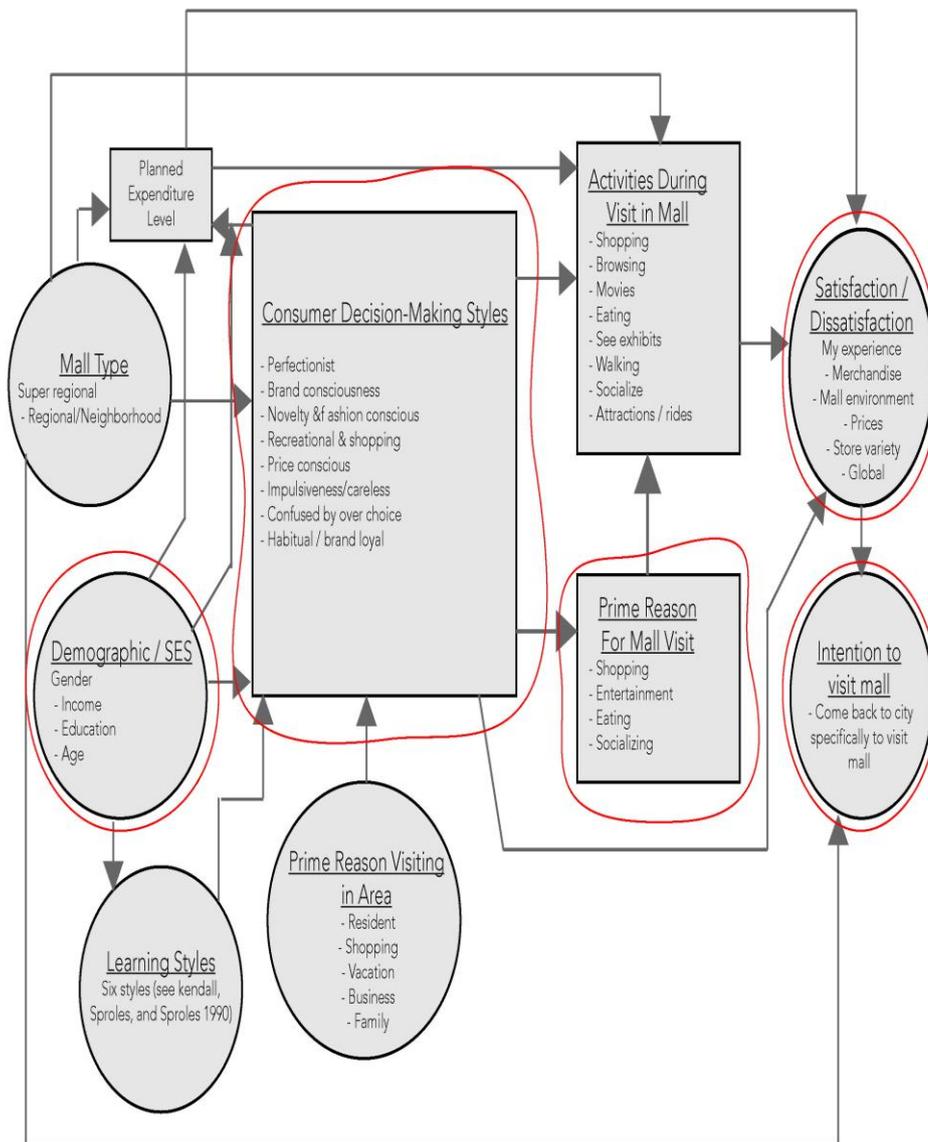
Theory of antecedents and consequences of consumer decision-making styles.

The theory proposed by Wesley et al, (2006) provides good insight into decision-making styles. In particular, it shows that a consumer does not follow one particular decision-making style in all shopping decisions, and explains that many consumers adopt two to three approaches in making choices. However, there are limitations in using this model. Firstly, the model focused only on Consumer Decision-making Styles among mall visitors and attempted to consider only how mall visit behaviour relates to consumer decision-making styles (Wesley et al, 2006); whereas, buying process was not taken into consideration. Secondly, the findings reported that brand choice behaviours of consumers were not emphasised.

However, the current thesis will adopt Wesley et al, (2006) Theory of Antecedents and Consequences by investigating factors that influence consumer decision-making styles in the Botswana retail market. All these variables can be drawn from Wesley et al, (2006) theory except consumer values that were not included. Other variables in mall activities contained in Wesley et al, (2006) theory are already included in the consumer decision-making styles; for example, novelty and fashion conscious consumers are engaged in (activities during in mall and prime reason for mall visit).The two variables that will not be considered are (a) Type of mall - because the study reported that type of mall (super or mega mall versus smaller regional or neighborhood mall), does not affect consumer decision-making styles. (b) Another variable which will not be considered is (planned expenditure level) because perfectionist and brand conscious consumers are known to search for the best quality products and are prepared to pay high price. A theoretical framework for the current study was therefore presented in Figure 5 based on the reviewed existing theories.

1.7.2.4 Theoretical Framework for the Present Study

The analytical theories and the theory proposed by Wesley, LeHew and Woodside (2006) play a critical role in the development of the theoretical framework for the current study. Therefore, in order to contribute to existing theory, the theories and models presented above will be used to form an integrated theoretical framework which has been proposed in Fig.4. The proposed theoretical framework presented in Figure 4 integrates components of Consumer Decision Model (Blackwell, Miniard and Engel, 2001) as antecedents of the Consumer Decision-making Styles (Sproles and Kendall, 1986).

In particular, in this study the consumer values and continuous demographic characteristics (income, age, education) are considered as antecedents having a direct influence on the adoption of consumer decision-making styles, while re-purchase intentions and overall consumer satisfaction are the consequences of the adoption of decision-making styles. To the best of my knowledge, no prior theoretical framework has linked the five key concepts of consumer values, demographic variables, re-purchase intentions, consumer overall satisfaction and consumer decision making styles as a whole. The theory proposed by Wesley et al (2006), which is very similar to the current study, does not take consumer values into consideration.

Figure 4: Proposed Theoretical Framework

Antecedents

Consequences

Consumer values
(a)Security
(b)Sense of Belonging
(c) Self Respect
(d)Being Well Respected
(e)Fun and enjoyment in life
(f) Warm Relationship with others
(g) Sense of Accomplishment
(h) Self Fulfilment
(i) Excitement

Demographic characteristics

(a) Age
(b) Education
(c) Income

Engel, Blackwell and Miniard, 1995

Wesley et al,2006

Sproles and Kendall, 1986

Consumer Decision-making Styles
(a)Perfectionism/high quality consciousness
(b)Brand consciousness
(c)Novelty-fashion consciousness
(d)Recreational-hedonistic consciousness
(e)Price and "value for money" consciousness
(f)Impulsiveness
(g)Confused over choice
(h)Habitual , brand loyal

Howard and Sheth, 1973

Oliver 1997

Repurchase intention (Styles Re-use)

Overall Consumer Satisfaction

Key ⟶ direct effect

Source: (Authors Compilation)

Source: Developed for this study (Sangodoyin, 2015)

1.8 Definition of key Terms

The following conceptual definitions are used in this study:

- Consumer behaviour- is defined as those actions directly involved in obtaining, consuming, and disposing of products and services including the decision processes that precede and follow these actions (Engel, Blackwell and Miniard, 1995).

- Consumer decision-making- is defined as the behaviour patterns of consumers that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services (Du Plessis, Rousseau and Blem, 1991).

- Consumer decision-making styles - is defined as a mental orientation characterizing a consumer's approach to making choices(Sproles and Kendall, 1986; Hafstrom, Chae and Chung, 1992; Walsh, Mitchell and Henning-Thurau, 2001).

- Consumer Style Inventory (CSI) - A tool used to examine the basic characteristics of decision-making styles (Walsh, Mitchell and Henning-Thurau,2001; Sproles and Kendall,1986).

- Consumer Values - are conceptualized as enduring beliefs that individuals hold about what specific modes of conduct, or end-states they believe are more important (Rokeach, 1973; Leung, Bhagat, Buchan, Erez and Gibson, 2005).

- Demographic variables - are the characteristics of the aggregate population that marketers use to segment the market. These include gender, age, income, education and marital status (Andaleeb and Conway, 2006; Al- Hawari and Ward, 2006).

- Overall Consumer Satisfaction - is the consumer's fulfillment response, a judgment that a product provides a pleasurable level of consumption (Oliver, 1997).

- Re-purchase intention - is the degree of the intention of the users to buy certain products or services, which they are currently using again in the future, and the

intention to re-use the style or to recommend it to others (McDougall and Levesque, 2000).

1.9 Structure of the Research

The first chapter outlines the background of the study, statement of the problem, research questions, objectives of the research, significance of the study and scope of research, and definitions of major terms. The findings from previous studies were conceptualized and critically reviewed in the second chapter in order to facilitate the development of framework and hypotheses relevant to this thesis. A review of literature was presented on consumer decision-making styles, re-purchase intention, consumer values and demographic characteristics. The third chapter offers an explanation on research design, sampling procedures and units, instrumentation choices, target population, data collection and data analysis which were selected. The chapter also provides the quantitative data obtained from the study, factor analysis and reliability test, the t-test, regression analysis and discusses data in the context of the framework provided. Chapter four presents the results of data analysis associated with each research hypothesis. The research results are presented using exploratory factor analysis and regression analysis to examine the explanation of relevant constructs. Chapter five provides a summary of the significant findings, theoretical conclusions and recommendations for managers in the retail industry, and limitations of the study and suggestions for further research.

CHAPTER 2

LITERATURE REVIEW

2.1   Introduction

This chapter examines the relevant literature of consumer decision making styles, its antecedents and consequences. It compares and contrasts various approaches to the study of consumer decision making styles, consumer values, demographic characteristics, re-purchase intentions and overall customer satisfaction. It also explores previous findings on the relationships between consumer values on consumer decision making styles, its differences on demographic characteristics, and consequences on re-purchase intentions and overall customer satisfaction.

2.2 Retailing as an important Marketing function

Retailing activities involve the selling of goods and services to the final consumers for personal, family or household use (Kotler and Armstrong, 2008). The retailer serves consumer by providing the goods that they need in the required assortment, at the required place and time. Conversely, retailing is the final destination in the distribution process, and one of the most sensitive sectors in the economy. However, retailer faces a more knowledgeable and demanding consumer in order to satisfy the needs, demand and expectations of the consumers in the market place.

Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably (Kotler and Armstrong, 2008). More importantly, marketing is a social and managerial process by which individuals and groups obtain what

they need and want through creating and exchanging products and values with others (Kotler and Armstrong, 2008).Malhotra (2007) reiterates further that the way in which an organization approaches its business and markets vary according to the consumer values, ethics and beliefs. There are basically four marketing orientations proposed in the literature namely: production, product, selling, and marketing (Malhotra, 2007; Kotler and Armstrong, 2008).

Firstly, production orientation assumes that customers are interested in the availability of products and low prices. Retailers would therefore concentrate on mass production and low costs, believing that little or no marketing is necessary. The retailers in this category make what it is good at (Malhotra, 2007; Kotler and Armstrong, 2008).Secondly, product orientation assumes that consumers will recognize and favour good retail products that offer the most quality or innovative features. Retailers concentrate on offering their own superior product or brand. Thirdly, selling orientation holds that consumers will only buy retail products if they are coaxed. Therefore, retailers involve heavy activity on the personal selling and massive promotional campaigns in order to sell their products. Lastly, marketing orientation emphasized that the customer is the key to successful business. The philosophy is not to find the right customers for retail products, rather, it is finding right products for the right customers (Kotler and Armstrong, 2008).This can be defined as the presence of a culture within any retail organization, which focused towards the understanding of customers and competitors and so can create superior value for consumers. Therefore, retail marketers in Botswana should be more concerned with identifying the effects of antecedent variables such as consumer values and selected demographic characteristics on decision-making styles, overall customer satisfaction and re-purchase intentions when purchasing retail products.

2.3 Consumer Behaviour from a Perspective of Retailing

Consumer behaviour is concerned with the decision-making process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services (Schiffman and Kanuk, 2007). It is also said to be the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Loudon and Bitta, 2007). In this study, consumer behaviour is defined as those actions directly involved in obtaining, consuming, and disposing of products and services including the decision processes that precede and follow these actions (Engel, Blackwell and Miniard, 1995).One of the most influential areas within the consumer behaviour discourse is consumer decision–making (Bargh 2002; Bettman, Luce, and Payne 1998).Consumer decision-making is defined as the behaviour patterns of consumers that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services (Du Plessis, Rousseau and Blem, 1991).

Previous studies into consumer decision-making have either studied the process as a whole over the five stages namely problem recognition, information search, evaluation of alternatives, purchase and post-purchase behaviour (Mowen and Minor, 2001; Engel, Blackwell and Miniard, 1995; Webster and Faircloth, 1994), or a single stage at a time (Engel, Kollat and Miniard,1986).The problem or need recognition is what an individual perceives asa gap between the actual status and the desired or ideal status. A need can be triggered by either internal or external situations (Kotler and Armstrong, 2008). The

environmental stimulus is given by social factors, and economical, political and cultural circumstances of a society.

The next stage in the decision-making process is information search. Once the consumers have recognized the existence of a problem, consumers often go on an information search to help them choose their product (Kotler and Armstrong, 2008; Engel, Blackwell and Miniard, 1995). Information can be obtained through the family, friends, colleagues, the internet and other media avenues. The internet contains information about products specifications, reviews and a product forum. Information search may also involve a visit to a retail store to view products that the consumer is interested in purchasing(Karimi, Papamichail and Holland, 2011). Consumers obtain information about available products to fulfill their needs depending on the type of product needed. After the information search stage, the consumer compares the alternatives based upon his or her evaluation criteria. The purchase stage in the traditional models includes both choosing the product and performing the purchase task. Purchase in retail shopping is a complex activity which is broader than choosing the product or service.

Various issues are related to the purchase stage such as when to buy, what to buy, where to buy and how much to pay (e.g., Kim et al., 2002; Yavas et al., 2003; Green et al., 1983), and purchase intentions (Delafrooz and Paim, 2011; Moon, Chadee, Tikoo, 2008; Tsiotsou, 2006). Purchase intentions are considered as likelihood that a consumer will buy a particular product resulting from the interaction of his or her need for it, attitude towards it and perceptions of it (Rossiter and Percy, 2001).The purchase stage is influenced by two common factors such as attitudes of others and some unexpected situational factors, such as the price

and class of the product; social and financial pressure; and physical and mental conditions (Engel, Blackwell and Miniard, 1995).

Even though a number of factors could affect each decision of consumers during their purchasing process (Hiu, Siu, Wang and Chang, 2001), consumers approach the market with certain basic decision-making styles (Sproles and Kendall's, 1986). Therefore, decision-making styles used in purchase have attracted academic attention. The current study seeks to contribute to knowledge of retail shopping behavior by focusing on the purchase stage because this is where the decision-making style to buy products or services takes place.

2.4 Consumer Decision Making Styles.

"A consumer decision-making style is defined as a mental orientation characterizing a consumer's approach to making choices". This approach has cognitive and affective characteristics (Anic, Rajh and Rajh, 2014; Blackwell and Mitchell, 2004; Walsh, Mitchell and Henning-Thurau, 2001; Sproles and Kendall 1986). The aim of Sproles and Kendall's (1986) study was to provide a tool for marketers to better understand consumer decision-making styles. The consumer decision-making styles provide an important tool for marketers to use in selecting appropriate market segments. Therefore, the focus of this thesis is to investigate the effects of antecedents such as consumer values and selected demographic characteristics on consumer decision-making styles and its consequences on re-purchase intention and overall customer satisfaction of Botswana retail consumers as shown in Appendixes 18-27.

2.4.1 Approaches to the study of Consumer Decision-Making Styles

Literature on consumer decision-making styles has considered three ways of characterizing consumer's approach to making retail store and product choices: the psychographics/lifestyles, the consumer typology, and the consumer characteristics (Leo, Bennett, and Hartel, 2005; Blackwell and Mitchell 2004; Sproles and Kendall, 1986). The psychographics/lifestyle approach assumes that a person differs from another in a relatively permanent and consistent way (Lysonski, et al., 1996; Edris and Meidan, 1990). The use of psychographics/lifestyles approach has been credited to Lastovicka (1982) who identified over a hundred general lifestyle activities and consumer choices such as price consciousness, quality consciousness, shopping enjoyment, and innovativeness. These characteristics are based on general personality traits, or general needs and values associated with the consumer's general activities interests or life-styles (Lastovicka, 1982; Wells, 1974). However, this approach has been criticized for failing to quantify consumer profiles (Lysonski et al., 1996).

The consumer typology approach attempts to define general consumer "types" in relation to retail patronage such as economic consumers, ethical shopper, apathetic consumers, store-loyal consumers, recreational consumers, convenience consumers, price-oriented consumers, brand-loyal consumers, problem-solving consumers, quality consumers, fashion consumers, brand conscious consumers and impulsive consumers (Mishra, 2010; Gehrt and Carter, 1992;Bellenger and Korgaonkar, 1980; Moschis, 1976; Darden and Ashton,1975; Stephenson and Willett, 1969).

The consumer characteristics approach emphasizes on the cognitive and affective orientations towards purchasing (Sproles and Kendall, 1986; Westbrook and Black, 1985; Sproles, 1985). The Consumer Decision-making Styles is defined by Sproles and Kendall (1986) as "a mental orientation characterizing a consumer's approach in making consumer choices". Consumer Styles Inventory, first developed by Sproles and Kendall (1986), provides eight consumer decision-making style characteristics. The inventory identified 50 items related to consumers' cognitive and affective orientation towards shopping activities. Sproles and Kendall (1986) further refined this inventory and accordingly developed a more parsimonious scale consisting of 40 items. The Consumer Style Inventory that they developed systematically measures eight mental characteristics of consumer's decision making styles. The eight consumer decision-making styles characteristics are the (a) Perfectionist and high-quality conscious consumer, (b) Brand conscious consumer, (c) Novelty and fashion conscious consumer, (d) Recreational and hedonistic shopping conscious consumer, (e) Price conscious/ value for money consumer, (f) Confused by over choice consumer, (g) Impulsive and careless consumer, and the (h) Habitual, brand-loyal consumer as shown in Table 1.

One of the most important assumptions of this approach is that each individual consumer has a specific decision-making style resulting from a combination of their individual decision-making dimensions (Wesley, LeHew and Woodside, 2006). Furthermore, the theoretical assumption behind Sproles and Kendall, (1986) approach is that consumers have eight different decision-making styles that determine the shopping decisions they make. Consumer decision-making styles are clearly important in order for marketers to understand consumer purchasing behavior. Therefore, identifying basic characteristics of decision-making styles is central to consumer-interest studies. When businesses attempt to predict the chances of

success for products and services, it is important to understand how consumers make their decision.

Table 1: Description of Eight Consumer Decision-Making Styles

Perfectionism/ high- quality consciousness: This decision making styles is concerned with quality. Consumers with this decision making style will not compromise with products classified as 'good enough'.
Brand consciousness: This decision making style is concerned with getting expensive and well-known brands. Consumers with this style believe that the higher the price of the product the better the quality. These consumers also prefer best-selling advertised brands.
Novelty- fashion consciousness: Consumers possessing this style tend to seek out new things. This trait reflects a liking of innovative products and a motivation to keep up to date with new styles and fashion trends.
Recreational-hedonistic shopping consciousness: Consumers with this style view shopping as being enjoyable. Consumers with these traits enjoy the stimulation of looking for and choosing products.
Price and "value for money" shopping consciousness: The decision making style is concerned with getting lower prices. The presence of this trait means that the consumer is conscious of sale prices and aims to get the best value for their money.
Impulsiveness: This is the decision making style that describes a shopper who does not plan his or her shopping and appears unconcerned with how much he or she spends. Consumers with this style can regret their decision later.
Confused over choice of brands, stores and consumer information: This decision making style reflects lack of confidence and inability to manage the number of choices available. Consumers with this style experience information overload.
Habitual, brand loyal orientation towards consumption: Consumers possessing this style do shopping at the same stores and tend to buy the same brands each time.

Source: Sproles and Kendall (1986)

Out of all the three approaches of consumer decision making styles discussed above, the consumer characteristics approach has been widely adopted in the United Kingdom (Bakewell and Mitchell, 2004;Mitchell and Bates, 1998),the United States of America (Hafstrom, Chae and Chung, 1992; Sproles and Kendall's, 1986), Germany (Mitchell and Walsh, 2004; Walsh, Mitchell and Henning-Thurau, 2001), India (Mishra, 2010; Patel, 2008), and South Korea (Canabal, 2002; Hafstrom, Chae and Chung, 1992). According to Lysonski Durvasula and Zotos (1996), the consumer characteristics approach is widely used because it is more meaningful and useful in explaining consumers' approach to making choices. The consumer characteristics approach is the most promising, reliable and meaningful in explaining consumers' mental orientations (Sproles and Kendall, 1986; Durvasula, Lysonski and Andrews, 1993). Consequently, the consumer characteristics approach of consumer decision making styles was utilized in the current thesis in conceptualizing decision-making styles adopted by retail consumers in Botswana. Thus, the Consumer Styles Inventory consisting of 40 items was used to capture decision-making styles that best describe how retail consumers in Botswana approach retail store and product choice.

2.4.2   Applicability of Consumer Decision Making Styles

A substantial proportion of previous studies have tested the applicability of the eight consumer decision-making styles in both developed and developing countries. For instance, researchers tested the applicability of the eight decision-making styles in China (Hiu, Siu, Wang and Chang, 2001; Fan and Xio, 1998;Siu, Wang, Chang, Hiu, 2001), India (Canabal, 2002; Patel, 2008), United Kingdom (Mitchell and Bates, 1998), Germany (Walsh, Mitchell and Henning-Thurau, 2001; Walsh and Vincent, 2001), Turkey (Gonen and Osemete, 2006;

Kavas and Yesilada, 2007), Korea (Hafstrom, Chae and Chung, 1992), New Zealand, Greece, United States, (Leng, Botelho, 2010; Yi and Jeon, 2003; Ercis, Unal and Bilgili, 2006), Malaysia (Mokhlis and Salleh, 2009) , South Africa (Radder, Li and Pietersen, 2006) and Botswana (Makgosa and Mfosi, 2006). Although there are studies that have investigated decision-making styles in developing countries, the concentration has been on Asia. Thus, little is known about how consumers in Africa and Botswana in particular cope with complexities of store and product choices.

The findings on the applicability of consumer decision-making styles show that there are similarities and differences in decision-making styles used across various countries. Out of the eight decision-making styles, perfectionism/high quality consciousness and confused-by-over-choice are the most commonly used styles in different countries either developed or developing in Tables 2 and 3. However, novelty/fashion consciousness emerged in developed countries and failed to emerge in most developing countries especially South Africa, Botswana and India. This indicates that Sproles and Kendall's (1986) eight decision-making styles appear to be less applicable in most developing countries. In addition, new styles such store loyalty, time energy conserving, variety seeking and shopping avoidance emerged in developing countries such as Botswana, South Africa and Indian. Furthermore, variations in the use of decision-making styles across countries signifies the need to identify the styles that best describe the behaviour of consumers in a particular context before linking styles to the determinants.

The new time and energy conserving style explains that consumers spend a little time on shopping, shop quickly when buying the first product or brand that seems good enough, and believe that shopping for products wastes their time. The Time Energy Conserving style has

been confirmed by available literature like studies in South Korea (Hafstrom et al., 1992), the United Kingdom (Mitchell and Bates, 1998), India (Canabal, 2002; Nath, 2009).

Previous studies that tested the applicability of the Consumer Style Inventory have relied heavily on non-probability samples of students, except for the study conducted by Walsh, Mitchell and Henning-Thurau (2001) and Wesley, LeHew and Woodside (2006) that used the general shopping public. However, it has been argued that student samples cannot represent the whole population (Gordon, Slade and Schmitt, 1986). Thus, the results based on students' samples are not generalisable (Kinnear and Taylor, 1996) and cannot be applied to different countries without some modification (Mishra, 2010; Li, 2004; Walsh, Mitchell and Henning-Thurau, 2001).

Moreover, Sproles and Kendall (1986) and other scholars have requested for the consumer style inventory to be tested using the general shopping public in order to increase it applicability. Therefore, this thesis will contribute to the understanding of the literature by investigating the antecedents and consequences of consumer decision-making styles used by retail consumers in Botswana using the general shopping public.A significant proportion of previous studies have cautioned that it is critical to examine whether the eight consumer decision making styles will emerge using non-Western and non-students samples (Wesley, LeHew and Woodside 2006; Walsh, Mitchell and Henning-Thurau, 2001; Sproles and Kendall, 1986). In particular, investigations revealed that only Walsh et al, (2001) study was identified in the developed countries using the general shopping public and the other study was found in the developing country as demonstrated in Tables 2 and 3.

Table 2: Studies of Consumer Decision-making styles Identified in Developed Countries

Eight Decision-making styles	Sproles and Kendall 1986	Hafstro met al., 1996	Lysonski et al., 1996	Mitchell and Bates 1998	Bakewell and Mitchell 2004	Walsh, et al., 2001
Perfectionism/High-quality Consciousness	Yes	Yes	Yes	Yes	Yes	Yes
Confused by over-choice	Yes	Yes	Yes	Yes	Yes	Yes
Recreational-Hedonistic	Yes	Yes	Yes	Yes	Yes	Yes
Brand Consciousness	Yes	Yes	Yes	Yes	Yes	Yes
Impulsiveness	Yes	Yes	Yes	No	Yes	Yes
Habitual/ Brand loyal	Yes	Yes	Yes	Yes	Yes	No
Price/value Consciousness	Yes	No	No	Yes	Yes	No
Novelty- fashion Consciousness	Yes	No	Yes	Yes	Yes	Yes
Cultural Context	US	US	New Zealand	UK	UK	Germany
Sample size	482	310	210	302	245	527
Sampling	Undergraduate Students					General Public
	Convenience sampling					Mall intercept

(**Source: Authors Compilation**)

Although the sample was relatively small to facilitate adequate generalization, Patel (2008) also found that the general public in India tend to exhibit perfectionism, recreational-hedonism, price or value consciousness, and confused-by-over-choice as presented in Table 3. The literature provides strong evidence that the eight decision-making styles of retail consumers are less applicable in most developing countries and are also not representative of the general population. This points out to the need to examine the decision-making styles used by retail consumers in the Botswana context using a general shopping public in order to profile individuals and educate them about their decision-making styles.

Table 3: Studies of Consumer Decision-making styles Identified in Selected Developing Countries

Eight Decision-making styles	Canabal, 2002	Makgosa and Mfosi, 2006	Radder, et al., 2006	Yasin, 2009	Mokhlis, 2009	Mishra, 2010	Patel, 2008
Perfectionism/ High-quality Consciousness	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Confused by over-choice	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recreational-Hedonistic	Yes	No	Yes	Yes	Yes	Yes	Yes
Brand Consciousness	Yes	Yes	Yes	Yes	No	Yes	No
Impulsiveness	Yes	Yes	Yes	Yes	Yes	Yes	No
Habitual/ Brand loyal	No	Yes	Yes	Yes	Yes	Yes	No
Price/value Consciousness	Yes	Yes	Yes	Yes	No	Yes	Yes
Novelty-fashion Consciousness	No	No	No	Yes	Yes	Yes	No
Cultural Context	South Korea	Botswana	South Africa	Turkey	Malaysia	India	India
Sample size	173	148	300	280	419	425	128
Sampling	Undergraduate Students						General Public
	Convenience sampling						Mall intercept
Concentration	Styles Applicability						

(Source: Authors)

However, consumers going through a decision making process before making a purchase decision to buy a product or service is an issue of serious concern to marketers, and makes understanding of the decision making process of paramount importance to academics and

marketers alike. Understanding consumer decision making is crucial for retail marketers in as far as it helps them develop appropriate marketing strategies that enable them to effectively satisfy their target market segments (Rezaei, 2015). No serious and effective marketing and marketing communications strategies can be put in place without a thorough understanding of the factors that influence the decision making process. This is further compounded by the fact that decision making has become more complex and even more important for consumers today than in the past (Hafstrom, et al., 1998). This facilitates the need of examining the role of consumer values and demographic characteristics on decision-making styles, customer overall satisfaction and re-purchase intentions of retail consumers in Botswana.

2.4.3   Retail Sector in Botswana and its Implications for Shopping Behaviour

The relaxation on restrictions of the inflow of foreign direct investment by Botswana Government, has facilitated increase in the establishment of retail sector especially, large retail chain stores from South Africa (Policy Brief, 2008).The retail sector in Botswana has undergone significant transformation in the past 10 years and serves as one of the major domestic economic sectors of the country (Emongor and Kirsten, 2009). For instance, there were 3,412 wholesale and retail businesses operating in Botswana and out of this figure, 29% were in the city of Gaborone (Census of Enterprises and Establishments Report, 2010).

The clearest evidence of the establishment of the retail sector in Botswana is the prevalence of regional retail powerhouses such as Spar, Pick n Pay, Payless, Pep, OK Food, Game Stores and Choppies, which have invested heavily in physical infrastructure leading to the development of modern, complex shopping malls such as Airport Junction, Rail Park Mall, Sebele Mall, Riverwalk, Game City, Square Mart and others in the last decade (Appendixes 12-17). Not surprisingly, in

2013 a large United States based retail giant Wal-Mart acquired the operations of Massmart Holdings Limited a South African company (www.corporate.wal-mart.com). In total, Wal-Mart owns 13 retail outlets in Botswana, a figure representing the second highest number of retail stores owned by Wal-Mart in a Sub-Saharan country after South Africa. The retail sector has grown by 11percent annually in the past five years and is now the economy's second-biggest job provider (Kearney Report, 2013).The wholesale and retail sector accounted for over 13% of 462,000 employed persons in Botswana (Household Income and Expenditure Survey, 2002/2003).

The retail sector has also contributed to Botswana economy in the areas of poverty alleviation which turns to be the main focus of Botswana's Vision 2016(Iyanda, Makgosa, Phambuka and Themba (2011). One possible way of eradicating poverty is the provision of employment opportunities for Botswana citizens, revenue generation, entrepreneurial development, citizen empowerment, investment and diversification. For instance, the Botswana retail sector attracted more foreign direct investment than the Financial, Hospitality, and Construction sectors, as the sector recorded 8% of stock of direct investment (National Development Plan, 2003/ 2008). In the Household Income and Expenditure Survey (2002/03) it was reported that the Wholesale and Retail Sector was the third largest employer after Agriculture, Hunting and Forestry, and Public Administration (Civil Service).

All these statistics point to the fact that retailing is one of the most crucial economic activities in Botswana. The contribution of the retail sector towards the macroeconomic objectives of Botswana through entrepreneurial skills development, employment creation, poverty alleviation, enhancement of the economic empowerment of Batswana, and the diversification of Botswana's economy for long dominated by the fragile, internationally controlled mining

sector, cannot be further emphasized. In fact, retailing is believed to be a much better way to ensure Botswana's economic growth in a more sustainable manner than Mining, Agriculture, Hunting and Forestry in that retailing does not make intensive use of non – renewable resources and does not lead to extensive destruction of the environment (Iyanda, Makgosa, Phambuka and Themba, 2011).

According Iyanda, Makgosa, Phambuka and Themba (2011), the Botswana market still has significant capacity for retailers implying more opportunities for growth in the retail sector. Botswana also scored 42% on market saturation with 0% representing a fully saturated market (Benza, 2012). Botswana has hugely benefited from the market saturation in South Africa with retailers in that country aggressively eyeing the sub – Saharan market for expansion – a factor that has led to the mushrooming of many malls in Botswana in recent times, particularly in Gaborone, such as Sebele, Airport Junction, Rail Park that symbolize serious organized retailing in Botswana (Kearney Global Retail Report, 2013; Benza, 2012).

The growth of Botswana's retail sector has had a snowball effect on the expansion of other sectors such as Security, Construction, Food Processing, Manufacturing, Transport and others as retailing either feeds into them or they feed into it (Iyanda, Makgosa, Phambuka and Themba, 2011; National Development Plan, 2003/2008). This has meant creation of new business ventures which has helped to reduce unemployment and poverty as well as ensuring economic diversification and growth, which means Botswana will reduce the emphasis on the diamond mining sector which is under the heavy influence of international capital.

Globally, Botswana has been recognized as a politically stable, peaceful and democratic country, which has a long history of sound economic growth (World Bank Report, 2012; Doing Business in Botswana Report, 2012). The Gross Domestic Product for 2012 was projected at 7%, a figure well above the expected growth rate of Sub Sahara Africa (Kearney Global Retail Report, 2012). The attractiveness of the market is supplemented by solid health and educational systems, well maintained infrastructure, relatively stable currency, stable inflation and an impressive record of good governance (Doing Business in Botswana Report, 2012).

As one of the fastest growing economies in the world, Botswana attained the rank of middle income economy in 1991(Kearney Global Retail Report, 2012). The economic success of the country has positively affected the living standards of the majority of the population in both rural and urban villages (Doing Business in Botswana Report, 2012). Consequently, education, income and purchasing power have improved significantly in Botswana. According to the Kearney Global Retail Report (2012), Botswana is in the opening stage together with European countries such as Russia, Hungary and Poland for example, based on the Global Retail Development Index (GRDI) Window of Opportunity Analysis. This signifies that there is an increase in a number of middle class consumers who are willing to explore organized retail formats. However, high levels of poverty, inequality and unemployment exacerbated by HIV/AIDS pandemic continue to pose as significant threats to the country's economic development initiatives. For instance, poverty rates in rural villages are much higher than those in urban areas (Doing Business in Botswana Report, 2012). In addition, Botswana has a young and highly educated population. Therefore, from a retail marketing strategy perspective, it would be less prudent to treat small but dynamic Batswana

as a single consumer segment. Factors such as culture, psychographics and demographics could indicate meaningful differences in retail shopping behaviour across different segments.

2.4.4 Antecedents of Consumer Decision Making Styles

A moderate amount of empirical research has been conducted on the factors that influence adoption of consumer decision-making styles. The factors that have been related to the adoption of decision-making styles include personal values (Ercis, Unal and Bilgili, 2006), gender (Shabbir and Safwan, 2014; Yesilada and Kavas, 2008; Makgosa and Mfosi, 2006; Mitchell and Walsh, 2004; Bakewell and Mitchell, 2004), and age (Tanksale, Neelam and Venkatachalam, 2014; Azizi and Makkizadeh, 2012; Mishra, 2010; Mokhlis, 2009; Hafstrom, Chae and Chung, 1992; Fan and Xiao, 1998). The tendency of previous studies that investigate the antecedents of consumer decision-making styles is to consider one factor at a time as shown in Table 4.

However, Wesley, LeHew and Woodside (2006) empirically investigated various determinant factors of consumer decision making styles in a unified framework. Although this study share some similarities with the study conducted by Wesley et al (2006), the latter did not consider consumer values, yet they serve as a major determinant of decision-making styles. For the purpose of this study the following factors were considered: consumer values, and demographic variables (age, gender, marital status, income and education) on decision-making styles. This will provide a comprehensive view of the influences of antecedent factors on consumer decision-making styles.

Table 4: A Summary of Previous Studies Relating to Antecedents of Consumer Decision-Making Styles

Antecedents of Consumer Decision-Making Styles	Ercis, Unal and Bilgili, (2006)	Patel, (2008)	Walsh et al, (2001)	Fan And Xiao, (1998)	Wesley, Lehew, Woodside, (2006)	Current Study
Consumer/Person Values	√	x	x	x	x	√
Demographics						
Gender	x	√	√	√	√	√
Age	√	√	√	x	√	√
Education	x	√	√	√	√	√
Income	x	√	x	√	√	√
Marital Status	x	√	x	x	x	√
Psychographics	x	x	x	x	x	x

Remarks: √= supported by those studies, x = not supported by those studies

Source: Developed for this thesis from research findings

2.4.5   Consequences of Consumer Decision Making Styles

Several Scholars in the field of consumer decision-making have focused on confirming the existence of styles and its applicability in both developed and developing countries (Mafini and Dhurup, 2014; Leng and Botelho, 2010; Mokhlis and Salleh, 2009; Patel, 2008;Ercis et al., 2006; Radder et al. 2006; Makgosa and Mfosi, 2006; Canabal, 2002; Fan and Xio, 1998; Mitchell and Bates, 1998). However, limited research has attempted to thoroughly explore

the consequences of consumer decision-making styles (Wesley, LeHew and Woodside, 2006).

TheWesley, LeHew and Woodside (2006) study investigates consumer decision-making styles and the consequential result on satisfaction and intention to visit mall. The result posits that there is a positive association between mall satisfaction and intention to come back and visit the mall. There are similarities in the current study and Wesley, LeHew and Woodside (2006) on the consequences of consumers' decision-making styles, satisfaction and intention. The difference in the two studies is that the current study investigates the consumer satisfaction after the purchase of retail products and their intention to repurchase retail products using the same style, unlike just visiting a mall without any shopping activities as reported in Wesley et al (2006) study. However, this current study will investigate the effect of consumer values and demographic characteristics on decision-making styles and consequences on overall customer satisfaction and re-purchase intention of retail consumers in Botswana.

2.4.5.1 Consumer Values

Values rest at the heart of most definitions of culture and most scholars seem to agree that values drive the behavior of an individual (Luna and Gupta, 2001; Hofstede, 1997). Consumer values are considered as broad tendencies that prefer certain states of affairs over other forms in which culturally determined knowledge is stored and expressed (Hofstede, 1997). Consumer researchers have often cited Rokeach (1973), who viewed "a value as a centrally held, enduring belief which guides actions and judgments across specific situations and beyond immediate goals to more ultimate end-states of existence". Therefore, consumer

values is a widely held belief that has been internalized by individuals, as well as a general guide for some set of activities and behaviour rules for them (Talwar, 2010; Bargh, 2002; Heine and Lehman, 2001; Bozinoff and Cohen, 1982).

Some well- known approaches of studying consumer values have been proposed in the consumer behavior literature including the Rokeach Value Systems (Rokeach, 1973), List of Values (Kahle, 1983), Values and Lifestyle systems (Mitchell, 1983), Hofstede (1997) and The Schwartz's human's values (Schwartz, 1992). From these authors, various typologies of values have been proposed. Rokeach, (1973) defined values as universally accepted concepts that should occupy a central position and reliable tool to test value systems of people. Values were classified into Instrumental and Terminal values. Terminal values consist of 18 items which are designed to measure the relative importance of end state of existence (or personal goals). Instrumental values consist of another 18 items which measure basic approaches an individual might take to reach end-state values. For example, logical and polite instrumental values include ambition, broadmindedness, capability, cleanliness, courage, independence, intellect, love, obedience, responsibility; self control, forgiveness, helpfulness, cheerfulness, honesty, imagination. Terminal values are ideal end state of existence that an individual aspires to have comfortable life, an exciting life, a sense of accomplishment, a world at peace, a world of beauty, freedom, happiness, inner harmony, mature love, salvation, self-respect, social recognition, true friendship, equality, family security, national security, pleasure and wisdom. Rokeach (1973) classification of values has been criticized mainly for the fact that the respondents are forced to rank one value at the expense of another. Rokeach (1973) values have also been criticized for the fact that the ranking nature of the data precludes the use of a wide variety of useful statistical analysis techniques that might

otherwise be used (Kopanidis, 2009; Graham, Cumsille and Elek-Fisk, 2003; Roth, 1995; Munson and McIntyre, 1979).

Given the strong criticism accorded to Rokeach (1973) approach, Kahle (1983) proposed another instrument that is designed to measure consumers' personal values; the List of Values (LOV) (Beatty, Kahle and Homer, 1991; Kahle, 1983). This method is based on Maslow's (1954) Hierarchy of Needs and on the Social Adaptation theory. The LOV has been frequently used in consumer research in the prediction of fashion preferences, shopping and spending behavior, sports consumption, and tourism bahaviour (Kahle, Beatty and Homer, 1986), and it is used to support consumer market segmentation (Kamakura and Novak, 1992; Homer and Kahle, 1988; Kim, Forsythe and Moon, 2002).Kahle, Poulos and Sukhdial (1988), explained that the List of Value is a widely accepted tool for cross-cultural comparison of values since it is parsimonious in its approach, easy to administer and has been validated by numerous studies. The List of Values consists of nine items namely: Security; sense of belonging; being well respected; fun and enjoyment in life; warm relationships with others; self-respect; self-fulfillment; sense of accomplishment; and excitement. A detailed description of the list of values is presented in Table 5.

Table 5: Brief Description of the items of the List of Values (LOV)

Values	Description
Self-respect	People who endorse self-respect as most important engage in social identity purchasing and display high levels of health consciousness.
Security	A deficit value, endorsed by people who lack economic and psychological security. It is associated with purchasing for self-indulgence and with a desire for quality.
Warm Relationships with others	People who value warm relationships are characterized by purchasing for patriotism, deal proneness, and the belief that "ads are informative."
Sense of accomplishment	This value is associated with conspicuous consumption, purchasing for sex appeal, self-indulgence and convenience.
Self-fulfillment	These consumers are relatively fulfilled economically, educationally and emotionally. They are typically young professionals and tend to make purchases that emphasize quality self-indulgence, convenience, patriotism, entertainment, conspicuous consumption, and brand loyalty.
Being well respected	Self-respect requires the cooperation of others, whereas Being well respected can be achieved alone. Consumers who value this segment are associated with a strong desire for quality, company reputation, patriotism, social identity, health consciousness, and brand and in surveys of mental health are much better adjusted.
Sense of belonging	Consumers who value sense of belonging believes that "you get what you pay for" they admire voluntary simplicity, purchasing for company reputation, patriotism, nostalgia, brand loyalty, deal proneness and health consciousness. This is a home and family oriented value
Fun and enjoyment in life	This value has been increasing in popularity, especially among young people rather than the hedonistic attitude one might associate with this value, consumers who specify fun and enjoyment in life believe in living life on life's term, a "stop and smell the rose" philosophy. These people respond most favorably to survey questions designed to measure involvement with leisure-time activities.
Excitement	This value is associated with purchasing for elegance, convenience, nostalgia, patriotism, authenticity, and brand consciousness.

(Source: Kahle, 1983; Kahle et al., 1986).

Mitchell, (1983) developed Values and lifestyles and categorized consumers into eight groups based on psychographic characteristics. The Value and Lifestyle System is based on two dimensions: Primary motivation and resources. In primary motivation consumers are guided by ideals, achievement, and self-expression. Those motivated by ideals are guided by knowledge and principles. People motivated by achievement want to demonstrate their success to others. Individuals guided by self-expression seek social activity, variety and risk. Resources include personality traits like energy, self-confidence, leadership, and vanity. The eight consumer types are defined as follows: (a) Innovators are active consumers who are successful and sophisticated; they have high levels of resources and incorporate elements of all three primary motivations. (b)Thinkers are motivated by the ideals and actively seek out information when making decisions. (c)Achievers are motivated by the desire to achieve. These consumers value consensus, stability, and predictability. Those active consumers prefer products that demonstrate success and status. (d)Experiencers are motivated by self-expression and actively seek "cool" products. (e)Believers are motivated by ideals, like thinkers, and value products that are predictable and familiar. (f)Strivers are motivated by achievement, but have more limited resources than achievers. They follow trends and seek products that demonstrate their ability to buy. (g)Makers are motivated by self-expression and have hands on approach to their environment. They prefer practical products over luxury items. (h)Survivors have few resources and are cautious and conservative consumers. They do not show strong primary motivations.

While the Value and Lifestyle approach has the appeal of assigning identities to individuals, it has been subjected to criticism from other researchers. Kahle (1996) cautions that the framework is not only complicated to apply, but its proprietary nature makes independent evaluation extremely difficult. Another disadvantage of Value and Lifestyle is that parts of

the demographics are built into the measurement method (Novak and MacEvoy, 1990; Bargh, 2002). Finally, Value and Lifestyle is culturally biased towards the USA (Kahle, 1996), making its cross- cultural application difficult (Hawkins, Best and Coney, 1992).

Hofstede (1984) characterized values into four broad dimensions: Power Distance Index (PDI), Uncertainty Avoidance Index (UAI), Individualism Index (IDV) Versus Collectivism and Masculinity Index (MAS) Versus Feminist. These dimensions have been used by many marketing researchers to compare countries in terms of culture (Dawar and Parker, 1994; Roth, 1995). The dimension long-term orientation was subsequently added after more research (Hofstede, 1997). Power Distance Index is the extent to which people in a society accept the unequal distribution of power and consider it as normal. Uncertainty Avoidance Index is the extent to which people avoid or feel threatened by or are uncomfortable with ambiguous situations or experiences. Individualism Index is the extent to which a person's goals are self- oriented, instead of group-oriented, or the existence of a loose social framework where everyone takes care of himself or herself and possibly immediate family versus a tight social framework where members of the society are all responsible for each other. Masculinity Index is the extent to which society values traditionally masculine traits, such as working for money or things, assertiveness and not caring for others (Hofstede, 1984). Long-term orientation (LTO) is the extent to which a society is concerned with dynamic values associated with the future instead of relatively static values associated with the past (Hofstede, 1997).

Although Hofstede (1997) cultural dimensions are instrumental in understanding differences in consumer behaviour across nations, this framework is without limitations. For example, Mc Sweeney (2002) criticized that the use of subsidiaries of one company cannot provide

information about entire national cultures.   Li, Chick, Wu and Yen (2010) described Hofstede's model as inconsistent at the level of both theory and methodology, and caution users against an uncritical reading of Hofstede's cultural dimension.

Schwartz, (1992) Value Inventory (SVI)utilizes a rating approach, and is aimed at measuring value salience. This inventory has been developed on the basis of several decades of theoretical and empirical work in psychology research on values. Its theoretical starting point is to view values as representing motivations because they are criteria used by individuals to select and justify actions, and to evaluate people, the self, and events. Ten motivational domains of values are suggested, postulating these domains are culturally universal in their structure and contents. Each of the ten basic values can be characterized by describing its central motivational goal: (1) Self-Direction: Independent thought and action, choosing, creating, exploring; (2)Stimulating: Excitement, novelty, and challenge in life; (3) Hedonism: Pleasure and sensuous gratification for oneself; (4) Achievement: Personal success through demonstrating competence according to social standards; (5) Power: Social status and prestige, control or dominance over people and resources; (6)Security: Safety, harmony, and stability of society, of relationships, and of self; (7)Conformity: Restraint of actions, inclinations and impulses likely to upset or harm others and violate social expectations or norms; (8)Traditional: Respect, commitment and acceptance of the customs and ideas that traditional culture or religion provide the self; (9)Benevolence: Preserving and enhancing the welfare of those with whom one is infrequent personal contact (the in-group); (10)Universalism: Understanding, appreciation, tolerance and protection for the welfare of all people and for nature (Schwartz, 1992). The strong criticism about this model pointed out the fact that Schwartz theory of values only considered the hierarchy of values that belong to the

samples of a group of Western European countries and compared it with the countries of the rest of the world.

Having considered all the strengths and limitations of the various measurements of values, the List of Values is used in this study to conceptualize consumer values and how they affect the adoption of consumer decision-making styles in Botswana. List of Values is the most commonly used in the literature because of its ease of management, validity and reliability (Humayun and Hans, 2009). It is also considered to be well- organized, has assessable sets of variables that are less various, and is more centrally seized and more closely associated to stimulus than demographics (Humayun and Hans, 2009). List of values also has the ability to separate the influence of demographics and values on consumer behaviour (Kahle et al., 1999). In addition, comparative studies (Kahle et al., 1999; Novak and MacEvoy 1990) have demonstrated that the List of Values is superior to Value and lifestyle system. Finally, the List of Values is standardized, short, and easy to administer with large consumer samples.

2.4.5.2 Demographic variables

The term demographic variables is the characteristics of the aggregate population that marketers use to segment the market, these include gender, age, income, education, and marital status. While there are many ways to segment a market, the marketing of products and services today is still predominantly based on demographic features of consumers. A reason for the popularity of demographic segmentation is the possible link between demographic characteristics and buyers wants, needs and specialised consumer activities (Andaleeb and Conway, 2006; Al-Hawari and Ward, 2006; McDonald, 1993). Products such as clothing and personal care are designed, targeted and promoted with either men or women

in mind. Another reason for the popularity of demographic segmentation is that demographics are usually well-defined, and above all, are amongst the easiest to measure (Pol, 1991). Demographics also help to locate a target market, and reveal ongoing trends that signal business opportunities (Schiffman and Kanuk, 2007). One of the demographics which have won academics' attention is gender, which has been studied widely in relation to purchase behavior and consumer decision-making styles in particular. For the purpose of this study selected demographics characteristics including age, gender, education, income and marital status areused to explain differences in the adoption of consumer decision-making styles among retail consumers in Botswana.

2.4.5.3 Overall Customer Satisfaction

Marketing scholars have extensively studied consumer satisfaction over the last decades (Anwar and Gulzar, 2011; Khan and Kadir, 2011; Samuel, 2006; Mittal and Kamakura, 2001).Customer satisfaction is defined as an evaluation of product experience based on customers' cognitive and affective evaluation of their personal experience, and "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations" (Khan and Kadir, 2011; Wesley et al, 2006; Singh, 2006; Tsiotsou, 2006; Yi and La, 2004; Hunt, 1997; Kotler and Armstrong, 2008). Oliver (1980) explained that satisfaction can be seen as a function of the expectation (adaptation) level and perceptions of disconfirmation. Satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight and has been conceptualized as a product-related knowledge judgment that follows a purchased act or a series of consumption experiences (Henning-Thurau, 2004; Hoyer and MacInnis, 2001; Yi, 1999). In marketing setting, customer satisfaction is also defined as "customer's perceptions

of the degree to which customers' requirements have been fulfilled" (Andaleeb and Conway, 2006). All these definitions imply that customer satisfaction is a key component of successful and prosperous retail marketing.

McQuitty, Finn and Wiley (2000) confirm that satisfaction plays a central role in marketing because it is a good predictor of purchase behaviour (purchase, re-purchase intention).However, there are several determinants of satisfaction, such as perceived equity (Joshi, 1990; Oliver and Swin, 1989), product quality (Fornell, 1992), post purchase evaluation (Tsiros and Mittal, 2000), consumption-related and need fulfilment (Spreng, Mackenzie and Olshavsky, 1996). Oliver (1993) explains that there are two most widely used approaches to satisfaction, the transaction-specific and overall satisfaction. The transaction-specific approach views satisfaction as an emotional response to the most recent transactional experience. The overall satisfaction perspective defines satisfaction as accumulative evaluative response (Oliver, 1993; Tsoukatos and Rand, 2007). This study adopts the overall satisfaction perspective because of its relevance to the present study.Homburg and Giering (2001) emphasized the strength of the relationship between satisfaction and demographic characteristics such as, age, income, education, gender and marital status. Consequently, demographic characteristics have been found to be good predictors of the level of customer satisfaction (Tsiotsou and Vasioti, 2006). Satisfied customers tend to be loyal, use a service more often and present a stronger repurchase intention (Reichheld and Teal, 1996).

2.4.5.4 Re-Purchase intentions

According to the marketing scholars, re-purchase intentions are one of the main concepts studied in the marketing literature (Fishbein and Ajzen, 1975; Gedenk and Neslin, 1999;

Morwitz and Schmittle,1992). The interest of these scholars comes from the relation of re-purchase intentions to consumer behaviour. Fishbein and Ajzen, (1975) define re-purchase intention as the transaction behaviour after consumer's evaluate products. It is the perceptual response to the target items (Fishbein and Ajzen, 1975).Re-purchase intentions measure the possibility of a consumer to buy a product again, and the higher the satisfaction, the higher a consumer's willingness is to re-buy a product (Yang, 2009; Schiffman and Kanuk, 2007 and Dodds, Monroe and Grewal, 1991).Scholars postulate that satisfied consumers become loyal customers or repeatedly purchase retail products (Yang, 2009), and one satisfied customer brings in other customers (Jordaan and Prinsloo, 2001).

It has also been confirmed that there is a positive correlation between re-purchase intentions and purchase behaviour (Field, 2000; Morwitz and Schmittlein, 1992*)*. Moreover, marketing managers are interested in consumer purchase intentions in order to forecast sales of existing and/or new products. The data can assist managers in their marketing decisions related to product demand of both new and existing products, market segmentation and promotional strategies (Tsiotsou, 2006).Despite all these positive attributes, re-purchase intentions have not been well studied in marketing (Tsiotsou, 2006), particularly with respect to the use of decision-making styles which is direction that has been adopted in this thesis.

2.5   Hypotheses Development

2.5.1 Consumer Values as an antecedent of Consumer Decision-making Styles

There is dearth of research on the relationship between consumer values and decision making styles. Studies on consumer values are mainly related to social marketing (Kropp, Holden and

Lavack, 1999). Most of the values used were documented in cross-cultural studies (Kahle, Rose and Shoham, 1999) and concentrated in North America. This study investigates the effect of consumer values on decision-making styles of retail consumers in Botswana. Consumer values that linked to adoption of decision-making styles include: Security; sense of belonging; being well respected; fun and enjoyment in life; warm relationships with others; self- respect; self-fulfillment; sense of accomplishment; and excitement (Kahle, 1983). Consumer values are expressed as a source leading the behaviours of an individual in all life periods and dimensions, shape his/her daily life, and determine the decision-making process of the consumer (Sengüder, 2000; Beatty, et al., 1991; Kahle, 1996).

Investigations reveal that values can be significant predictors of consumer behavior (Goldsmith, Freiden and Kilsheimer, 1993). Several marketing researchers have linked values to consumption behaviour and communication effect (Sherrell and Shaffer, 1997; Pitts and Woodside, 1984; Goldsmith *et al.*, 1993). Schwartz and Bilsky (1990) predicted the important ratings of values in the shopping selections such as weight loss, choice of college major and religious involvement. The marketing literature suggests that values affect directly consumers' choice criteria, re-purchase intentions and purchase behaviour (Pittsand Woodside, 1984).It has been argued that values affect choice criteria formed by consumers and influence consumer's recognition of a problem, and information search. Sherrell and Shaffer (1997) studied the positive relationship between values and product attributes and purchase intentions. Finally, it is suggested that products with which consumers are heavily involved are more likely to reflect consumer values and re-purchase intentions (Goldsmith *et al.*, 1993).

2.5.1.1 Security and Consumer Decision-Making Styles

Previous studies have shown that the motivational goal of the value type security is safety (Ercis, Unal and Bilgili, 2006; Thompson, 2009; Kahle, 1983).This was analyzed in the context of grocery shopping and consumption decisions, and was found to be strongly influenced by the desire to maintain good health through the purchase of healthy foods (Shaw, Grehan, Hassan and Thomson, 2005). The relationship between decision-making styles and values of young people in Kirghiz in Turkey was investigated (Ercis, Unal and Bilgili, 2006).It was reported that young people with high security value look for perfect products, want to be safe and successive and therefore tend to have perfectionist/high quality consciousness and brand consciousness. However, research reveals that Turkey young people are not habitual-brand loyal, novelty-fashion conscious, recreational-hedonistic conscious, price-value for money and impulsive when shopping for grocery and making retail consumption decisions (Ercis, Unal and Bilgili, 2006). From the foregoing, hypothesis can be proposed as below:

H1: The higher the security value the greater the adoption of: (a) Perfectionism and High quality consciousness;*(b) Brand consciousness;(c) Novelty fashion consciousness;(d) Recreational-Hedonistic consciousness;(e) Price-value for money;(f) Impulsiveness; (g)Confused by over-choice; and (h) Habitual-brand loyal consciousness of retail consumers in Botswana.*

2.5.1.2 Self Respect and Consumer Decision-Making Styles

Self-respect is defined as engaging in social identity, purchasing and displaying high levels of health consciousness (Kahle et al., 1986). People involved in fashion and in being well-

dressed register high sense of values such as excitement, fun and enjoyment, respect and accomplishment (Goldsmith, Freiden and Kilsheimer, 1993). It can be said that people with self respect generally prefer the brands and stores at which they are familiar, and are likely to spend more time and money in store (Shim and Eastlick, 1998). Research conducted by Ercis et al., (2006) investigated the effects of self-respect on decision-making styles of young people in Turkey, Bosnia and Kyrgyzstan. The findings from this study showed that the higher the self-respect value the more young people in Turkey, Bosnia and Kyrgyzstan tended to possess perfectionist/high quality consciousness, brand consciousness, novelty-Fashion consciousness, and habitual/brand-loyal and recreational-hedonistic. It was also found that values such as self-respect, a sense of accomplishment and a sense of belonging were positively related to fashion innovativeness (Ercis, Unal and Bilgili, 2006).Therefore, the self-respect value motivates female involvement in fashion leadership (Goldsmith, Freiden and Kilsheimer, 1993; Goldsmith and Stith, 1992). In view of this, this study therefore hypothesizes that:

H2: The higher the self-respect value, the greater the adoption of (a) Perfectionism/high quality consciousness (b) Brand consciousness, (c) Novelty-fashion consciousness (d) Habitual-Brand-loyal (e) Recreational-hedonistic (f) Price-value for money, (g) Impulsiveness , and (h) Confused over choice of retail consumers in Botswana.

2.5.1.3 Sense of belonging and Consumer Decision-Making Styles

Consumers who value Sense of belonging believe that they can get what they pay for, admire voluntary simplicity, brand loyalty, and are health conscious (Homer and Kahle, 1988). Kahle

(1983) showed that individuals with a high sense of affiliation to family, reference groups, and friends tended to rely more on others. This is a home and family oriented value, and therefore, the sense of belonging is perceived as the most feminine consumer value. A study in Turkey and Bosnia about the decision-making styles of young people reported that consumers who possessed perfectionism/ high quality consciousness, brand consciousness, novelty-fashion consciousness, confused by over-choice, impulsiveness-carelessness and habitual/ brand-loyal attributes displayed the highest levels of values such as sense of belonging, and warm relationship with others(Kavas and Yesilada, 2007; Gonen and Osemete, 2006; Ercis, Unal and Bilgili, 2006).Consequently, it was revealed that Turkish and Bosnian young people appreciated the feeling of belonging, value success and did impulsive shopping (Ercis et al., 2006). It can then be hypothesized that:

H3: The higher the Sense of Belonging, the greater the adoption of (a) Perfectionism-high quality consciousness (b)Brand consciousness (c)Novelty-fashion consciousness, (d) Impulsiveness-carelessness *(e)Confused by over-choice (f)Habitual brand loyal consciousness (g)Recreational-hedonistic consciousness, and (h) Price-value for money consciousness of retail consumers in Botswana.*

2.5.1.4 Fun and enjoyment in life and Consumer Decision-Making Styles

According to Kahle et al., (1986), fun and enjoyment in life (leading a pleasurable, happy life) have been increasing in popularity, especially among young people. Consumers who specify fun and enjoyment in life believe in living life on life's term, a "stop and smell the rose" philosophy (Kahle and Kennedy, 1989).Hedonic benefit is acquired from a product's capacity to meet a need of enjoyment, fun, and pleasure. In particular, consumers with this trait enjoy the stimulation of looking for and choosing products and respond most favorably

to leisure-time activities; and therefore tend to be perfectionism-high quality conscious, brand conscious, novelty-fashion conscious, recreational-hedonistic and impulsive. Goldsmith, Freiden and Kilsheimer (1993) reported that fashion leadership is also related to specific consumer value such as fun and enjoyment in life. Kahle and Kennedy (1989) also reported that young people were among individuals who appreciated fun and enjoyment as social adaptation instruments. This value is associated with purchasing for elegance, convenience, patriotism, authenticity, and brand consciousness. It is hypothesized that:

H4: The higher the fun and enjoyment, the greater the adoption of (a)Perfectionism-high quality consciousness, (b) Brand consciousness (c) Novelty-fashion consciousness, (d) Recreational- hedonistic consciousness, (e) Impulsiveness, (f) Price-value for money consciousness, (g) Confused by over-choice and (h) Habitual brand loyal consciousness of retail consumers in Botswana.

2.5.1.5 Warm Relationship with Others and Consumer Decision-Making Styles

People who appreciate values, such as warm relationship with others, tend to feel more satisfied with their lives, since they find support for their actions on family, reference groups and friendships (Kahle and Kennedy, 1989; Ladhari, Pons, Bressolles and Zins, 2010). Individuals with these characteristics present high levels of dependence in regards to their reference groups and family. Ercis et al., (2006), reported that Bosnian young people who possessed highest values, such as warm relationship, tended to use decision-making styles such as perfectionism/high quality consciousness, brand consciousness, novelty-fashion consciousness, impulsiveness-carelessness, confused by over choice, and habitual/ brand-loyalty. Therefore, it can be hypothesized that:

H5: *The higher the warm relationship with others' values, the greater the adoption of (a) Perfectionism-high quality consciousness (b) Brand consciousness, (c) Impulsiveness (d) Confused by over-choice (e) Habitual brand loyal consciousness and (f) Novelty-fashion consciousness (g) Recreational- hedonistic consciousness ,(h) Price-value for money consciousness of retail consumers in Botswana.*

2.5.1.6 Sense of Accomplishment and Consumer Decision-Making Styles

According to Kahle (1983), accomplishment is associated with conspicuous consumption, purchasing of products, self-indulgence and convenience, and succeeding at what one wants to do (Ladhari et al., 2010). The sense of accomplishment values, such as 'capability', 'influence' and 'intelligence' were considered important guiding principles when shopping (Shaw et al., 2005). The main goal of the value type accomplishment emphasizes the attainment of social approval through demonstrating competence according to social standard (Schwartz's 1992). People involved in fashion and are interested in being well-dressed are rated with higher values such as respect and accomplishment. In terms of shopping this need is reflected in the purchasing behavior of ethical consumers. Ercis et al., (2006) reported that Kirghiz young people with the sense of accomplishment value tended to possess perfectionism/high quality consciousness and brand consciousness. In order to be safe, they looked for perfect product and successive, therefore, they were not obsessed with fashion, price-value for money consciousness, impulsiveness, habitual brand loyal consciousness, recreational-hedonistic consciousness and confused by over-choice. It is therefore proposed that:

H6: The higher the sense of accomplishment, the greater the adoption of (a) Perfectionism-high quality consciousness (b)Brand consciousness (c) Novelty-fashion consciousness,(d) Price-value for money consciousness, (e) Impulsiveness and (f) Habitual brand loyal consciousness (g) Recreational-hedonistic consciousness and (h) Confused by over-choice of retail consumers in Botswana.

2.5.1.7 Self-fulfillment and Consumer Decision-Making Styles

According to Kahle's (1983), self- fulfilled consumers are relatively fulfilled economically, educationally and emotionally. Self-fulfilment is also defined as a feeling of satisfaction at having achieved one's desires. Consumers with the self-fulfillment value are typically young professionals and tend to make purchases that emphasize quality, self-indulgence, convenience, entertainment, conspicuous consumption and brand loyalty. Hofstede's (1997) emphasized that people with individualist culture are concerned with self rather than group and therefore they are more price sensitive and don't care about being perceived as 'cheap'. They also rely on own source of information and brand are conscious. Kirghiz, Bosnian and Turkish young people who have the highest value in self-fulfillment and being well respected tend to be perfectionism-high quality conscious, brand conscious, novelty-fashion conscious, impulsive, and habitual/ brand loyal conscious. They always look for perfect products also value success (Ercis et al., 2006).

H7: The higher the self-fulfillment value the greater the adoption of (a) Perfectionism-high quality consciousness,(b) Brand consciousness,(c) Novelty-fashion consciousness (d)

Impulsiveness (e) Habitual brand loyal consciousness(f) Price-value for money consciousness, (g) Recreational-hedonistic consciousness, and (h) Confused by over-choice consciousness of retail consumers in Botswana.

2.5.1.8 Being Well Respected and Consumer Decision-Making Styles

A well respected individual is described as someone admired by others and receiving recognition. Self-respect requires the cooperation of others, whereas being well respected can be achieved alone (Kahle et al., 1997). Consumers who value this segment are associated with a strong desire for quality, loyalty, uniqueness, health consciousness Ercis, Unal and Bilgili (2006) describe Bosnian consumers as brand-novelty conscious, looking for perfection, impulsive buyers with the highest value of being well respected by others and excitement.

H8: Retail consumers in Botswana with higher value of being well respected have greater adoption of (a)Brand consciousness, (b)Novelty-fashion consciousness (c)Perfectionist/quality consciousness (d)Impulsiveness and (e)Habitual brand loyal consciousness (f)Recreational-hedonistic consciousness(g) Price-value for money consciousness(h) Confused by over-choice.

2.5.1.9 Excitement and Consumer Decision-Making Styles

Excitement means leading a stimulating and exciting life, the feeling of lively and cheerful joy or the state of being emotionally aroused and worked up. Excitement seeking refers to the extent to which shopping is considered pleasurable and fun (Sproles and Kendall, 1986).

Excitement and fun seeking are internal states of mind and thus are unlikely to affect a consumer's search for the highest of very best quality in product (perfectionism). A research carried out in Australia and Singapore reported that cultural values have no significant difference on decision-making styles (Li, 2004). Shim and Eastlick (1998) describe Novelty-Fad-Fashion conscious consumers as being excited from seeking out new things and conscious of the new fashions. Li, (2004) compared Motswana, Chinese and Caucasian students' decision-making styles in South Africa. The study found that Novelty- fashion consumers kept up to date with styles that were considered to be most important to them, and they were therefore called variety seekers. Comparatively, Batswana students were found to have the highest point in variety seeking, choosing different brands, having fun in buying something new and show excitement in their purchasing (Li, 2004). On the contrary, they were considered not to be very brand-loyal. Similar findings were reported by Makgosa and Mfosi (2006). This study therefore hypothesizes that:

H9: *The higher the Excitement, the higher the adoption of (a) Perfectionist/quality consciousness (b) Brand consciousness,(c) Novelty-fashion consciousness, (d) Price-value for money consciousness, (e)Impulsiveness and (f)Confused by over-choice (g)Recreational-hedonistic consciousness and (h)Brand-loyal consciousness of retail consumers in Botswana.*

2.6.1   Consumer Decision-Making Styles and Overall Customer Satisfaction

Consumer decision-making styles have been found to have direct influence on overall satisfaction with shopping in a mall. A study conducted by Wesley et al (2006) explained that consumers exhibit very high levels of decision-making styles when shopping in a mall. For

instance perfectionist/ high quality conscious consumers are alleged to have higher levels of overall satisfaction with mall shopping than consumer who displays low quality level.

Consumers often satisfied with high quality products are perfectionistic/high quality conscious, brand conscious, impulsive-careless, novelty-fashion conscious and habitual brand loyal. Most importantly, impulsive consumers tend to buy products in a short time, without paying much attention to product purchases; and therefore, products do not have to be perfect or best to satisfy these consumers (Yasin, 2009). It is then hypothesized that:

H10:*The higher the adoption of (a) Perfectionism/high-quality consciousness, (b) Brand consciousness (c) Novelty-fashion consciousness (d) Confused by over-choice,(e) Impulsiveness (f) Price-value for money consciousness, (g) Recreation/hedonism and (h) Habitual brand-loyal, the more the overall customer satisfaction of retail consumers in Botswana.*

2.7.1 Consumer Decision-making Styles and Re-purchase intentions

According to Mitchell and Bates (1998), it was acknowledged that knowledge of consumer decision-making styles is clearly important to marketers because it is inextricably linked to purchasing behaviour. In another study, Hung (2004) reported that purchase intentions are highly essential when referring to product or brand and any other aspects of buying that a consumer is intending to carry out (Assael, 1995; Engel, Blackwell and Miniard, 1995). According to Vijayasarathy (2003), consumer decision-making styles have significant positive relation towards re-purchase intention. Hung (2004), found that re-purchase intention had a direct effect on consumer decision-making styles. Vijayasarathy, (2003) further argues

that re-purchase intention is a significant predictor of consumer decision-making styles when shopping.

However, the results of a research conducted in Pakistan by Rizwan, Qayyum and Qadeer (2014), showed that price consciousness and product knowledge had insignificant effect on re-purchase intentions. The key knowledge gap in relation with studies that focussed on the link between consumer decision-making styles is the fact that they did not specifically focus on the intentions to re-use the same style. However, drawing insights from these studies it is hypothesised that:

H11:The higher the adoption of (a) Perfectionism/high-quality consciousness (b) Brand consciousness (c) Novelty-fashion consciousness (d) Confused by over-choice (e) Impulsiveness (f) Price-value for money consciousness(g) Recreation / hedonism and (h) Habitual brand-loyal, the more the intention to use the style next time one goes shopping for retail products in Botswana.

The conceptual framework shown in Figure 5 below comprises of proposed relationships between consumer values as an antecedent on consumer decision-making styles. Also overall customer satisfaction and re-purchase intentions serve as consequences of consumer decision-making styles.

Therefore, the conceptual framework as shown in Figure 5 describes the effects of consumer values on consumer decision making styles and the consequences of decision-making styles on overall customer satisfaction and re-purchases intentions (H1-H11). However, demographic characteristics are part of the antecedent of consumer decision-making styles, but are not included in the framework. This is because the study tested differences among the

demographic characteristics in order to examine whether decision making styles of retail consumers vary by age, education, income, gender and marital status (H12-H16).

Figure 5: Conceptual Framework of Antecedents and Consequences of Consumer Decision-Making Styles

H1 –H9

H10

Consumer values

Security	H1
Self respect	H2
Sense of Belonging	H3
Fun and enjoyment in life	H4
Warm relationships	H5
Sense of Accomplishment	H6
Self fulfilment	H7
Being well respected	H8
Excitement	H9

Consumer decision-making styles

Perfectionism (a)

Brand Consciousness (b)

Novelty Consciousness (c)

Recreational Consciousness (d)

Price Consciousness (e)

Impulsiveness (f)

Confusion over Choice (g)

Brand Loyalty (h)

Overall Customer Satisfaction

Re-Purchase Intentions

H11

Antecedents   Consequences

Developed by
the author

2.8.1 Demographic Characteristics and Consumer Decision-Making Styles

It has been revealed that purchase involvement and search behaviour are associated with demographic characteristics of the consumer and their household (Slama and Williams, 1990). It has been acknowledged that demographic characteristics are directly related to retail shopping behavior (Mishra, 2010; Wesley et al, 2006; Ailawadi, Neslin and Gedenk, 2001). It has also concluded that females are more concerned and greatly involved when there are children at home than men. It was further suggested that other factors such as marital status, age, education and income of the consumer are closely related to consumer decision-making styles.

Darley and Smith (1995) argues that gender-based segmentation particularly on biological sex (male and female), meets several of the requirements for successful implementation. There are some products and services that are quite naturally associated more or less with males or females. Several previous studies have reported gender differences in decision-making styles of consumers (e.g. Mokhlis and Salleh, 2009; Mitchell and Walsh, 2004; Otnes and McGrath, 2001; Hansen and Bode, 1998). Other studies have focused on either female consumers (Bakewell and Mitchell, 2003; Engel et al., 1995; Popcorn and Marigold, 2001) or male consumers (Bakewell and Mitchell, 2004).

2.8.1.1 Gender and Consumer Decision-Making Styles

In the previous studies, gender has been identified as an important factor in explaining differences in decision-making styles (Mokhlis and Salleh, 2009; Hanzaee and Aghasibeig,

2008; Makgosa and Mfosi, 2006; Mitchell and Walsh, 2004). The literature on gender confirms that, men do not emphasize on appearance and are not clothing conscious. They also tend to exhibit little interpersonal relationships (Mitchell and Walsh, 2004). Similarly, males are less likely to read labels for nutritional information than females (Mangleburg, Doney and Bistol, 2004; Mueller, 1991), probably because they are more accepting of making the 'wrong' purchase decision; and they areless concerned with providing information about product to others. Males are consistently reported to be more risk taking (Areni and Kiecker, 1993). Therefore, they are likely to have a weaker perfectionist orientation than female consumers and are less likely to be impulsive or compulsive buyers (Shoaf, Morrin and Maheswaran, 1995; Sherrod, 1989). However, women are said to enjoy shopping and are happy to spend considerable time and energy and are impulsive and compulsive buyers (Dholakia, 1999).

According to Hanzaee and Aghasibeig, (2008), the male and female Iranian consumer decision-making styles research showed thatfemale consumers were perfectionism-high quality conscious, brand conscious, Impulsive, habitual-brand loyal, confused by over choice, novelty-fashion conscious, price-value conscious, recreational-hedonism and variety seekers while male consumers were Time energy conserving, brand conscious, habitual-brand loyal, low price seeker, fashion conscious and quality conscious. These findings are similar to those of Bakewell and Mitchell (2006); and Walsh and Mitchell, (2004) studies. Although some similarities could be observed between both males and females, some differences have been reported in previous studies. For instance, fashion-sale seeking, satisfying, enjoyment seeking, time restricted and economy seeking were found to be common among males while females exhibited novelty-fashion consciousness, high quality consciousness, recreational

shopping (Wesley et al.,2006) as well as time energy conserving and variety seeking (Mitchell and Walsh, 2004). Therefore considering the above studies, it is hypothesised that:

H12: *There will be a significant difference between males and females in the adoption of (a) Perfectionism/high-quality consciousness, (b) Novelty-fashion consciousness, (c) Price-value for money consciousness, (d) Impulsiveness, (e) Confused by over-choice (f) Recreation / hedonismand, (g) Habitual - brand loyal (h) brand consciousness, by retail consumers in Botswana.*

2.8.1.2 Age and Consumer Decision-Making Styles

Decision- making styles of consumers have been found to vary according to age (Azizi and Makkizadeh, 2012; Mishra, 2010; Leng and Botelho, 2010; Mokhlis, 2009; Kwan, Yeung and Au, 2008; Andrews, Durvasula and Lysonski, 1993; Hafstrom, Chae and Chung, 1992; Fan and Xiao, 1998). Age increases the hardship of search activity and diminishes an individual's search effort (Guo, 2001). Older consumers could rely more on internal information than younger consumers. Under graduate students aged between 18-22 years in the United Kingdom were found to be recreational quality and discount seekers, uninterested in shopping and fashion, loyal trend setters and confused, time and money conservers (Bakewell and Mitchell, 2003). In China, university students aged between 18 and 25 years adopted brand consciousness, price–value consciousness, high quality consciousness, time energy and information utilization (Fan and Xiao, 1998).

Another similar research conducted by Mokhlis (2009) on young adults and consumer decision-making styles in Malaysia revealed that seven reliable factors were identified such

as novelty, brand conscious consumer; perfectionistic, high-quality conscious consumer; confused by overchoice; recreational, hedonistic consumer; impulsive, careless consumer; variety-seeking and habitual, brand-Loyal. This finding generally supports the consumer styles inventory and favours Sproles and Kendall's (1986) original study. Perfectionism, brand consciousness, impulsiveness, confused by over choice, satisfying and value seeking emerged as unique styles for undergraduate students aged about 21 years in Malaysia (Mokhlis and Salleh, 2009).

Mishra, (2010) investigated the decision-making styles of young adult consumers in India. The study confirmed the existence of all the eight original characteristics and added two more new traits which are dissatisfied shopping consciousness and store loyalty. It ascertained that younger consumers in India, eager to consume, conscious of their experience, and having high standard of expectations for the products, were materialistic. Therefore, they tended to be perfectionist/high quality conscious, brand conscious, novelty-fashion conscious, confused by over choice, price-value consciousness, impulsive, recreational shopping and brand loyal. Eight of these correspond to original study by Sproles and Kendall (1986) who found that older consumers enjoyed more shopping culture, and tended to be brand and store loyal and were more likely to be confused by over choice.

In particular, Bakewell and Mitchell (2003) argued that younger retail consumers exhibit different shopping behavior patterns and attitudes more than older consumers. Ailawadi et al. (2001) empathized that older consumers were more likely to enjoy shopping and less likely to seek for variety and conserve time. Pandraud and Lauret (2010) also confirmed that older consumers tend to preferred older and well established brands and were attached for a long time compared with younger consumers have a greater propensity to adopt novel products.

It is therefore hypothesized that:

H13:The higher the age the more likely the adoption of (a) Fashion consciousness, (b) Brand consciousness,(c) Brand loyalty, the lower the adoption of (d) *Perfectionism/high-quality consciousness (e) Price-value for money consciousness, (f) Impulsiveness, (g) Recreation/hedonism*(h) *Confused by over-choice* of retail *consumers* in Botswana.

2.8.1.3 Education and Consumer Decision-Making Styles

Educational experiences promote the intellectual openness, flexibility and breadth of perspective essential for self-direction values (Kohn and Schooler, 1983). Higher educated consumers have been found to be more quality conscious and fashion hedonistic and less likely to be pressurized by time than those who are less educated (Ailawadi et al. 2001). Quality conscious consumers are likely to be better able to infer the level of a product's quality from the product's price (Erickson and Johansson 1985). They will be likely to view higher prices more favourably due to their perceptions of a corresponding increase in the product quality (Lichtenstein, Ridgway and Netemeyer, 1993). According to Smadi and Al-Jawazneh (2011), highly educated young consumers are high quality conscious, price-value conscious, impulsive, confused over choice and brand-loyal conscious than less educated consumers. Furthermore, Wan, Youn and Fang (2001) explored the relationship between fashion consciousnesses on educated consumers in Minnesota. The result shows that age was significant predictors of fashion consciousness but education and income variables did not emerge as significant predictors. Previous studies based on samples of young adults in higher education have indicated that they commonly use high quality consciousness, brand consciousness, recreational shopping, impulsive and confused over choice (Makgosa and

Mfosi, 2006; Canabal, 2002; Hafstom et al., 1992). Thus from these findings, it is hypothesized that:

H14: The higher the education the more likely the adoption of (a) Perfectionism/high-quality consciousness, (b) Brand consciousness and (c) Confused by over-choice, (d) Price-value for money consciousness, (e) Impulsiveness and (f) Habitual brand-loyal and the lower the adoption of (g) Recreation/hedonism (h) *Novelty-fashion consciousness of retail consumers in Botswana.*

2.8.1.4 Income and Consumer Decision-Making Styles

Disposable income is one of the most important demographic variables being considered as influential to consumer responses to sales promotions (Slama and Williams, 1990; Loudon and Bitta, 2007). Decision- making styles of consumers have been found to vary according to income (Ailawadi et al., 2001; Mitta, 1994).Compared to those who have higher income, lower income consumers are less likely to perceive themselves as financially well off (Mitta, 1994), and are more likely to be financially constrained (Ailawadi et al., 2001). Due to this perception, they are more likely to become price and value for money conscious and will search extensively for promotional information through a variety of media.

Low income consumers are likely to have price knowledge, recognize the price advantage of the discounted brand (Lictenstein, Ridgway and Netermeyer, 1993), and focus on the amount of money they could save from a purchase while higher income consumers are perfectionism/high-quality conscious, impulsive and are always confused over choice of brand (Ailawadi et al., 2001; Lictenstein, Ridgway and Netermeyer,1993). Low income

consumers are also more likely to purchase food low in quality such as food with less fibre, food high in fat content, sugar and salt (Lictenstein, Ridgway and Netermeyer, 1993; Dodds, Monroe and Grewal, 1991). Retail consumers with more income are likely to seek leisure, spend time shopping and plan their shopping (Zeithmal, 1985). Consumers with more income are inclined to buy online for products such as cell phones and televisions (Girard et al., 2003). High income enables consumers who are highly perfectionist and brand conscious to plan high expenditures (Wesley, LeHew and Woodside, 2006). It is therefore hypothesized that:

H15: The higher the income the more likely the adoption of (a) Perfectionism / high-quality consciousness, (b) Recreation/hedonism consciousness (c) Novelty-fashion consciousness (d) Brand consciousness, (e) Impulsiveness, the lower the (f) Confused by over-choice, (g) Price-value for money consciousness, (h) Habitual brand-loyal of retail consumers in Botswana.

2.8.1.5 Marital Status and Consumer Decision-Making Styles

Decision making styles of consumers have been found to vary according to marital status (Yi and Jeon, 2003; Ailawadi et al., 2001). Marital status has been the focus of most marketing efforts, and for many products and services, the household continues to be the relevant consuming unit. The number and kinds of households that buy or own certain products is a kind of interest to marketers. Also, they are interested in determining the demographic and media profiles of household decision makers e.g. the person involved in the actual selection of the product. Marketers have also discovered the benefits of targeting the specific marital status grouping, such as singles, divorced individuals, single parents and dual-income married couples and it was concluded that married individuals are more time energy conservers and

less prone to information search compared with singles. An investigation conducted by Zeithmal (1985) reported that married individuals had more time to plan, possess more positive attitudes towards shopping and use more information to economize than single people. For example, married consumers tend to be more brand conscious, perfectionist, brand-loyal, quality conscious and impulsive. Single females are recreational-hedonistic and confused by over choice, while single males are brand-loyal and impulse (Yi, 1999). It was further concluded that married retail consumers are more likely to purchase high quality or branded products, seek for leisure and variety and less confused by choice while single people are expected to be impulsive and price conscious than married people.

H16: Married consumers are more likely to adopt *(a) Perfectionism/high-quality consciousness (b) Brand consciousness (c) Habitual-brand loyal (d) Novelty-fashion consciousness, (e) Recreation / hedonism consciousness,* while non-married consumers are likely to adopt *(f) Price-value for money consciousness (g) Impulsiveness and* (h) *Confused by over-choice* in Botswana.

2.9.1 Conclusions

This chapter has provided an overview of the literature relevant to this study. Literature suggests that consumer decision-making styles can be classified into the psychographics/lifestyle approach; consumer typology approach and consumer characteristics approach. The current study adopts the consumer characteristics approach because it has been perceived to be more meaningful in explaining consumer decision-making styles due to its focus on consumers' mental and cognitive orientation (Lysonski, Durvasula and Zotos, 1996).Studies that tested the applicability of the eight consumer decision-making styles relied heavily on samples of students.However, previous studies have cautioned that it was very

important to examine whether the eight consumer decision making styles would emerge using non-Western and non-students samples (Wesley, LeHew and Woodside 2006; Walsh, Mitchell and Henning-Thurau, 2001; Sproles and Kendall, 1986).Thus, the general shopping public was considered for this study to investigate the effects of consumer values and demographic characteristics differences on consumer decision-making styles, overall customer satisfaction and re-purchase intentions of retail consumers in Botswana. Hence, applicability of eight consumer decision-making styles was tested using the general shopping public of retail consumers in Botswana.

The chapter also reviewed the literature to investigate the effect of antecedent factors such as consumer values and demographic characteristics differences on consumer decision-making styles and consequences on overall customer satisfaction and re-purchase intentions. There have been increasing attempts to study the effect consumer values and the demographic differences on consumer decision-making styles during the recent years. The knowledge gained would assist retail marketers in understanding influences of these factors in relation to purchase of retail products (Ercis, Unal and Bilgili, 2006; Kavas and Yesilada, 2007).

Therefore, this study addressed dimension of consumer values that have been seen to be related to consumer decision-making styles. These factors include security, self respect, sense of belonging, fun and enjoyment in life, warm relationships with others, sense of accomplishment, self fulfillment, being well respected and excitement. The second antecedent considered was five demographic characteristics such as age, gender, income, education and marital status. The literature also reviewed consequences of consumer decision-making styles such as perfectionistic/high quality, brand consciousness, novelty-fashion consciousness, confused by over-choice, impulsive and careless consumers, price-

value for money consciousness, recreational-hedonistic consciousness and habitual brand-loyalty on overall customer satisfaction and re-purchase intentions.

In addition, preliminary hypotheses depicting the effect of antecedents on consumer decision-making styles and consequences on overall customer satisfaction and re-purchase intention were developed in the Botswana retail market.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The research methodology chapter for this study consists of the research philosophy, research design, sampling plan, data collection methods, limitations of the study, ethical considerations and conclusions. The research surveyed general public shopping, because data collected in public shopping environments are likely to be recent and current based.The malls selected were mainly around Gaborone and Francistown cities.

3.2 Research Philosophy

A research philosophy is a belief about the way data should be collected and analysed (Kent, 2001; Bryman, 2001; Levin, 1988). In order for a theoretical model to explain a phenomenon there must be an appropriate relationship between the statements made, the way in which statements are made, and the philosophical perspective deployed to inform the methods (Abbott, 1998).Different research philosophies have been proposed in the literature including positivist and post-positivist approaches (Schiffman and Kanuk 1997; May, 1997). The Positivist adopts a clear quantitative approach to investigating phenomena.In behavioural sciences the positivists posit that human behaviours can be explained and predicted in terms of cause and effect (May, 1997). Principal positivist methods consist of observations, experiments and survey techniques. Often it involves complex statistical analysis in order to generate the findings and to test hypotheses empirically (Schiffman and Kanuk, 1997; Smith,1998). The main aim of the positivist perspective is to generalise the results to a larger

population. To put it more simply, the positivist perspective is a deductive approach that implies that first, a theory must be generated and then be tested using empirical observations. If the theory is falsified, it has tube rejected and a new one be formulated to replace it (Schiffman and Kanuk, 1997).The limitation of the positivist approach is that it does not provide the means to examine human beings and their behaviors in an in-depth way (Polit, 2001; Smith, 1998; Hughes, 1994). The quantitative and qualitative research methods are the two main data gathering methods. Positivism adopts a clear quantitative approach to investigating phenomena as opposed to post positivist approaches, which aim to describe and explore in depth phenomena from a qualitative perspective.The main distinction between these methods is that quantitative research makes use of measurements and statistics. The aim of the quantitative research is to establish relationship between variables. Quantitative methods, because of their inflexible structures, offer a more objective measurement of social facts about human behaviour.

Post-positivist approaches aim to describe and explore in-depth phenomena from a qualitative perspective (Crossan, 2003;Bryman, 2001; May, 1997; Hughes, 1994).Post-positivism provides an alternative to the traditions and foundations of positivism for conducting disciplined inquisition. For the post-positivist approaches, reality is not a rigid phenomenon instead it is a creation of those individuals involved in the research. Reality does not exist within a vacuum, but its composition is influenced by its context, and many constructions of reality are therefore possible (Hughes, 1994; Proctor, 1998). Among the suggested factors that influence reality construction are culture, gender, and cultural beliefs which are considered to be the most significant. They recognize the intricate relationship between individual behaviour, attitudes, external structures, and socio-cultural issues.

The main weakness of Post-positivist is that it does not consider the proximity of the researcher to the investigation (Bryman, 2001; Parahoo, 1997), and also assumes that reality is multiple, subjective and mentally constructed by individuals (Mays and Pope, 1995). Despite the fact that both approaches have been criticized, they have been used separately or in collaboration depending on the objectives of the research (Crossan, 2003). According to (Hair, Wolfinbarger, Ortinau and Bush, 2010; Bryman and Bell, 2007) qualitative data affords researchers the opportunity to generate new data, as well as look deeply into specific problems. Qualitative tools and open-ended questions were also added to the survey. This afforded respondents the opportunity to be involved in the survey by contributing their own experiences, and offered researchers the opportunity to gain some insight into possible reasoning behind the quantitative responses. Qualitative research methods are less structured than quantitative methods, and are more focused on verbal data (Bryman and Bell, 2007).

However, qualitative research is often criticized as subjective, thus shedding questions into the reliability and generalizability of the study. The qualitative research is merely an assembly of anecdote and personal impressions, strongly subject to researcher bias. Finally, qualitative research is criticized for lacking generalisability (Mays and Pope, 1995). There are benefits and constrains associated with these two research methods, but one method is not considered to be more superior to another as far as the method used is related to the area of study. The current study will adopt the assumptions of the positivist approach. By adopting a positivistic view, the present study showed a focus on theory testing wherein theory was first adopted as the framework for developing and testing hypotheses in a specific research context. The positivist approach is appropriate for this study since it adopts a clear quantitative method to investigate occurrence of an event. Specifically, this study will make use of a positivist approach to test the applicability of the eight consumer decision making styles in context of

Botswana; and to investigate the effects of consumer values on decision making styles of retail consumers in Botswana; and the effect of consumer decision making styles on overall customer satisfaction and re-purchase intention. Differences in consumer decision-making styles according to demographic characteristics were also investigated.

3.3 Research design

Research design provides an overall guidance for the collection and analysis of data of a study (Bryman and Bell, 2007). The importance of research design was rooted from its role as a critical link between the theory and argument that informed the research and the empirical data collected (Nachmias and Nachmias, 2008). A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process (Bryman and Bell, 2007), and this of course will have considerable influence on methodological procedures such as sampling and statistical packages.

The choice of a research design is influenced by the research objectives and the research philosophy (Malhotra, 2007).Different types of research designs have been suggested in the marketing literature such as exploratory, descriptive and causal. The objective of exploratory research is to discover ideas and to better understand the problem; the objective of descriptive research is to collect information that provides answers to research questions and the objective of causal research is to test cause-and-effect relationships between specifically defined marketing variables (Hair et al, 2010).Therefore, this study proposes the procedures and methods that will be used to guide data collection, sample selection and data analysis in the study of the effect of consumer values and demographic characteristics on consumer

decision-making styles, overall customer satisfaction and re-purchase intentions of Botswana retail consumers.

In order to achieve the objectives specified in this study, a survey research design was used. The main reason for using this type of design is because of its relevance in the previous studies that are similar to the current study (Akir and Othman 2010; Ercis, Unal and Bilgili, 2006; Kim, Forsythe, Gu and Moon, 2002; Lysonski and Zotos,1996). A survey research design accommodates large sample sizes so that results can be generalized to the target population of general shopping public and provides large data sufficient for making precise decisions (Zikmund, 2000). In addition, it is easy to administer and record answers to structured questions, facilitate advanced statistical analysis and concepts and to study the relationships not directly measurable (Hair, Wolfinbarger, Ortinau and Bush, 2010). The primary focus of a survey research design is to obtain primary data that enables researchers to assess relationships between two or more variables (Hair Wolfinbarger, Ortinau and Bush, 2010). In particular, in this study a survey research design was used in investigating the hypothesized relationships between consumer decision-making styles and selected antecedents including consumer values and demographic variables, as well as the relationships between consumer decision-making styles and its consequences on re-purchase intention and overall customer satisfaction.

As indicated, a survey research design is also employed in this study as in other previous related studies (Wesley, LeHew and Woodside, 2006; Leo, Bennett, and Hartel, 2005; Mitchell and Bates, 1998; Hafstrom, Chae, and Chung, 1992; Sproles and Kendall, 1986).The survey research design is a method of collecting information by asking questions, interviews are done face-to-face with people at different locations. For instance, it takes a sample of

individuals from a population with a view towards making statistical inferences about the population using a sample (Gordon et al., 1986). Since survey research is always based on the sample of the population, the success of the research depends on the representativeness of the sample to the population. A survey research design most often requires a questionnaire to be used to measure the important concepts under investigation. The purpose of sampling is to reduce the cost and/or the amount of work that it would take to survey the entire target population.

3.3.1 Sampling

3.3.1.1 Sample Unit

The sample unit comprises of adult retail consumers aged 18 and 64 years residing in Gaborone and Francistown.The Botswana map with the vital sampled survey areas is presented below in Figure 6.The general shopping public was used in the current study because data collected in public shopping environments are likely to be recent and current based on cognisance opinion relating to consumer decision-making styles rather than classroom settings (Wesley et al, 2006).In addition, the adult retail consumers at the age of 18 years have full legal right in Botswana which entitles them to buy any product legally sold as they desire.

Figure 6: Profile of the Areas of Study

Botswana - 2013
http://www.nationsonline.org/oneworld/map/botswana-map.htm
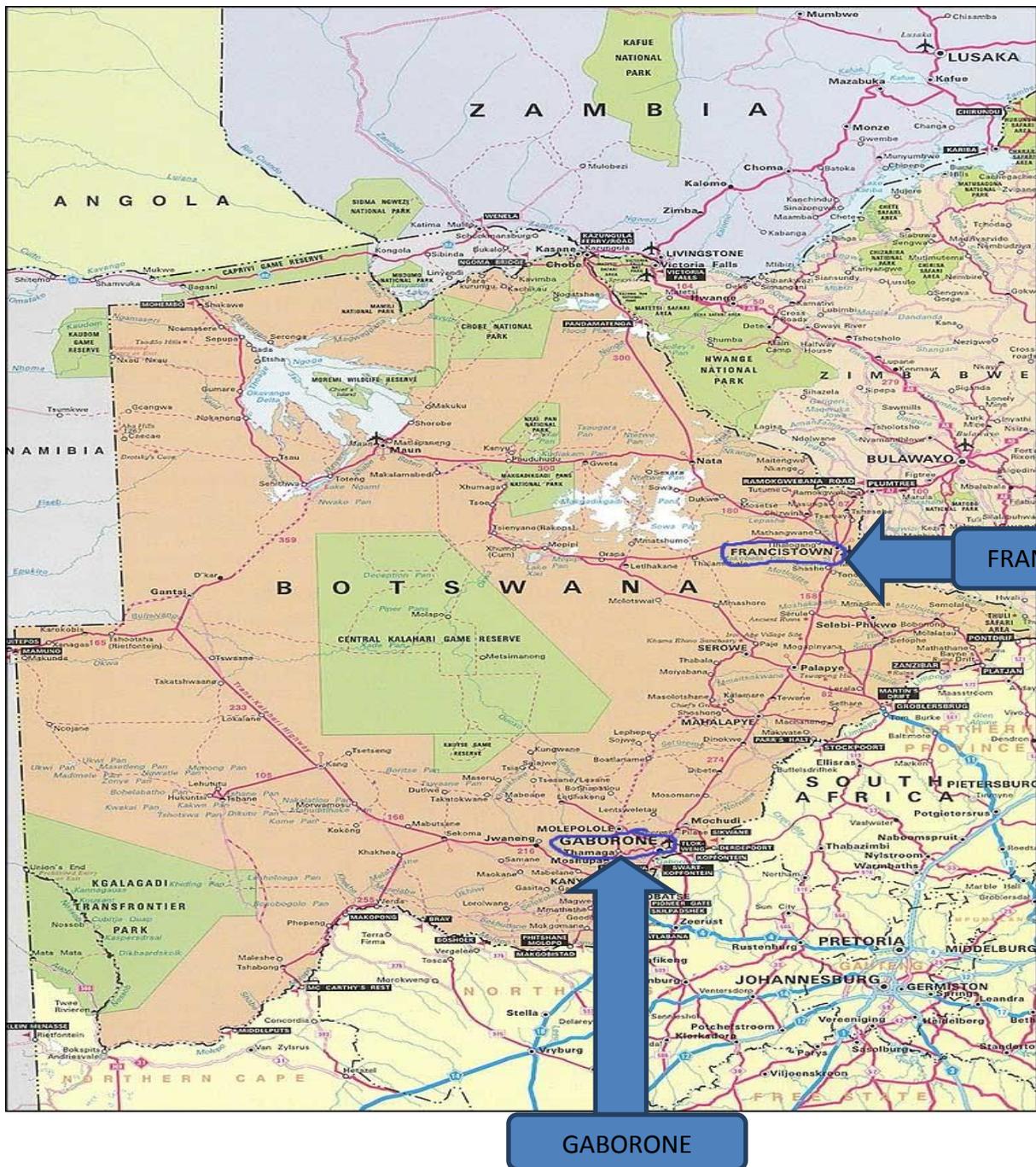
3.3.1.2 Sample size

Kress (1988) notes that when samples are properly selected considering the heterogeneity of the population they provide sufficient data that facilitate valuable decisions. This notion was supported by a significant number of marketing research scholars (Akir and Othman, 2010; Ercis, Unal and Bilgili, 2006; Zikmund, 2000). Some authors have also suggested that the minimum sample size required from a population of one million is 384 (Malhotra, 2008; Hair et al, 2010; Bartlett, Kotrlik and Higgings, 2001; Cochran, 1977 and Krejcie and Morgan, 1970).

In this thesis a total of 1000 retail consumers were targeted. A relatively large sample size was targeted so that results can be generalized to the general public shopping. In particular, 650 consumers came from Gaborone and 350 consumers from Francistown in Botswana. The sample size consisted of 1000 retail consumers derived using the statistical equation below:

$$n = \frac{z^2(pq)}{d^2}$$

n = the sample size

z = the value 1.96 at $\alpha = 0.05$. This indicates the level of risk a researcher is willing to take and that is the true margin of error;

pq = the estimate of the population standard deviation at 0.5;

d = the acceptable margin of error for proportion which is estimated to be 0.031.

In this study,

$$n = \frac{(1.96)^2 (0.5 * 0.5)}{(0.031)^2} = 1000.$$

3.3.1.3 Sampling Selection Procedure

Previous studies have proposed two procedures for selecting samples under survey research design namely probability and non-probability sampling (Malhotra, 2007; Hair et al, 2003; Polit, 2001; Churchill, 1999). In probability sampling, each sampling unit in the defined target population has a known probability of being selected for the sample. In contrast, in non-probability sampling the probability of selection of each sampling unit is not known (Hair et al, 2010). Probability sampling is desirable (Malhotra, 2007; Polit, 2001) because it avoids the dangers of what survey researchers call systematic selection biases which are inherent in non-probability samples. However, difficulties associated with the availability of sampling frames of the general shopping public in Botswana made non-probability sampling necessary.

A non-probability sample is one in which each individual in the population does not have a known chance of selection in the sample. Therefore, the researcher's judgment and knowledge will determine selection of sampling unit. There are several types of non probability samples such as convenience sampling, judgmental sampling, quota sampling and snowball sampling (Hair et al, 2010; Malhotra, 2007).

In convenience sampling consumers volunteer to be in the sample, and this is where for example, researchers often include questionnaires for consumers to fill out and return.The

assumption is that the individuals interviewed at the shopping mall are quite similar to the overall target population regarding the characteristic being measured (Malhotra et al, 1996).Advantage of convenience sampling is that it enables a large number of respondents to be interviewed within a short period of time. It is also useful in the development of construct and scale measurement during pretesting of questionnaire. Due to the voluntary nature of respondent in the data collection, researchers must consider the impact of nonresponse error which may occur (Malhotra, 2007).

In a quota sample survey researchers may assign quotas to interviewers on one or several variables e.g., age, sex, gender, income and race (Hair et al, 2010). The major advantage of quota sampling is that the selected sample contains specific subgroups in the proportions desired by the researcher, this would reduce selection bias by field workers. However, the main limitation of quota sampling is that the success of the study relies upon the subjective decisions made by researcher.

Judgmental sampling can also be referred to as purposive sampling. This is where respondents are selected according to researcher's believes because they meet the requirement of the study (Malhotra, 2007). Advantage of this sampling is that if the sample generated by the researcher is correct, then the selection is better than using convenience sampling. Limitation of using this sampling selection is that one cannot measure the representativeness of the sample.

Lastly, snowball or referral sampling involves a researcher identifying a set of respondents who can assist in finding additional people to include in the study(Hair et al, 2010). Meanwhile, the advantage of snowball sampling is that it is a reasonable method of

identifying respondents who are members of small, uniquely defined target populations. Also snowball sampling is useful in qualitative research. Disadvantage of using this sampling method is that it allows bias to enter the study, likewise, the ability to generalize the results to members of the target population is limited.

However, the major weakness of non-probability sampling is the bias in the selection of sample units. Despite this weakness, it has been well established that non-probability sampling has a great potential to generate a robust estimation of the population parameters (Malhotra, 2007; Hair et al, 2010), is least time consuming and inexpensive.

Efforts to solicit a sampling frame of the general shopping public from those responsible for national statistics and voters registration that could have facilitated the use of probabilistic sampling procedures was ineffective. Previous research emphasizes that the process of conducting marketing research in developing countries is extremely frustrating and challenging because of inaccessibility of sampling frames (Mishra, 2010; Mokhis, 2009). Non-probability sampling was used in the current study and mall intercepts were chosen as the most ideal procedure to use in accessing the general shopping public in Botswana (Hair et al., 2010). Additionally, the review of studies that have focused on consumer decision-making styles shows that non-probability sampling is widely used (Mishra, 2010; Mokhlis, 2009; Ercis et al., 2006; Hafstrom et al., 1992; Sproles and Kendall, 1986). Convenience sampling is a non-probability sampling method in which samples are drawn at ease of the interviewer. In this study, general shopping public was randomly intercepted (Walsh et al, 2001; Wesley et al, 2006). Convenience sampling was used purely on the basis of availability; consumers were selected because they were accessible and articulate.

3.3.2 Data collection

There are three research methods proposed by scholars to gather primary data, such as experiment, observation and survey (Hair et al, 2010; Cooper and Schindler, 2001). Experiments were not suitable for this research because the researcher did not intervene, manipulate variables, and did not control the research environment to measure the influence of the independent variables on the dependent variable in this study (Hair et al, 2010; Cooper and Schindler, 2001). Observation was also inappropriate since information in relation to antecedents and consequences could not be observed (Kinnear and Taylor 1996; Zikmund 2000).

Therefore, survey research method was then most appropriate for this study because it associates with descriptive research situations (Hair et al, 2010; Zikmund,2000). Survey research can be used to collect both quantitative and qualitative data from respondents (Zikmund, 2000). In this study, survey research involves the collection of quantitative data from a sample of elements drawn from a well-defined population through the use of a questionnaire (Hair et al, 2010).

There are three survey data-collection techniques: personal interviews, telephone survey and mail survey. Personal interviews are direct face-to-face interaction between the interviewer and the respondent, for example, mall-intercept interviews. Telephone survey provides interviewer-respondent quick interaction. An interviewer asks questions and records answers of respondents through the telephone technology. Moreover, mail surveys are long been used by researchers because of their low potential cost per respondent (Hair et al, 2010).

The Personal interview method was adopted with questionnaire as the research instrument in this study. The data collection instrument for this study is a structured questionnaire attached as Appendix 5. This instrument is preferred for the uniformity of responses and ease of administration.

3.3.2.1 Data Collection Instrument

A questionnaire was the instrument used to collect data for this study. The questionnaire was developed in English and translated to Setswana. For the research to address the objectives, the questionnaire was subdivided in different parts which corresponded to the research model of this study: (i) The consumer decision making styles, (ii) overall customer satisfaction, (iii) re-purchase intention, (iv) consumer values and (v) demographic characteristics. An example of the questionnaire is provided in Appendix 4. An English and Setswana version of the questionnaire were designed for the survey. A Setswana version was developed by translating all the items measuring the various concepts under investigation in this study. According to Nasif, Al-Daeaj, Ebrahimi and Thibodeaux (1991), when translating items it is more important to achieve equivalence of meaning. No problem was reported during the pilot testing of the questionnaire.

The questionnaire was face validated twice (Malhotra, Argawal, and Peterson 1996; Churchill, 1999).Face validity is concerned with how a measure or procedure appears, and it is a reasonable way to gain the information the researchers are attempting to obtain (Mishra, 2010). In order to be objective and to guide against bias assumptions and search for face validity problems in question, an expert in the Marketing department was consulted. After the approval of the questionnaire, pilot tests were conducted. Thus, the Setswana version of

Consumer Style Inventory was reduced to 38 items and these were randomly arranged so as to counterbalance the possibility of order effects (Mishra, 2010).

Measures of the key variables of interest in this study have been adapted from previous studies (Sproles and Kendall, 1986; Kahle, 1983; Oliver, 1997; Fishbein and Ajzen, 1975). For instance, the first part of the questionnaire consisted of a number of questions related to consumer's decision-making styles used while purchasing retail products any time shopping was done. The questions were measured on a 6-point Likert-scale ranging from 1 (Definitely disagree) to 6 (Definitely agree), similar to the original study by Sproles and Kendall's (1986). The 38 items were adapted from the revised Sproles and Kendall's (1986) Consumer Styles Inventory (CSI) as a basis to determine the respondents' decision-making styles when shopping.

The items were arranged in a random order to minimize order bias as suggested by Mitchell and Bates (1998). The reliabilities of the CSI scale, according to Sproles and Kendall (1986), ranged from .48 to .76. The Consumer Styles Inventory scale has been considered to be reliable in other studies (Fan and Xiao, 1998; Lysonski, et al., 1996; Hafstrom et al., 1992). The measures of the eight consumer decision-making styles are as follows: 8-items for perfectionism/high quality consciousness, 7-item for brand consciousness, 3-items for novelty and Fashion consciousness, 5-items for recreational and hedonistic, 3-items for price value consciousness, 4-items for impulsiveness style, 4-items for confused by over-choice, and 4-items for habitual and brand/store loyal style.

The second part of the questionnaire consisted of one question linked to respondent's degree of overall satisfaction or dissatisfaction with retail products after purchase, on a 6-point

Likert Scale from "1" completely dissatisfied to "6" completely satisfied. The Customer overall satisfaction was measured by adapting one item in the previous study (Oliver, 1997).

The third part of the questionnaire consisted of re-purchase intentions by adopting one item used in previous research (Dodds et al., 1991; Sweeney et al., 1999; Hair et al, 2010). The item of the scale such as "which statement best describes the chance that when you make decisions to purchase retail products next time you go shopping, you will use the same styles. Re-purchase intentions was measured on a five-point Likert scale, with 1 = "I will definitely not use my usual style of shopping" and 5="I will definitely use my usual style of shopping".

The forth part aims at revealing respondent's consumer values. To measure nine dimensions of consumer values, the questionnaire consisted of 40 items adapted from Kahle's List of Values (1983). For instance, 4 items were used to measure sense of belonging; 7 items for self-respect; 4 items for security; 4 items for fun and enjoyment; 5 items for warm relationship with others; 4 items for being well respected; 5 items for self fulfillment; 3 items for sense of accomplishment; and 4 items for excitement. Respondents were asked to indicate the importance of each value items on a 6-point Likert scale anchored with "1"as definitely disagree and "6" as definitely agree.

Finally, in part five a number of questions we reposed with regard to demographic characteristics of the respondents. Respondents' were asked to provide information on their gender, age, income, marital status and education.

3.3.2.2 Data Collection Procedure

A pilot survey is a comprehensive test of all survey procedures. All stages of the survey process were tested from data capture, processing and evaluation of the results. Such tests

provide important information on the adequacy of the field organization, training programmes, the data processing plan and other important aspects of the survey.

Pilot survey is particularly valuable in assessing weaknesses in the questionnaire, either in the instructions or in survey procedures that might affect data quality. Therefore, the questionnaire was administered to a selected group of consumers as a means of checking on its internal validity, reliability, correctness and simplicity. Another objective of conducting a pre-test is to identify and eliminate variation in consumers understanding and interpretation of the questionnaire. It shows how well the consumer understands the questions and which questions may be ambiguous and unclear. This feedback is necessary to eliminate ambiguity in the wording and design of the questionnaire (Jackson 1995).

Firstly, a preliminary study with a small sample of (n=20) was conducted using young adults to determine the effectiveness of survey questionnaire and to measure the reaction of respondents about the questionnaire items. The result revealed that the consumers had a good understanding of the questionnaire items and were willing to be part of the survey.

Secondly, another pre-test study with a sample size of (n=60) was conducted using the general shopping public as against the first study which focused on young adults. (a) This pre-test study helped to determine the strengths and weaknesses of survey concerning questions format, wording and order (b) to check the standardization of survey (c) explore reliability and validity before the main data collection as proposed by Converse and Presser (1986). Sixty people were intercepted randomly in two shopping malls in Gaborone as part of pre-testing the instrument. The interviews were carried out from Monday to Saturday by two people at two different locations: one in front of a department store at River Walk as attached

in Appendix 11 and the other outside supermarkets in Game City as shown in Appendix 12. Both the department store and supermarket were distinctive in size and located in Gaborone City. The personal interviews were conducted within 10 days, and the interview per day was high because of the higher rate of shop visits. Senior management of the mall was contacted to request their participation in the study, since the final copy of the result would be offered in return for their cooperation.

The main survey was conducted daily from 10.00 am to 6.00 pm for three months, specifically July to October, 2012 by intercepting the general public from Monday to Saturday. Mall intercepts were used despite the known limitations because it was extremely difficult to obtain sampling frames of the general public in Botswana. One thousand questionnaires were distributed to the general shopping public intercepted in shopping malls. As argued by Walsh et al. (2001), data collected in shopping malls is likely to be based on relevant and recent opinions relating to consumer decision-making styles.

The questionnaires were distributed personally by the researcher and two research assistants. Souvenirs like ball pens and pencils were distributed to the participants after the completion of questionnaire. All questionnaires were completed personally by the general public and collected by researchers immediately upon completion in the shopping malls. The number of questionnaires completed was quite encouraging and significant. However, before the final questionnaire was administered, the English and Setswana versions of the questionnaire were pretested with the general shopping public to validate them. The questionnaire was pretested using a sample of 60 consumers residing in Gaborone in order to check for clarity in the understanding of the various items. Botswana consumers responded positively to the survey and demonstrated a good understanding of the questionnaire items during the pretesting

exercise. However, some items used in measuring decision-making styles were modified according to the suggested information received from Botswana consumers.

3.4 Validity and Reliability

The validity of a scale may be defined as the strength of conclusions, inferences or propositions and an extent to which differences in observed scale scores reveal the actual differences among variables being measured (Malhotra, 2007).There are three types of validity tests namely: content validity, criterion validity, construct validity (Malhotra, 2007; Joppe, 2000).

Content validity is sometimes called face validity. For a content validity to consistently measure the general consensus among researchers then the instrument must include items that cover all aspects of the variable measured (Malhotra, 2007). Content validity is not numerically evaluated but subjectively assessed by researchers. Given its subjective nature, content validity is not a sufficient measure of the validity of a scale, however, it aids in interpretation of the scale scores. Therefore, it is recommended to use more than one method to ensure robust validity in a study (Joppe, 2000). However, content validity was conducted in the pilot study and 60 respondents were chosen to participate in the survey. Then inter-item correlation was examined in order to identify low or negative correlations among variables that measured consumer values and consumer decision-making styles.

Criterion validity reflects whether a scale performs as expected in relation to other variables selected as meaningful criteria. Criterion variable consist of demographic and psychographic characteristics, attitudinal and behavioural measures.

Construct validity deals with the extent of what construct of the scale is measuring (Maholtra, 2007; Hair et al, 2006). According to Maholtra (2007), construct validity provides the answer to researcher's theoretical questions about how the scale works and what inference can be made concerning the underlying theory. Construct validity is described as the most sophisticated type of validity to establish. Surprisingly, much behavioral research has measured hypothetical concepts, which cannot be directly measured, but are inferred on the basis of empirical evidence, such as self-concept, motivation and psychographics (Hair et al, 2006). To assess validity of hypothetical concepts, construct validity should be taken into account.

Construct validity is for measures with multiple indicators, which assess whether or not measures operate in a consistent manner (Maholtra, 2007; Hair et al, 2006).This study performed construct validity by computation of the Cronbach alpha coefficient for the scale and sub-dimension of scale. Additionally, factor analysis was also carried out on each of the eight constructs of consumer decision-making styles and nine dimensions of consumer values to determine the percentage of variance that was explained by each factor. Construct validity consist of convergent, discriminant, and nomological validity (Maholtra, 2007).

Convergent validity is the extent to which the scale correlates positively with other measures of the same construct. However, it is not necessary that all these measures be obtained by using conventional scaling techniques (Maholtra, 2007). Discriminant validity is determined

when a variable does not correlate with other constructs from which it is supposed to differ. It involves demonstrating a lack of correlation among differing constructs. Lastly, nomological validity is the extent to which the scale correlates in theoretically predicted ways with measures of different but related constructs (Maholtra, 2007).

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. According to Welman, Kruger and Mitchell (2005), coefficient alpha is defined as a measure of the internal consistency of a self-concept. In order to check for reliability and internal consistencies, Cronbach's alpha coefficient was conducted (Nunnally, 1978; Malhotra, 2007). This study made use of Cronbach's alpha technique in establishing the reliability of the instrument. The statistics of Cronbach alpha and item-to-total correlations was undertaken to assess the internal consistency of the instrument (Nunnally and Bernstein, 1994).Nunnally (1978) recommends a minimum level of reliability as .70.

Reliability tests were conducted on all items and items that were below the thresholds of .70 for Cronbach's alpha and .4 for item-to-total correlation (Nunnally and Bernstein, 1994) were removed from further analyses. These reliability tests were performed because a scale should be analysed for reliability to ensure its appropriateness before proceeding to an assessment of its validity (Hair, Wolfinbarger, Ortinau and Bush, 2010). To further assess the content validity of eight consumer decision-making styles, data from the Consumer Style Inventory were factor analysed (Sproles and Kendall, 1986).

It has been reported that there are differences in consumer decision-making styles. Empirical findings of US studies have serious validity problems in other countries, thus, this raises an important questions of how useful the Consumer Style Inventory are practicable to non-US

countries and in particular to Botswana consumers, retailers, marketers and researchers (Azizi and Makkizadeh, 2012). Therefore, in order to further clarify various questions raised about validity of CSI instrument to the non-US contexts, Sproles and Kendall (1986) recommended that the CSI should be administered in other populations.

3.5 Data Analysis

In order to achieve the purpose of this study and test the hypotheses, Statistical Package for Social Sciences (SPSS) version 21.0 was used to analyze the data collected. The statistics used are explored below:

3.5.1 Descriptive Analysis

Frequency distribution was used to describe the demographic characteristics of the sample as well as to profile the consumer's personal information. Descriptive statistics in the form of standard deviations and means were used to find out the level of adoption of decision making styles by retail consumers in Botswana, degree of importance attached to consumer values, level of overall customer satisfaction and degree of intentions to re-use decision-making publics.

3.5.2 Exploratory Factor Analysis

Exploratory factor analysis is used to test the validity of the items and to determine the dimensionality of a scale. It was used in this study to see if the same factor structure applied across the countries studied. Exploratory Factor Analysis by means of Principal Component Analysis was conducted on the 40 items of Kahle (1983) List of Values and 38 items of Sproles and Kendall's (1986) Consumer decision-making styles to examine the suitability of the scale. Items that had factor loadings lower than .40 were deemed to be poor indicators of the construct and were removed from the analysis and hypotheses testing, and condensed the data collected into certain factors. The main reason for using exploratory factor analysis is because it takes a large number of variables and puts them into a small number of factors, within which all of the variables are related to each other (Kim and Mueller, 1978). Another purpose of exploratory factor analysis is to explore the underlying variance structure of a set of correlation coefficients (Walsh et al, 2001; Wesley et al, 2006; Kim and Mueller, 1978).

Exploratory principal components analysis using a varimax rotation was used to summarize the items into an underlying set of Botswana consumer decision-making characteristics.In this study, exploratory factor analysis was used to develop a model of consumer decision-making styles. Fabrigar, Wegener, MacCallum and Strahan (1999) recommended exploratory factor analysis to be carried out if the analysis includes a number of factor solution ranging from eight to twelve factors, and should be examined and if the rotated factors with the largest variance include the same factor structure.

3.5.3 Reliability Analysis with Cronbach's Alpha

Critical issues in quantitative studies are pertain to internal and external validity. The employment of the convenience sampling means that individuals interviewed at the shopping mall are similar to the overall defined target population with regard to the characteristic being studied (Hair, Wolfinbarger and Ortinau and Bush, 2010). However, in order to check for reliability and internal consistency of the key concepts, reliability analysis with Cronbach's Alpha coefficient was conducted (Malhotra, 2007; Churchill, 1999; Nunnally and Bernstein, 1994).Coefficient alpha is a measure of squared correlation between observed scores and true scores (Churchill, 1999). One can measure reliability in terms of the ratio of true score variance to observe score variance (Kim and Mueller, 1978). This can test the internal consistency of each factor. The reliability of the original scale ranged from .41 to .76, with several factors having reliability (Cronbach alpha) lower than .60. The reliability of the current study ranged from .17 to .84 for consumer decision-making styles and reliability for consumer values ranged from .30 to .86. Nunnally and Bernstein, (1994) indicate that if Cronbach'salpha coefficient is above.60, reliability is high and acceptable, and we reliability smaller than .40, is low. The maximum likelihood technique was used as an estimator due to its general superiority to other estimator procedure (Kelloway, 1998).

3.5.4 Multiple Regression Analysis

To test H1 to H8 depicted in the conceptual framework of antecedents and consequences of consumer decision-making styles, multiple regression analysis was used. In particular, multiple regression analysis was used to examine the linear relationship between the determinant variables (security, self-respect, warm relationship with others, sense of

belonging, sense of accomplishment, sense of fulfillment, fun and enjoyment, being well respected) on consumer decision-making styles and the consequences on consumer overall satisfaction and re-purchase intention. Multiple regression analysis was chosen because previous studies suggested that hierarchical relationship exists among consumer values, consumer overall satisfaction, re-purchase intentions and consumer decision-making styles. Thus, consumer decision-making styles, consumer overall satisfaction, and re-purchase intention (i.e. dependent variables) were regressed against consumer values (i.e. independent variable). Similarly, consumer overall satisfaction was regressed over re-purchase intention.

3.5.5 Independent Sample t-test

The means of two different variables in the same sample was tested using the independent sample t-test. The two-tailed test examines whether the mean of one distribution differs significantly from the mean of other distribution, regardless of the positive or negative direction of the differences (Kamaruddin and Kamaruddin, 2009; Yasin, 2009). In order to explain a t-test for the difference between two group means in the current study, this study examined whether decision-making styles of retail consumers in Botswana vary by gender, education, marital status, income and age. Moreover, to test the differences between two group means, comparing whether decision-making style of retail consumers vary by gender, education, marital status, income and age, independent samples t-test was run.

3.6 Methodological: Limitations of the Study

The sample was drawn using convenience sampling by intercepting the general public. Mall intercepts were used despite the known limitations because it was extremely difficult to obtain sampling frames of the general public in Botswana. Telephone directories which can serve as an alternative source of information were obsolete. The fact that non-probability sampling was used means that it was not possible to eliminate elements of bias since all consumers in the population did not enjoy an equal chance of being selected into the sample. This however, is not sufficient reason to nullify the usefulness of the study and its findings.

To minimize biasness, the respondents were not pre-determined. The respondents are not known prior by the researcher. The questionnaire contained non-leading questions, thus, the choice of the questions were not selected to suit any respondent but to elicit information for the research objectives and this is used mostly in opinion survey. In shopping, respondents arrived at random times, and therefore, there is an element of randomness in the choice of respondents. This cumulatively reduces bias on the choice of respondent to a reasonable degree. Previous and leading journals on Consumer Style Inventory established the use of non-probability sampling except three studies namely (Hafstrom et al, 1992; Leo et al, 2005; Mitchell and Bates, 1998).

This study acknowledges that Structural Equation Modeling is a very powerful multivariate technique compared with multiple regression analysis because it enables researchers in the measurement of direct and indirect effects and performing test models with various dependent variables and there are a lot of applications embedded in it (Alavifar, Karimimalayer and Anuar, 2012). However, Tabachnick and Fidell (2001) explained that

multiple regression analysis were suitable for assessing constructs and relations between constructs. Tabachnick and Fidell (2001), further reiterates that one of the best variance predictors in an interval dependent variable is multiple regressions which is an approach to determine the model of relationship between dependent variable (Y) and independent (X). Multiple regression analysis predicts the same standard errors and coefficients as gathered using ordinary least square regression. Since Structural equation modeling was not available during the course of this research, multiple regressions was utilized.

3.7   Ethical Considerations

Ethics refers to a code of moral principles and values that guide human activity by setting standards of what is acceptable or not (Burns and Bush, 1998). Ethical behavior promotes social responsibility, changes in legal or compliance regulations and good practice. It has been observed that the retail consumers in Botswana have diverse socio cultural, religious and educational backgrounds. As such, ethical considerations were observed in pursuit of finding out the influence of consumer values, demographic variables on consumer decision-making styles, re-purchase intention and overall satisfaction. Social research sometimes intrudes into people's lives (Tan, 2002). Therefore, informed consent, right to privacy, anonymity or confidentiality and professionalism were observed in the process.

3.7.1 Consent Form

Informed consent process in the research context relies on information provided to potential research participants in a written consent form (Albala, Doyle, Appelbaum, 2010), and also an ethical norm of voluntary participation (Rugg and Petre, 2007). Federal regulations

governed research with the element of information that consent forms must contain. Participants were informed of the purpose and nature of the study to be conducted, through a consent form, attached as Appendix 1. Regarding the right to privacy, the consent form assured participants that information provided by them would remain anonymous to either the researcher or the reader of the findings. The respect and integrity of participants remained of paramount importance all the time. Information gathered remained confidential and was not used or made accessible to any third party except through this scholarly reporting and this was made clear to all participants.

Another aspect of the right to privacy is called Confidentiality which was taken care of in this study through the consent form. In order to ensure confidentiality and anonymity, the questionnaire did not require candidates to indicate their names. Confidentiality has been guaranteed by ensuring that only the researcher took custody of all the questionnaires which had no marks or names to identify the respondent or his/her family.

Lastly, the important ethical code of conduct regards professionalism. This indicates that research findings should be reported in a complete and honest manner, without misrepresenting what they have done or intentionally misleading others as to the nature of findings (Albala, Doyle, Appelbaum, 2010).

3.7.2 Government Permission

A research proposal was written by the researcher and sent to the Director, Office of Research and Development as shown in Appendix 2. An application form was collected from the Office of Research and Development (University of Botswana) and the completed

application form was accompanied by a letter of endorsement from the applicant's sponsoring institution. Two copies of a completed application forms for a research permit was submitted to the relevant ministry. Upon careful examination of the research proposal to the Ministry of Trade and Industry in Appendix 3, final approval was granted to carry out the research. Detailed curriculum vitae for the researcher and Botswana based personnel to be involved (including passport particulars).

3.8 Conclusions

This chapter looked at the research philosophy and approach, the method used to collect data, assumptions and limitations as well as ethical considerations. The study outlined research methodology and analysed how the survey research design was employed through the use of a convenience sampling together with the use of the structured questionnaire. The research methodology used and the sampling techniques employed were critically analysed in terms of validity and reliability. To ensure validity, content validity, criterion validity and construct validity were briefly explained. The research made use of the construct validity. Assumptions and limitations, as well as relevant ethical issues were also identified and discussed. The next chapter focuses on the discussion of the research results with respect to data description and interpretation as well as hypotheses and model testing.

CHAPTER 4

DATA ANALYSIS AND RESULTS

4.1 Introduction

Chapter four reports on the quantitative data obtained from the study and types of statistical tests used. Different kinds of statistical analytical tools were used in the study such as descriptive analysis, exploratory factor analysis (EFA), t-test, reliability analysis. Multiple regression analysis was used to examine the linear relationship between the consumer values on consumer decision-making styles and the consequences on overall customer satisfaction and re-purchase intention. Demographic variables (age, gender, education, marital status and personal monthly income) were also examined.

Firstly, an exploratory factor analysis was used to examine characteristic features, reduce the number of variables in the data and eliminate the items that are not useful in measuring the construct, and also discover an interesting relationship among variables. Reliability analysis was employed to find the internal consistency of styles and values using Cronbach's alpha. Multiple regression analysis was used to test the predictive relationships between dimensions of consumer values, decision-making styles, overall customer satisfaction and re-purchase intentions.

Descriptive analysis was used to examine the demographic profiles of Botswana consumers. Finally, the t-test was used for the difference between two group means. The study examined whether decision-making styles of retail consumers in Botswana varied by gender, education,

marital status, income and age. Reliability and validity of emerged factors in Botswana context were tested.

4.2 Demographic Profile of the Sample

Descriptive analysis was used to profile the sample of general shopping public that participated in this study. The demographic profile of the sample was computed using the frequency tabulations. The results in Table 6 below show that a majority of the respondents in age group 18-24 years accounted for 19.8%; 25-34 reported 45.8%; 35-44 accounted for 28.9%; 45-54 explained the total of 4.9% and 55 or more are 0.6%. The sample demographic information indicates that there is relatively high proportion of females at 56%, than males at 44%. The study recorded percentage of married consumers (27.4%); living together (22.3%); separated (12.3%); never married (30.4%); divorced (5.4%); while widowed accounted for (2.2%).

The educational levels were categorized as follows: no formal education (1.0%); pre-primary school (0.4%); primary education (1.2%); junior certificate (4.9%); senior certificate (11.2%); tertiary certificates (17.4%); tertiary diploma (33.3%); tertiary bachelor's degree (21.1%) and tertiary higher degree accounted for (9.3%). The income earners with annual salaries below P5,000 (48.9%); P5,000-P9,999 (23.3%); P10,000-P14,999 (16.2%); P15,000-P19,999 (6.6%); P20,000-P24,999 (3.6%) and P30,000 or more accounted for (1.5%) of the Botswana retail consumers.

The demographic statistics of the sample used in this study correspond to the general population statistics of Botswana. According to the Housing and Population Census (2011),

Botswana is reported to be a youthful nation (63%) and with a relatively high proportion of females (52%). The country is also characterized by high literacy rate (85%) and has middle income status. High education is considered very important by both the government and by Batswana at large. The country has invested a substantial amount of money to improve primary, secondary and tertiary institutions. About 80% of the population embraces '*Setswana*' as the national language and generally English is considered to be the official language (Boikhutso, 2013). There is also a high degree of intermarriages and free land ownership in any locality of choice. As a result, the national language, intermarriages and free ownership of land in any locality of choice play a significant role in ensuring cultural homogeneity. People from Botswana are also perceived to be humble and welcoming. This is rooted in the value of '*botho*', which emphasizes being well mannered, courteous and principled (Vision, 2016).

Table 6: Demographic Profile of the Sample

Demographic Characteristics	Frequency	Percentage
Age in Years		
18 to 24	177	19.8
25 to 34	409	45.8
35 to 44	257	28.9
45 to 54	45	4.9
55 or more	6	. 6
Total	**894**	**100**
Gender		
Male	390	43.6
Female	504	56.4
Total	**894**	**100**
Marital Status		
Married	245	27.4
Living Together	199	22.3
Separated	110	12.3
Never Married	272	30.4
Divorced	48	5.4
Widowed	20	2.2
Total	**894**	**100**
Education		
No Formal education	9	1.0
Pre- Primary School	4	0.4
Primary education	11	1.2
Junior certificate education	44	4.9
Senior certificate education	100	11.2
Tertiary certificate	156	17.4
Tertiary diploma	298	33.3
Tertiary bachelor's degree	189	21.1
Tertiary higher degree (masters, doctorate, etc)	83	9.3
Total	**894**	**100**
Personal Monthly Income		
Below P5000	437	48.9
P5000-P9999	208	23.3
P10000-P14999	145	16.2
P15000-P19999	59	6.6
P20000-P24999	32	3.6
P30000 – more	13	1.5
Total	**894**	**100**

4.3 Dimensionality of Key concepts: Validity and Reliability

A majority of research on Consumer Decision Making styles adopts Sproles and Kendall's (1986) approach of examining the major characteristics of consumer decision-making. Exploratory factor analysis was used because of the limited research of analyzing multiple dimensions of variables. Exploratory factor analysis can be used to provide the empirical basis for determining the structure of a set of variables, and to produce the estimates of the factors and the contributions of each variable to the factors. This analysis is used when the researchers do not control which items describe which constructs (Hair et al. 1998).

This current study also assumes the common recommendation by other scholars' principles for conducting exploratory factor analysis (Wesley, LeHew and Woodside, 2006; Walsh, Mitchell and Henning-Thurau, 2001; Fabrigar, Wegener and Strahan, 1999). By means of exploratory factor analysis, it is easy to analyze a set of items or scales that presumably measures a smaller set of constructs in Botswana. Decisions are made concerning the method of factor extraction to use, the method for deciding the number of factors to retain, and the method of factor rotation to use (Wesley et al, 2006). The scree test and Kaiser Criterion were also considered in deciding on factor structures and measures of sample adequacy (Fabrigar et al, 1999, Hair et al, 1995). Consistent with Sproles and Kendall (1986), principal component analysis with varimax rotation was used to test the robustness of the data to different factor analyses.

4.3.1 Consumer Decision-Making Styles of the General Shopping Public

In order to identify the key decision-making styles of the general shopping public in Botswana, an exploratory factor analysis with varimax rotation was applied on the entire sample (n= 894). To obtain the meaningful factors, specific items were considered for elimination using the following criteria: (i) Eigen values criterion of 1 or greater, (ii) factor loadings of .40 or above on a factor, (iii) items loading on just one factor, (iv) scree plot (v) Kaiser criterion, and Bartlett test of Sphericity. According to Hair et al. (2010), factor loadings greater than .30 are considered to be meaningful indicators of the concept in question. Eigen values represents the total variance explained by each factor; it is the sum of the squared factor loadings of a particular factor.

Seven factors were generated based on the thirty-three retained items. However, five items with one or without any loading were deleted. The items were as follows: (1) I have favorite brands of retail products I buy again and again (2) The low priced retail products are usually my choice (3) I am impulsive when purchasing retail products (4) Nice retail stores offer me the best products (5) My standards and expectations for retail products I buy are very high.

The principal components are sorted in decreasing order of variance, and so the most important principal component is always listed first as shown in Figure 7. In this study, consumer decision-making styles scree plot helps to determine the most important factors. The scree plot has two lines: the lower line shows the proportion of variance for each principal component, while the upper line shows the cumulative variance explained by the components as shown in Appendix 8-9. There are reasons why the decision concerning the

number of factors to retain is essential. The number of factors to retain appears more important in explanatory factor analysis than the extraction and rotation methods because there is evidence of relative robustness across such methods (Stevens, 2002; Zwick and Velicer, 1986). As such it provides underlying sets of correlations in order to differentiate major from trivial factors (Fabrigar, Wegener, MacCallum, and Strahan, 1999) and reduces substantial errors that can significantly alter the solution and subsequent interpretation of EFA results (Velicer, Eaton, and Fava, 2000). A scree plot was checked and the first seven factors were identified to better explain the common variance. The size of the first seven roots declined steeply and then tended to level off across the remaining roots. Those poor items were dropped in the item-to-total correlation tests and 33 items were finally retained. According to the framework of Botswana consumers mentioned above, seven factors were extracted, which explained approximately 48.94% of the total variance. Only seven components obtained the meaningful values greater than or equal to one.

Figure 7: A Scree Plot of Consumer Decision-Making Styles Exploratory Factor Analysis
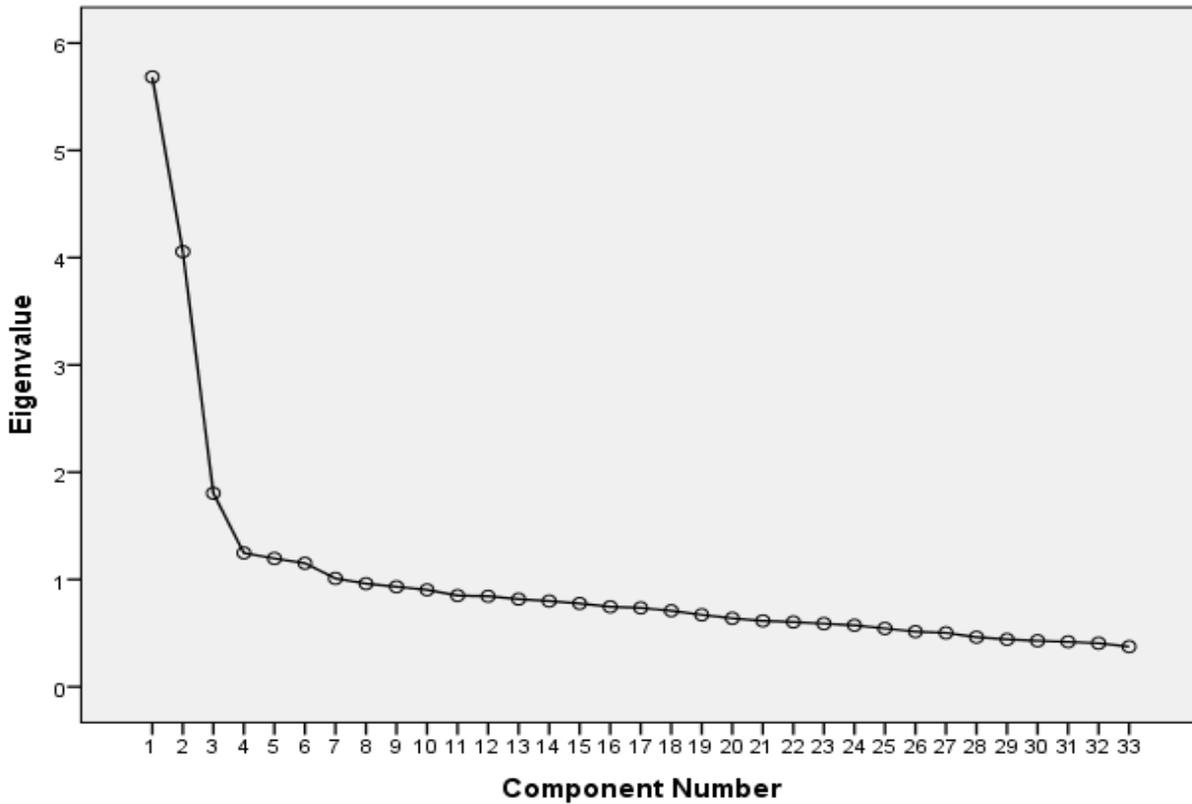
The final factor solution generated 7 factors based on the 33 retained measures of consumer decision-making styles. These factors correspond to those obtained in previous studies (Bakewell and Mitchell, 2003, Hanzaee and Aghasibeig, 2008, Mokhlis and Salleh, 2009). The retained factors explained 48.94% of the total variance. This total variance is slightly higher than the 46% obtained in the original study by Sproles and Kendall (1986); 47% by Hafstrom et al. (1992); 35% by Fan and Xiao (1998); 44% by Canabal (2002), and Mokhlis (2009). The Kaiser Meyer- Olkin (KMO) measure of sampling adequacy was also assessed and the result is .88, which signifies that the exploratory factor analysis is appropriate. The results of the exploratory factor analysis are presented in Table 7.

The seven factors were labeled as follows:

Factor 1 is named *Time Energy Conserving*. Items loading on this factor show that Botswana retail consumers shop quickly to avoid wasting time on shopping and confused resulting from product variety. Botswana retail consumers also prefer to make retail products shopping trips very fast and to shop without prior planning. Ten items loaded in this factor and this factor achieved the highest percentage of total variance explained of 17.23%.

Factor 2 is labeled *Perfectionist/High-Quality Conscious*. Items loading on this factor reflect that retail consumers in Botswana search for the very best quality in retail products. Botswana retail consumers also prefer high quality in retail products and seek the best products and brands to ensure satisfaction. Eight items loaded in this factor and this factor achieved the second highest percentage of total variance explained of 12.29%.

Factor 3 depicts the characteristics of *Fashion-Hedonistic Consciousness.* Items identified in this factor show that retail consumers in Botswana tend to prefer fashionable, latest and prominent styles while shopping for their personal enjoyment. Shopping for retail products is the most enjoyable activity in their life and always keep wardrobe up-to-date with the changing fashions. Six items loaded in this factor and a total variance of 5.47% was achieved.

Factor 4 is labeled *Novelty Consciousness*. This factor measures consumers' orientation towards changing brands regularly. However, this orientation makes it difficult for retail consumers in Botswana to choose the best retail products. Only two items loaded in this factor, achieving a total variance explained of 3.78%.

Factor 5 is named *Confused by Over-choice*. The factor shows that retail consumers in Botswana are confused by the numerous retail brands and stores to choose from and the availability of multiple sources of information about retail products. Three items loaded in this factor, with a total variance explained of 3.62%.

Factor 6 is concerned with *Habitual-Buying*. It reflects that in Botswana, retail consumers tend to repeat the purchase of the same brand and also thoroughly take time in shopping. Two items loaded in this factor, and the total variance of 3.49% was explained.

Factor 7 is indicative of *Price Equals Quality*. This factor denotes that retail consumers in Botswana are concerned with getting the best value for their money. Two items loaded in this factor, and a total variance of 3.06 was achieved.

Table 7: Consumer Decision-Making Styles of Retail Consumers in Botswana, Exploratory Factor Analysis

Consumer Decision-Making Styles	Factor Loadings	% of Variance Explained	Eigen Values
Factor 1: Time Energy Conserving		17.23	5.68
I shop quickly, buying the first retail products I find that seems good enough.	.75		
I make my retail products shopping trips fast.	.71		
All the information I get on different retail products confuse me.	.63		
I really don't give my retail products purchases much thought.	.60		
A retail product doesn't have to be perfect, or the best to satisfy me.	.59		
I enjoy shopping for retail products just for the fun of it.	.59		
Often I make careless retail products purchases; I later wished I had not bought them.	.56		
I go to the same store each time I shop for retail products.	.56		
The most advertised brands of retail products are usually very good choices.	.54		
Shopping for retail products wastes my time	.52		
Factor 2: Perfectionistic/High Quality Consciousness		12.29	4.06
Getting very good quality retail products is very important to me.	.72		
I look carefully to find retail products that offer me the best value for money.	.66		
When it comes to purchasing retail products, I try to get the very best choice.	.59		
The well-known brands of retail products are the best for me.	.55		
I carefully watch how much I spend on retail products.	.50		
I prefer buying the best-selling brands of retail products.	.47		
I make special effort to choose the very best quality retail products.	.46		
In general, I usually try to buy the best overall quality of retail products.	.41		
Factor 3: Fashion/Hedonistic Consciousness		5.47	1.80
Fashionable and attractive styling is very important to me.	.69		
Shopping for retail products is one of the most			

enjoyable activities of my life.	.63		
I keep my wardrobe up-to-date with the changing fashions.	.61		
I usually have several outfits of the very newest style.	.60		
The more expensive brands of retail products are usually my choice.	.59		
Shopping for retail products is a pleasant activity to me.	.58		
Factor 4: Novelty Consciousness		**3.78**	**1.25**
I regularly change the brands of retail products I buy.	.64		
I need to plan my shopping for retail products more carefully than I do	.55		
Factor 5: Confused by Over-choice		**3.62**	**1.20**
There are so many brands of retail products to choose from that I often feel confused.	.70		
Sometimes it is hard for me to choose which retail store to shop from.	.48		
The more I learn about retail products, the harder it seems to choose the best.	.45		
Factor 6: Habitual Buying		**3.49**	**1.15**
Once I find a retail product I like, I stick with it.	.73		
I take the time to shop carefully for best buys for retail products.	.61		
Factor 7: Price Equals Quality		**3.06**	**1.01**
The higher the quality of retail products, the better the price	.62		
I buy retail products at sale prices.	.53		

The internal consistency of each consumer decision-making style was assessed in the second stage, using reliability analysis with Cronbach Alpha. The reliability alpha scores of the retained consumer decision-making styles are as follows: Time energy conserving (α =.84); Perfectionist/high-quality consciousness (α =.73); Fashion-hedonistic consciousness (α =.74); Novelty consciousness (α = .27); Confused by over-choice (α = .48); Habitual-buying (α =.34) and Price equals quality (α = .17). Time energy conserving; Perfectionist/high-quality consciousness; and Fashion-hedonistic consciousness achieved a reasonable degree of reliability of greater than .70 proposed by Nunnally and Bernstein, (1994). However, Novelty consciousness, Confused by over-choice, Price equals quality and Habitual buying achieved

very low reliability scores. This means that there is a need to refine their measurement as it seems the items are not good discriminatory measures in Botswana.

The results also reflect that decision-making styles are not always the same in other countries casting doubt on their generalizability in other contexts. The findings are similar to a study carried out by Bakewell and Mitchell (2006), which reported the reliability of only four factors namely Brand Consciousness (.76), Novelty-Fashion Consciousness (.73), Confused by Over-choice (.64) and Time Energy Conserving (.61). In this study, Time Energy Conserving emerged as a new style, which is similar with another related study by Fan and Xiao (1998). In another related study by Fan and Xiao (1998) none of the factors achieved a reliability that meets a set criterion by Nunnally and Bernstein (1994).The reliabilities scores were as follows: Brand Consciousness (.61), Quality Consciousness (.54), Price Consciousness (.59), Time Consciousness (.63), and Information Utilization (.55).

Yesilada and Kavas (2008) found that only three decision-making styles namely Perfectionistic/ high quality seeking consumer, Confused by over-choice consumers and Brand consumers have high reliability among the eight decision-making styles of Sproles and Kendall, (1986) that were tested in Table 8. Similarly, in the study carried out by Sproles and Kendall's (1986), using subscale of top three loading items, only four factors namely Perfectionistic (.74), Brand Consciousness (.73), Novelty-Fashion Conscious (.74), and Recreational Shopping Conscious (.76) attained high reliability above .70. Therefore, as in the case of Sproles and Kendall's (1986), three factors were reliable in the current study except Brand Consciousness.

Table 8: Comparing Reliability of the Current study with original study and other related studies

Factors	Current Study	Sproles and Kendall, (1986)	Hafstrom, et al, (1992)	Fan and Xiao, (1998)	Bakewell and Mitchell, (2003)
Perfectionistic/High Quality Consciousness	.73	.74	.77	.54	.47
Brand Consciousness	N/A	.75	.84	.61	.76
Fashion-Hedonistic Consciousness	.74	.76	.70	N/A	.56
Time-Energy Consciousness	.84	N/A	.35	.63	.66
Price-Value Consciousness	.17	.48	.31	.59	.36
Impulsiveness	N/A	.48	.54	.36	.26
Confused by Over-choice	.48	.55	.54	N/A	.64
Habitual-Brand Loyal	.34	.53	.34	N/A	.09
Recreational/Hedonistic Consciousness	N/A	.76	.70	N/A	.56
Novelty-Fashion Consciousness	.27	.74	N/A	N/A	.73
Information Utilization	N/A	N/A	N/A	.55	N/A
Confused time restricted	N/A	N/A	N/A	N/A	.32
Store loyal/low price seeking	N/A	N/A	N/A	N/A	.36
Store promiscuous	N/A	N/A	N/A	N/A	.35

4.3.2 Consumer Decision-Making Styles by Age (Young and Old Retail Consumers)

The thesis also examined whether age factor structure of young and old retail consumers in Botswana differs and how the differences influence decision making styles. The demographic profile of the sample was computed using descriptive statistics in the form of frequency tables. The results in Table 9 show that most of the respondents about 62% were younger (18 to 34 years). A significant proportion of the respondents in the younger retail consumer are single females at 41% and 65% respectively. About 84% of the young retail consumers completed tertiary education beyond senior certificate education and 60% of these respondents had earnings of less than P5, 000. However, the older retail consumer had a proportionate representation of females (42%) and males (58%). About half of the respondents were married (50%), highly educated as 77% of the respondents had completed tertiary education beyond high school having obtained more than senior secondary school certificate. Similarly, a significant number of the older retail consumers in the sample (70%) had relatively higher earnings because they had monthly salaries greater than P5 000.

Table 9: Demographic Characteristics by Age (n = 894)

	Young Consumers		Old Consumers	
Frequency (n)	553		341	
Age (years)	18 — 34		35 — 64	
Gender	N	%	N	%
Male	194	35.1	196	57.5
Female	359	64.9	145	42.5
Total	553	100	341	100
Education				
No Formal education	4	.7	5	1.5
Pre- Primary School	3	.5	1	.3
Primary education	0	0	11	3.2
Junior certificate	21	3.8	23	6.7
Senior certificate	61	11.0	39	11.4
Tertiary certificate	105	19.0	51	15.0
Tertiary diploma	211	38.2	87	25.5
Bachelor's degree	118	21.4	71	20.8
Post Graduate Degree (masters, doctorate, etc.)	30	5.4	53	15.5
Total	553	100	341	100
Marital status				
Married	76	13.7	169	49.6
Living Together	145	26.2	54	15.8
Separated	70	`12.7	40	11.7
Never Married	228	41.2	44	12.9
Divorced	26	4.8	22	6.5
Widowed	8	1.4	12	3.5
Total	553	100	341	100
Personal monthly income				
Below P5000	333	60.2	104	30.5
P5000-P9999	135	24.4	73	21.4
P10000-P14999	62	11.2	83	24.3
P15000-P19999	15	2.7	44	12.9
P20000-P24999	5	.9	27	7.9
P30000 – more	3	.5	10	2.9
Total	553	100	341	100

Exploratory factor analysis with Varimax rotation was used to identify specific dimensions that most effectively describe decision-making styles of young and old consumers in Botswana. Two separate exploratory factor analysis were performed using the sample for young (n = 553) and old consumers (n=341). In order to obtain the specific dimensions representing young and old consumers in Botswana, items were considered for elimination using the following criteria: (i) Factor loadings of .40 or above on a factor (ii) Eigen values greater than 1, (iii) items loading on just one factor, (iv) Kaiser criterion, and Bartlett test of Sphericity.

These criteria correspond to those applied in a majority of previous related studies on consumer decision-making styles (Walsh et al., 2001; Mokhlis, 2009) as well as the original study proposed by Sproles and Kendall (1986). Hair, et al., (1998) also suggest that when factor loadings of greater than .40 are used is indicative of the fact that only meaningful indicators of the concept in question will be retained and used in further analysis. In all, 34 items and 31 items were retained for the young and old retail consumers' respectively. The deleted items for young consumers were as follows (1) The lower price retail products are usually my choice (2) Nice department and specialty stores offer me the best retail products (3) The higher the quality of retail products, the better the price (4) I have favorite brands of retail products I buy again and again. For the older retail consumers the items deleted includes (1) Shopping for retail products is a pleasant activity to me (2) My standards and expectations for retail products I buy are very high (3) I make special effort to choose the very best quality retail products (4) The more expensive brands of retail products are usually my choice (5) Nice department and specialty stores offer me the best retail products (6) I keep my wardrobe up-to-date with the changing fashions (7) I carefully watch how much I spend on retail products.

Eight factors emerged in both segments of young and old consumers and the total variances explained are 52.08% and 54.34% respectively. The total variance explained by the retained factors for the young and old consumers are higher than the 46% obtained in the original study by Sproles and Kendall (1986). Among the eight styles that emerged, three styles which were labelled as *Time energy conserving*, *Perfectionism* and *Habitual buying* emerged for both young and old consumers. The three styles common for both the younger and older retail consumers are presented in Table 10 and are discussed below:

Time Energy Conserving: Items loading on this factor show that both young and old consumers shop quickly buying the first retail products that they find to be good enough. They also put little thought on the products they purchase choosing to do shopping for fun, relying on the most advertised brands and shopping from the same retail store. However, it seems young consumers in Botswana further conserve their time and energy by making shopping trips very fast and by shopping products that do not have to be perfect from the same retail stores. Young consumers feel the urge to be time conscious to avoid confused from the information they get about products and the possibility of making careless decisions. In total nine items loaded in the *Time energy factor*. However, only five were loaded for both young and old consumers, while four more items loaded to the young consumers. Thus, in total nine items loaded for the young consumers. This factor and most of its items also emerged in previous related studies by Hafstrom et al, (1992); Fan and Xiao (1998); Bakewell and Mitchell, (2006) and Yesilada and Kavas (2008).

Perfectionism: Items loading on this factor reflect that both young and old consumers in Botswana who are interested in perfectionism search for the very best quality in retail products. They also prefer getting very good quality in products which they achieve by opting for the best and well-known products and brands. While in pursuing perfectionism young consumers make special effort to get the best products or the best-selling brands they also pay attention to how much they spend. It appears perfectionistic old consumers firmly believe that high quality products are worth the best price. Seven items loaded for young consumers while only four appeared for old consumers. These items correspond to related studies based on samples from developing countries (Azizi et al., 2012; Mishra, 2010; Hiu et al., 2001).

Habitual Buying: Items loading on this factor indicate that both young and old retail consumers in Botswana choose to buy retail products habitually by sticking to the same retail product when they shop. Habitual young retail consumers also take their time to ensure that they get the best products, whereas habitual old consumers place more emphasis on planning in order to ensure that they get the best products. Two items loaded for both the young and old retail consumers. Items emerged from the current study correspond to the results from related studies in China, Iran, Malaysia and Indian (Mokhlis and Salleh, 2009; Hanzaee and Aghasibeig, 2008; Canabal, 2002; Fan and Xiao, 1998).

Table 10: Decision-Making Styles of Young and Old Consumers

Decision-making Styles	Young consumers (n = 553)		Old consumers (n = 341)	
	Factor Loadings	**Eigen Values** (*Variance Explained)*	**Factor Loadings**	**Eigen Values** (*Variance Explained*)
Time Energy Conserving	*(α =. 83)*	**5. 88** (*16.79*)	*(α = .75)*	**5. 72** (*17.87*)
I shop quickly, buying the first retail products I find that seems good enough.	.78		.68	
I make my retail products shopping trips fast.	.73		.56	
A retail product doesn't have to be perfect, or the best to satisfy me.	.60		Brand Conscious ness	
I really don't give my retail products purchases much thought	.57		.59	
All the information I get on different retail products confuse me.	.57		Careless impulsive -ness	
I go to the same store each time I shop for retail products.	.56		.51	
Often I make careless retail products purchases; I later wished I had not bought them.	.51		Brand Conscious -ness	
I enjoy shopping for retail products just for the fun of it.	.50		.56	
The most advertised brands of retail products are usually very good choices.	.47		.67	
Perfectionism	*(α=.72)*	**2.18** (*6.22*)	*(α=.67)*	**1.58** (*4.94*)
Getting very good quality retail products is very important to me.	.70		.76	
I look carefully to find retail products that offer me the best value for money.	.68		.49	
When it comes to purchasing retail products, I try to get the very best choice.	.62		Novelty conscious ness	
I carefully watch how much I spend on retail products	.59		Deleted	
The well-known known brands of retail products are best for me.	.53		.69	
I prefer buying the best-selling brands of retail products.	.44		Brand conscious-	

				ness	
I make special effort to choose the very best quality retail products.	.42		n/a		
The higher the quality of retail products, the better the price.	n/a		.59		
Habitual Buying	*(α=.37)*	**1.08** *(3.08*	*(α=.15)*	**1.06** *(3.31)*	
Once I find retail products I like, I stick with it.	.67		.65		
I take the time to shop carefully for best buys for retail products.	.57		*Rational buying*		
I need to plan my shopping for retail products	Variety seeking		.58		

Of the eight styles that emerged for young retail consumers, five more strategies were unique to this group. The five styles are presented in Table 11 and are labelled as follows:

Recreational Hedonism: Young consumers who display recreational hedonism perceive shopping for retail products as an enjoyable and pleasant activity. In addition, they gain excitement from shopping for the expensive brands and keep their wardrobe up-to-date with changing fashions. The findings of Bakewell and Mitchell (2003), also reported that young consumers were more recreational hedonistic than old consumers.

Price Driven Impulsiveness: Botswana young retail consumers look for the retail products at sale prices. They don't give their purchases thought. Also young consumers in Botswana tend to spend little time shopping for the retail products. The impulsiveness item is embedded in price value consciousness.

Variety Seeking: The tendency of individuals to seek diversity in their choices when making decision to buy retail products. Young consumers in Botswana with these characteristics regularly change the brands of retail products they buy and sometimes it is hard for them to choose which retail store to shop from.

Price Equals Quality: Young consumers who adopt this style look for retail products at sale prices and usually try to buy the best overall quality for retail products.

Confused by Over-choice: Young retail consumers in Botswana are always confused by the information overload. They are confused because of so many brands of retail products to choose from. The more these consumers learn about retail products, the harder it seems to choose the best.

Table 11: Consumer Decision-Making Styles Unique for Young Consumers

Decision-Making Styles	Factor Loading	Eigen Values (*variance explained*)	Mean(SD)
Recreational Hedonism(α=.75)		4.35(12.43)	
Shopping for retail products is one of the most enjoyable activities of my life.	.73		3.96 (1.35)
Shopping for retail products is a pleasant activity to me.	.68		4.22 (1.23)
The more expensive brands of retail products are usually my choice.	.63		3.56 (1.58)
I keep my wardrobe up-to-date with the changing fashions.	.62		3.74 (1.49)
Fashionable and attractive styling is very important to me.	.62		4.03 (1.47)
I usually have several outfits of the very newest styles.	.48		3.76 (1.38)
Price Driven Impulsiveness (α =.52)		1.30(3.72)	
I buy retail products at sale prices.	.72		4.12 (1.32)
I am impulsive when purchasing retail products.	.52		3.81 (1.33)
Shopping for retail products waste my time.	.51		3.07 (1.62)
Variety Seeking (α =.47)		1.23(3.52)	
I regularly change the brands of retail products I buy.	.66		3.98 (1.38)
I need to plan my shopping for retail products more carefully than I do.	.58		4.51 (1.28)
Sometimes it is hard for me to choose which retail store to shop from.	.51		4.01 (1.47)
Price Equals Quality (α =.41)		1.20(3.43)	
In general, I usually try to buy the best overall quality for retail products.	.53		4.58(1.17)
My standards and expectations for retail products I buy are very high.	.48		4.23(1.31)
Confused by Over-choice (α =.41)		1.02(2.90)	
There are so many brands of retail products to choose from that I often feel confused.	.65		4.16(1.40)
The more I learn about retail products, the harder it seems to choose the best.	.63		3.93(1.44)

Likewise, five additional styles emerged for old consumers as presented in Table 12 and are labelled as follows:

Fashion-Novelty Consciousness: Botswana old consumers on this characteristics are fashion conscious. Fashionable and attractive styling is very important to these consumers and they have favourite brands of retail products they buy again and again. According to Kim et al (2002), consumers with this characteristic usually have several outfits of the very newest styles.

Impulsive, Carelessness: Botswana old consumers who do not plan their shopping for retail products purchases, later wished not to have bought them. They are impulsive when purchasing retail products and regularly change the brands of retail products they buy.

Brand Consciousness: Under this shopping orientation retail products do not have to be the best to satisfy old consumers in Botswana and they prefer buying the best-selling brands of retail products. The brands that are most advertised are usually good choices for old consumers.

Economy Seeking ; Botswana old consumers tend to buy low priced retail products which are usually their choice and buy retail products at sale prices.

*Rational Buying***:** Under this shopping orientation older retail consumers in Botswana take time to shop carefully for the best buys of retail products. Sometimes it is hard for the rational buyers to choose which retail store to shop from.

Table 12: Consumer Decision-Making Styles Unique for Old Consumers

Decision-making styles	Factor Loading	Eigen Values (*variance explained*)	Mean(SD)
Fashion Novelty Consciousness (*α =.66)*		3.49(10.91)	
Fashionable and attractive styling is very important to me.	.67		3.94 (1.42)
I have favourite brands of retail products I buy again and again**.**	.64		4.43 (1.15)
I usually have several outfits of the very newest styles.	.59		3.73 (1.39)
In general, I usually try to buy the best overall quality for retail products.	.56		4.48 (1.08)
When it comes to purchasing retail products, I try to get the very best choice.	.51		4.66 (1.12)
Impulsive, Carelessness (*α =.71)*		1.68(5.26)	
I am impulsive when purchasing retail products.	.72		4.08 (1.19)
Often I make unplanned retail products purchases, I later wished I had not bought them.	.68		3.94 (1.44)
Shopping for retail products waste my time.	.59		3.68 (1.45)
I regularly change the brands of retail products I buy.	.51		4.08 (1.33)
All the information I get on different retail products confuses me.	.41		3.69 (1.39)
Brand Consciousness (*α =.54)*		1.43(4.46)	
Retail products do not have to be the best to satisfy me.	.71		3.86 (1.37)
I prefer buying the best-selling brands of retail products.	.55		4.21 (1.16)
The more I learn about retail products, the harder it seems to choose the best.	.53		4.11 (1.23)
There are so many brands of retail products to choose from that I often feel confused.	.49		4.25 (1.23)
Economy Seeking (*α =.47)*		1.29(4.02)	
The low priced retail products are usually my choice.	.70		4.00 (1.42)
I buy retail products at sale prices.	.61		4.25 (1.15)
Rational Buying (*α =.42)*		1.14(3.57)	
I take time to shop carefully for the best buys for retail products.	.68		4.47 (1.13)
Shopping for retail products is one of the most enjoyable activities of my life.	.53		4.09 (1.21)
Sometimes it is hard for me to choose which retail store to shop from.	.41		4.22 (1.26)

A series of reliability analyses with Cronbach alpha were used to assess the internal consistency of items that measure each decision-making style that emerged in age group. The reliability alphas of the eight consumer decision-making styles for young consumers are as follows: Time *Energy Conserving (α=.83); Recreational-Hedonistic (α = .75); Perfectionism (α = .72), Price- Impulsiveness Driven Consciousness (α = .52); Confused Variety Seeking Consciousness (α = .47); Price Equals High Quality Consciousness (α =.41); Habitual-buying (α = 0.37) and Confused by Over choice (α =.41).* Thus, only four strategies out of the eight are reliable in explaining the decision-making styles of young retail consumers. The findings are similar to a study carried out by Bakewell and Mitchell (2006), which reported reliability of only three factors namely*: Brand Consciousness (.76), No*velty-Fashion Consciousness (.73), Confused by Over-choice (.64) and one new factor Time Energy Conserving (.61).

In another related study by Fan and Xiao (1998) only three factors namely Brand Consciousness (.61), Quality Consciousness (.54), Price Consciousness (.59), and two new factors Time Consciousness (.63), Information Utilization (.55) were reliable. The reliability alphas of the consumer decision-making styles for old consumers are as follows: *Time Energy Conservative (α=.75); Novelty-Fashion Consciousness (α=.66); Impulsive Carelessness (α=0.71); Perfectionism (α=.67); Brand Consciousness (α=.54); Economy Seeking (α=.47); Rational buying (α=.42); and Habitual-buying (α=.15).* Therefore, five strategies out of the eight are reliable in explaining the decision-making styles of old retail consumers.

4.3.3 Consumer Values

Many studies have found scree method to be reasonably effective in suggesting the correct number of components to retain (Velicer et al., 2000; Zwick and Velicer, 1986; Catell, 1958). A scree plot for consumer values was checked and the factors were identified to better explain the common variance. The size of the first eight roots declined steeply and then tended to level off across the remaining roots. Items with very low values were dropped in the item-to-total correlation tests and 33 items were finally retained as shown in Figure 8. Eight factors were extracted, which explained approximately 52.28% of the total variance. Only eight components obtained the meaningful values greater than or equal to one.

Figure 8: A Scree Plot of Consumer Values from Exploratory Factor Analysis
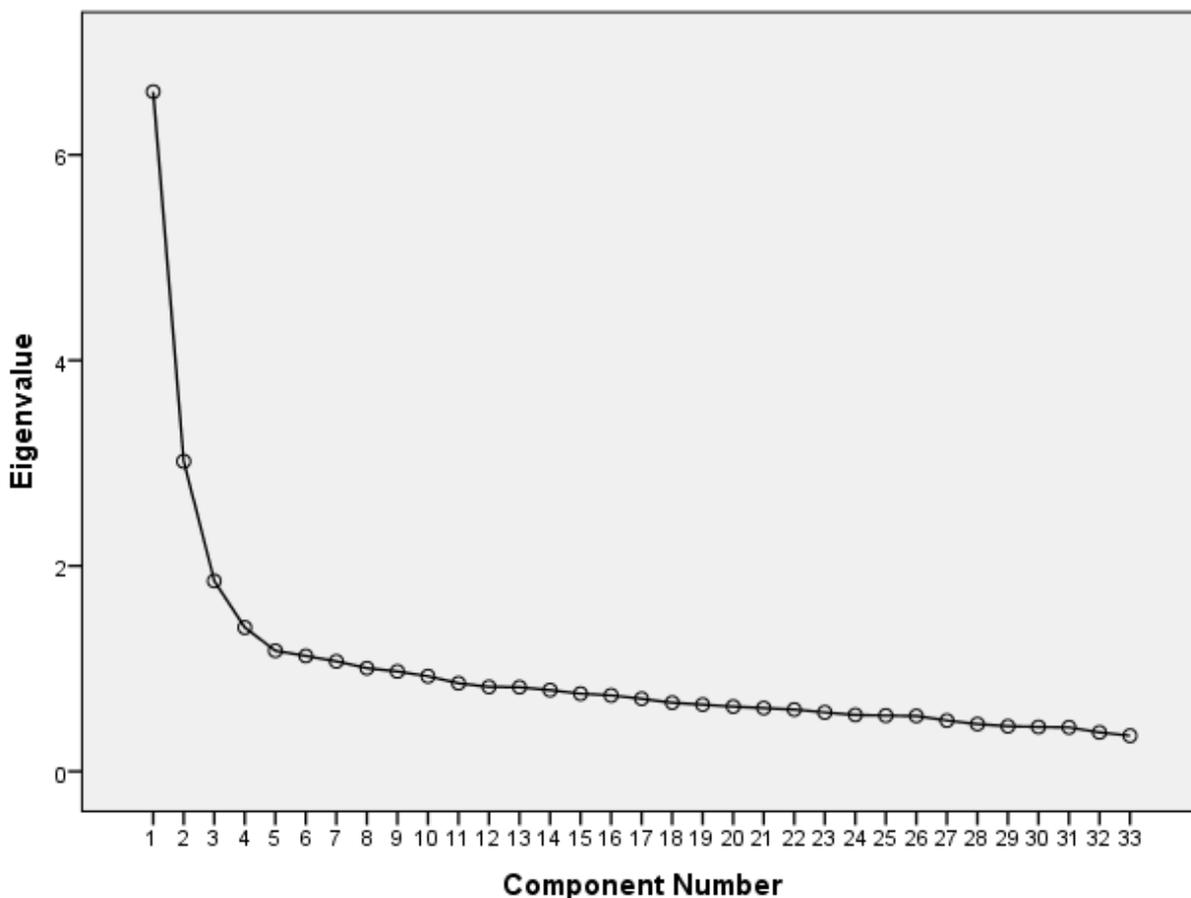
A principal component factor analysis with varimax rotation was conducted to identify consumer values. Seven items that are cross loaded and the other item without any loading were deleted. The items were as follows: (1) I need to feel there is a place that I can call home; (2) I play an important role in my family; (3) Getting things done is always important to; (4) I try to be as open and genuine as possible with others; (5) I often commend others on their efforts, even when they fail; (6) The opinions of others are important to me and (7) Without my close friends, my life would be much less meaningful. In total, 8 factors with 33 items were retained (see Table 13). The retained factors explained 52.28% of the total variance. The Kaiser Meyer-Olkin (KMO) measure of sampling adequacy was assessed and the result is .88.

The eight consumer factors were labeled as follows:

Factor 1 - *Sense of Accomplishment*: Items loading on this factor show that Botswana retail consumers respect who they are, and will not do anything to threaten their self-respect. They tend to set and strive to reach their goals. Botswana retail consumers are security conscious and financial security is very important to them. Thirteen items loaded in this factor and this factor achieved the highest percentage of total variance explained of 20.05%.

Factor 2 - *Excitement and Fun*: Items loading on this factor reflect that retail consumers in Botswana work hard at having fun. Botswana retail consumers also strive to fill life with exciting activities and retain a high status among friends. Five items loaded in this factor and this factor achieved the second highest percentage of total variance explained of 9.14%.

Factor 3 - *Recreation:* Items identified in this factor show that recreation is a necessity and is an integral part of retail consumers in Botswana. Three items loaded in this factor and a total variance of 5.61% was achieved.

Factor 4 - *Self-Respect*: This factor explains that retail consumers in Botswana enjoy doing things out of the ordinary. Retail consumers consider themselves a thrill-seeker, and will do what they know to be right even if money would be lost. Four items loaded in this factor, achieving a total variance explained of 4.24%.

Factor 5- *Warm Relationship with Others*: The factor shows that retail consumers in Botswana make a point of reassuring others that their presence is welcome and appreciated. Only two items loaded in this factor with a total variance explained of 3.56%.

Factor 6 - with *Enjoyment in Life:* It reflects that in Botswana retail consumers thrive on parties and having fun is important to them. Two items loaded in this factor and the total variance of 3.40% was explained.

Factor 7 - *Self-Fulfillment*: This factor denotes that retail consumers in Botswana like to buy the best of everything when shopping. Two items loaded in this factor, and a total variance of 3.24 was achieved.

Factor 8 - *Being Well-Respected*: The factor shows that retail consumers in Botswana care what others think of them and are easily hurt by what others say. Only two items loaded in this factor with a total variance explained of 3.04%.

The internal consistency of each cultural value was assessed using reliability analysis with Cronbach Alpha. The reliability alpha scores of the retained cultural values are as follows: sense of accomplishment (α =.86); excitement and fun (α =.57); recreation (α =.69); self respect (α = .52); warm relationship with others (α = .55); enjoyment in life (α =.56); sense of

belonging (.41) and being well respected (.30). Six factors achieved a reasonable degree of reliability of greater than .50 and these are labeled as sense of accomplishment, excitement and fun, recreation, self respect, warm relationship with others and enjoyment in life (Nunnally and Bernstein, 1994). However, sense of belonging and being well respected were identified with relatively low alpha coefficients (.41 and .30 respectively). This means that there is a need to refine their measurement as it seems the items are not good discriminatory measures in Botswana.

The results also reflect that the nine cultural values are not consistent in other countries casting doubt on their generalizability in other contexts. The low reliability was similar to the investigation of relationship between personal oriented values on purchase intention of male consumers in Thailand. Ma, (2010) found out that six out of nine values had low positive relationships with attitude towards facial products in Thailand.

Table 13: Consumer Values of Retail Consumers in Botswana

Consumer Values	Factor Loadings	% of Variance Explained	Eigen Values
Factor 1: Sense of Accomplishment		20.05	6.62
I respect who I am.	.71		
I tend to set and strive to reach my goals.	.67		
My security is a high priority to me.	.65		
I will not do anything to threaten my self-respect	.65		
Financial security is very important to me.	.64		
Knowing that I am physically safe is important to me.	.63		
I need to feel a sense of accomplishment from my job.	.58		
I treat myself well.	.55		
I am often concerned about my physical safety.	.53		
My self -respect is worth more than gold.	.52		
I desire the best and often give myself.	.50		
I highly value warm relationships with my family and friends.	.48		
Meeting my desires is full time job for me.	.44		
Factor 2: Excitement and Fun		9.14	3.02
I work hard at having fun.	.66		
I always try to act in such a way as to maintain my pride.	.61		
I strive to fill my life with exciting activities.	.56		
I strive to retain a high status among my friends.	.45		
If one loses one's self- respect, nothing can	.43		

compensate for the loss.			
Factor 3: Recreation		**5.61**	**1.85**
Recreation is a necessity for me.	.73		
Recreation is an integral part of my life.	.73		
Being a part of the lives of those with whom I am close is a high priority for me.	.57		
Factor 4: Self Respect		**4.24**	**1.40**
I enjoy doing things out of the ordinary.	.73		
Knowing that I am doing things in a given situation is worth any price.	.59		
I will do what I know to be right, even when I stand to lose money.	.51		
I consider myself a thrill-seeker	.43		
Factor 5: Warm Relationship With Others		**3.56**	**1.17**
I make a point of reassuring others that their presence is welcome and appreciated.	.67		
I feel appreciated and needed by my closest relatives and friends.	.65		
Factor 6: Enjoyment in life		**3.40**	**1.12**
Having fun is important to me.	.81		
I thrive on parties	.60		
Factor 7: Self- Fulfillment		**3.24**	**1.07**
I like to buy the best of everything when I go shopping.	.72		
The finer things in life are for me.	.59		
Factor 8: Being Well-Respected		**3.04**	**1.00**
I care what others think of me.	.70		
I am easily hurt by what others say about me	.69		

This study further compared and checked for low reliability from other studies by using original factors from Kahle (1983) as shown in Table 14. It has been confirmed that some studies reported low reliability while some values did not exist.

Table 14: Comparing Reliabilities of the Current Study with Original Study and the Studies used to support the Low Reliabilities from the Write-Up

	Kahle, 1983 (United State)	Shoham, Davidow and Brencic, 2003 (Israel)	Current Study
List of Values(LOV)			
Sense of Accomplishment	.74	n/a	.86
Fun and Enjoyment in Life	.79	n/a	n/a
Excitement	.72	n/a	.57
Self –Respect	.81	n/a	.52
Being Well Respected	.71	n/a	.30
Sense of Belonging	.57	n/a	.41
Self-Fulfillment	.77	n/a	n/a
Security	.76	n/a	n/a
Warm Relationship with others	.70	n/a	.55
Recreation	n/a	n/a	.69
Enjoyment in Life	n/a	n/a	.56
Role- Relaxation	n/a	0.64	n/a
CSII-Normative	n/a	0.91	n/a
CSII-Informational	n/a	0.89	n/a

In order to further assess the reliability of the consumer values, inter-item correlations were conducted to investigate if the original factors were more reliable than the factors that exist in the current study obtained using exploratory factor analysis. Although 8 consumer values obtained reliability scores of more than .50 after the inter-item correlation analysis was performed as presented in Table 15, the exploratory factor analysis results were retained. The results of exploratory factor analysis were the existence of values that represent retail

consumers in Botswana using the current data. In addition, the reliability scores for the

exploratory factor analysis was much better than for the inter item correlations.

Table 15: Kahle Original Cultural Values Using Inter-item correlation of Retail Consumers in Botswana

Consumer Values	Inter-Item Correlation	Cronbach alpha	Minimum	Maximum	Mean/SD
Sense of Accomplishment		0.57	4.70	4.98	4.88 (.02)
I need to feel a sense of accomplishment from my job.	.33				
Getting things done is always important to me.	.37				
I tend to set and strive to reach my goals.	.44				
Excitement		0.53	2.95	4.55	3.93 (.48)
I enjoy doing things out of ordinary.	.30				
I strive to fill my life with exciting activities.	.25				
I thrive on parties.	.31				
I consider myself a thrill-seeker.	.42				
Fun and Enjoyment in Life		0.59	3.71	4.22	3.98 (.07)
Having fun is important to me.	.30				
Recreation is an integral part of my life.	.43				
Recreation is a necessity for me.	.47				
Self –Respect		0.61	4.37	5.33	4.88 (.13)
I always try to act in such a way as to maintain my pride.	.25				
My self-respect is worth more than gold.	.38				
I will not do anything to threaten my self-respect.	.46				
I respect who I am.	.46				
I will do what I know to be right, even when I stand to lose money.	.32				
Knowing that I am doing things in a given situation is worth any price.	.23				
Warm Relationship with others		0.50	4.54	4.96	4.79 (.03)
I often commend others on	.24				

their efforts, even when they fail.					
I make a point of reassuring others that their presence is welcome and appreciated.	.36				
I try to be as open and genuine as possible with others.	.29				
I highly value warm relationships with my family and friends.	.32				
Sense of Belonging		0.62	4.58	5.27	4.93 (.08)
I play an important role in my family.	.40				
I need to feel there is a place that I can call home.	.41				
I feel appreciated and needed by my closest relatives and friends.	.41				
Being a part of the lives of those with whom I am close is a high priority for me.	.40				
Self Fulfillment		0.62	4.57	5.26	4.76 (.09)
I treat myself well.	.35				
I desire the best, and often give myself.	.44				
I like to buy the best of everything when I go shopping.	.36				
The finer things in life are for me.	.30				
Meeting my desires is a full-time job for me.	.40				
Security		0.68	5.05	5.14	5.10 (.01)
I am often concerned about my physical safety.	.40				
Knowing that I am physically safe is important to me.	.49				
My security is a high priority to me.	.50				
Financial security is very important to me.	.46				
Being Well Respected		0.37	4.08	4.46	4.29 (.03)
I strive to retain a high status among my friends.	.17				
I am easily hurt by what others say about me.	.23				
The opinions of others are important to me.	.18				
I care what others think of me.	.24				

4.4 Consumer Perceptions about the various key concepts

4.4.1 Consumer Decision-Making Styles

The study reveals the consumer perceptions of decision-making styles, consumer values, overall customer satisfaction, and re-purchases intentions of retail consumers in Botswana as shown in Table 16 and Table 17. The tables below present consumer values, decision-making styles, overall customer satisfaction and re-purchase intention in terms of minimum/maximum use and the calculated mean and standard deviations.

Among the decision-making styles perceived to be the most important for retail consumers in Botswana is Perfectionistic/high quality consciousness (mean 4.69). Getting very good quality retail products is very important to these consumers, and they carefully search to find retail products that offer the best value for money.

The style considered second important to consumers is Fashion-hedonistic consciousness (mean 3.90). Fashionable and attractive styling is perceived to be very important to Botswana retail consumers. These consumers keep their wardrobe up-to-date with the changing fashions and usually have several outfits of the very newest style. The third and least important style in the hierarchy for retail consumers in Botswana is Time-energy conserving (mean 3.54). Retail consumers shop quickly, buying the first products they perceived good enough. They often make retail products shopping trips fast.

Table 16: Perception of use of Consumer Decision-Making Styles

Consumer Decision-Making Styles	Descriptive Statistics		
	Minimum	Maximum	Means (Standard deviation)
Perfectionism/High Quality Consciousness	4.31	5.14	4.69 (.66)
Fashion-Hedonistic Consciousness	3.68	4.27	3.90 (.91)
Time Energy Conserving	3.30	3.76	3.54 (.96)

Among the list of values that retail consumers in Botswana perceived to be important, 'Sense of accomplishment' was rated as the most important value (mean 5.01). Retail consumers in Botswana respect who they are. They expect retailers to respect their wish about what they want and need and meet their expectations. The second important value for the retail consumers is 'Warm relationship with others' (mean 4.82). Retail consumers' make a point of reassuring others that their presence is welcome and appreciated. Maintaining cordial relationship with others is required and considered very important to these consumers. The third value treasured by the consumers is Excitement and fun (mean 4.41), Botswana retail consumers work hard at having fun and strive to fill their lives with exciting activities. Self–respect was considered as the fourth important value (mean 4.32). Retail consumers' with this value are perceived to always do things out of ordinary. Self-esteem, belief in one's own worth, preserving self-image is very important to retail consumers in Botswana.

The value considered fifth important to consumers is Recreation (mean 4.27). Seeking adventure, novelty and change describe the general disposition of the retail consumers. However, recreation is perceived to be necessity for them. The sixth and least important in

value hierarchy for Botswana retail consumers is Enjoyment in Life (mean 3.34). Having fun is important to these consumers, and they always thrive on parties. Understanding Botswana retail consumers based on their value perception would facilitate marketers and retailers to further fine tune their marketing strategies and as well cater for the consumers based on their psychographic attributes. Consumer overall satisfaction mean (4.75), shows how satisfied or dissatisfied consumers have with retail products after purchase. Botswana consumers are perceived to be very satisfied after purchase of retail products. Re-purchase intention mean (3.70) best describes the chance that when consumers make decisions to purchase retail products next time they go shopping they will use the same style.

Table 17: Perception of use of Consumer Values, Overall Customer Satisfaction and Re-Purchase Intentions

	Descriptive Statistics		
Consumer Values	**Minimum**	**Maximum**	**Means (Standard deviation)**
Sense of Accomplishment	4.57	5.33	5.01 (.63)
Warm Relationship with others	4.72	4.86	4.82 (.89)
Excitement and Fun	4.05	4.76	4.41 (.79)
Self Respect	3.99	4.70	4.32 (.79)
Recreation	4.01	4.89	4.27 (.99)
Enjoyment in Life	2.96	3.71	3.34 (1.22)
Overall Customer Satisfaction	1.00	6.00	4.75(1.07)
Re-purchase intentions	1.00	5.00	3.70(1.12)

4.5 Hypothesis Testing

Exploratory factor analysis was performed to determine the dimensionality of a scale, and the validity and reliability of the factors according to Botswana context. The results revealed that some consumer values from the proposed conceptual framework such as security; fun and enjoyment in life; sense of belonging; self fulfillment and being well respected did not exist in the Botswana context. Therefore, before testing the effects of consumer values on consumer decision-making styles, hypotheses and conceptual model was revised. Hence, the revised conceptual model is presented as Table 18 and hypotheses are listed below:

Table 18: Revised Conceptual Hypotheses

	Consumer Values	Consumer Decision-Making Styles
H1a	Self Respect	Perfectionistic/High Quality Consciousness
H2a	Recreation	Perfectionistic/High Quality Consciousness
H3a	Sense of Accomplishment	Perfectionistic/High Quality Consciousness
H4a	Warm Relationship with Others	Perfectionistic/High Quality Consciousness
H5a	Excitement-Fun Seeker	Perfectionistic/High Quality Consciousness
H6a	Enjoyment in Life	Perfectionistic/High Quality Consciousness

H1b	Self Respect	Fashion-Hedonistic Consciousness
H2b	Recreation	Fashion-Hedonistic Consciousness
H3b	Sense of Accomplishment	Fashion-Hedonistic Consciousness
H4b	Warm Relationship with Others	Fashion-Hedonistic Consciousness
H5b	Excitement-Fun Seeker	Fashion- Hedonistic Consciousness
H6b	Enjoyment in Life	Fashion- Hedonistic Consciousness
H1c	Self Respect	Time Energy Conserving
H2c	Recreation	Time Energy Conserving
H3c	Sense of Accomplishment	Time Energy Conserving
H4c	Warm Relationship with Others	Time Energy Conserving
H5c	Excitement-Fun Seeker	Time Energy Conserving
H6c	Enjoyment in Life	Time Energy Conserving
H7a	Perfectionistic/High Quality Consciousness	Overall Customer Satisfaction
H8a	Fashion-Hedonistic Consciousness	Overall Customer Satisfaction
H9a	Time-Energy Conserving	Overall Customer Satisfaction
H7b	Perfectionistic/High Quality Consciousness	Re-Purchase Intentions
H8b	Fashion-Hedonistic Consciousness	Re-Purchase Intentions
H9b	Time-Energy Conserving	Re-Purchase Intentions

Revised Conceptual Framework Developed

The study investigated the dimensionality of decision-making styles on retail consumers in Botswana. Effect of consumer values, demographic characteristics on decision-making styles and their consequences on consumer overall satisfaction and re-purchase intentions were tested. The results show that not all the factors are reliable. Therefore, a new conceptual framework was developed using factors that are consistent and significant. These variables are retained in the new revised framework in Figure 9 below. For the consumer values dimension, six values are reliable such as Self-Respect, Fun and Enjoyment in Life, Sense of Accomplishment, Warm Relationship with Others, Excitement-Fun Seekers and Pleasure Seekers. However, only three consumer decision-making styles namely Perfectionism/High Quality Consciousness, Fashion-Hedonistic Consciousness and Time-Energy Consciousness were reliable.

Figure 9: Conceptual Framework

Self Respect

Perfectionism/ High Quality Consciousness

H1a

H1c

H1b

Recreation

H2a

H2b

H2c

H3a

Sense of Accomplishment

H3b

H3c

Fashion Hedonistic Consciousness b

H4a

Warm Relationship with others

H4b

H4c

H5a

Excitement -Fun Seeker

H5b

H5c

Time Energy Conserving

H6a

H6b

Enjoyment in Life

H6c

H7a

H8a

Overall Customer Satisfaction

H7b

H8b

H7c

Re-Purchase Intentions

H8c

Source: Developed for this study (Sangodoyin, 2015)

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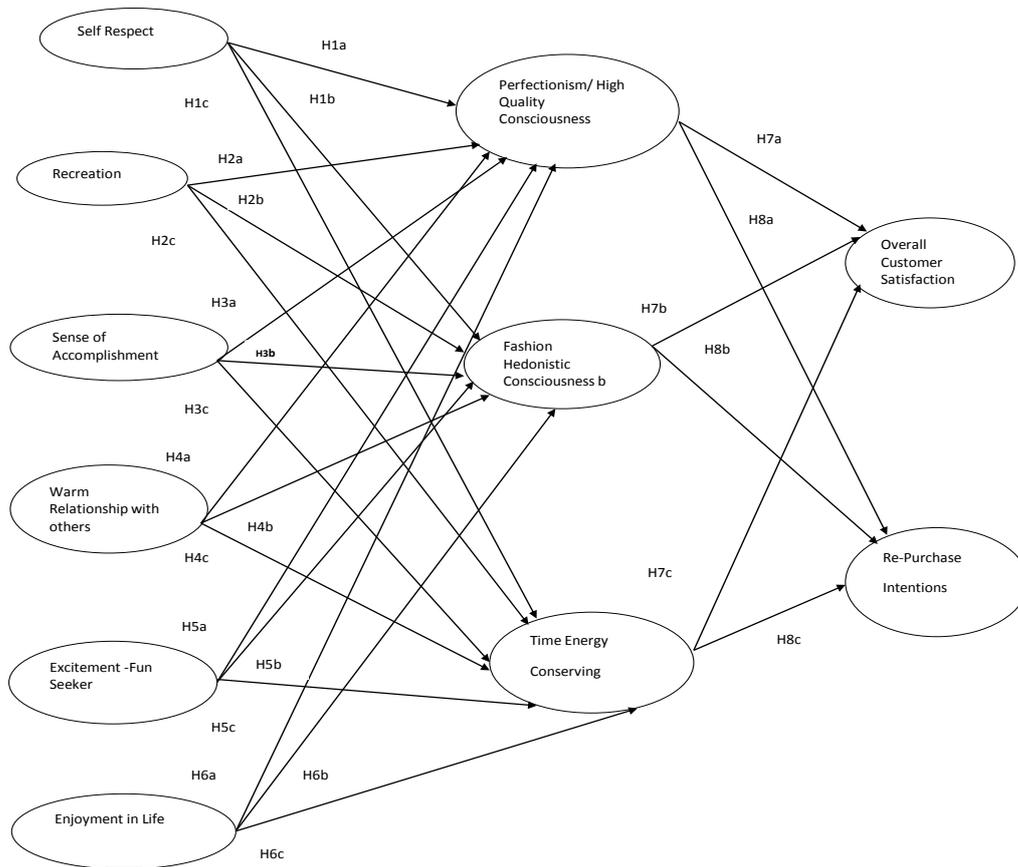
4.5.1 Effect of Consumer Values on Consumer Decision-Making Styles

To explore the relationship between consumer values and consumer decision-making styles, multiple linear regression was applied and means were used. In this study, three multiple regression analyses were performed. In particular, the means of three reliable consumer decision-making styles were used as dependent variables and the means of the six reliable consumer values were used as independent variables to test H1 through H6. The results of the various multiple regressions are presented in Table 19 and the significant values of all antecedents and consequences of consumer decision-making styles are illustrated in Figure 10 below.

4.5.1.1 *Self Respect and Consumer Decision-Making Styles*

H1: The higher the self respect, the greater the adoption of (a) Perfectionism-high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving.

The results in Table 19 reveal that the higher the value of self- respect, the greater the adoption of time energy conserving (Beta= .23, t= 7.30, p=.001), and fashion-hedonistic consciousness (Beta= .18, t= 5.35, p= .001). However, the influence of self respect value on perfectionism-high quality consciousness (Beta= .04, t= 1.32, p= .186) is not significant, which means that self respect value does not have any significant impact on the adoption of perfectionism-high quality conscious retail consumers in Botswana. Therefore, the findings support H1b and H1c while H1a was not supported.

4.5.1.2 Recreation and Adoption of Consumer Decision-Making Styles

H2: The higher the recreation, the greater the adoption of (a) Perfectionism-high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving.

Table 19, results reveal that H2a, H2b, and H2c demonstrate that the higher the recreation value, the greater the adoption of perfectionism-high quality consciousness (Beta= .12, t= 3.55, p= .001). However, the effect of recreation on time energy conserving (Beta= -.043, t= -1.29, p=.198) and fashion-hedonistic consciousness (Beta= -.05, t= -1.36, p= .176) are not significant. Therefore, the result shows that recreation value has effect only on perfectionistic/high quality retail consumers in Botswana. Therefore, the findings support H2a, while H2b and H2c are not supported.

4.5.1.3 Sense of Accomplishment and Adoption of Consumer Decision-Making Styles

H3: The higher the sense of accomplishment, the greater the adoption of (a) perfectionism/high quality consciousness (b) fashion-hedonistic consciousness (c) time energy conserving.

The results in H3a, H3b, and H3c, show that the higher the sense of accomplishment value, the greater the adoption of time energy conserving (Beta= -.321, t= -9.52, p=.001), and perfectionism/high quality consciousness (Beta= .431, t= 13.04, p= .000). However, the effect of sense of accomplishment value on fashion-hedonistic consciousness is not

significant (Beta= .016, t= .45, p= .656). Therefore, the findings support H3a and H3c while H3b was not supported as shown in Table 19.

4.5.1.4 Warm Relationship with Others and Adoption of Consumer Decision-Making Styles

H4: The higher the warm relationship with others value, the greater the adoption of (a) perfectionism-high quality consciousness (b) fashion-hedonistic consciousness (c) time energy conserving.

The results in Table 19, shows that the higher the warm relationship value the greater the adoption of perfectionism-high quality consciousness (Beta= -.11, t= 3.41, p= .001) and time energy conserving (Beta= -.14, t= -4.33, p=.001). However, the effect of fashion-hedonistic consciousness (Beta= .02, t= .67, p= .507) on warm relationship value is not significant. Therefore, the findings support H4a and H4c while H4bwas not supported.

4.5.1.5 Excitement and Fun Seeking and Adoption of Consumer Decision-Making Styles

H5: The higher the excitement, the greater the adoption of (a) perfectionism-high quality consciousness (b) fashion-hedonistic consciousness (c) time energy conserving.

The results reveal that the higher the excitement value the greater the adoption of time energy conserving (Beta= .375, t= 12.25, p=.001) and fashion-hedonistic consciousness (Beta= .296, t= 9.14, p= .001) as shown in Table 19. However, the effect of excitement and fun seeking value on perfectionism/high quality consciousness is not significant (Beta= -.01, t= -.019, p= .985). The results show that retail consumers in Botswana with excitement value

will adopt time energy conserving and fashion-hedonistic styles, while the value does not have any significant effect on perfectionism-high quality conscious retail consumers in Botswana. Therefore, the findings support H5b and H5c while H5a was not supported.

4.5.1.6 Enjoyment in Life and Adoption of Consumer Decision-Making Styles

H6: The higher the enjoyment in life, the greater the adoption of (a) perfectionism/high quality consciousness (b) fashion-hedonistic consciousness (c) time energy conserving.

The results show that the higher the enjoyment in life value, the greater the adoption of fashion-hedonistic consciousness (Beta= .212, t= 6.82, p= .001) and perfectionism-high quality consciousness (Beta= .140, t= 4.88, p= .001). However, the adoption of time energy conserving on enjoyment in life value is not significant (Beta= .001, t= 0.04, p=.972). Therefore, the findings support H6a and H6b while H6c was not supported.

The results of the relationships between the six reliable consumer values on each of the three reliable decision-making styles shows that out of six consumer values dimension, only four values namely, sense of accomplishment; warm relationship with others; recreation and enjoyment in life have a significant contribution to perfectionism high-quality consciousness. However, excitement and fun seeker and self–respect were found to be insignificant. The results further indicate that consumer values explained 34.80% of the variance (R^2) in perfectionism high-quality.

Results relating to the relationship between consumer values and fashion-hedonistic consumers illustrate that the values explained 24.70% of the variance (R^2) in fashion-hedonistic consciousness. Out of the six consumer values, three values i.e., self -respect; excitement and fun seeker and enjoyment in life made a significant contribution to fashion-hedonistic consciousness. However, recreation, sense of accomplishment and warm relationship with others and was found to be insignificant.

Results about the relationship between consumer values and time energy consciousness show that values explained 32.10% of the variance (R2) in time energy conserving. Out of the six consumer values dimension, four values i.e., self respect; sense of accomplishment; warm relationship with others and excitement and fun seeker made a significant contribution to adoption of time energy conserving. However, recreation and enjoyment in life were found to be insignificant.

Table 19: Consumer Decision-making Styles and Consumer Values

Dependent variable	Independent Variable	Standardized Beta	t-value	Significance
Perfectionist/ High Quality Consciousness (Adj R^2=.35)	H1a Self respect	.04	1.32	.186
	H2a Recreation	.12	3.55	.001***
	H3a Sense of Accomplishment	.43	13.04	.001***
	H4aWarm Relationship with others	-.11	3.41	.001***
	H5a Excitement and Fun Seeker	-.01	-.019	.985

	H6a Enjoyment in life	.14	4.88	.001***
Fashion-Hedonistic Consciousness (Adj R^2=.24)	H1b Self respect	.18	5.35	.001***
	H2b Recreation	-.05	-1.36	.176
	H3b Sense of Accomplishment	.02	.45	.656
	H4bWarm Relationship with others	.02	.67	.507
	H5b Excitement and Fun Seeker	.30	9.14	.001***
	H6b Enjoyment in life	.21	6.82	.001***
Time Energy Conserving (Adj R^2=.32)	H1c Self respect	.23	7.30	.001***
	H2c Recreation	-.04	-1.29	.198
	H3c Sense of Accomplishment	-.32	-9.52	.001***
	H4cWarm Relationship with others	-.14	-4.33	.001***
	H5c Excitement and Fun Seeker	.38	12.25	.001***
	H6c Enjoyment in life	.01	.04	.972

Notes: Significance level:***P< 0.001; **P<0.10 ;*P<.05

4.5.2 Effect of Consumer Decision-Making Styles on Overall Consumer Satisfaction

H7: The higher the adoption of (a) Perfectionism-high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving the more the overall customer satisfaction of retail products in Botswana.

The results in Table 20 show that the higher the adoption of Perfectionism/high quality consciousness (Beta= .186, t= 5.07, p= .001) the higher the overall customer satisfaction. However, the adoption of Fashion-hedonistic consciousness (Beta= .019, t= -.49, p=.621) and Time energy conserving (Beta= .014, t= .39, p= .700) did not significantly influence the overall customer satisfaction. Therefore, the findings support that consumers with perfectionism-high quality consciousness style in Botswana are more likely to be satisfied with retail products after purchase. Therefore, H7a is supported while H7b and H7c were not supported. In addition the result shows that decision-making styles explain only 3.0% of the variance in overall customer satisfaction.

Table 20: Consumer Overall Satisfaction and Consumer Decision-making Styles

Dependent variable	Independent Variable	Standardized Beta	t-value	Significance
Consumer Overall Satisfaction (Adj R2=.032)	H7a Perfectionism/High Quality Consciousness	.19	5.07	.001***
	H7b Fashion-Hedonistic Consciousness	-.02	-.50	.62
	H7c Time-Energy Conserving	.01	.39	.70

Notes: Significance level: ***P< 0.001; **P<0.10;*P<.05

4.5.3 Effects of Consumer decision-making styles on Re-Purchase Intentions

H8: The higher the adoption of (a) Perfectionism-high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving the more the intention to re-use the same style next time retail consumers go shopping in Botswana.

The results in Table 21 show that the higher the adoption of Perfectionism/high quality consciousness (Beta= .079, t= 2.11, p= .035) the more intention to re-use the style next time retail consumers go shopping in Botswana. However, the adoption of Fashion-hedonistic consciousness (Beta= .026, t= -.66, p=.510) and Time energy conserving (Beta= .039, t= 1.03, p= .301) are statistically insignificant. The findings support that consumers in Botswana with perfectionism-high quality consciousness style will make decisions to purchase retail products using the same style when next time you go shopping. Therefore, H8a is supported while H8b and H8c are not supported. Further results show that Consumer decision-making styles explain only 2.00% of the variance in Re-purchase intentions.

Table 21: Re-Purchase intentions and Consumer Decision-making Styles

Dependent variable	Independent Variable	Standardized Beta	t-value	Significance
Re-purchase intention	H8a Perfectionism/High Quality Consciousness	.08	2.11	.035*
	H8bFashion-Hedonistic Consciousness	-.03	-.66	.510
(Adj R^2=.005)	H8c Time-Energy Conserving	.04	1.03	.301

Notes: Significance level: ***P< 0.001; **P<0.10;*P<.05

Figure 10: Revised Conceptual Framework with Significant values indicated in the diagram.
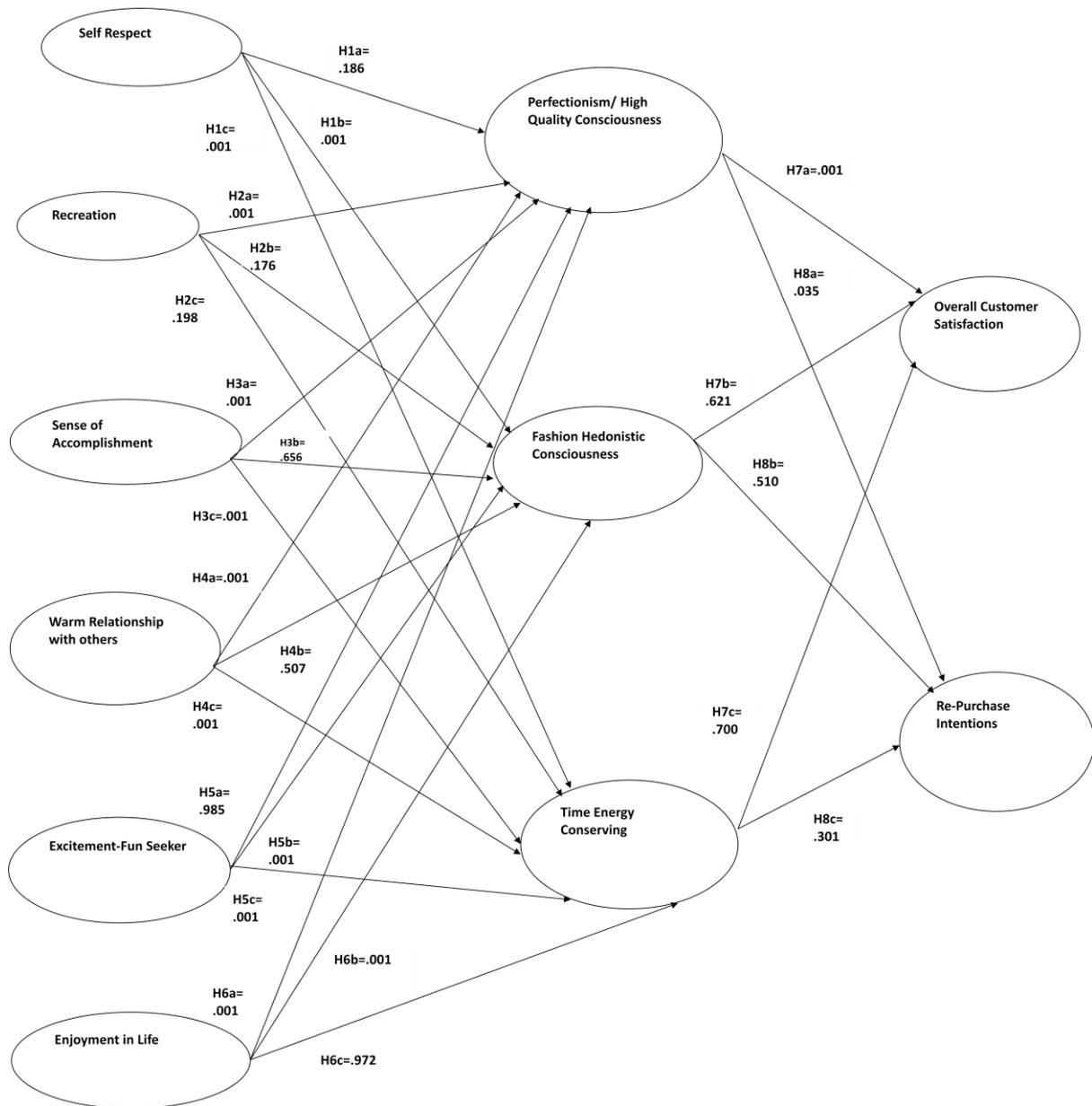
Source: Developed for this study (Sangodoyin, 2015)

4.5.4 Demographics Characteristics and Consumer Decision-Making Styles

In order to perform difference between demographic characteristics, in particular, young and old retail consumers in Botswana, the t-test was executed. The t-test provides a way of determining if the difference between two sample means occurred. Age was re-coded as young and old retail consumers. The results of the demographic characteristics show that young retail consumers (18 to 34 years) contributed to 62% of the total retail consumers and the remaining 38% comprised of old retail consumers. Considering that for gender only two groups were used, there was no need for recoding. 56% of the retail consumers were females and 44% were males. Never married, divorced, widowed, living together and separated consumers were regrouped into non-married and accounted for 73%, while married consumers were 27%. Furthermore, those who completed lower or intermediary secondary school such as: no formal education, pre-primary and primary school, junior and senior certificate educated consumers were regrouped as "less educated" with total percentage of 19%, while those with a higher education such as: tertiary certificate, diploma bachelor's degree, higher degree (masters, doctorate) formed the group of more educated consumers with 81%. Low income earners below P5000 made up 49% and the rest 51% are high income earners (Table 22).

Table 22: Demographic Characteristic Profile of the Sample

	Sample	
Demographic Characteristics	N	%
Age (Years)		
Young (18-34)	553	62
Old (35 or more)	341	38
Total	894	100
Gender		
Females	504	56
Males	390	44
Total	894	100
Marital Status		
Not married[#]	649	73
Married	245	27
Total	894	100
Education		
More educated[##]	726	81
Less educated[###]	168	19
Total	894	100
Personal Monthly Income approx. USD1= P8.00		
Low income (Less than P5000)	437	49
High income (More than P5000)	457	51
Total	894	100

Notes:

\#   includes Divorced, Widowed, Living together and Separated, Never married;

\#\#   include tertiary Certificate, Tertiary Diploma, Tertiary Bachelor's Degree and Tertiary Higher Degree;

\#\#\#   include No Formal Education, Pre Primary School, Primary Education, Junior Cert. Education, Senior Cert. Education

In order to test hypotheses H9 through H13, t-tests were used to examine hypothesized differences between demographic characteristics such as gender, age, education, income and marital status and decision-making styles, overall customer satisfaction and re-purchase intention of retail consumers in Botswana.

Table 23 illustrates the statistical analysis relating to the role of demographics on decision-making styles. For the purpose of this analysis, the three reliable strategies were used and the hypotheses have been restated as shown below:

H9: Female retail consumers are more likely to adopt (a) perfectionism and (b) fashion hedonistic consciousness while male retail consumers are (c) time energy conservers.

The results show that there were significant gender differences in all the three decision-making styles in Botswana. The t-test result shows that adoption of decision-making styles varied according to gender. The data in Table 23 support hypotheses regarding consumer decision-making styles and gender H9.1a and H9.1b and H9.1c.The difference of means of males (4.57 and 3.82) and females (4.79 and 3.96) respectively on the perfectionism and fashion consciousness factors are also statistically significant and indicate that women are more likely to be perfectionistic/high quality conscious and fashion-hedonistic conscious than males. As, hypothesized males (mean= 3.67) exhibit a higher level of the time energy conserving style than females (mean= 3.44).Thus, H9is supported.

H10: Young retail consumers are more likely to adopt (a) Perfectionistic/high-quality consciousness and old consumers are more likely to be (b) Fashion hedonistic consciousness and (c) time energy conserving.

The results in Table 23 show that young retail consumers (mean= 4.76) have a perfectionistic orientation more than older consumers (mean=4.59). Older retail consumers tend to be more time energy conserving and fashion hedonistic-consciousness (mean= 3.78 and 3.94) respectively than younger consumers (mean= 3.39 and 3.88). However, the relationship between fashion-hedonistic consciousness and age is insignificant. Thus, H10 is supported.

H11: More educated retail consumer*s are more likely to adopt (a) Perfectionistic/high-quality consciousness, the lesser the (b) fashion-hedonistic consciousness and(c) time energy conserving than those who are less educated in Botswana.*

There are significant differences on perfectionism and time energy conserving based on educational level. The results show that less educated consumers are time energy conserving (mean= 3.81) while more educated consumers are perfectionistic (mean= 4.73). Thus, H11a and H11c are supported. The result obtained from H11b was also supported. The difference between the means of less educated consumers and more educated consumers on fashion-hedonistic consciousness is statistically insignificant. Therefore, H11 is supported.

H12: High income retail consumers *are more likely to adopt (a) Fashion-hedonistic consciousness and (b) time energy conserving, the lower the (c) perfectionism/high-quality consciousness of less income retail* consumers in Botswana.

The relationships of fashion-hedonistic consciousness and time energy conserving for high income retail consumers were found to be statistically significant. While perfectionistic/high quality consciousness was insignificant. Thus, H12a, H12band H12cwere supported.

H13: Married retail consumers *are more likely to adopt (a) Perfectionism/high quality consciousness (b)fashion-hedonistic consciousness and while Non-married* consumers *are likely to be (c) time energy conserving in Botswana.*

As hypothesized, the results show that married retail consumers are more likely to be perfectionistic and fashion conscious (mean=4.73 and 3.94 respectively)than their non-married counterparts(mean= 4.60 and 3.82). Similarly, the difference on time energy conserving between married and non-married consumers is insignificant. Thus H13a, H13b and H13c were supported.

Table 23: Demographic Characteristics and Consumer Decision-Making Styles

		Mean(SD)	Mean(SD)	*t*
	GENDER	Males	Females	
H9a	Perfectionism/High Quality Consciousness	4.57 (.65)	4.79 (.65)	-4.95***
H9b	Fashion-hedonistic Consciousness	3.82 (.89)	3.96 (.92)	-2.15**
H9c	Time Energy Conserving	3.67 (.93)	3.44 (.98)	3.68***
	AGE	Young	Old	
H10a	Perfectionism/High Quality Consciousness	4.76 (.67)	4.59 (.64)	4.10***
H10b	Fashion-Hedonistic Consciousness	3.88 (.95)	3.94 (.84)	-1.02
H10c	Time Energy Conserving	3.39 (.98)	3.78 (.86)	-6.04***
	EDUCATION	Less Educated	More Educated	
H11a	Perfectionism/High Quality Consciousness	4.54 (.58)	4.73 (.67)	-3.32***
H11b	Fashion-Hedonistic Consciousness	3.92 (.85)	3.89 (.92)	0.23

H11c	Time Energy Conserving	3.81(.88)	3.48 (.97)	4.13
	INCOME	Low	High	
H12a	Perfectionism/High Quality Consciousness	4.72 (.65)	4.66 (.81)	1.39
H12b	Fashion-Hedonistic Consciousness	3.86 (.90)	3.94 (.92)	-1.32***
H12c	Time Energy Conserving	3.49 (.94)	3.59 (.95)	-1.47***
	MARITAL STATUS	Non Married	Married	
H13a	Perfectionism/High Quality Consciousness	4.60(.68)	4.73(.64)	-2.96***
H13b	Fashion-Hedonistic Consciousness	3.82(.89)	3.94(.91)	-1.99**
H13c	Time Energy Conserving	3.55(.97)	3.53(.96)	.13

Notes: Significance level: ***P< 0.001; **P<0.10;*P<.05

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4.6 Summary of Hypotheses Testing

The following Table 24 summarised the results obtained from hypotheses testing. While some of the hypotheses were strongly supported, others were rejected.

Table 24: Summary of Hypotheses

Hypotheses	Results
H1: The higher the Self Respect, the greater the adoption of (a) Perfectionism/high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving.	H1a: Not supported H1b: Supported H1c: Supported.
H2: The higher the Recreational value, the greater the adoption of (a) Perfectionism/high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving.	H2a Supported. H2b Not supported H2c Not supported
H3: The higher the Sense of accomplishment, the greater the adoption of (a) Perfectionism/high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving.	H3a Supported. H3b Not supported. H3c Supported.
H4: The higher the Warm Relationship with others value, the greater the adoption of (a) Perfectionism/high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving	H4a Supported. H4b Not supported. H4c Supported.
H5: The higher the Excitement and fun seeking value, the lesser the adoption of (a) Perfectionism/high quality consciousness and the higher the (b) Fashion-hedonistic consciousness (c) Time Energy Conserving.	H5a Not supported. H5b Supported. H5c Supported.
H6: The higher the Enjoyment in Life value, the greater the adoption of (a) Perfectionism/high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving.	H6a Supported. H6b Supported. H6c Not supported.
H7: The higher the adoption of (a) Perfectionism/high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving the more likely the Consumer overall satisfaction of retail products in Botswana.	H7a Supported. H7b Not supported. H7c Not supported.
H8: The higher the adoption of (a) Perfectionism/high quality consciousness (b) Fashion-hedonistic consciousness (c) Time Energy Conserving the more likely the intention to re-purchase retail products in Botswana.	H8a Supported. H8b Not supported. H8c Not supported.
H9: Female retail consumers are more likely to adopt (a) Perfectionism/high-quality consciousness and (b) Fashion- hedonistic consciousness while male retail consumers are (c) Time energy conservers.	H9a Supported. H9b Supported. H9c Supported.
H10: Young retail consumers are more likely to adopt(a)Perfectionism/high-quality consciousness (b) Fashion-hedonistic consciousness and old consumers are more likely to be (c) Time energy conserving.	H10a Supported. H10b Supported. H10c Supported.
H11: Highly educated retail consumers are more likely to adopt (a)	H11a Supported

Perfectionism/high-quality consciousness, lesser of (b)Fashion-hedonistic consciousness and (c) Time energy conserving than those who are less educated in Botswana.	H11b Supported H11c Supported.
H12: High income retail consumers are more likely to adopt (a) Perfectionism/high-quality consciousness, the lesser the (b)Fashion-hedonistic consciousness and (c) Time energy conserving than less income retail consumers.	H12a Not supported. H12b Supported. H12c Supported
H13: Married consumers are more likely to adopt (a) Perfectionism/high-quality consciousness (b)Fashion-hedonistic consciousness and while non-married consumers are likely to be lesser (c) Time energy conserving in Botswana.	H13a Supported. H13b Supported. H13c Supported.

4.7 Additional Insights: Antecedents and Consequences of Consumer Decision-Making Styles.

Apart from the above findings, the current research tried to further investigate whether the antecedents of consumer decision-making styles (i.e., consumer values and demographics) have a potential to influence the consequences (overall satisfaction and repurchase intentions). Although this study is about consumer values as the antecedents of consumer decision-making styles, it is important to link this variable to the consequences of consumer decision-making styles to facilitate comparisons.

4.7.1 Consumer values and Overall Consumer Satisfaction

The current study therefore investigates the influence of consumer values such as security; self-respect; sense of belonging; fun and enjoyment in life; warm relationship with others; sense of accomplishment; self-fulfillment; being well-respected and excitement on overall

customer satisfaction. In order to gain an additional insight to how consumer values influence retail shopping public, overall customer satisfaction must be taken into account (Pitts and Woodside, 1984).

A multiple linear regression model was applied. Specifically, the means of the six reliable consumer values were used as the independent variable and the scores of overall customer satisfaction were used as the dependent variable. The results show that not all the consumer values do significantly explain the variance in overall customer satisfaction. The variance explained by the consumer values accounted to only 1.60% of the variance (R^2) in consumer overall satisfaction. As shown in Table 25, out of the six consumer values dimension, only two values, i.e. excitement and fun seeker (Beta= .75, t= 2.03, p= .042) and recreation (Beta= .81, t= 2.04, p= .041) achieved a significant contribution at 0 .05 on consumer overall satisfaction. However, self-respect (Beta= -.01, t=-.31, p=.755); sense of accomplishment (Beta= .30, t= .74, p=.457); warm relationship with others (Beta= -.01, t=-.28, p=.778) and enjoyment in life (Beta= -.01, t= -.36, p= .722) were found to be insignificant in Table 25.

Therefore, the findings suggest that consumers in Botswana with consumer values named recreation and the excitement-fun seekers are satisfied with retail products after purchase while consumers values like sense of accomplishment; self-respect; warm relationship with others and enjoyment in life are completely dissatisfied after purchase in Table 25.

Table 25: Overall Consumer Satisfaction and Consumer values

Dependent variable	Independent Variable	Standardized Beta	t-value	Significance
Overall Consumer Satisfaction (Adj R^2=.02)	Self respect	-.01	-.31	.755
	Recreation	.08	2.04	.041*
	Sense of Accomplishment	.03	.74	.457
	Warm Relationship with others	-.01	-.28	.778
	Excitement and Fun Seeker	.07	2.03	.042*
	Enjoyment in life	-.01	-.36	.722

4.7.2 Consumer Values and Re-Purchase Intention

To add more insight into the implications of consumer values on re-purchase intention, this study also explored the effects of consumer values on re-purchase intention. Consumer values have been proposed to have a direct relationship with re-purchase intentions. Purchase intentions have been found to change over time due to price increase, promotional offerings and demographic characteristics (Manski, 1990). In addition, Goldsmith et al, (1993) confirmed that consumer values are related to consumer purchase intentions.

The results in Table 26 show that consumer values explain 4% of the variance (R^2) on re-purchase intention. Out of the six consumer values dimension, only one value i.e., Self Respect (Beta= .07, t= 1.98, p=.047) achieved a significant contribution at .05 on style re-use. However, excitement and fun seeker (Beta= .03, t= .75, p= .452); recreation (Beta= .04, t= 1.06, p= .292); Sense of accomplishment (Beta= -.02, t= -.05, p= .957); Warm relationship

with others (Beta= -.06, t= -1.61, p= .109) and enjoyment in life (Beta= -.04, t= -1.17, p= .243) are found to be insignificant in Botswana context.

Consumer values did not have impact on intention to re-purchase retail products in Botswana. Recreation, excitement-fun seekers, sense of accomplishment, warm relationship with others and enjoyment in life values did not have any effect on re-purchase intention. This means that these retail consumers will definitely not use their usual style of shopping, while self-respect consumer will probably use their usual style of shopping when shopping for retail products. A future study could explore why these consumers choose not to use their usual style of shopping.

Table 26: Re-Purchase intentions and Consumer Values

	Independent Variable	Standardized Beta	t-value	Significance
Re-purchase intentions (Adj R^2=.01)	Self respect	.07	1.98	.047*
	Recreation	.04	1.06	.292
	Sense of Accomplishment	-.02	-.05	.957
	Warm Relationship with others	-.06	-1.61	.109
	Excitement-Fun Seeker	.03	.75	.452
	Enjoyment in life	-.04	-1.17	.243

Notes: Significance level: ***$P< 0.001$; **$P<0.10$;*$P<.05$

4.7.3 Re-purchase intention on Overall Customer Satisfaction

In today's marketing environment, retailers need to anticipate consumers' needs and expectations in order to enhance the shopping satisfaction. It is also crucial for them to understand how to increase customer satisfaction to be able to improve their growth and market share (McKinney and Yoon, 2002). Customer satisfaction and its antecedents and consequences on re-purchase intentions are well documented in traditional retail research (Oliver, 1997). Customer satisfaction has been widely accepted as an important issue for many marketing managers and generally, it is believed that a satisfied customer is more likely to repeat purchase and re-use styles (Mitta and Karakura, 2001). The results show that overall consumer satisfaction have a greater influence on re-purchase intention in Botswana (Beta = .463, t= 15.60, p= .001).

The result shows that Botswana consumer's overall satisfaction of products will significantly and positively influence re-purchase intention. Therefore, consumer satisfaction will have greater impact on intention to purchase retail products next time you go shopping.

Table 27: Re-purchase intention and Overall Consumer Satisfaction

Dependent variable	Independent Variable	Standardized Beta	t-value	Significance
Re-purchase intention (Adj R^2=.21)	Consumer Overall Satisfaction	.46	15.30	.001***

Notes: Significance level: ***P< 0.001; **P<0.10;*P<.05

4.7.4 Demographic Characteristics and Overall Consumer Satisfaction.

Tsiotsou and Vasioti (2006) posit that demographic characteristics such as age, education, income and gender have also been found to be good predictors of the level of customer satisfaction. Satisfied customers tend to use a service more often than those not satisfied (Bolton and Lemon, 1999). However, age, education and income, gender and marital status are statistically insignificant. Therefore, the findings did not support that age, education, income gender and marital status of retail consumers in Botswana will have greater impact on how satisfied of dissatisfied with retail products after purchase see Table 28.

The results in Table 28 shows that male retail consumers tend to be more satisfied with retail products after purchase than female consumers (mean= 4.79 and 4.71 respectively). Also young retail consumers (mean= 4.75) are more satisfied than older consumer (mean=4.74) after purchase of retail products. However, more educated consumers are satisfied after purchase of retail products than less educated consumers (mean 4.79 and 4.58 respectively). Furthermore, reports also show that high income retail consumers (mean= 4.79) are satisfied than low income consumers (mean= 4.71) after purchase of retail products. Lastly, married consumers (mean= 4.77) are completely satisfied than non-married consumers (mean=4.74) after purchase of retail products.

4.7.5 Demographic Characteristics and Re-purchase intentions (Style Re-usage)

The study examines the issue of re-purchase intentions from a demographic perspective.The influences of gender, age, income, marital status and education on the intention to re-use styles were critically analysed. Demographic characteristics help to locate a target market, and also help to reveal ongoing trends that signal business opportunities (Schiffman and Kanuk, 2007). In this study selected demographics variables will be used including gender, age, income, marital status and education because they are commonly used for market segmentation. Botswana as a context has a diverse population with varying levels of education, income and age, as such as, the country is becoming more globally orientated repetition and competitive, more re-purchase intentions and decision-making styles will emerge. Demographics can determine the style re-usage intentions (Korgaonkar and Wolin, 1999) and purchase behaviour (Mittal and Kamakura, 2001; Ranaweera, McDougall and Bansal, 2008).

The results in Table 28 shows that male retail consumers tend to re-use the same style of shopping for retail products next time they go shopping than female consumers (mean= 3.73 and 3.68 respectively). Also old retail consumers (mean= 3.72) tend to re-use the same style of shopping than young consumer (mean=3.70) when making decision to purchase retail products next time of shopping. However, less educated consumers would re-use the same style of shopping of retail products than more educated consumers (mean 3.79 and 3.68 respectively). Report also shows that low income consumers (mean= 3.71) would re-use the when making decision to purchase retail products next time you go shopping than high income consumers (mean= 3.70). Furthermore, married consumers (mean= 3.73) tend to re-use the same style of shopping than non-married consumers (mean=3.69)

Table 28: Demographic Characteristics and Overall Customer Satisfaction/Re-Purchase Intentions

	Males (n=390)	Females (n=504)	*t*
GENDER			
Consumer Overall Satisfaction	4.79 (1.05)	4.71 (1.08)	1.08
Re-Purchase Intention	3.73 (1.08)	3.68 (1.14)	.522
AGE	Young (n=586)	Old (n=308)	*t*
Consumer Overall Satisfaction	4.75 (1.11)	4.74 (.98)	.229
Re-Purchase Intention	3.70 (1.15)	3.72 (1.05)	.786
EDUCATION	Less Educated (n=168)	More Educated (n=726)	*t*
Consumer Overall Satisfaction	4.58 (1.23)	4.79 (1.03)	-2.22***
Re-Purchase Intention	3.79 (1.07)	3.68 (1.13)	.290
INCOME	Low(n=437)	High (n=457)	*t*
Consumer Overall Satisfaction	4.71 (1.08)	4.79 (1.06)	-1.06***
Re-Purchase Intention	3.71 (1.12)	3.70(1.11)	.927
MARITAL STATUS	Non Married (n=649)	Married (n=245)	t
Consumer Overall Satisfaction	4.74(1.09)	4.77(1.01)	.397
Re-Purchase Intention	3.69 (1.20)	3.73 (1.11)	.706

Notes: Significance level: ***P< 0.001; **P<0.10;*P<.05

4.8 Conclusion

This chapter described the research methodology employed in this study. To profile the sample of general shopping public that participated in this research, descriptive analysis was used. Dimensionality of key concepts was tested using exploratory factor analysis. Factor analysis with varimax rotation was conducted on 40 items of consumer decision-making styles. Consequently, seven reliable factors of consumer decision-making styles are identified namely perfectionistic/high quality, fashion-hedonistic consciousness, novelty consciousness, confused by over-choice, habitual buying, price equals quality and time energy conserving.

Only three consumer decision-making styles such as perfectionistic/high quality, fashion-hedonistic consciousness and time energy conserving obtained high reliability more than .70. Principal component factor analysis with varimax rotation was conducted to identify 40 items of consumer values. Finally, 33 items were finally retained for retail consumers in Botswana. Results indicate that eight factors of consumer values emerged namely sense of accomplishment, excitement-fun seeker, recreation, self-respect, warm relationship with others, enjoyment in life, self-fulfillment and being well respected. Six factors labeled as sense of accomplishment, excitement-fun seeker, recreation, self-respect, warm relationship with others and enjoyment in life achieved a reasonable degree of reliability of greater than .50 (Nunnally and Bernstein, 1994) and were used for the hypotheses testing. Meanwhile, summary of hypotheses results were discussed in Section 4.6.

CHAPTER 5

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The previous chapter analyzed the collected data and reported the research results. This chapter draws conclusions and discusses implications based on the results of this research project. Applications of this study in terms of theoretical and practical contributions are discussed. This chapter explored two key theories and a model most relevant to this research topic namely: The Buyer Behavior Theory (Howard and Sheth, 1973); the Antecedents and Consequences of Consumer Decision-making Style Theory (Wesley, LeHew and Woodside, 2006) and the Model of Consumer Decision-making (Engel, Blackwell and Miniard, 1995). Following this, Chapter 2 reviewed the literature relating to consumer decision-making styles, its antecedents and consequences. Effect of consumers values on decision-making styles, overall customer satisfaction and re-purchase intention were revealed and findings relating to demographic differences on the adoption of decision-making styles among retail consumers in Botswana was explored.

Chapter 3 then presented and justified the methodology used and exploratory research that was conducted mainly to gain additional insight into the effect of consumer values on decision-making styles, overall customer satisfaction and re-purchase intention. Most demographic characteristics such as age, gender, income, education and marital status relevant to the study were investigated and differences were established on the consumer decision-making styles, overall customer satisfaction and re-purchase intention in Botswana.

Next, collected data were analyzed and the results of this analysis were reported in Chapter 4. This chapter began with a profile and analysis of respondents in order to determine representativeness of the samples. The scales used to collect the data were examined for dimensionality, reliability and validity using exploratory factor analysis techniques. Aggregated data were used to test proposed hypotheses using regression estimation techniques. At the end of this chapter, final list of hypotheses were tested.

Finally, this last chapter will provide conclusions for this thesis, commencing with the conclusions regarding the findings of this research. The limitations are explained and opportunities for further research are suggested.

5.2 Discussion

This research examined the applicability of the eight decision-making styles of retail consumers in Botswana. In addition, the relationships between antecedent variables such as consumer values and demographic characteristics on decision-making styles and the consequences of decision-making styles on overall customer satisfaction and re-purchase intention was investigated, considering the general public shopping. The research problem and research objectives were identified based on a review of literature, and hypotheses were developed to guide the study. Some of the hypotheses were supported, while others were rejected.

The specific objectives of the research were as follows: (a) To investigate the effect of consumer values on the adoption of decision-making styles among retail consumers in Botswana (b) To investigate differences on the adoption of decision-making styles among

retail consumers in Botswana, according to selected demographic characteristics such as gender, age, education, income and marital status (c) To investigate the effect of the adoption of consumer decision-making styles on overall customer satisfaction of the retail consumers in Botswana(d) To investigate the effects of the adoption of consumer decision-making styles on re-purchase intentions of the retail consumers in Botswana.

5.2.1 Factor Structure of Consumer Decision-Making Styles and Consumer values

The current study investigates the applicability of Consumer Style Inventory to the Botswana consumers by examining its factor structure, validity and reliability. Also comparison was made with other studies to identify differences and similarities of consumer style factor structures across developed and developing countries. Consequently, the current study found similarities and differences in the results to those of the Sproles and Kendall's (1986) original study. Seven consumer decision-making styles that best describe retail consumers in Botswana were identified namely: Perfectionistic/high quality consciousness, Fashion-hedonistic consciousness, Novelty consciousness, Confused by over-choice, Habitual buying, Price equals quality and an additional style named Time energy conserving. Although only three out of seven consumer decision-making styles achieved a reasonable reliability level more than .70. The time energy conserving trait suggests that Botswana consumers do not give their purchases much thought and believe that shopping in retail stores is a waste of their time. Perfectionism implies that Botswana consumers are very concerned with getting good quality and getting the very best choice when buying retail products. Fashion conscious consumers tend to enjoy shopping and usually have one or more outfits of the newest style to keep their wardrobes up-to date. The poor reliability among four other styles that emerged in Botswana is not only unique to this study. Bakewell and Mitchell (2003) reported good

reliability scores on three factors namely brand consciousness, novelty-fashion consciousness, confused by over-choice and time energy conserving. In another related study, Fan and Xiao (1998), only three factors, namely brand consciousness, novelty/fashion consciousness, price and value consciousness, achieved good reliability coefficients. In summary, comparative results from all the previous studies indicate that the initial eight factors are not consistent in other cultures, and this signifies the need to test for the applicability of the consumer inventory scale in other contexts. These factors correspond to those obtained in previous studies Bakewell and Mitchell, (2003); Hanzaee and Aghasibeig, (2008); Mokhlis and Salleh, (2009).

This research also investigated factor structure of consumer values (antecedents) of consumer decision-making styles on retail consumers in Botswana. The findings revealed that eight values emerged among Botswana retail consumers namely: self respect, recreation, sense of accomplishment, self fulfillment, warm relationship with others, being well-respected, excitement-fun seeker and enjoyment in life. However, only six attained a reasonable level of reliability such as self respect, recreation, sense of accomplishment, warm relationship with others, excitement-fun seeker and enjoyment in life. Adoption of six reliable consumer decision-making styles on overall customer satisfaction and re-purchase intentions was examined. In conclusion, the study also investigated whether gender, age, education, income and marital status explains differences in consumer decision-making styles among retail consumers in Botswana.

Finally, the research examined whether age factor structure of young and old retail consumers in Botswana differs and how the differences influence decision making styles. Eight factors emerged for both young and old retail consumers in Botswana and among the eight styles that

emerged, only three styles which were labelled as time energy conserving, perfectionism and habitual buying are common for both young and old consumers and are presented in Table 10.

The investigation also reveals that young retail consumers in Botswana are recreational hedonism, price driven impulsiveness, variety seeking, price equals quality and confused by over-choice. The emerged factors were quite similar with the results from previous research on consumer decision-making style conducted by Azizi et al, 2012; Mishra, 2010; Hiu et.al, 2001; Bakewell and Mitchell, 2003; Hafstrom, Chae and Chung, 1992.The scholars confirmed that young consumers are more recreational hedonistic, price conscious, variety seeking, impulsive and confused by over-choice than old consumers. This research also reveals that old retail consumers in Botswana are fashion-novelty consciousness, impulsive, careless consumers, brand consciousness, economy seeking and rational buyer.

5.2.2 Antecedents of Consumer Decision-Making Styles

The study investigated the effect of consumer values on the adoption of consumer decision-making styles by retail consumers in Botswana. The concept of consumer decision-making styles was integrated with Khale's typology of consumer values and predictions that have been captured in the revised conceptual framework were tested on a sample of retail consumers from Botswana. The theoretical analysis provides great insight on how consumer values affect consumer decision-making styles.

With respect to the effects of consumer values on consumer decision-making styles, several findings are worth noting. While testing consumer values with the three reliable decision-making styles, it was established that four values out of the six that were retained such as recreation, sense of accomplishment, warm relationship with others, and enjoyment in life contributed significantly and positively to perfectionistic/high quality consciousness. However, self respect and excitement-fun seeker did not. Three values out of the six including self-respect, excitement-fun seeking and enjoyment in life values significantly and positively influenced fashion-hedonistic retail consumers in Botswana. Nonetheless, warm relationships with others, recreation and sense of accomplishment did not. As in the case of time-energy conserving, four values namely; self-respect, sense of accomplishment, warm relationship with others and excitement-fun seeking values had greater effect on the time energy conserving style in Botswana. However, enjoyment in life and recreation value did not have significant effect on time-energy conserving retail consumers in Botswana.

These findings demonstrate that there are some consumer values that some people will embrace while some values might not have greater impact on the new generation because of civilization; although values embody generally accepted beliefs within a society (Li, 2004; Lai, 2004). Additionally, it is not surprising that some consumer values yielded no significant results because the few past studies that were reviewed for the purpose of hypotheses development relied heavily on samples of young people (Kavas and Yesilada, 2007; Makgosa and Mfosi, 2006; Ercis, Unal and Bilgili, 2006; Gonen and Osemete, 2006). Perhaps young people have their own value orientations which might be different from that of the older generation (Cummings, 2007; Martin and Turley, 2004).

5.2.3   Consequences of Consumer Decision-Making Styles

The study also investigated the consequences of consumer decision-making styles on the overall customer satisfaction and re-purchases intentions by retail consumers in Botswana. The concept of consumer decision-making style was integrated with Blackwell, Engel and Miniard (2001) and Wesley, LeHew and Woodside (2006) theory of Antecedents and Consequences. Consumer decision-making styles and predictions that have been captured in the revised conceptual framework were tested on a sample of retail consumers from Botswana. The theoretical analyses provide great insight into the consequences of consumer decision making-styles on overall customer satisfaction and re-purchase intentions.

While testing the three reliable decision-making styles such as Perfectionistic/high quality consciousness, fashion hedonistic consciousness and time energy conserving with the customer overall satisfaction, it was established that one style named as Perfectionistic/high quality Consciousness contributed significantly and positively to customer overall satisfaction. However, Fashion Hedonistic Consciousness and Time Energy Conserving styles were not.

Moreover, the same style named Perfectionistic/high Quality Consciousness significantly and positively influenced re-purchase intentions out of the three reliable styles of retail consumers in Botswana. Nonetheless, Fashion Hedonistic Consciousness and Time Energy Conserving styles did not.

5.2.4 Consumer Decision-Making Styles and Demographic Differences

Hypotheses concerning the differences of demographic characteristics and consumer decision-making styles were developed in this thesis in section 2.3.4.2 and were revised in section 4.5.4. Previous research confirmed differences in gender preferences and according to Peter and Olson (1999), information processing differs in males and females. Since males and females react differently to same stimulus, the study about retail consumers in Botswana adds to the knowledge base of academics and provides the marketers and retailers the information and understanding about gender differences for competitive marketing strategy. Female retail consumers in Botswana are more perfectionistic/high quality conscious and fashion-hedonistic conscious than their male counterparts, while male consumers are more time-energy conserving. The results corroborate Azizi and Makkizadeh's, 2012 findings about Iranian decision-making styles.

Age plays an important role in decision-making styles (Mishra, 2010; Mokhlis, 2009; Bons, 2008). Younger retail consumers in Botswana have high standard of expectations for the products. They are also materialistic and tend to be Perfectionistic/high quality conscious. Older retail consumers are fashion-hedonistic consciousness, and tend to be time-energy conserving.

Investigations revealed that more educated retail consumers in Botswana had been found to be Perfectionistic/high quality conscious than those who had lower education. Interestingly, less educated retail consumers were found to be fashion-hedonistic conscious, and time-energy conserving. Low income retail consumers in Botswana were also perfectionistic/high quality conscious compared to those who had higher income. The result confirmed the high

income earners to be fashion-hedonistic conscious, and time-energy conserving. Finally, married retail consumers in Botswana were perfectionistic/high quality conscious and fashion-hedonistic conscious compared to those who are not married. This result is also similar to Iran married consumers are perfectionist but non-married consumers are fashion conscious and time-energy conserving than single consumers (Hanzaee and Aghasibeig, 2008).

5.2.5 Additional Insight: Antecedents and Consequences of Consumer Decision-Making Styles

The hypotheses and results of all the additional insights were discussed in Chapter 4 and the summary of discussions are further emphasized below. Previous researches have revealed evidence for the relationships between values, satisfaction and re-purchase intention (Li, 2009). Studies carried out by Li, 2009 in Hong Kong and Taiwan National Park, found out that consumer values significantly and positively influenced service quality, consumer overall satisfaction and re-purchase intentions. However, Witkowski and Wolfinbarger (2002) reported that German consumers expressed lower overall satisfaction than their US counterpart when using Hofstede value dimensions. Yang and Peterson (2004) reported that consumers with a sense of belonging, excitement and fun seeker value expressed overall satisfaction than others. With respect to above established information, this research intensifies more efforts investigating the effect of consumer values and demographic characteristics on overall customer satisfaction and re-purchase intentions of retail consumers in Botswana.

5.2.5.1 Consumer values and Overall Customer Satisfaction

Consumers with security values search for more perfect retail products with strong reliability and assurance and are therefore satisfied after purchase (Ladhari, Pons, Bressolles and Zins, 2010). The evaluations of satisfaction are higher for consumers who attach more importance to security. Consumers' values called security was positively related to overall satisfaction with the retail products variable (Singh, 2006).Findings indicated that value called warm relationship with others and recreations have positive relationship with satisfaction and there are structural links between the two concepts and that they are strongly intercorrelated (Murray and Howat, 2002).

Regarding the effects of consumer values and overall customer satisfaction, the current research supports the investigation carried out by Shim and Eastlick,1998; Murray and Howat, 2002; Li, 2009; Yang and Peterson, 2004. These scholars reported that some retail consumers in Botswana that portray excitement–fun seeking, enjoyment in life and recreation values are slightly satisfied after purchase of retail products.

However, the results contradict Ledden et al (2007) investigations, it was emphasized that consumer with self-respect value, sense of accomplishment, warm relationship with others and enjoyment in life values are completely dissatisfied after the purchase of retail products. Furthermore, it was reiterated that consumers with self-fulfillment value influence assessment of products, mall shopping attitude and satisfaction. Thus, consumers who value social affiliation, attribute importance to hedonic benefits of mall shopping while consumers who valued self-fulfillment attach importance only to mall shopping and satisfaction (Ledden et al, 2007).

5.2.5.2 Consumer Values and Re-Purchase Intentions

Goldsmith and Stith, 1992 investigated purchase intentions towards personalized products on an online selling situation and it was reported that only consumer values such as self respect and sense of accomplishment had a significant effect on re-purchase intentions and decision-making styles. However, contrarily, in Greece, Tsiotsou (2006) investigated the role of perceived product quality and overall satisfaction on purchase intentions as well as the direct and indirect effect of values on purchase intentions. The results show that values did not have any significant effect on purchase intentions.Likewise in Sherrell and Shaffer (1997) studies, the relationship between values and re-purchase intentions was confirmed. The study emphasized that value systems of the individual, influence his/her attitude toward persuasive communications. A similar research was carried out in South Korea by Moon, Chadee and Tikoo (2008). It was posited that intention to purchase online products would be stronger for consumers in individualistic countries than for those in less individualistic countries.

This thesis supports the investigation carried out by Goldsmith and Stith (1992), retail consumers in Botswana that portray self respect value are slightly satisfied after purchase of retail products and will reuse the same style when next they go shopping. In addition to this, research also supports Tsiotsou (2006) reports that sense of accomplishment, recreation, excitement and fun-seekers, warm relationship with others and enjoyment in life values are completely dissatisfied.Thus, in contrary to the expectations, the relationship between values and re-purchase intentions was not confirmed in the current research compared to Sherrell and Shaffer (1997) studies.

5.2.5.3 Overall Consumer Satisfaction on Re-purchase intention

McKinney and Yoon (2002) reiterate further that satisfaction is a consequence of consumers' experience during all stages of the purchase process. McQuitty et al., (2000) explained that satisfaction plays a paramount role in marketing because it is a good predictor of purchase behaviour (purchase intentions). Anderson and Mittal (2000), also explained that consumer satisfaction will make a good predictions about style re-usage intentions. Therefore, consumers' satisfaction has been considered one of the most important construct (Morgan, Anderson and Mitta et al., 2005; McQuitty et al., 2000), and one of the main objectives of marketing (Erevelles and Leavitt, 1992). It has been suggested that satisfaction has a direct effect on style re-purchase intentions (Reichheld and Teal, 1996).

Therefore it can be said that satisfied customers promote the product and their regular visits to retail stores also helps to re-use the styles. In order to have a thorough understanding of the consequences of consumer decision-making styles, their relationship was tested in Table 27.In support of all the above arguments, the current research reveals that overall customer satisfaction was considered to be positively and significantly influence re-purchase intentions of Botswana retail products (Morgan, Anderson and Mitta et al., 2005; McQuitty et al., 2000).

5.2.5.4 Demographic Characteristics and Overall Consumer Satisfaction

The strength of the consumer satisfaction is strongly influenced by customer characteristics such as age, education, income, gender and marital status (Yang and Peterson, 2004; Homburg and Giering, 2001; Khan and Kadir, 2011). The finding is consistent with recent

research showing that the demographic characteristics play important role in defining overall customer satisfaction. In a comprehensive and close look at relevant literature, it has been posited that demographic characteristics strongly influence overall customer satisfaction through differences in gender, age, income, marital status, and education. For instance, the current thesis result shows that male retail consumers are more satisfied than female consumers after purchase of retail products in Botswana.

Consistent with Khan and Kadir (2011) study, this research also revealed that young retail consumers are more satisfied than old consumers after purchase of retail products in Botswana. Furthermore, the current result shows that more educated retail consumers are more satisfied than less educated consumers after purchase of retail products in Botswana. Likewise, result shows that high income retail consumers are more satisfied than low income consumers after purchase of retail products in Botswana. In addition to these results, married retail consumers are more satisfied than non married consumers after purchase of retail products in Botswana.

5.2.5.5 Demographic Characteristics and Re-purchase intentions

Gender was considered as one of the demographics which have won academics' attention, and has been studied widely in relation to purchase behaviour. These gender-related attitudinal and behavioral characteristics suggest that the style re-usage intentions will also vary among men and women (Mittal and Kamakura, 2001). It has been postulated that age is positively correlated with knowledge and experience when making re-purchase intentions to re-use usual styles of shopping (Guo, 2001).

Age affects people's attitudes and behaviour (Beatty and Smith, 1987). Older consumers rely more on information than younger ones. Younger consumers are eager to consume both existing and new products and they are said to be materialistic, and have high standard of re-using their usual styles of shopping (Mokhlis, 2009), thus increasing their commitment to their existing decision-making styles. Also, in another study by Bednar, Reeves, and Lawrence (1995), it was revealed that the elderly people exhibit more negative perceptions toward new technologies; they have been shown to be less likely to use credit cards and automated teller machines.

Income is another factor that attributes to behaviour. Delafrooz and Paim (2011) investigated the factors influencing consumers' attitude toward online and purchase intention from the Malaysian perspectives. Their findings revealed significant correlations between income, marital status, convenience, price, wider selection, gender and shopping intention. In another study, income is said to be closely related with the opportunity cost of time because as income increases, the perception of the value of time changes (Akhter, 2003). As such, people with a higher income will possess higher intention to re-use usual styles when next time they go shopping.

Education affects information acquisition and product evaluation strategies of consumers. Marketing research shows that educated consumers are more likely to engage in extended search (Akhter, 2003). Higher educated consumers, especially male consumers, have been found to be more perfectionist/quality consciousness than those who have lower education in that the former view higher product prices favorably due to their perception of product quality (Tsiotsou, 2006; Ailawadi et al, 2001). Furthermore, more educated consumer's exhibit a greater evaluation tendency and are time constrained (Murthi and Srinivassan, 1999). Based on this evidence, we can conclude that people with higher education will be highly involved in style re-use and exhibit certain decision-making styles.

5.3 Contribution of the study

5.3.1 Contribution to Theory

The purpose of this research was to shed light on the effect of consumer values and demographic differences on customer decision-making styles, overall customer satisfaction and re-purchase intentions. Furthermore, the research tested if consumer decision-making styles were applicable and generalisable in the developing countries such as Botswana. The study makes several important theoretical conclusions in the areas of retail consumers and their decision-making styles. The findings reported in this research contribute to the literature for different reasons identifying key gaps justified in previous chapters (Chapters 1 and 2).

These gaps include:
• A lack of studies incorporating relevant factors relating to both the Theory of Buyer Behaviour proposed by Howard and Sheth (1973) and the Consumer Decision Model proposed by Blackwell, Engel and Miniard (2001) in previous research;
• Limited research investigating the relationship between antecedents' variable such as consumer values and demographic characteristics and their consequences on consumer characteristics, overall customer satisfaction and re-purchase intentions;
• Limited research investigating the applicability of consumer style inventory when describing retail consumers' decision-making styles in developing countries such as Botswana;
• Limited research investigating the generalizability of the consumer decision-making styles of retail consumers using Botswana context.

First, this research has added to existing theory by integrating the theory on antecedents and consequences of consumer decision making styles with the grand models of consumer decision making. This study contributes to theory by providing framework which incorporated relevant variables in relation to the theory of buyer behavior (Howard and Sheth, 1973); the theory antecedents and consequences of consumer decision-making style (Wesley, LeHew and Woodside 2006) and model of consumer decision-making (Engel, Blackwell and Miniard, 1995). To the best of my knowledge, this research context has never been explored by previous studies. Specifically, the key contribution of this research is capitalizing on these existing theories by proposing a theoretical framework that can be tested empirically which captures inputs (consumer values and demographic characteristics), processes (consumer decision-making styles) and outputs (overall customer satisfaction and re-purchase intentions).

Second, this study extends the body of knowledge on decision-making styles by focusing on a model that links consumer values, consumer decision-making styles, overall customer satisfaction and re-purchase intentions of the general shopping public in Botswana. By investigating the role of demographic differences on consumer decision-making styles as a follow up, this study provides an opportunity to evaluate the extent that both consumer values and demographic characteristics offer a more meaningful understanding of retail shopping behavior. The approach that combines various factors affecting consumer decision-making styles and the consequences of the styles presents a unique contribution because previous studies have focused mainly on demographic differences and particularly gender differences, with limited emphasis on the consequences of consumer decision-making styles. Research identified key consumer decision-making styles relating to consumer values and demographic

characteristics and the influence of these factors on customer satisfaction after purchase and re-purchase intentions of retail products in Botswana.

Third, the research also add to the existing decision-making literature by providing evidence of the validity and potentials of the newly-emerged factors using a revised conceptual framework of the consumer decision-making styles inventory on retail consumers in Botswana. Certainly, Botswana provides a worthy example to investigate the behavior of retail shoppers because of the advent of foreign retail chains that have revitalized the retail sector in the country by way of store variety, product proliferation, increased promotion and modern shopping centers. This study also contributes to the pool of knowledge by studying a context that has been rarely investigated.

Fourth, the most commonly used measure of consumer decision-making styles studies is Sproles and Kendall's (1986) Consumer Styles Inventory (Hanzaee and Aghasibeig, 2008). Seven consumer decision-making styles explained retail shopping behaviour in Botswana, such as perfectionistic/high-quality consciousness, fashion-hedonistic consciousness, novelty consciousness, confused by over-choice, habitual buying, price equal quality and a new factor namely time energy conserving emerged. However, time energy conserving is not only unique to this study but was confirmed by several other studies in Iran (Azizi and Makkizadeh, 2012); United Kingdom (Mitchell and Bates, 1998); South Korea (Hafstrom et al, 1992); India (Nath, 2009), and a related factor called time consciousness also emerged in China (Fan and Xiao, 1998); India (Canabal, 2002). Thus, this thesis points out that the consumer style inventory needs to be refined when describing retail consumers' decision-making styles in developing countries in the future studies.

Fifth, this research has also contributed to the generalizability of the consumer decision-making styles by using a sample of a varied age range of retail consumers in Botswana. According to Hafstrom et al (1992), there was a call for further research with other populations to establish differences in the age group. Previous studies on consumer decision making styles have based their research on student samples (Bauer, Nicola and Christine, 2006; Durvasula et al., 1993; Hafstrom et al., 1992; Lysonski et al., 1996; Sproles and Kendall, 1986). Moreover, Sproles and Kendall (1986) and other scholars have requested for the consumer style inventory to be tested using the general shopping public in order to increase its applicability.

Lastly, this thesis study used mall intercept survey method and a structural questionnaire was developed to measure the consumer decision-making styles in the shopping malls. Data collected in shopping environment are presumed to be recent and currently stimulating conscious thinking relating to consumer decision-making styles, compared to classroom settings (Walsh, Mitchell and Henning-Thurau, 2001; Wesley, LeHew and Woodside, 2006). Furthermore, Chapter 5 presented and justified the methodology and reported the findings of the exploratory research that was conducted mainly to gain additional insight into the effect of consumer values and demographic characteristics on overall customer satisfaction and re-purchase intentions of retail consumers in Botswana.

5.3.2 Contribution to Retail Consumers

From a consumer affairs perspective, it is the function of the department of trade and consumer affairs to disseminate information to enable consumers acquires knowledge of basic consumer rights and obligations needed to make informed choices about goods and

services (Ministry of Trade and Industry, 2010). Therefore, identification of the decision-making styles helps to profile individuals and to educate them about their decision-making characteristics. Additionally, identification of specific styles of consumers would take care and promote the interests of retail consumers in getting adequate information on the products.

Lastly, most consumers receive little education or training in how to shop wisely or manage their money intelligently, this research has provided information specifically about consumer decision-making that could protect consumers against any form of exploitation or ignorance against impulse buying. As such this research would allow consumers to make knowledgeable decision.

5.3.3 Implications for Retail Management

This study plays an important role in the growth and sustainability of businesses in the retail industry. In addition to the theoretical implications discussed above, this research has implications for retail management practices. These issues are discussed in turn.

Acknowledging different marketing strategy is essential to effective globalisation and management orientation as it enables the improvement of quality of retail products. It has been reported that few businesses have the ability to sustain a superior competitive advantage in accommodating new consumers (Suh and Kwon, 2002). Botswana retail markets have experienced high and tremendous increase in size in recent time, has and have become one of the most attractive for foreign large chain investors. Kearney (2012), reported that developer of shopping malls pointed to a looming oversupply of retail space, especially in the capital

Gaborone. Therefore, in order to sustain the down turns and competitive market place in Botswana, consumer decision-making styles and some other factors such as consumer values, demographic characteristic, overall customer satisfaction and re-purchase intentions, must be considered.

Retailers targeting perfectionistic/high quality conscious consumers in Botswana should be successful in implementing a sales promotional program for consumers who are more concerned about the best quality in retail products. Botswana retail consumers' who are female, young, educated, married and prefer high quality retail products; will seek for the best products to ensure overall satisfaction. These consumers would be more likely to engage in the high/quality conscious decision-making style and spend more time on searching for higher quality retail products in the promotional programs.

Knowledge on decision making styles enables marketers to develop appropriate marketing strategies. For instance, the needs of recreational, sense of accomplishment and warm relationship with others consumers could be achieved through smart and personalized shopping. Because consumer shopping satisfaction is generally high in Botswana, improvements could be made to enhance shopping satisfaction by providing a shopping environment that enables consumers to demonstrate their intellectual thinking that meet the recreational and self of accomplishment needs.

It is important for retail managers in Botswana to be sensitive to males, old and less educated consumers who appear to shop fast with minimal planning and are time conserving. Considering the time conserving consumers in Botswana, who in terms of demographics are males, old and less educated, and in respect to consumer values, they place emphasis on

excitement seeking, self respect, sense of accomplishment and warm relationships with others, it is important for retail managers to be aware that they appear to shop fast with minimal planning. According to Malhotra (1983), it was emphasized that old and less educated consumers are not able to search and evaluate the information. Retailers must set aside enough time for older consumers to have a relaxing shopping experience, ensure good customer service relationship and emphasize on a comfortable shopping environment for the less educated consumers. Meanwhile, retail managers must make sure that express lines are working more efficiently, observe the shopping pattern within the working hours, between the days of the week, most importantly, the peak period at the end of the month in order to satisfy time energy conserving consumers. Acknowledge the consumer who is waiting, with a smile and a sincere greeting, or "I'll be with you in just a moment" to the person who has just joined the line goes a long way for self-respect and warm relationships with others consumers.

Fashion-hedonistic consumers are females, old and married who value self respect, excitement and enjoyment in life and also want to be up to date with changing fashions and are more likely to buy more expensive brands. Retailers can therefore target them by emphasizing on the latest fashion styles in their stores.

The findings of this research show that age plays a major role in consumer decision-making style. The segment of younger and old consumers between ages 18-34 and 35-64 is growing both in numbers and in importance especially for marketers in Botswana. In order to serve the younger and older consumer market appropriately, companies and researchers need to understand what the market looks like and how they can be described. If retailers can find needs for these segments which match the offering being made, then they will have

competitive advantage over others. For these reasons, this study critically investigated this question: How do demographic characteristic namely age influence the adoption of consumer decision-making styles of retail consumers in Botswana? The results show that five decision strategies are unique to young retail consumers in Botswana. Hence, young retail consumers are more likely to adopt decision-making styles such as recreational hedonism, price driven impulsiveness, variety seeking, price equals quality and confused by over-choice. However, fashion-novelty consciousness, impulsiveness, carelessness, brand consciousness, economy seeking and rational buying are the five styles emerged for old retail consumers in Botswana.

Research findings can be used by retailers in targeting different segments of consumers based on antecedents and consequences of consumer decision-making styles in order to achieve competitive advantage in the retail market complexity.

5.3.4 Contribution to Public Policy on Retailing

The study is also useful for the department of Trade and Consumer affairs. Under the consumer protection unit, Botswana government has mandated its officials to formulate and implement consumer education programmes. The other function carried out by the Consumer affairs department is to conduct comprehensive surveys on consumer behaviour, consumption patterns and quality of products (Ministry of Trade and Industry, 2010).This research will help them by offering financial counseling to help consumers better understand how and why they make certain consumer decisions, and assist consumers in making appropriate decisions in the marketplace. Government policies and programmes are designed to benefit all members of the population equally and therefore access to economic opportunities for all

Botswana citizens in all sectors of development is an overall goal clearly stated in the various National Development Plans, Vision 2016, and the National Population Policy.

The retail sector in 2011/2012 experienced an up-surge with a number of new shopping centers opening in and around Gaborone increasing the number of retailers both new and old to the industry. Furthermore the advent of retailers deciding to list on the Botswana Stock Exchange has also shown the potential of the retail sector operations to the Botswana economy.

5.4 Limitation of the Study

There are methodological and reliability limitations in this study. The first limitation of this study is the use of convenience sampling. Convenience sampling was used because of none availability of sampling frame of the general public. Gaborone and Francistown are the only two major cities considered for this study. In Population and Housing Census (2011), Botswana consists of sixteen administrative districts. Gaborone and Francistown constitute only 20% of the population in Botswana and in the Census of Enterprises and Establishments (2010), it was reported that Gaborone and Francistown constituted approximately 32% of the established retail businesses. In order to address this methodological limitation, surveys were conducted in a number of locations and at varying times to ensure that the population of interest is represented.

Secondly, the reliability scores of some consumer decision-making styles such as novelty consciousness, confused by over-choice, habitual-buying and price equals quality were relatively low. This suggests that further research is needed to refine and develop new items

in order to apply the Consumer Style Inventory instrument in Botswana context. In the case of consumer values, only two values namely sense of belonging and being well respected were identified with relatively low alpha coefficient. This also suggests that further research is needed to refine and develop new items in order to apply the List of values instrument in Botswana context. However, the overall data collected are robust in size, the study focus on general shopping public and ideal unit of analysis were selected.

5.5 Future Research Avenues

The present work provides valuable insights regarding the effect of consumer values and demographic characteristic on consumer decision-making styles, and the re-purchase intention and overall satisfaction of retail consumers in Botswana. However, the results provide several areas for future research. In further studies, it is paramount to investigate decision-making styles of retail consumers in Botswana based on product groups and brands.

According to Akir and Othman (2010), consumer decision-making styles change according to the brands and product groups. For instance, the findings revealed that purchasing high involvement products was regarded as a very important decision in comparison to purchasing low involvement products. Second, quality, brand name and product information had significant direct relationship on repurchase intentions for high involvement products while price and brand name significantly predict consumers' repurchase intention for low involvement products in Malaysia, (Akir and Othman, 2010).

Therefore, it will be interesting to investigate decision-making styles of Botswana retail consumers when buying selected consumer goods such as high and low involvement

products. Future research should also investigate whether there exit any differences in decision-making styles of urban and rural consumers in Botswana. These enable retailers to focus more on consumers need according to urban and rural areas, and therefore, pursue opportunities in these markets.

Lastly, future research investigating the cross-cultural generalizability of the consumer style inventory is also suggested. Walsh, Mitchell and Henning-Thurau (2001), reported that consumer style inventory was unable to measure consumer decision-making characteristics effectively in all countries, therefore, called for future cross-cultural applications of this instrument.

5.6 Conclusions

Conclusions emerging from this research study are described in this section. There are four objectives to be discussed, which includes conclusions about the relationship between consumer values and consumer decision-making styles of retailer consumers in Botswana; the differences exhibited by the demographic characteristic and on the adoption of decision-making style among retail consumers in Botswana; the effect of adoption of consumer decision-making styles on overall customer satisfaction of the retail consumers in Botswana and investigation of the effects of the adoption of consumer decision-making styles on re-purchase intentions. The following conclusions are drawn from this study:

(1) Botswana retail consumers with higher consumer values such as recreation, sense of accomplishment, warm relationship with others and excitement in life will adopt

perfectionism/high quality consciousness decision-making styles, while retail consumers having self respect, Excitement values will not likely adopt this style when purchasing retail product. Retail consumers with higher value of self respect, sense of accomplishment value, excitement and fun seeking and warm relationship with others will definitely adopt time-energy conserving style, while recreation and enjoyment in life values may not adopt this decision-making style when purchasing retail product. Lastly, consumers with higher levels of self respect, Excitement and Fun Seeking values will have greater adoption of fashion-hedonistic decision-making styles, while fun and enjoyment in life, sense of accomplishment and warm relationship with others will not adopt this style when purchasing retail product in Botswana.

(2) This study also investigated whether gender, age, education, income and marital status were instrumental in explaining differences in decision-making-styles of retail consumers in Botswana. Differences in time energy conserving style is best defined by all the key demographic factors i.e., gender, age and education with the exception of marital status. This style is portrayed by males, old people and less educated consumers. Perfectionism-high quality consciousness style is best predicted by gender, age, education and marital status.

This style is common among females, the young, and the more educated and married consumers in Botswana. Fashion-hedonistic consciousness style was significantly linked to gender, age, and marital status. In fact, females, older and married consumers were more likely to be fashion-hedonistic conscious. These results demonstrate that gender and age are key in explaining consumer decision-making styles (Mitchell and Walsh, 2004; Hanzaee and Aghasibeig, 2008; Mokhlis and Salleh, 2009). The mixed findings on the predictive ability of

education, income and marital status suggest that there is a need to further probe the critical role of these variables as determinants of consumer decision-making styles.

(3) The findings support that consumers in Botswana with perfectionism-high quality consciousness style will be highly satisfied with retail products after purchase. However, Fashion-hedonistic consciousness and Time energy conserving consumers are completely dissatisfied after purchasing retail products.

(4) The study investigates the effect of adoption of consumer decision-making styles on re-purchase intention. The results revealed that Perfectionism/high quality consciousness retail consumers in Botswana will make decisions to re-purchase retail products using the same style when next time they go shopping. However, Fashion-hedonistic consciousness and Time energy conserving retail consumers are not likely to re-purchase retail products using the same style when next time they go shopping.

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About the Author

Oluranti Olukemi Sangodoyin is a Senior Lecturer and Head of Department of Business Management and Marketing at Gaborone Institute of Professional Studies. After a Post-graduate Diploma in Statistics in 1997 at University of Ibadan, she received her Masters' degree in Business Administration from Ambrose Alli University in 2001. She has also taught Association of Business Executives (ABE), United Kingdom courses such as strategic marketing management, managing in organisations, marketing policy planning and communication, organizational behaviour, quantitative methods for business management and managing strategy at the undergraduate level. She is currently a Link tutor for Bachelor of Art (Hons) in Business Studies at University of Greenwich, UK. Her current research interests include retail management and consumer behaviour. Some of her research articles appear in major international refereed journals and conference proceedings such as *Research in Business and Management, Canadian Centre of Science and Education, American Journal of Applied Science*. She has presented papers in the *2011 and 2013 International Conference of Business Innovation and Growth* and currently she is pursuing a PhD degree in the Department of Marketing, University of Botswana under the supervision of Prof Rina Makgosa.

Appendices

Appendix 1: Consent Form

I am a PhD candidate in the Department of Marketing at the University of Botswana. I am currently conducting a research project as part of my PhD Dissertation degree requirement. The purpose of my PhD research is to examine the key characteristics that influence purchase decisions of retail consumers in Botswana and the consequences of purchase decisions on overall satisfaction. Specifically, the research will investigate (i) the impact of consumer values and demographic characteristics on decision-making styles of retail consumers in Botswana and (ii) the impact of choice of decision making styles on overall satisfaction. Data obtained for the purpose of this research will provide support to the Department of Trade and Consumer Affairs in Botswana in their efforts to inform and educate retail consumers about their purchase decisions.

The study will also be valuable to retailers in Botswana in their efforts to segment and target their customers and to increase the awareness of its distribution channels thereby enhancing future purchases. The research entails collecting data from the general shopping public (i.e., those in age bracket 18 years and more) and respondents will be randomly intercepted in selected shopping malls in Gaborone and Francistown. Data for this research will be collected by way of a structured questionnaire during the period May 2012. Please, find enclosed the proposal for the current research project.

Kindly fill the attached questionnaire, which should take you approximately 20 minutes to complete. Should you choose to participate in this study, ethical considerations such as the right to privacy of the participant and professionalism on the part of the researcher will be observed. Information collected for the research will be kept strictly confidential and

anonymous. The researcher pledges to report the findings in a complete and honest fashion, without misrepresentation or intention to mislead anybody as to the nature of the findings. The items in the questionnaire require you to give your opinion, thus there are no right or wrong answers. Your views are most invaluable to the current research and I wish to thank you in advance for your cooperation and sincerely appreciate your contribution. Any further enquiries about the study may be directed to me at: *olurantisangodoyin@yahoo.com*, or (267) 73502738/ (267) 75990945.

Your's faithfully,

Sangodoyin, Oluranti O

PhD Candidate

(E-mail:olurantisangodoyin@yahoo.com

UNIVERSITY OF BOTSWANA
FACULTY OF BUSINESS

To: The Director, Office of Research and Development
From: Sangodoyin O.O, PhD Student,

Date: April 30, 2012

Subject: Request for Research Permit

I am a PhD candidate in the Department of Marketing at the University of Botswana. I am currently conducting a research project as part of my PhD Dissertation degree requirement. The purpose of my PhD research is to examine the key characteristics that influence purchase decisions of retail consumers in Botswana and the consequences of purchase decisions on overall satisfaction. Specifically, the research will investigate (i) the impact of consumer values and demographic characteristics on decision-making styles of retail consumers in Botswana and (ii) the impact of choice of decision making styles on overall satisfaction. Data obtained for the purpose of this research will provide support to the Department of Trade and Consumer Affairs in Botswana in their efforts to inform and educate retail consumers about their purchase decisions. The study will also be valuable to retailers in Botswana in their efforts to segment and target their customers and to increase the awareness of its distribution channels thereby enhancing future purchases. The research entails collecting data from the general shopping public (i.e., those in age bracket 18 years and more) and respondents will be randomly intercepted in selected shopping malls in Gaborone and Francistown. Data for this research will be collected by way of a structured questionnaire during the period May 2012. Please, find enclosed the proposal for the current research project.

I therefore kindly request your office to provide me assistance in acquiring permission from Botswana government to collect information from the general shopping public in Francistown and Gaborone. Information collected for the research will be kept strictly confidential and anonymous. Only aggregate data will be analyzed and used for the purpose of writing the PhD report.

Your's faithfully,

Sangodoyin, Oluranti O

PhD Candidate

(E-mail:olurantisangodoyin@yahoo.com)

Appendix 3: Research Permit Application Form

REPUBLIC OF BOTSWANA

Two copies of this form should be completed and signed by the applicant who wishes to obtain a permit for conducting research in the Republic of Botswana, and sent to the Permanent Secretary of the relevant Ministry

(See guidelines for addresses). These forms should not be submitted unless the Guidelines for the Research have been carefully studied. A copy of any project proposal submitted to funding agencies must accompany this application. Please refer to annexure I attached to this application form**.**

Description of the Proposal

**1.	Title of Research**

THE ROLE OF VALUES AND DEMOGRAPHIC CHARACTERISTICS

ON DECISION-MAKING STYLES, OVERALL CUSTOMER SATISFACTION AND RE-PURCHASE INTENTIONS OF RETAILCONSUMERS IN BOTSWANA.

2.   Name and Address of Applicant

Title: Mrs.

MRS SANGODOYIN OLURANTI .O

…………………………………………………………………………

PLOT 21136 HOUSE 4, VILLAGE

………………………………………………………………………….

 GABORONE, BOTSWANA.

…………………………………………………………………………

Telephone: 75990945……Mobile 73502738

       NONE

Fax: ………………………………………………………………………….

       olurantisangodoyin@yahoo.com

E-mail ………………………………………………………………………….

3.   Name and address of home institutions (if any) which you are affiliated

  UNIVERSITYOF BOTSWANA,

…………………………………………………………………………

  GABORONE, BOTSWANA.

…………………………………………………………………………..

4. **Name and address of supervisor of research in home country or responsible referee:**

PROF RINA MAKGOSA,

………………………………………………………………………

Objective: detailed description of issues/problems and/or topics to be investigated, relevance of the research; hypothesis etc. (attach a separate sheet if necessary).

TOPIC- THE ROLE OF VALUES AND DEMOGRAPHIC

………………………………………………………………………...…………

CHARACTERISTICS ON DECISION-MAKING STYLES,OVERALL CUSTOMER.

SATISFACTION AND RE-PURCHASE INTENTIONS OF RETAIL CONSUMERS IN

BOTSWANA

………………………………………………………………………...………

 (1) TO INVESTIGATE THE EFFECT OF CULTURAL VALUES ON DECISION-

MAKING STYLES ADOPTED BY RETAIL CONSUMERS IN BOTSWANA

……………………………………………………………………………….

(2) TO INVESTIGATE THE EFFECT OF SELECTED DEMOGRAPHIC VARIABLES NAMELY AGE, INCOME, MARITAL STATUS, GENDER AND EDUCATION ON DECISION-MAKING STYLES ADOPTED BY RETAIL CONSUMERS IN BOTSWANA.

…………………………………………………………………………………….

(3)TO INVESTIGATE THE EFFECT OF DECISION-MAKING STYLES ON THE RE-PURCHASE INTENTIONS AND OVERALL SATISFACTION OF THE RETAIL CONSUMERS IN BOTSWANA.

………………………………………………………………………………..

(c) Methods or techniques

NON- PROBABILITY SAMPLING (CONVENIENCE SAMPLING METHOD)

……………………………………………………………………………………………

RESEARCH INSTRUMENT- QUESTIONNAIRE

……………………………………………………………………………….…………

GENERAL PUBLIC SHOPPING (GABORONE AND FRANCISTOWN)

…………………………………………………………………………………………

6. Budget for the costs in Botswana (give detailed breakdown of research costs such as subsistence, traveling, local staff, secretarial service, seminar, printing etc). Please state the amount in Pula

THIRTY THOUSAND PULA ONLY

……………………………………………………………………………………...

7.Name and address of financial sponsor(s) of the research (if   appropriate)

SELF- SPONSORED

………………………………………………………………………………...

8. Has funding already been obtained? (NO)

a) If yes, please state the total amount granted, and the name and address of the funding agency:

SELF- SPONSORED

……………………………………………………………………………………

b) If no, what steps are being taken to ensure sufficient funding?

SELF- SPONSORED

………………………………………………………………………………..…………

9.   If you have previously done research in Botswana please give details of the research.
………………………………………………………………………………………………

 NONE

………………………………………………………………………………………………

10. Name and address of institution in Botswana to which the researcher is to be affiliated

DEPARTMENT OF MARKETING, UNIVERSITY OF BOTSWANA

……………………………………………………………………………...…………

GABORONE, BOTSWANA.

……………………………………………………………………….………….

11. Details of Botswana – based personnel that will be involved (names, functions, qualifications).

Prof RINA MAKGOSA

………………………………………………………………………………………

(SUPERVISOR)
………………………………………………………………………………………

…DEPERTMENT OF MARKETING , FACULTY OF BUSINESS
………………………………………………………………………………………

12.   Places in Botswana where the research is to be undertaken

GABORONE AND FRANCISTOWN.

…………………………………………………………………………………

13. Proposed time – schedule for the research

SEE ATTACHED RESEARCH PROPOSAL

…………………………………………………………………………..

14. **Plans for dissemination of research findings**

(1) THESIS TO BE SUBMITTED TO MINISTRY OF TRADE AND INDUSTRY, BOTSWANA AND SEMINAR PRESENTATION.

…………………………………………………………………………..

(2) THESIS TO BE SUBMITTED TO UNIVERSITY OF BOTSWANA LIBRARY.

…………………………………………………………………………...

(3) DEPARTMENT OF MARKETING, UB

…………………………………………………………………………..

(4)PRESENTATION IN AN INTERNATIONAL CONFERENCE

…………………………………………………………………………..

(5)JOURNAL PUBLICATIONS

………………………………………………………………………………

15.How are the research findings going to be used in the home   country?

MINISTRY OF TRADE AND INDUSTRY, CONSUMER AFFAIRS

…………………………………………………………………………...

DEPARTMENT WILL FIND THE RESEARCH VERY USEFULL

…………………………………………………………………………...

BY IDENTIFYING VARIOUS DECISION-MAKING STYLES

…………………………………………………………………………...

ADOPTED BY RETAIL CONSUMERS IN BOTSWANA, AND GIVE

ADVICE TO IRRATIONAL SPENDERS .

…………………………………………………………………………...

16.Any other information

RETAILERS CAN ALSO BENEFIT FROM THE RESEARCH

…………………………………………………………………………...

FINDINGS BY USING THE RESULT TO SEGMENT AND

………………………………………………………………………..

TARGET THEIR CONSUMERS.

………………………………………………………………………..

…………………………………………………………………………...

………………………………………………………………………..

17.Signature of applicant: ……………………………………………

18. Date 26/ 04/ 2012

For Official Use Only

Action taken:

………Action Officer:………………………………… Date: …………Permit: Granted/
Deferred/ Rejected …………………………………….

    i)   **Submit the following passport particulars:**

MRS SANGODOYIN OLURANTI. O

Name   : ……………………………………….…………

NIGERIAN

Nationality   : …………………………………………..…………

A01626602

Passport Number   : …………………………………………..…………

IBADAN, OYO STATE, NIGERIA

Place of Issue : …………………………………………..………….

14/12/2014

Date of Issue   : …………………………………………..………….

13/12/2019

Date of Expiry: …………………………………………..…………

ii)   Submit of Research Proposal

iii)   Attach an up to date Curriculum Vitae

iv)   Applicants from foreign countries are advised not to leave for Botswana before obtaining a research permit from the relevant Ministry

v)   Statutory deposit of resulting publications:

Resulting publications should be directly deposited with the following institutions and any other departments as may be specified in the permit.

1. Permanent Secretary Ministry of Education Private Bag 005 Gaborone, Botswana
2.   Director, Botswana National Library Services, Private Bag 0036 Gaborone, Botswana
3.   Director, Botswana Archives and Records Services, P O Box 239 Gaborone, Botswana
4.   User Ministry and/or affiliating body.
5.   Director, Research and Development Office, Private Bag 0022, Gaborone, Botswana

vi)   For any correspondence pertaining to research permit issued, always quote the permit reference number.

Appendix 4: Research Permit

TELEPHONE: 3601200

TELEFAX: 3971539/3913209

EMAIL: Mtihq@gov.bw

WEBSITE: www.mti.gov.bw

REPUBLIC OF BOTSWANA
ALL CORRESPONDENCE MUST BE ADDRESSED TO
PERMANENT SECRETARY

MINISTRY OF TRADE AND INDUSTRY,

PRIVATE BAG 004,

GABORONE

BOTSWANA

Reference: TI 1/19/2 III (30)   20th June 2012

Prof. I. N. Mazonde
Director
Office of Research and Development
University of Botswana
Private Bag 0078
Gaborone

Dear Prof. Mazonde

RE: RESEARCH PERMIT APPLICATION IN RESPECT OF
A PROPOSAL SUBMITTED – MRS SANGODOYIN OLURANTI .O

Your letter, Ref: UBR/ETHI/134 dated 13th June 2012 on the above captioned subject refers.

Having seen the research proposal, we hereby give clearance to Mrs S Oluranti to carry out his research.

1. The Permit is for twenty four (24) months with effect from 1st July 2012 to 31st July 2014.

2. Copies of the Final Research Report shall be furnished to:

   a) The Permanent Secretary to the President;

   b) The Permanent Secretary, Ministry of Trade and Industry;

   c) The Director, Botswana National Archives and Records Services; and

   d) The Director, Botswana National Library Services.

3. The Permission granted does not give you authority to enter any premises, private establishments or protected areas. Permission for entry of such areas should be obtained from the relevant authorities.

Mission: The Ministry of Trade and Industry will promote the development of sustainable industries and trade

Q1: Decision making Styles: Please, *circle* the number that best represents the style that you use

when making decisions to purchase goods in the retail store in general.

Perfectionism/high quality Conscious Decision-Making Styles	Definitely Disagree	Generally Disagree	Slightly Disagree	Slightly Agree	Generally Agree	Definitely Agree
1. Getting very good quality retail products is very important to me.	1	2	3	4	5	6
2.When it comes to purchasing retail products, I try to get the very best or perfect choice.	1	2	3	4	5	6
3.In general, I usually try to buy the best overall quality for retail products.	1	2	3	4	5	6
4.I make special effort to choose the very best quality retail products.	1	2	3	4	5	6
5.I really don't give my retail products purchases much thought or care.	1	2	3	4	5	6
6.My standard and expectations for retail products I buy are very high.	1	2	3	4	5	6
7.I shop quickly, buying the first retail products I find that seems good enough.	1	2	3	4	5	6
8. Retail products doesn't have to be perfect, or the best to satisfy me.	1	2	3	4	5	6
Brand Conscious decision-making styles						
1.The well-known national brands of retail products are the best for me.	1	2	3	4	5	6
2.The more expensive brands of retail products are usually my choice.	1	2	3	4	5	6
3.The higher the quality of retail products, the better the price.	1	2	3	4	5	6
4.Niceretail stores offer me the best products.	1	2	3	4	5	6

	Definitely Disagree	Generally Disagree	Slightly Disagree	Slightly Agree	Generally Agree	Definitely Agree
5.I prefer buying the best selling brands of retail products.	1	2	3	4	5	6
6.The most advertised brands of retail products are usually very good choices.	1	2	3	4	5	6
Novelty-Fashion Conscious Decision-Making Style						
1. I keep my wardrobe up-to-date with the changing fashions	1	2	3	4	5	6
2. Fashionable, attractive styling is very important to me	1	2	3	4	5	6
3.I usually have several outfits of the very newest style.	1	2	3	4	5	6
Recreation/ hedonistic Conscious Decision-making style						
1.Shopping for retail products is a pleasant activity to me.	1	2	3	4	5	6
2.Shopping for retail products is one of the most enjoyable activities of my life.	1	2	3	4	5	6
3. Shopping for retail products wastes my time.	1	2	3	4	5	6
4.I enjoy shopping for retail products just for the fun of it.	1	2	3	4	5	6
5.I make my retail products shopping trips fast.	1	2	3	4	5	6
Price/ value for money Conscious Decision-Making Style	Definitely Disagree	Generally Disagree	Slightly Disagree	Slightly Agree	Generally Agree	Definitely Agree
1.I buy retail products at sale prices.	1	2	3	4	5	6
2.The low priced retail products are usually my choice.	1	2	3	4	5	6
3.I look carefully to find retail products that offer me the best value for money.	1	2	3	4	5	6
Impulse Buying Decision-Making Styles						
1.Ineed to plan my shopping for retail products more carefully than I do.	1	2	3	4	5	6
2.I am impulsive when purchasing retail products.	1	2	3	4	5	6
3.Often I make careless retail products purchases; I later wished I had not bought them.	1	2	3	4	5	6
4.I take the time to shop carefully for best buys for retail	1	2	3	4	5	6

products.						
5.I carefully watch how much I spend on retail products.	1	2	3	4	5	6
Confused by Over-choice Decision-Making Style						
1.There are so many brands of retail products to choose from that I often feel confused.	1	2	3	4	5	6
2.Sometimes it is hard for me to choose which retail store to shop from.	1	2	3	4	5	6
3.The more I learn about retail products, the harder it seems to choose the best.	1	2	3	4	5	6
4.All the information I get on different retail products confuses me.	1	2	3	4	5	6
Habitual/Brand Loyal Consumer Decision-Making Style						
1.I have favorite brands of retail products I buy again and again.	1	2	3	4	5	6
2. Once I find retail products I like, I stick with it.	1	2	3	4	5	6
3.I go to the same store each time I shop for retail products.	1	2	3	4	5	6
4.I regularly change the brands of retail products I buy.	1	2	3	4	5	6

Q2: Overall, how satisfied or dissatisfied are you with retail products after purchase? Please

circle the number that best represents your response.

1 = Completely Dissatisfied   2= Dissatisfied   3 = Slightly Dissatisfied
4 = Slightly Satisfied   5 = Satisfied   6 = Completely Satisfied

Q3: Which statement best describes the chance that when you make decisions to purchase retail

products next time you go shopping, you will use the same style.

1 =I will definitely not use my usual style of shopping
2= I will probably not use my usual style of shopping
3 =I am uncertain whether I will buy using my usual style of shopping
4 =I will probably use my usual style of shopping
5 = I will definitely use my usual style of shopping

Q4: Consumer values: Please, circle the number that best represents your beliefs.

Sense of belonging Dimension	Definitely Disagree	Generally Disagree	Slightly Disagree	Slightly Agree	Generally Agree	Definitely Agree
(1) I play an important role in my family when buying	1	2	3	4	5	6
(2) I need to feel there is a place to do the shopping	1	2	3	4	5	6
(3) I feel appreciated and needed by my closest relatives and friends when shopping	1	2	3	4	5	6
(4) Being a part of the lives of those with whom I do the shopping is a high priority for me	1	2	3	4	5	6
Self-respect Dimension						
(1) I try to act in such a way as to be able to face myself in the mirror the next morning	1	2	3	4	5	6
(2) If one loses one's self-respect, nothing can compensate for the loss	1	2	3	4	5	6
(3) My self-respect is worth more than gold	1	2	3	4	5	6
(4) Even though others may disagree, I will not do anything to threaten my self-respect	1	2	3	4	5	6
(5) More than anything else, I must be able to respect who I am	1	2	3	4	5	6
(6) I will do what I know to be right, even when I stand to lose money	1	2	3	4	5	6
(7) Knowing that I am doing things in a given situation is worth any price	1	2	3	4	5	6
Security Dimension						
(1) I am often concerned about my physical safety	1	2	3	4	5	6
(2) Knowing that I am physically safe is important to me	1	2	3	4	5	6
(3) My security is a high priority to me	1	2	3	4	5	6

(4) Financial security is very important to me	1	2	3	4	5	6
Fun and enjoyment in life Dimension						
(1) Having fun is important to me when shopping	1	2	3	4	5	6
(2) Recreation is an integral part of my life	1	2	3	4	5	6
(3) I work hard at having fun	1	2	3	4	5	6
(4) Recreation is a necessity for me	1	2	3	4	5	6
Warm relationship with others Dimension						
(1) I often commend others on their efforts, even when they fail	1	2	3	4	5	6
(2) I make a point of reassuring others that their presence is welcomed and appreciated	1	2	3	4	5	6
(3) I try to be as open and genuine as possible with others	1	2	3	4	5	6
(4) Without my close friends, my life would be much less meaningful	1	2	3	4	5	6
(5) I value warm relationships with my family and friends highly	1	2	3	4	5	6
Being well respected Dimension	Definitely Disagree	Generally Disagree	Slightly Disagree	Slightly Agree	Generally Agree	Definitely Agree
(1) I strive to retain a high status among my friends	1	2	3	4	5	6
(2) I am easily hurt by what others say about me	1	2	3	4	5	6
(3) The opinions of others are important to me	1	2	3	4	5	6
(4) I care what others think of me	1	2	3	4	5	6
Self- fulfillment Dimension						
(1) I treat myself well	1	2	3	4	5	6
(2) I desire the best, and often give myself	1	2	3	4	5	6
(3) I like to buy the best of everything when I go shopping	1	2	3	4	5	6
(4) The finer things in life	1	2	3	4	5	6

are for me						
(5) Meeting my desires when buying is a full- time job for me	1	2	3	4	5	6
Sense of accomplishment Dimension						
(1) I need to feel a sense of accomplishment from my shopping	1	2	3	4	5	6
(2) Getting things done is always high on me	1	2	3	4	5	6
(3) I tend to set and strive to reach my goals	1	2	3	4	5	6
Excitement Dimension						
(1) I enjoy doing things out of the ordinary	1	2	3	4	5	6
(2) I strive to fill my life with exciting activities	1	2	3	4	5	6
(3) I thrive on parties	1	2	3	4	5	6
(4) I consider myself a thrill- seeker	1	2	3	4	5	6

Q5: The following questions are designed for classification purposes. Please tell us a little

about yourself. Please tick the appropriate box.

1. Are you?   Male   ❒   Female ❒

2. What is your age as of your last birthday? _____ Years

3. What is the level of education you have completed?

No Formal education	❒	Pre-Primary School	❒
Primary education	❒	Junior certificate education	❒
Senior certificate education	❒	Tertiary certificate	❒
Tertiary diploma	❒	Tertiary bachelor's degree	❒
Tertiary higher degree (masters, doctorate, etc)	❒		

4. Married ❏Living Together❏Separated ❏Never Married ❏ Divorced ❏Widowed

5. Please tick the category representing your personal monthly income before taxes.

Below P 5000   ❏
P5000 to P9999   ❏
P10000 to P14999   ❏
P15000 to P19999   ❏
P20000 to P24999   ❏

6. Please tick the category representing your occupational Status.

Professionals (eg., White collar jobs) ❏Artisans/ Skilled labour❏Casual/ Unskilled labour❏

Others, please specify ---------------------------

Appendix 6: Rotated Component Matrix for Consumer Values

	Component							
	1	2	3	4	5	6	7	8
I respect who I am.	.708							
I tend to set and strive to reach my goals.	.669							
My security is a high priority to me	.651							
I will not do anything to threaten my self- respect.	.651							
Financial security is very important to me.	.641							
Knowing that I am physically safe is important to me.	.631							
I need to feel a sense of accomplishment from my job.	.576							
I treat myself well.	.553							
I am often concerned about my physical safety.	.526							
My self- respect is worth more than gold	.522							
I desire the best, and often give myself.	.504							
I highly value warm relationships with my family and friends .	.475							
Meeting my desires is a full- time job for me.	.439							
I work hard at having fun		.660						
I always try to act in such a way as to maintain my pride.		.614						
I strive to fill my life with exciting activities.		.560						
I strive to retain a high status among my friends.		.454						
If one loses one's self- respect, nothing can compensate for the loss.		.432						
Recreation is a necessity for me.			.733					
Recreation is an integral part of my life.			.726					
Being a part of the lives of those with whom I am close is a high priority for me.			.566					
I enjoy doing things out of the ordinary.				.732				
Knowing that I am doing things in a given situation is worth any price.				.585				
I will do what I know to be right, even when I stand to lose money.				.507				
I consider myself a thrill- seeker.				.431				
I make a point of reassuring others that their presence is welcomed and appreciated.					.668			
I feel appreciated and needed by my closest relatives and friends.					.645			
Having fun is important to me.						.809		
I thrive on parties.						.604		
I like to buy the best of everything when I go shopping.							.721	
The finer things in life are for me							.589	
I care what others think of me.								.696
I am easily hurt by what others say about me.								.695

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 9 iterations.

Appendix 7: Total Variance Explained for Consumer Values

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.833	19.582	19.582	7.833	19.582	19.582	6.107	15.267	15.267
2	3.336	8.340	27.922	3.336	8.340	27.922	2.181	5.452	20.719
3	1.924	4.809	32.731	1.924	4.809	32.731	2.085	5.212	25.931
4	1.553	3.882	36.613	1.553	3.882	36.613	2.002	5.005	30.937
5	1.337	3.341	39.954	1.337	3.341	39.954	1.997	4.993	35.930
6	1.272	3.181	43.135	1.272	3.181	43.135	1.760	4.400	40.330
7	1.086	2.714	45.849	1.086	2.714	45.849	1.540	3.851	44.181
8	1.063	2.658	48.507	1.063	2.658	48.507	1.495	3.736	47.917
9	1.004	2.509	51.016	1.004	2.509	51.016	1.240	3.099	51.016

Extraction Method: Principal Component Analysis.

Appendix 8: Rotated Component Matrix for Consumer Decision Making Styles

	Component							
	1	2	3	4	5	6	7	8
I shop quickly, buying the first retail products I find that seems good enough	.746							
I make my retail products shopping trips fast.	.707							
All the information I get on different retail products confuse me.	.628							
I really don't give my retail products purchases much thought.	.603							
A retail product doesn't have to be perfect, or the best to satisfy me.	.592							
I enjoy shopping for retail products just for the fun of it.	.590							
Often I make careless retail products purchases; I later wished I had not bought them.	.562							
I go to the same store each time I shop for retail products.	.557							
The most advertised brands of retail products are usually very good choices.	.539							
Shopping for retail products wastes my time.	.521							
Getting very good quality retail products is very important to me.		.716						
I look carefully to find retail products that offer me the best value for money.		.663						
When it comes to purchasing retail products, I try to get the very best choice.		.593						
The well-known brands of retail products are the best for me.		.546						
I carefully watch how much I spend on retail products.		.499						
I prefer buying the best-selling brands of retail products.		.473						
I make special effort to choose the very best quality retail products.		.461						
In general, I usually try to buy the best overall quality of retail products.		.412						
Fashionable and attractive styling is very important to me.			.690					
Shopping for retail products is one of the most enjoyable activities of my life.			.627					
I keep my wardrobe up-to-date with the changing fashions.			.611					
I usually have several outfits of the very newest style.			.597					
The more expensive brands of retail products are usually my choice.			.590					

Shopping for retail products is a pleasant activity to me.			.576					
I regularly change the brands of retail products I buy.				.637				
I need to plan my shopping for retail products more carefully than I do.				.548				
There are so many brands of retail products to choose from that I often feel confused.					.695			
Sometimes it is hard for me to choose which retail store to shop from.					.478			
The more I learn about retail products, the harder it seems to choose the best.					.446			
Once I find a retail product I like, I stick with it.						.728		
I take the time to shop carefully for best buys for retail products.						.605		
The higher the quality of retail products, the better the price.							.616	
I buy retail products at sale prices.							.534	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Appendix 9: Total Variance Explained for Consumer Decision Making Styles

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.684	17.225	17.225	5.684	17.225	17.225	4.573	13.856	13.856
2	4.056	12.291	29.516	4.056	12.291	29.516	2.994	9.073	22.929
3	1.804	5.466	34.982	1.804	5.466	34.982	2.994	9.072	32.001
4	1.247	3.780	38.762	1.247	3.780	38.762	1.487	4.507	36.508
5	1.196	3.624	42.386	1.196	3.624	42.386	1.467	4.445	40.953
6	1.152	3.490	45.875	1.152	3.490	45.875	1.322	4.006	44.959
7	1.010	3.060	48.936	1.010	3.060	48.936	1.312	3.977	48.936
Extraction Method: Principal Component Analysis.									

Appendix 10: Tshekatsheko Ya Thuto Tsa Bongaka (Phd) Mo Go Tsa Kgwebo Ka Ga Maikutlo A Bajibareki Mo Botswana

Go moitlhaopi,

Ke le Sangodoyin O. Oluranti, ke moithuti wa dikwalo tse tse go godimo tsa bongaka (PhD) mo go tsa kgwebo, ke remeletse thata mo go tsa papadi ko sekolong se segolo sa University ya Botswana (UB - Mmadikolo). Mo bogompienig ke tshwaragane le namane e tona ya tshekatsheko, e leng bontlha bongwe jo bo botlhokwa jwa dithuto tsame. Tshekatsheko yame e itebagantse le maitsholo a bajibareki mo Botswana. Maduo a tshekatsheko e a tla dirisiwa go ruta biajibareki ka maitsholo a bone fa ba tsaya ditshwetso tsa go reka, se kai e ka nna gore gongwe morago ga ditshekatsheko mojimoreki o ka tsibogela gore go reka o sa ikakanya sentle go ka se mo tswele mosola sentle. Ditshekatsheko tse di ka tswela mosola dikgwebo tse di ipapatsang tsa di ka nna le boitemogelo jwa gore ba ka kgoganya bajibareki jang gore ba kgone go itebaganya sentle sentle le tse ba di tlhokang. Maikutlo a bajibareki a tlaabo a kgobokanngwa ka tiriso ya lenaneopotsolotso la ditsebe di ka nnang thataro.

Ka jalo, ke kop aka boikokobetso gore o tseye sebaka o buise lenaneopotsolotso le o bo o le tlatse ka botlalo. Ke solofetsa gore dikarabo tsa gago di tla nna sephiri ebile ga di kitla di itsesewe ope. Ke solofetsa gape gore mo makwalong a a tla kwalwang go tla bo go dirisiwa dikarabo tse di sobokilweng.

Fa o ka tswa o na le dipotso kgotsa kakgelo mabapi le tshekatsheko e, ka tswee-tswee golosega go ka itshwaraganya le nna, Oluranti Sangodoyin, mo mogaleng wa 73502738, kgotsa o nkwalele o dirisa mananeo a lefaufau ko olurantisangodoyin@yahoo.com, kgotsa o itshwaraganye le motlhatlheledi wame, Prof Rina Makgosa, mo mogaleng wa 355 4060, kgotsa o mo kwalele o dirisa maranyane a lefaufau ko makgosa@mopipi.ub.bw.

Ke lebogela tirisanyo mmogo ya gago.

Oluranti Sangodoyin
Moithuti
PhD Candidate

Prof Rina Makgosa
Morutuntshi
Senior Lecturer of Marketing
University of Botswana

Appendix 11: Setswana Version Questionnaire

Q1: Ditemana tse di latelang di diretswe go tlhaloganya metlhale e o e dirisang go tsaya ditshwetso fa o le mojimoreki. Ka tswee-tswee tlhopha nomore e e kayang maikutlo a gago ka temana nngwe le nngwe.

	Ga ke dumelane gotlhelele	Ga ke dumelane	Ga ke dumelane enyana	Ke a dumela nanyana	Ke a dumelana	Ke dumelana thata
1. Go reka dilwana tsa boleng jo bo ko godimo go botlhokwa fela thata mo go nna.	1	2	3	4	5	6
2. Dilwana tsa matshwao a a itsegeng ke tsone tse ke di ntshwanetseng.	1	2	3	4	5	6
3. Ke nna ke reka diaparo tse dintsha fa metlha le dipaka di fetoga.	1	2	3	4	5	6
4. Go reka dilwana ke selo se ke ratang go se dira.	1	2	3	4	5	6
5. Ke a batlisisa pele ke reak go bona gore nka dirisa madi a me botoka kae.	1	2	3	4	5	6
6. Ke ela tlhoko gore ke dirisa bokae fa ke reka.	1	2	3	4	5	6
7. Dilwana tse do nang le matshwao di dintsi mo ke felelang ke sai tse gore nka reka sefe.	1	2	3	4	5	6
8. Go nal dilwana tse di nang le matshwao tse ke nnang ke di reka kgapetsa-kgapetsa.	1	2	3	4	5	6
9. Fa go tla mo go rekeng dilwana ke leka ka bojotlhe gore ke reke tse di gaisang.	1	2	3	4	5	6
10. Ke nna ke reka dilwana tsa ditlhwatlhwa tse di ko godimo ka nako tsotlhe.	1	2	3	4	5	6
11. Dilwana tse di kgatlhisang ebile e le tsa seshwa ke tsone tse di botlhokwa mo gonna.	1	2	3	4	5	6
12. Go reka dilwana ke tiro e ke ratang go e dira mo go maswe.	1	2	3	4	5	6

13. Ke rata go reka dilwana tsa ditlhwatlhwa tse di ko tlase.	1	2	3	4	5	6
14. Ke tlhokana le go dira thulaganyo e e botoka ya go reka dilwana go na le e ke e dirisang gompieno.	1	2	3	4	5	6
15. Nako dingwe go thata mo go nna go ka tlhopha shopo e nka rekang mo go yone.	1	2	3	4	5	6
16. Ke nna ke hetola dilwana tse di nang le matshwao tse ke di rekang.	1	2	3	4	5	6
17. Ke nna ke na le diaparo tse di harologanyeng tsa sesha.	1	2	3	4	5	6
18. Ke nna ke leka go reka dilwana tse boleng jo bo ko godimo.	1	2	3	4	5	6
19. Dilwana tsa boleng jo bo ko godimo di na le ditlhwatlhwa tse di botoka.	1	2	3	4	5	6
	Definitely Disagree	Generally Disagree	Slightly Disagree	Slightly Agree	Generally Agree	Definitely Agree
20. Go nna o reka go dia nako.	1	2	3	4	5	6
21. Ke reka dilwana tse di fokoditsweng ditlhwatlhwa.	1	2	3	4	5	6
22. Ke nna ke reka dilwana ke sa akanya pele.	1	2	3	4	5	6
23. Ke dira maiteko a a tseneletseng go reka dilwana tsa boleng jo bo ko godimo.	1	2	3	4	5	6
24. Ke nna ke reka dilwana tse di siameng mo dishopong tse di rekisang dilwana tsa mofuta o o tshwanang.	1	2	3	4	5	6
25. Ga nke ke kgathala ka dilwana tse ke di rekang.	1	2	3	4	5	6
26. Ke rata go reka dilwana fela ka gore go monate.	1	2	3	4	5	6
27. Ke rata go reka dilwana tse di rekisang botoka mo marekisetsong.	1	2	3	4	5	6
28. Ke nna ke solofela go reka dilwana tsa seemo se se ko godimo.	1	2	3	4	5	6
29. Ke nna ke reka dilwana tse ke felelang ke ikotlhela go bo ke di rekile.	1	2	3	4	5	6
30. O fitlhela ke tsiediwa ke maele a	1	2	3	4	5	6

ke a fiwang ka dilwana tse di farologanyeng.						
31. Ke ya go shopong e le nngwe nako le nako fa ke bata go reka dilwana.	1	2	3	4	5	6
32. Dilwana tse digo buiwang ka tsone mo seromamoweng le TV gantsi o fitlhela e le tsone tse di botoka.	1	2	3	4	5	6
33. Ke nna ke reka selo sa ntlha se ke boning se siame.	1	2	3	4	5	6
34. Ke nna ke reka ke itlhaganetse.						6
35. Dilwana ga di tshwanela gore e bo e le tse di gaisang gore ke di itumelele.	1	2	3	4	5	6
36. Ke tsaya nako ya me fa ke reka gore ke reke dilwana tse di nkgotsofatsang.	1	2	3	4	5	6
37. Go nna thata go reak mo go nna fa ken a ke dikitso tse dintse ka dilwana.	1	2	3	4	5	6
38. Fa ke sena go bona selwana se ke se batkang ke nna ke seka sone fela.	1	2	3	4	5	6

Q2: Fa o soboka o kare o itumelela (kgotsa ga o itumelele) go le kae dilwana fa o sena go di reka? Tlhopha mo ditemaneng tse di lateleng.

1 = Ga ke itumele gotlhelele   2= Ga ke itumele   3 = Ga ke itumelenyana

4 = Ke a itumelanyana   5 = Ke a itumela   6 = Ke itumela thata

Q3: Mo ditemaneng tse di latelang, ke efe e e kayang botoka ka fa o tla tsayang ditshwetso tsa go reka ka teng nako e e latelang fa o ya go reka.

1 = Ga nkitla ke dirisa mokgwa o ke tlholang ke o dirisa fa ke reka, gotlhelele.

2= Go lebega ke ka se dirise mokgwa o ke tlholang ke o dirisa fa ke reka.

3 = Ga ke tlhomamise gore nka dirisa mokgwa o ke tlholang ke o dirisa fa ke reka.

4 = Go lebega ke ka dirisa mokgwa o ke tlholang ke o dirisa fa ke reka.

5 = ke tlhomamisa gore ke tsile go dirisa mokgwa o ke tlholang ke o dirisa fa ke reka.

Q4:Ditemana tse di lateleng di tsamelana le tumelo ya gago ke kakaretso. Ka tswee-tswee tlhopha nomore e e kayang maikutlo a gago ka ditemana tse.

	Definitely Disagree	Generally Disagree	Slightly Disagree	Slightly Agree	Generally Agree	Definitely Agree
1. Ke dira tiro e e mosola mogo ba lelwapa lame.	1	2	3	4	5	6
2. Ke dira bojotlhe gore se ke se dirang se seka sa nthabisa ditlhong.	1	2	3	4	5	6
3. Ke ela tlhoko gore ga ke tsenye botshelo jwa me mo diphatseng.	1	2	3	4	5	6
4. Ke leka go nna ke itumetse, ke ja monate.	1	2	3	4	5	6
5. Ke nna ke kgotlhatsa ba bangwe mo maitekong a bone le fa ba tswa ba palelwa.	1	2	3	4	5	6
6. Ke leka gore ken ne le serite mo ditsaleng tsame.	1	2	3	4	5	6
7. Ke itshwara bontle.	1	2	3	4	5	6
8. Ke leka go nna le ditiro tse di itumedisang mo botshelong jwa me.	1	2	3	4	5	6
9. Ke rata fa go na le ko ke go bitsang ko lwapeng.	1	2	3	4	5	6
10. Ga go sepe se fetang go itlhompha.	1	2	3	4	5	6
11. Go itse gore ga ke mo diphatseng go botlhokwa thata mo go nna.	1	2	3	4	5	6
12. Ke ikutlwa ke le botlhokwa mo ditsaleng tsame le ba masika.	1	2	3	4	5	6
13. Ke leka go netefaletsa ba bagngwe gore ba amogelesegile.	1	2	3	4	5	6
14. Ke rata go reka dilo tsa maemo tse di farologanyeng.	1	2	3	4	5	6
15. Go motlhofo gore ke utlwisiwe botlhoko ke se batho ba se buang ka ga me.	1	2	3	4	5	6

16. Go itlhompha go botlhokwa mo go nna fela thata.	1	2	3	4	5	6
17. Go ijesa monate go botlhokwa mo go nna.	1	2	3	4	5	6
18. Go nnna bontlha bonge jwa matshelo a batho b aba gaufi le nna go tlhokwa.	1	2	3	4	5	6
19. Ga nkitla ke dira sepe se se ka dirang gore ke latlhegelwe ke go itlhompha.	1	2	3	4	5	6
20. Go nna ke itse fa ke satlhoke madi go botlhokwa mo go nna.	1	2	3	4	5	6
21. Ke tsaya tirisano yame le ba masika le ditsala ka sekano se se ko godimo.	1	2	3	4	5	6
22. Itloso bodutu ke selo se se botlhokwa mo botshelong jwa me.	1	2	3	4	5	6
23. Ke tlhompha se ke leng sone.	1	2	3	4	5	6
24. Ke a kgathala ka se batho ba se akanyang ka nna.	1	2	3	4	5	6
25. Fa ke k abo sena ditsala tsame botshelo jwa me bo k abo bo sena bokao.	1	2	3	4	5	6
26. Ke nna itsetletse go ka fitlhelela seikano sa me.	1	2	3	4	5	6
27. Ke tlaa dira se se tshwanese le fa go raya gore nka latlhegelwa ke madi.	1	2	3	4	5	6
28. Ke nna ke ntsha bojotlhe jwa me gore ke bone maduo a a fitlheletseng.	1	2	3	4	5	6
29. Ke nna ke leka go nna boamaruri mo go ba bangwe.	1	2	3	4	5	6
30. Ke ipona ke segatlhamela masisi.	1	2	3	4	5	6
31. Go bona maduo go botlhokwa mo go nna.	1	2	3	4	5	6
32. Ke rata go dira dilo tse di satlwaelesegang.	1	2	3	4	5	6
33. Go itsee gore ke dira sengwe ka seemo se ke leng mo go sone go botlhokwa mo go nna.	1	2	3	4	5	6
34. Ke rata go ya meketeng.	1	2	3	4	5	6
35. Go bona se ke se batlang fa ke rae ke tiro e e botlhokwa mo go nna.	1	2	3	4	5	6
36. Ke tlhokana ke go bona	1	2	3	4	5	6

maduo mo tirong e ke e dirang.						
37. Maikutlo a ba bangwe a botlhokwa mo go nna.	1	2	3	4	5	6
38. Go ja monate go botlhokwa mo go nna.	1	2	3	4	5	6
39. Itsireletsego ya me e botlhokwa thata.	1	2	3	4	5	6
40. Ke rata dilo tsa maemo.	1	2	3	4	5	6

Q5: Dipotso tse di latelang di diretswe go go tlhaloganya botoka. Ka tswee-tswee araba

dipotso tse di latelang.

Bong jwa gago   ❏ Rre   ❏ Mme

1. O setse o digetse dingwaga di le kae? _____
2. O fitlheletse fa kae mo dithutong?
   ❏ Ga ke a tseana sekolo
   ❏ Sekolo sa bana
   ❏ Dithuto tsa sekolo se se botlana
   ❏ Dithuto tsa sekolo se se fa gare
   ❏ Dithuto tsa sekolo se segolwane
   ❏ Dithuto tsa sekolo se segolo tse di ko tlase (Certificate)
   ❏ Dithuto tsa sekolo se segolo tse di fa gare (Diploma)
   ❏ Dithuto tsa sekolo se segolo tse di ko godimo (Degree)
   ❏ Dithuto tsa sekolo se segolo tse di tseneletseng (Master's, Doctorate, jalo-jalo)

3. Seemo sag ago sa tseo
   ❏ O tsere kgotsa o tserwe.
   ❏ O nna le mokapelo.
   ❏ O tserwe/tsere mme ga o nne le mohumagadi/Rre.
   ❏ Ga o ise o tseye kgotsa o tsewe.
   ❏ O kgaogane le Mohumagadi kgotsa Rre.
   ❏ O latlhegetswe ke Mohumagadi kgotsa Rre.

4. Tswee-tswee kaya madi a o a amogelang mo ngwageng
   ❏ Madi a a ko tlase ga P5000.
   ❏ Madi a a magareng ga P5, 000 le P9, 999.
   ❏ Madi a a magareng ga P15, 000 le P19, 999.
   ❏ Madi a a magareng ga P20, 000 le P24, 999.
   ❏ Madi a a magareng ga P25, 000 le P29,999.
   ❏ Madi a a kanang ka P30, 000 kgotsa go feta.

5. Tswee-tswee kaya gore o bereka o le eng

   Professionals (eg. White collar jobs) ❐

   Artisans/ Skilled labour   ❐

   Casual/ Unskilled labour   ❐

Appendix 12: Airport Junction Mall

Appendix 13: RAIL PARK MALL

Appendix 14: RIVER WALK

Appendix 15: SEBELE MALL

Appendix 16: GAME CITY

Appendix 17: CENTRAL BUSINESS DISTRICT

Appendix 18: PERFECTIONIST/HIGH QUALITY CONSCIOUSNESS

Appendix 19: BRAND CONSCIOUSNESS

Appendix 20: NOVELTY-FASHION CONSCIOUSNESS

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Appendix 21: CONFUSED BY OVER-CHOICE

275

Appendix 22: RECREATIONAL-HEDONISTIC CONSCIOUSNESS

Appendix 23: HABITUAL BRAND AND STORE LOYAL

Appendix 24: PRICE/VALUE FOR MONEY CONSCIOUSNESS

Appendix 25: IMPULSIVE AND CARELESS CONSUMERS

Appendix 26: Government OfficialsOffering Financial Counseling

Appendix 27: HAPPY RETAILERS