

An adapted consumer decision-making styles inventory of millennial consumers

Dr T Musasa
Department of Marketing & Retail Management
Durban University of Technology
tinashemusasa@outlook.com

Dr P Moodley
Department of Marketing & Retail Management
Durban University of Technology
PadhmaM@dut.ac.za

ABSTRACT

Contemporary literature challenges use of American and European based consumer decision-making styles (CDMS) inventories to African developing economies. Several reasons contribute to such criticism which include different contexts of research, unique cultures and customs, evolution of generations and macro-economic changes. Likewise, this study challenges the conventional styles inventory by Sproles and Kendall and develops a more suitable one for a South African context. The aim of this study is to develop a suitable consumer decision-making styles (CDMS) inventory of South African millennials in their purchasing of clothing items. Moreover, the study intends to determine additional dimensions to the traditional CDMS inventory by Sproles and Kendall to one that is reflective of a multi-cultural society in South Africa. A total of 320 South African millennials successfully participated in this study's quantitative survey. Convenience non-probability sampling was employed in selecting participants. Reliability statistics were utilised in testing the reliability of the study's measuring tool. Data was analysed through descriptive statistics and inferential statistics were used in interpreting data. The empirical findings of this study confirmed an eight-factor consumer styles inventory characteristic of South African Generation Y consumers. These were value consciousness, indifferent price consciousness, confused by over-choice decision making style, high quality fashion consciousness, recreational consciousness, brand consciousness, creative-variety seeking decision making styles and habitual buying. The study identifies some unique dimensions and reflective of a multicultural society in South Africa which are indifferent price consciousness, high quality fashion consciousness and creative-variety seeking decision making style.

Keywords: Consumer Styles Inventory (CSI), Consumer decision-making styles (CDMS), Generation Y, millennials and South Africa (SA)

INTRODUCTION

Literature dictates the significance of understanding behaviour of consumers to ensure effective marketing strategies (Mafini et al., 2014:2). The Consumer Styles Inventory (C.S.I) is a renowned model applied by researchers in determining consumer decision-making styles. The CSI has been developed and empirically proven in US based samples as well as the major part of the European Union (EU) (Darden and Reynolds 1971; Sproles and Kendall 1986; Hafstrom, Chae and Chung 1992; Lysonski, Durvasula and Zotos 1996; Mitchell and Walsh 2004). Recently, a couple of empirical efforts based on the same inventory by Sproles and Kendall were conducted in New Zealand (Lysonski and Durvasula 2013); China (Baoku, Cuixia and Weimin 2010); Singapore (Bae, Pyun and Lee 2011); USA (Hahn and Ma 2011); Czech Republic (Bandara 2014). However, these studies were limited to developed countries

particularly in the US and EU zones and overlooked developing economies in Africa.

With the CSI model developed and empirically tested in US samples, literature argues the generalisability of such data to less developed economies (Durvasula and Lysonski 2013:75). The empirical research on the applicability of the CSI model to developing economies particularly in an African context is lacking and requires introspection (Mafini et al., 2014:3). Moreover, early researchers are advocates of the idea that decision-making styles vary across cultures and are subject to change in a dynamic environment; necessitating continuous introspection on this subject matter (Walsh and Mitchell 2010:838).

Modern literature advocates the existence of macro-environmental changes that pose concomitant, unique changes in patterns of consumer behaviour (Potgieter, Wiese and Strasheim 2013:11). However, academic studies on shopping styles in an African context have generally been lacking despite possible generational evolution. Accordingly, an introspection is required to provide marketers with insight on current South African decision-making styles that facilitate development of strategic marketing plans (Mafini et al., 2014:3).

PURPOSE/OBJECTIVES OF THE STUDY

Based on the afore-mentioned contentions for conducting this study, the aim of the study is to develop a suitable consumer decision-making styles inventory (CDMS) of South African millennials in their purchasing of clothing items. Moreover, the study intends to determine additional dimensions to the traditional CSI reflective of a multi-cultural society.

LITERATURE REVIEW

Consumer styles inventory

According to Sproles and Kendall (1986:267) a consumer decision-making style refers to a 'mental orientation characterising a consumer's approach to making choices'. The empirical studies on shopping styles concur that all consumers engage their shopping activities with particular decision-making traits which combine to form specific consumer decision-making styles (Bandara 2014:5). Consequently, preceding studies reveal substantial aspects related to consumer decision-making behaviour (Moosavi, Seyedjavadin and Saadeghvaziri 2011:438). Bandara (2014:5) sums up that these studies classified such aspects as founded on shopping orientation, store patronage, consumer decision-making styles and information search behaviour.

Sproles and Kendall (1986:267) developed a 40 item decision making styles inventory termed the Consumer Styles Inventory (CSI) that identifies eight decision making styles typical to consumer behaviour. These are price-value consciousness, perfectionism, brand consciousness, novelty/fashion consciousness, recreational/hedonism, impulsive/carelessness, confused by over-choice and habitual/brand loyal consumer decision making styles. These are explored below:

- Price/value consciousness explains a price concerned customer, in whom value for money is of utmost importance. This group of consumers is mostly aware of the sale prices and tend to be receptive to lower prices in general (Solomon 2013:295). Most importantly, value for their money motivates them and as such, they become comparison shoppers.
- Perfectionism CDMS describes consumers who seek top-end products, their standards and expectations are high and largely focus on functionality and the quality of products. Precisely, these consumers do not settle for products considered 'good enough' (Moosavi, Seyedjavadin and Saadeghvaziri 2011:439).
- Brand consciousness represents a decision-making style that seeks only expensive, renowned brands. Consumers with this style believe that higher prices presents better quality. They opt for popular, advertised brands (Demirgunes and Ozsacmaci 2017:49).
- Novelty/fashion consciousness classifies consumers who enjoy shopping or induce some sort of pleasure through seeking new merchandise/experience (Schiffman and Wisenblit 2014:398). These consumers are excited and take pleasure in discovering new items. It exemplifies an orientation inclined to seeking new products and stay

in touch with latest trends in the market. In addition, they are trailblazers of styles and seek variety in shopping (Lysonski and Durvasula 2013:77).

- Habitual/brand loyal consumers describe a decision making style linked with shopping from the same store over and over again. In addition, these consumers tend to adhere to particular brands (Mafini et al., 2014:2).

In light of this study's objectives, it is important to briefly review shopping enjoyment and smart shopping as determinants of CDMS related with hedonism and utilitarian shopping.

Shopping enjoyment

According to Kotze, North, Stols and Venter (2012:416) sources or reasons for enjoyment in shopping include need to socialise, acquire bargains, entertainment, gratification, need to shop for others, to browse, exercise and stimulate senses. Reviewing these sources of shopping enjoyment indicates reasons behind hedonic CDMS and enables the possible development of new hedonic driven CDMS or readjustment of the existing ones that might have been overlooked.

Shopping enjoyment entails the inward excitement/pleasure derived from shopping activities. Likewise, shopping to socialise characterises the enjoyment of shopping when with friends/peers and mingling with other consumers. Accordingly, shoppers mingle at larger malls for social contact (Cox, Cox and Aderson 2005:250; Mohan, Sivakumaran and Sharma 2013:1711).

However, other perspectives of research indicate a negligible amount of female consumers that prioritise shopping as a means of socialising. Older male consumers are understood to easily get bored with shopping and prefer making quick purchases and leave. Contrastingly, women cherish the social and recreational aspect of shopping thereby reinforcing the gender role theory (Jogee and Callaghan 2014:42). In essence, social shoppers visit outlets for needs unrelated with the purchasing of required products only but achieve social contact as well.

Shopping for bargains is a common source of shopping enjoyment and involves looking for sale prices, discounts or reasonable deals. Consequently, comparison shopping is pursued and attaining such low prices provides a sense of accomplishment and ultimately enjoyment (Kotze et al 2012:419).

Kusuma, Idrus and Djazuli (2013:242) highlight that shopping for gratification focuses on alleviating stress or an unpleasant mood. In essence, it is an effort to distract one's mind from a problem or simply getting a treat through shopping. The resultant shopping enjoyment is induced by sales personnel (interpersonal) through pampering or creative suggestions to the shopper or by procuring a product of value (non-interpersonal) (Schiffman, Kanuk and Wisenblit 2010:386).

Consumers now feel the need to exercise whilst shopping in today's shopping malls. In such an instance, the primary focus of shopping is to exercise, which correlates with the socialising aspect of shopping. Lastly, shopping can be for sensory stimulation, the sounds, smells, visuals or lighting can induce pleasure in shopping activities. This store atmosphere induces consumers to browse for extended periods and spend a little more (Pentz and Gerber 2013:2).

The afore-mentioned sources of shopping enjoyment mainly indicate hedonic motives in consumers (i.e. only recreational, novelty/fashion, habitual, brand consciousness and impulsiveness CDMS are influenced by these sources of shopping enjoyment). However, consumers' need to socialise as part of their shopping enjoyment is overlooked in describing and defining these five hedonic CDMS. The inclusion of such an element of shopping in this study's exploratory styles inventory facilitates a better comprehension of South African Generation Y consumers who have been identified as active social agents in literature despite their intensive use of technological devices in socialising (Yarrow and O'Donnell 2009:83).

On the other hand, the majority of other sources of shopping enjoyment reinforce the significance of including recreational and novelty/fashion shopping orientations in this study's exploratory styles inventory as shopping is not merely based on utilitarian motives. The following section discusses the smart shopping concept and its significance to developing this study's consumer decision making styles inventory.

The smart shopping concept

Nalewajek (2014:108) points out that since the inception of the global economic recession in 2008, the idea of smart shopping became popular among consumers. Consumer education which focused on effective ways of spending in modern, ever-changing markets with multi-channels to purchase from; facilitated a quicker understanding and adoption of the smart shopping concept among consumers. In its most basic form, smart shopping refers to a consumer's ability to locate and acquire quality product items at bargain prices. However, this definition represents one facet of smart shopping that focuses on a consumer's ability to find ways of getting cheap prices through bargaining, switching behaviour or even waiting for sale prices or discounts (Nalewajek 2014:109).

A contrasting perspective of smart shopping focuses on a consumer's ability to adhere to rational behaviour achieved through comparison shopping, evaluation of product features rather than promotions and brand image and only buying when the need arises. In essence, smart shoppers prefer to buy high quality products at cheap prices and reduce any form of functional or financial risk by paying less for a product (Vorapanova 2015:232).

The third viewpoint of smart shopping focuses on consumers internet usage in facilitating easier and effective product information search, comparison shopping and purchasing (Nalewajek 2014:109). Based on the aforementioned assertions; smart shopping comprises of three broad perspectives which are achieving bargain prices, rational shopping and internet usage to ease comparison shopping.

A more comprehensive view of the concept emphasises that smart shopping are efforts to minimise the usage of time, money and energy to generate either hedonic or utilitarian results of the shopping activity. Smart shopping therefore complements the idea of enhancing shopping productivity. From such a perspective, smart shopping serves to reduce shopping inputs (i.e. decreasing usage of time, money or energy), or enhancing shopping outputs for the shopper (i.e. generate hedonic or utilitarian benefits of shopping); or both thus maximising shopping productivity (Atkins and Kim 2012:361).

Anic, Rahj and Rahj (2015:65) emphasise that a consumer's behaviour is not a single and fixed decision-making style but more than one combined to be a consumer's profile. Moreover, in this consumer profile there is at least one decision-making style that dominates the rest. To develop this study's styles inventory; the concept of smart shopping does not represent only a single decision-making style. However, smart shopping is a trait that manifests in a set of decision-making styles

An empirical exploration of smart shopping reports much resemblance of this concept with a perfectionistic shopping orientation whereby product evaluation is considered paramount. Price/value consciousness is also confirmed as a facet of smart shopping. As a result of perfectionism and value consciousness in smart shopping, impulsiveness is confirmed as significantly less descriptive or comparable to smart shoppers. Lastly, confusion by over-choice is confirmed as part of smart shopping as this cohort immerses itself in a rigorous evaluation of massive market information that result in confusion (Nalewajek 2014:114).

Based on Atkin and Kim's (2012:361) understanding of smart shopping and the discussion thereof, smart shopping aspects to a great extent, prove essential for this study's exploratory consumer styles inventory. The time/effort saving dimension of smart shopping is overlooked by the CSI (i.e. this study's theoretical framework) therefore the conceptual model should encompass a new decision-making style i.e. the time/effort conserving consciousness.

The following section discusses and illustrates the development of this study's exploratory framework characteristic of South African Generation Y consumers.

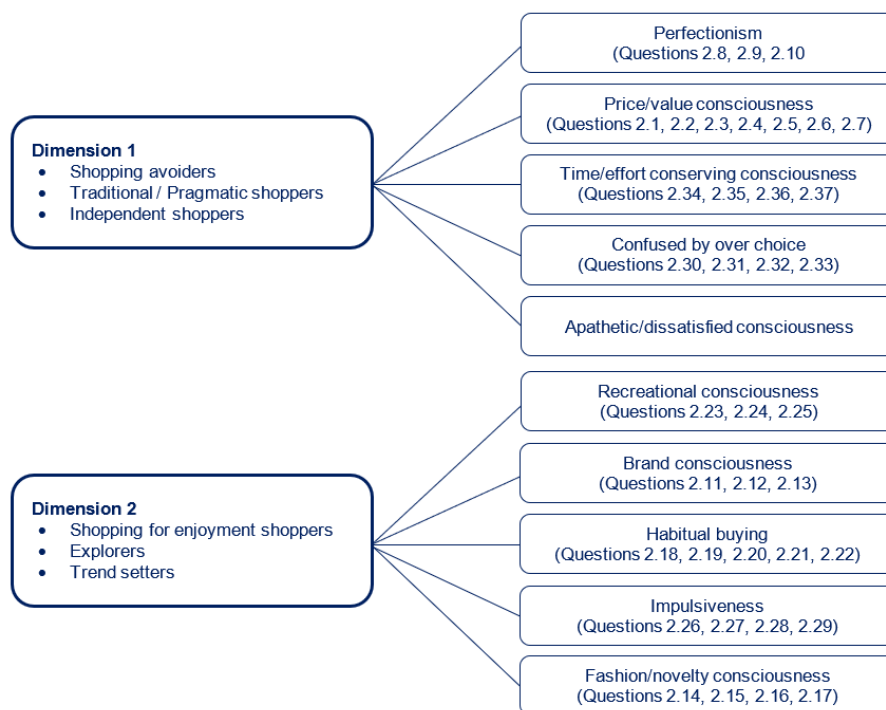
The development of an exploratory framework (consumer decision-making styles inventory)

The literature emphasises that consumers are hardly predisposed to a single, exclusive CDMS rather they portray an array of shopping traits with at least one style dominating the rest (Anic et al., 2015:68). Shopping avoiders, traditional/pragmatic and independent consumers represent one dimension of consumers concerned about pricing of products. On the other hand, the second dimension of consumers value more than price but enjoyment in shopping and exploring (i.e. trend setters, recreational shoppers, brand loyal shoppers, fashion/novelty conscious, quality

conscious-opinion seekers). These two dimensions or perspectives represent the foundation of this study's exploratory consumer styles inventory as well as previous discussions of concepts of shopping for enjoyment and smart shopping. Accordingly, this study's exploratory consumer styles inventory will be as illustrated in Figure 1.

Figure 1 illustrates the ten consumer decision making styles deduced from the review of literature in this study. The afore-mentioned two dimensions (colour coded blue for dimension 1 and green for dimension 2) are the foundation of the ten CDMS as illustrated in Figure 1. Two CDMS are added to the original CSI by Sproles and Kendall (1986:267) which are time/effort conserving and apathetic/dissatisfied consciousness. A review of smart shopping literature led to the development of the time/effort conserving shopping orientation whereas a review on shopping enjoyment reinforced the existence of all green colour coded shopping orientations on Figure 1 and recognition of apathetic shoppers.

**FIGURE 1
EXPLORATORY CONSUMER STYLES INVENTORY**



RESEARCH METHODOLOGY

In with this study's main objective, a descriptive design was utilised. Convenience non-probability sampling was employed in selecting respondents for this study. Of the 400 administered questionnaires, 320 were successfully completed representing an 80% response rate. Ethical issues of voluntary participation, confidentiality and exclusion of minors were observed. Structured questionnaires were utilised in collecting data for this study purposes. Reliability tests such as Cronbach alpha statistic, KMO and Bartlett test confirmed the reliability of the measuring tool. SPSS (Statistical Package for Social Sciences) version 22 was used in data analysis. Descriptive statistics in graphs and cross tabulations were presented in the following section. Inferential statistics in form of variance analysis and exploratory factor analysis were used in the interpretation of data. To determine if the developed model for this study adequately represented data; the Structural Equation Model (SEM) was utilised with results presented in Table 5.

FINDINGS

Table 1 indicates an approximate ratio of 1:2 (36.9%:63.1%) between male and female consumers. The gender divide is observed in the following percentages that reflect a much youthful age range of Generation Y consumers (18-25 years: 25.0%; 42.2%) and significantly drops in the latter age groupings (26-34 years: 6.9%; 9.1% and 35-38 years 5.0%; 11.9%). This observes the study's target population of millennial consumers.

Table 2 indicates all reliability results deduced on collected data. Table 2 shows acceptable results exceeding 0.50 for KMO and less than 0.05 for Bartlett's test. These results confirm that this study's measuring tool was reliable. Moreover, internal consistency of the measuring instrument was confirmed by Cronbach alpha coefficients exceeding 0.50.

Table 3 shows results of the exploratory factor analysis (EFA) performed on 36 items measuring CDMS produced. This exercise was initially applied on the 36 items of the 11 factor scale proposed by Sproles and Kendall. The result led to the dropping of 3 factors and adoption of an 8 factor scale with 32 items shown in Table 3.

In light of the principles of performing EFA, statement loadings below 0.50 were discarded. All 32 variables passed the 0.50 communality benchmark. However, 3 factors below the required eigenvalue of 1 were discarded leaving an eight factor scale that is colour coded. Colour codes represent distinctive decision making styles. Overall, based on Table 3 a total variance percentage of 63.76% was achieved. This result was acceptable. Accordingly, 32 items/variables grouped into 8 factors were derived from the initial 36 items grouped into 11 factors (as depicted by Table 3). 3 factors that were discarded were impulsiveness/carelessness, perfectionism and time/effort conserving decision-making styles.

As presented in Table 3, constructs measuring price consciousness (PC) and impulsive/careless CDMS loaded along the same factor 1. It means that the cohort under study identified similarities in these two CDMS when evaluating their shopping behaviour. The constructs

of impulsive CDMS identified apathetic shopping and post purchase regret (i.e. 2.27 and 2.29). On the other hand, PC focused on price sensitivity of consumers (i.e. 2.3 and 2.4). In essence, South African millennial consumers identified indifferent price consciousness as one of their shopping traits of clothing items. Ideally, this cohort is concerned about saving money, spending the least possible yet not interested with the shopping process (Anic et al., 2015:71).

Initially, the exploratory style inventory in Figure 1 identified perfectionism CDMS as characteristic of South African millennial consumers' shopping behaviour. However, factor analysis (Table 3) confirms that the CDMS loaded across two factors (2 and 5) which are novelty fashion consciousness (NFC) and value consciousness (VC). Furthermore, unlike VC; NFC loaded on yet another component (i.e. 6) correlating with recreational consciousness (RC) meaning that NFC was not identified as a distinctive CDMS. Factor items of perfectionism (2.9 and 2.10) correlated with those of NFC (2.14 and 2.15). In effect, these two constructs identified two related traits which are a need for high quality clothing and being trendy/pace setter. Overall, an integration of these two CDMS identified High-quality fashion consciousness as descriptive of South African Generation Y consumers' shopping behaviour. This cohort places much emphasis on their high standards, not willing to accept 'good enough' items yet conscious of the latest trends in clothing (Weldode, Kulkarni and Udgir 2018:206).

One cognitive aspect of perfectionism (i.e. 2.8) loaded under factor 5 with the rest of items measuring value consciousness (VC) as depicted in Table 3. Much of the factor items of VC focused on gaining value from purchased

**TABLE 1
GENDER DISTRIBUTION BY AGE OF
GEN Y CONSUMERS**

			Gender		Total
			Male	Female	
Age (years)	18 - 25	Count	80	135	215
		% within Age (in years)	37.2%	62.8%	100.0%
		% within Gender	67.8%	66.8%	67.2%
		% of Total	25.0%	42.2%	67.2%
26 - 34	Count	Count	22	29	51
		% within Age (in years)	43.1%	56.9%	100.0%
		% within Gender	18.6%	14.4%	15.9%
		% of Total	6.9%	9.1%	15.9%
35 - 38	Count	Count	16	38	54
		% within Age (in years)	29.6%	70.4%	100.0%
		% within Gender	13.6%	18.8%	16.9%
		% of Total	5.0%	11.9%	16.9%
Total	Count	Count	118	202	320
		% within Age (in years)	36.9%	63.1%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	36.9%	63.1%	100.0%

**TABLE 2
KMO AND BARTLETT'S TEST OF SPHERICITY**

Kaiser Meyer Olkin Measure of Sampling Adequacy KMO		0.743
	Approx Chi-Square	4054.802
Bartlett's Test of Sphericity	Df	630
	Sig	0.000

TABLE 3
EXPLORATORY FACTOR ANALYSIS (EFA) OF CDMS

STATEMENT	FACTOR 1: Indifferent price consciousness	FACTOR 2: High-quality fashion consciousness	FACTOR 3: Habitual buying	FACTOR 4: Confused by over-choice	FACTOR 5: Value consciousness (VC)	FACTOR 6: Creative-variety seeking	FACTOR 7: Recreational consciousness (RC)	FACTOR 8: Brand consciousness (BC)	COMMUNALITIES
2.3 I purchase much of my clothing items at sale prices	0.67								0.67
2.4 I usually buy least priced clothing items	0.74								0.68
2.26 I hardly plan my clothing purchases	0.53								0.64
2.27 I often make quick purchases, buying what is good enough	0.68								0.64
2.28 I merely buy clothing items to relieve a negative mood	0.56								0.63
2.29 I should carefully plan my purchases more than I do	0.73								0.67
2.9 Very good quality clothing is important to me		0.73							0.64
2.1 My expectations of clothing items are always very high		0.65							0.59
2.14 My clothing should always be up to date		0.54							0.69
2.15 Fashionable, attractive styling is important to me		0.45							0.50
2.5 I invest more time in finding the best value for my money					0.71				0.59
2.6 I am careful on how much I spend on clothing items					0.74				0.61
2.7 I carefully look for best buys in clothing shops					0.72				0.65
2.8 I invest much thought or care in purchasing my clothes					0.68				0.60
2.16 Trying new clothing items is always a pleasant experience						0.52			0.65
2.17 I visit various shops to buy a variety of clothing brands						0.67			0.61
2.25 Shopping at a variety of stores is an enjoyable experience						0.55			0.69
2.1 For clothing items, I shop at different stores						0.71			0.65
2.23 I enjoy shopping for clothing, just for the fun of it							0.81		0.74
2.24 Shopping for clothing items is one of the most enjoyable activities for me							0.69		0.68
2.30 The more I learn about clothing, the more difficult it is for me to make choices				0.71					0.61
2.31 There is too much information on clothing items that I get confused				0.69					0.60
2.32 There is a wide variety of clothing brands which hardens my decision-making				0.83					0.71
2.33 At times I find it difficult to choose which clothing store to shop				0.77					0.68
2.18 I prefer particular clothing brands that I buy over and over			0.71						0.67
2.19 I always stick to my favourite clothing brands			0.81						0.68
2.20 Once I identify a clothing brand I like, I buy it regularly			0.78						0.70
2.21 I prefer going to same clothing stores every time I shop			0.61						0.52
2.22 It is important that I shop from particular clothing outlets regularly			0.66						0.66
2.11 Well-known national clothing brands are the best choice for me								0.60	0.71
2.12 Higher prices indicate better quality clothing items								0.74	0.75
2.13 I prefer regularly advertised clothing brands								0.63	0.73
EIGENVALUE	3.06	2.90	2.83	2.60	2.50	2.20	2.06	1.76	23.59
TOTAL VARIANCE %	8.27	7.84	7.65	7.02	6.76	5.94	5.56	4.76	63.76

items and not necessarily a price concern within consumers (i.e. 2.5 and 2.7). All factor items of both perfectionism (item 2.8) and VC (items 2.5, 2.6, 2.7) therefore illustrate the cognitive effort of South African millennials in seeking value in clothing items. In essence, value consciousness was characteristic of South African millennial shoppers. Perfectionism could not be confirmed as a distinct decision-making style among South African millennials. However, traits of perfectionism manifested in form of the high-quality fashion consciousness and VC.

As previously mentioned, novelty fashion consciousness (NFC) manifested across factors 2 and 6 (illustrated in Table 3) with perfectionism and recreational consciousness (RC) as well. The former (factor 2) was deduced as high-quality fashion consciousness. Conversely, factor items of NFC (2.16 and 2.17) loaded with those of RC (2.25)

TABLE 4
AN UPDATED CONSUMER STYLES INVENTORY FOR SOUTH AFRICAN GENERATION Y CONSUMERS

Consumer decision making style	Confirmed variables
Indifferent price consciousness	2.3 I purchase much of my clothing items at sale prices
	2.4 I usually buy least priced clothing items
	2.26 I hardly plan my clothing purchases
	2.27 I often make quick purchases, buying what is good enough
	2.28 I merely buy clothing items to relieve a negative mood
High-quality fashion consciousness	2.29 I should carefully plan my purchases more than I do
	2.9 Very good quality clothing is important to me
	2.10 My expectations of clothing items are always very high
	2.14 My clothing should always be up to date
Value consciousness	2.15 Fashionable, attractive styling is important to me
	2.5 I invest more time in finding the best value for my money
	2.6 I am careful on how much I spend on clothing items
	2.7 I carefully look for best buys in clothing shops
Creative variety seeking	2.8 I invest much thought or care in purchasing my clothes
	2.16 Trying new clothing items is always a pleasant experience
	2.17 I visit various shops to buy a variety of clothing brands
	2.25 Shopping at a variety of stores is an enjoyable experience
Recreational consciousness	2.1 For clothing items, I shop at different stores
	2.23 I enjoy shopping for clothing, just for the fun of it
Confused by over-choice	2.24 Shopping for clothing items is one of the most enjoyable activities for me
	2.30 The more I learn about clothing, the more difficult it is for me to make choices
	2.31 There is too much information on clothing items that I get confused
	2.32 There is a wide variety of clothing brands which hardens my decision-making
Habitual buying	2.33 At times I find it difficult to choose which clothing store to shop
	2.18 I prefer particular clothing brands that I buy over and over
	2.19 I always stick to my favourite clothing brands
	2.20 Once I identify a clothing brand I like, I buy it regularly
	2.21 I prefer going to same clothing stores every time I shop
Brand consciousness	2.22 It is important that I shop from particular clothing outlets regularly
	2.11 Well-known national clothing brands are the best choice for me
	2.12 Higher prices indicate better quality clothing items
	2.13 I prefer regularly advertised clothing brands

as well as one factor item of price consciousness (PC) (i.e. 2.1) under component 6 in Table 3. All these loadings of factor items point to the existence of novelty or creative shopping and variety seeking behaviour among South African millennial shoppers. In effect, integrating all these shopping behaviours a consumer trait named Creative variety seeking (i.e. labelled factor 6 in Table 3) could be identified with South African millennial consumers. A wide spectrum of research on generational purchase behaviours confirm innovativeness, early adoption of attractive products among Generation Y's (Parment 2013:192; Mandhlazi et al., 2013:154).

Recreational consciousness (RC) (i.e. factor 7 in Table 3) besides one factor item loading along with NFC; the rest of its factor items perfectly loaded together on a single component 7 as shown in Table 3. Factor items such as 2.23 and 2.24 of RC all loaded along component 7 thereby confirming the existence of RC shopping trait among South African Generation Y consumers.

Component 4 of factor analysis in Table 3 precisely loaded distinctive factor items of confused by over-choice

decision-making style only. These included 2.30, 2.31, 2.32 and 'Q 2.33. In essence, South African Generation Y consumers are confused by over-choice when shopping for clothing items. Comparing Generation Y's with older generations, Chui, Nik and Azman (2017:12) reinforced that the former is a much confused cohort than the latter.

Constructs measuring habitual buying CDMS (i.e. 2.18, 2.19, 2.20, 2.21, 2.22) all loaded along a single component 3 in Table 3. This means that South African millennials identified habitual shopping behaviour among themselves. In essence, Generation Y South Africans are Habitual buying shoppers that visit specific clothing outlet(s) and purchase certain brand(s) repeatedly. Babijchouk et al., (2018:5) argue that unlike preceding generations, modern ones engage in conspicuous consumption in which shoppers repeatedly buy certain brands to identify with them and portray a specific social standing.

Brand consciousness (BC) (Component/factor 8) in Table 3 perfectly loaded items together thus indicating the existence of BC as a distinct CDMS among South African millennial shoppers. The respondents indicated a significant preference for national brands of good quality that are regularly advertised for awareness. Similarly, Mbumbwa and Chigada (2018:559) identify black South African millennials as much brand aware and social individuals that opt for brands upholding their African culture and personalities.

The smart shopping concept was explored in review of literature which led to the development of a new factor i.e. Time/effort conserving consciousness that was added to the exploratory styles inventory. However, factor analysis in Table 3 proved otherwise, yielding contrasting results in confirming the existence of time/effort conserving consciousness CDMS. Factor items were distributed across different components that do not relate to any other CDMS from component 9-11 with the exception of one variable that loaded along component 2. In effect, there was inconsistent construction of factor items such that the respondents identified differing interpretation on items of a single factor that should be eliminated. According to Mafini et al., (2014:682) items heavily cross loading on components should be eliminated from further scale development.

Overall, EFA was utilised to confirm this study's conceptual model. From an exploratory 11 styles inventory of 36 items; an 8 consumer decision-making styles inventory comprising of 32 items was confirmed in this study. 3 decision-making styles were discarded: impulsiveness/carelessness, perfectionism and time/effort conserving. Furthermore, 3 distinctive decision-making styles to the original 8 by Sproles and Kendall were identified which were indifferent price consciousness, high-quality fashion consciousness and creative-variety seeking decision-making style. This study confirmed the following 8 decision-making styles characteristic of South African millennials: indifferent price consciousness, high-quality fashion consciousness, habitual buying, confused by over-choice, value consciousness (VC), creative-variety seeking, recreation consciousness (RC), and brand consciousness (BC).

TABLE 5
STRUCTURAL EQUATION MODEL (SEM): MODEL FIT SUMMARY

CMIN						
Model	NPAR	CMIN	DF	P	CMIN/DF	
Default model	61	373.788	128	.000	2.920	
Saturated model	189	.000	0			
Independence model	36	1784.805	153	.000	11.665	
Baseline comparisons						
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI	
Default model	.791	.750	.852	.820	.849	
Saturated model	1.000		1.000		1.000	
Independence model	.000	.000	.000	.000	.000	
RMSEA						
Model	RMSEA	LO 90	HI 90	PCLOSE		
Default model	.078	.069	.087	.000		
Independence model	.183	.175	.191	.000		

On the other hand, a further reliability test was run on the developed constructs using the Structural Equation Model (SEM) with results presented in Table 5. To confirm the model's goodness of fit, indexes such as IFI, TLI and CFI were utilised and produced acceptable values all close to 0.90. Moreover, the RMSEA index was utilised to determine the model's badness of fit and produced an acceptable result of 0.078 below the 0.080 threshold.

CONCLUSIONS

This study aimed at providing an updated CDMS inventory characteristic of the South African context. The use of exploratory factor analysis confirmed the existence of an 8 CDMS inventory characteristic of the South African millennial population depicted in Table 4. In addition, the study focused on ascertaining additional dimensions to the traditional CSI typical of a multi-cultural society of South Africa. This objective was satisfied by developing an updated consumer styles inventory depicted in Table 4. Unique consumer decision-making styles identified in this instance were indifferent price consciousness, high quality fashion consciousness and creative-variety seeking.

RECOMMENDATIONS

- It is recommended that marketers approach indifferent price conscious consumers by revising marketing content and means to ensure clear messages on savings at appropriate times. Moreover, digital marketing channels should be utilised to limit disinterest and turning away indifferent price conscious shoppers.
- Retailers are encouraged to stock high-end international apparel to entice high quality fashion conscious consumers. Furthermore, marketing content towards this cohort should amplify messages of high functionality on product items.
- Marketers should use merchandise strategies that enhance consumer leverage on both price and quality to attract value conscious shoppers. Product trials to reassure this cohort and product bundling are recommended.
- Newly released apparel, wide assortments and competitive pricing are recommended for marketers and retailers in attracting creative variety conscious customers. An intensive online social media presence is also suggested in building brand images, trust and drive consumer engagement among this cohort.
- Mall management and retailers should improve aesthetic facilities of malls to capture mood of shoppers, effect sales, enhance comfort and visual appeal towards recreational consumers. Moreover, they should implement complementary entertainment events in malls.
- Permissible quantities of marketing information should be reduced when targeting confused by over-choice consumers to ease any confusion when shopping. Collaboration among policy makers, marketers and consumers on law of trademark infringement is commended so as to limit chances of imitated brands in the market.
- Aligning national and private brands in stores is recommended to satisfy habitual buyers. Points based loyalty programmes should also be provided to keep these customers.
- Lastly, brand conscious consumers can be attracted by marketing efforts that continue linking brand images with personalities. Use of online brand influencers could be effective and brand images portrayed should be clear to brand conscious consumers.

REFERENCES

- Anic, I. D., Rahj, E. Rajh, S. P. 2015. Exploring consumers' food-related decision-making style groups and their shopping behaviour. *Economic Research- Ekonomska Istraživanja*, 28(1): 63-74. Available: <https://doi.org/10.1080/1331677X.2015.1022390> (Accessed 13 January 2018).
- Atkins, K. G. and Kim, Y. K. 2012. Smart shopping: Conceptualisation and measurement. *International Journal of Retail of Retail and Distribution Management* (online), 40(5): 360-375.
- Babichouk, O., Dames, D. D., Gehan, S. D., Sleezer, A. and Smith, E. 2018. The millennials: Insights to brand behaviour for brand management strategies. *Journal of Management and Strategy*, 9(3): 1-17.
- Bae, S., Pyun, D. Y. and Lee. S. 2011. Consumer decision-making styles for Singaporean college consumers: An exploratory study. *The Journal of Research*, 5(2): 70-76.

- Bandara, W. M. C. 2014. Consumer decision-making styles and local brand biasness: Exploration in the Czech Republic. *Journal of Competitiveness* (online), 6(1): 3-17. Available: <https://www.cjournal.cz/fes/160.pdf> (Accessed 23 June 2018).
- Baoku, L.; Cuixia, Z. and Weimin, B. 2010. An empirical study on the decision-making styles of the Chinese peasant consumers. *Journal of Consumer Marketing* (online), 27(7): 629-637. Available: <http://www.emeraldinsight.com/doi/full/10.1108/07363761011086371> (Accessed 24 June 2018).
- Chui, C. T. B., Nik, N. S. and Azman, N. F. 2017. Making sense of fashion involvement among Malaysian Generation Y and its implication. *Journal of Emerging Economies and Islamic Research* (online), 5(4): 10-17. Available: http://www.jeeir.com/v2/images/2017V5N4/JEEIR2017_542_Carol.pdf (Accessed 13 November 2018).
- Cox, A. D., Cox, D. and Anderson, R. D. 2005. Reassessing the pleasures of store shopping. *Journal of Business research*, 58(3): 250-259.
- Darden, W. R. and Reynolds, F. D. 1971. Shopping orientations and product usage rates. *Journal of Marketing Research*, 8(1): 505-508.
- Davis, L. and Hodges, N. 2012. Consumer shopping value: An investigation of shopping trip value, in-store shopping value and retail format. *Journal of Retailing and Consumer Services* (online), 19(2): 229-239.
- Demirgunes, B. K. and Ozsacmaci, B. 2017. Exploring the effect of consumers' food related decision-making styles on national brands vs store brand choice. *International Journal of Marketing Studies*, 9(1): 46-64.
- Durvasula, S. and Lysonski, S. 2013. Consumer decision-making styles in retailing: Evolution of mindsets and psychological impacts. *Journal of Consumer Marketing*, 30(1): 75-87.
- Hafstrom, J. L., Chae, J. S. and Chung, Y. S. 1992. Consumer decision making styles: comparison between United States and Korean young consumers. *Journal of consumer Affairs*, 26(1): 146-158.
- Hahn, K. H. and Ma, Y. J. 2011. Self-concept and decision-making styles: A comparison between young Korean and American consumers. *Research Journal of Textile and Apparel* (online), 15(1): 81-97. Available: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/RJTA-15-01-2011-B010> (Accessed 23 June 2018).
- Jogee, R. and Callaghan, C. W. 2014. A segmentation of shopping mall motivations in the South African Gauteng Province context. *Mediterranean Journal of Social Sciences* (online), 5(9): 41-50.
- Kotze, T., North, E., Stols, M. and Venter, L. 2012. Gender differences in shopping enjoyment. *International Journal of Consumer Studies* (online), 36(4): 416-424.
- Kusuma, G. W., Idrusa, S. and Djazuli, A. 2013. The influence of hedonic shopping motivations on buying decisions with gender as dummy variable: A study on consumers at the Hardy's mall Singaraja Buleleng Regency, Indonesia. *European Journal of Business and Management* (online), 5(31): 241-246. Available: <http://www.iiste.org/Journals/index.php/EJBM/article/download/9494/9686> (Accessed 26 February 2018).
- Lysonski, S. and Durvasula, S. 2013. Consumer decision-making styles in retailing: Evolution of mindset. *Journal of Consumer Marketing* (online), 30(1): 75-87. Available: <http://www.emeraldinsight.com/doi/full/10.1108/07363761311290858> (Accessed 23 June 2018).
- Lysonski, S., Durvasula, S. and Zotos, Y. 1996. Consumer decision making styles: a multi country investigation. *European journal of Marketing*, 30(12): 1-12.
- Mafii, C., Dhurup, M. and Mandlazi, L. 2014. Shopper typologies amongst a Generation Y consumer cohort and variations in terms of age in the fashion apparel market. *Acta Commercii* (online), 14(1), 1-11.
- Mandhlazi, L., Dhurup, M. and Mafii, C. 2013. Generation Y consumer shopping styles: Evidence from South Africa. *Mediterranean Journal of Social Sciences* (online), 4(14): 153-164. Available: www.mcser.org/journal/index.php/mjss/article/download/1588/1597 (Accessed 29 April 2017).
- Mbumbwa, T. R. and Chigada, J. 2018. Analysis of factors influencing black South African millennials when considering

- African Ankara fabric fashion. *International Journal of Clothing Science and Technology*, 30(4): 559-576.
- Mitchell, V. W. and Walsh, G. 2004. Gender differences in German consumer decision making styles. *Journal of Consumer Behaviour: An International Research Review*, 3(4): 331-346.
- Mohan, G., Sivakumaran, B., & Sharma, P. 2013. Impact of store environment on impulse buying behavior. *European Journal of Marketing*, 47(1): 1711-1732.
- Moosavi, S. A., Seyedjavadin, S. and Saadeghvaziri, F. 2011. Decision-making styles of young Iranian consumers. *Business Strategy Services*, 12(5): 235-241.
- Nalewajek, M. R. 2014. Smart shopping as a consumer orientation and its selected correlates: Empirical investigation. *Academic Journal and Conferences of Lviv Polytechnic National University*, 789(138) 108-116.
- Parment, A. 2013. Generation Y vs Baby boomers: Shopping behaviour, buyer involvement and implications for retailing. *Journal of Retailing and Consumer Services* (online), 2(1): 189-199. Available: <https://www.sciencedirect.com/science/article/pii/S096969891200149X> (Accessed 13 November 2018).
- Pentz, C. and Gerber, C. 2013. The influence of selected senses on consumer experiences. *Acta Comercii The Independent Journal in Management Sciences* (online), 13(1): 1-7.
- Potgieter, D., Wiese, M. and Strasheim, A. 2013. Demographic differences in adult consumers' decision-making in Tswane, South Africa. *Journal of Family Ecology and Consumer Sciences* (online), 41(1): 11-28. Available: <http://www.ajol.info/index.php/jfecscs/article/viewFile/97122/86437> (Accessed 21 January 2018).
- Schiffman, L. G., Kanuk, L. L., Wisenblit, J. 2010. *Consumer behaviour*. 10th ed. New Jersey: Prentice Hall.
- Schiffman, L. G. and Wisenblit, J. 2014. *Consumer behaviour*. 11th ed. New Jersey: Prentice Hall.
- Solomon, M. R. 2013. *Consumer behaviour: Buying, having and being*. 10th ed. Pearson Education: New Jersey.
- Sproles, G. B. and Kendall, E. L. 1986. A methodology for profiling consumer's decision-making styles. *The Journal of Consumer Affairs* (online), 20(2), 267-279. Available: <http://dx.doi.org/10.1111/j.1745-6606.1986.tb00382.x> (Accessed 10 June 2016).
- Vorapanova, E. 2015. Conceptualising smart shopping with a smart phone; Implications of the use of mobile devices for shopping productivity and value. *The International Review of Retail, Distribution and Consumer Research*, 25(5): 529-550.
- Walsh, G. and Mitchell, V.W., 2010. The effect of consumer confusion proneness on word of mouth, trust, and customer satisfaction. *European Journal of Marketing*, 44(6): 839-859.
- Weldode, V. 1st ed. *Proceedings of International Conference on Advance in Computer Technology and Management*. Mumbai, 23-24 February 2018. Novateur Publications, 206-208.
- Yarrow, K.. and O'Donnell, J. 2009. *Gen Buy: How Tweens, Teens, and Twenty-Somethings are Revolutionizing Retail*. 1st ed. Jossey-Bass: San Francis