The influence of lifestyle dimensions on the perceived value and purchase intention of cellular devices in South Africa

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ABSTRACT

Following the stimulus-organism-response (S-O-R) framework, this study examines the influence of lifestyle dimensions on the perceived value and purchase intention of cellular devices in South Africa. To collect the data, a descriptive research design was implemented and self-administered questionnaires were fielded among cellular device customers. A total of 600 questionnaires were returned and a structural equation modelling approach was used to test the hypotheses. The results confirm that consumer lifestyle dimensions of entertainment, club membership and media significantly influence perceived value. The lifestyle dimensions of shopping and fashion consciousness, however, have no significant influence on perceived value. Moreover, the indirect effect of perceived value in the relationships between all the lifestyle dimensions and purchase intention was found to be significant. Consequently, within a South African cellular device context, it can be concluded that consumers' lifestyle dimensions significantly influence both perceived value and purchase intention.

Keywords: Lifestyle dimensions, perceived value, purchase intention, cellular devices, SOR framework.

1. INTRODUCTION

The penetration of cellular devices into the South African market is substantial as over 36.45 million consumers subscribed to cellular device networks by the end of 2021, giving a 61% penetration rate, which continues to grow and outperform the continent's average (Statista, 2022). Whilst numerous factors play a role, ICASA (2021) considers the COVID-19 pandemic as the principle contributor to the growth. According to ICASA (2021) and GSMA (2021), cellular devices have become a critical enabler of connectivity, facilitating the continuity of our regular lives and connecting consumers more than ever before.

As governments requested populations to stay at home, more consumers have turned to their cellular devices as a lifeline and tool to substitute their in-person activities. Consumers, therefore, increasingly relied on their cellular devices to work, learn, shop and access life-enhancing services (Eksteen & Humbani, 2021). Marketing researchers and managers alike, believe that as economies recover and restrictions ease, some of the habits may continue in the "new normal" which marks a change in how consumers and businesses behave as they move towards a more digital-centric lifestyle (GSMA, 2021; Wiścicka-Fernando, 2021). The rise and growth of this digital-centric lifestyle has, however, elicited competition among cellular retail outlets as a variety of different cellular devices have started entering the South African market, making them accessible and affordable to consumers, enabling them to easily switch between brands (GSMA, 2021; MYBROADBAND, 2022). Understanding how consumers behave in purchasing their cellular devices, therefore, becomes mandatory for cellular retail outlets seeking to gain a competitive advantage (Wiścicka-Fernando, 2021).

A review of the related literature reveals that perceived value may influence consumers' intention to purchase a product (Confente, Scarpi & Russo, 2020; Konuk, 2018; Wang, Lin, Wang, Shih & Wang, 2018). Confente *et al*. (2020) explain that consumers are more likely to purchase a product that they perceive to have a higher value than competing products. Although perceived value is positively associated with purchase intention (Abou Ali, Ali & Mostapha, 2021), other scholars argue that both purchase intention and perceived value is enhanced by consumers' lifestyle (Al-Dmour, Dawood, Al-Dmour & Masa'deh, 2020; Salem & Alanadoly, 2022). A consumer's lifestyle indicates his or her way of living which is reflected by his or her preferred activities, interests and opinions (Kotler & Armstrong, 2018). The lifestyle adopted by consumers will not only affect their needs, desires and behaviours, but also their buying behaviour (Solomon, 2020).

As a result, it has become essential for marketing researchers and managers to not only understand what consumer's lifestyle entails, but also to identify how it relates to key constructs like perceived value and purchase intention (Al-Dmour *et al.*, 2020). Although there are several studies pertaining to the lifestyle concept, most of them focuses on lifestyle as a single latent variable without considering it as a multidimensional concept consisting of concrete and abstract factors that necessitate further investigation. Understanding each dimension as a construct in its own right could enhance researchers' and marketers' understanding of the concept, particularly within a cellular device context. To achieve this objective, this study adopted the activities, interests and opinions (AIO) approach which aims to analyse the dimensions of consumer lifestyle. The AIO approach has been utilised by various well-known researchers in measuring consumers' lifestyles within a cellular context and comprises of entertainment, club membership, shopping, fashion consciousness and media (Solomon, 2020). For the purpose of this study, each of these dimensions will act as factors which could influence both perceived value and purchase intention.

Hence, it seems a comprehensive, systematic model is required to understand how consumer lifestyle dimensions may affect perceived value and purchase intention of cellular devices. The current body of literature relating to buying cellular devices is, however, lacking such a model. This study suggests utilising the stimulus-organism-response (S-O-R) framework as it offers a comprehensive explanation of the cognitive and affective states of consumers and their behaviour in a cellular retail environment (Mehrabian & Russell, 1974). Therefore, drawing on the S-O-R framework, this study aims to investigate how consumers' lifestyle dimensions influence their perceived value and purchase intention when buying cellular devices.

This study offers several theoretical and managerial contributions. First, this study contributes towards the S-O-R framework by testing the influence of consumers' lifestyle dimensions on perceived value and purchase intention. Second, this will be the first study to determine the influence of lifestyle dimensions on perceived value and purchase intentions within a cellular device context. Third, whilst this study's factors have been measured before, these factors have never been modelled together to assess the extent to which they are interrelated and collectively contribute to consumers purchase intention. Investigating the relationships of the relevant constructs may add to the developing body of research of consumer lifestyle and its importance to the stream of research on perceived value and purchase intention. Lastly, from a practical perspective, this is the first study within a South African cellular device context to investigate consumer lifestyle dimensions and its influence on both perceived value and purchase intention. This research could therefore assist South African cellular retail outlets who aim to differentiate themselves from their competitors by means of implementing effective consumer lifestyle strategies to ensure higher perceived value and purchase intention.

2. LITERATURE REVIEW

2.1 THE S-O-R FRAMEWORK

The S-O-R framework was developed by Mehrabian & Russell (1974) as an extension to the original stimulus-response theory proposed by Pavlov (1927). The framework maintains that external factors (stimulus) exert influence on a consumer's internal assessment state (organism), which in turn elicits positive or negative behaviours (response)

(Mehrabian & Russell, 1974). Thus, the relationship between the responsive behaviour and the initial stimulation is mediated by the cognitive and affective responses of the organism exposed to the stimuli (Chattaraman, Rudd & Lennon, 2009; Donovan & Rossiter, 1982). The S-O-R framework has been applied in various marketing studies to determine the effect of environmental elements on consumer behaviour (Chen & Yao, 2008; Donovan & Rossiter, 1982; Huang, 2012; Jang & Namkung, 2009; Kim & Lennon, 2013; Lian, 2021).

The stimulus component of the S-O-R framework posits that physical cues, environmental elements, marketing components and other factors exert an influence on how a consumer makes a purchase decision (Goi, Kalidas & Zeeshan, 2014; Yazdanparast & Tran, 2021). In addition, personal factors like demographic variables, lifecycle stage, financial circumstances and lifestyle also have a significant effect on behaviour and consumer's perceived value (Amirtha & Sivakumar, 2021; Rani, 2014; Yarimoglu, 2017). Therefore, the S-O-R framework serves as the theoretical basis of this study by determining the effect of specific lifestyle dimensions (stimulus) and perceived value (organism) on the purchase intention (response) of consumers when purchasing cellular devices.

2.2 LIFESTYLE

Lifestyle refers to a consumer's way of living, expressed by means of their preferred activities, interests and opinions (Kotler & Armstrong, 2018). *Activities* include those undertakings of a consumer in terms of shopping, work and entertainment (Qazzafi, 2020). According to Anantachart (2013), *interests* refer to a consumer's preferences in terms of career, family, recreation, community, food and fashion. Consumer *opinions* can be described as consumers' feelings about various matters such as products, brands, personal matters, social issues and economics (Töpfer & Bug, 2015). A specific lifestyle is comprised of unique needs and desires (Acikdilli, Ziemnowicz & Bahhouth, 2018). Solomon (2020) purports that the analysis of a consumer's lifestyle will provide greater insight as to how they spend their time and money.

The activities, interests and opinions (AIO) approach was first introduced by Wells & Tigert (1971) to analyse consumer lifestyle. Various well-known researchers such as Dutta-Bergman (2006), Hur, Kim & Park (2010), Kumar & Sarkar (2008), Plummer (1974) and Swinyard & Smith (2003) have since used this approach to analyse consumer lifestyle. The AIO approach involves providing consumers with a battery of statements that focusses on specific lifestyle dimensions within the AIO framework. The levels of agreement or disagreements is measured on a 10 point Likert scale (Solomon, 2020). For the purpose of this study, the following lifestyle dimensions were analysed by using the AIO approach:

2.2.1 Entertainment

Entertainment can be defined as any activity that can provide a source of pleasure to a passive audience (Bates & Ferri, 2010). Hoffman & Novak (1996) affirm that a consumer's mood can be improved when interacting with digital systems that provide entertainment and enjoyment, which could lead to improved brand loyalty (Liu, Sinkovics, Pezderka & Haghirian, 2012) and purchase intention (Scharl, Dickinger & Murphy, 2005). Cellular device content that fulfil a consumer's need for entertainment is a significant predictor of attitude (Gao & Zang, 2016) and value (Ducoffe, 1995). Previous studies indicate the positive relationship between entertainment and perceived value (Gao & Zang, 2016; Lin & Bautista, 2018; Okazaki, 2004). The following hypothesis is therefore proposed:

H1: Entertainment has a positive effect on consumers' perceived value of a cellular device.

2.2.2 Club membership

According to Schiffman & Wisenblit (2019), a membership group or membership club can be defined as a group to which a consumer either already belongs to or qualifies to obtain membership of. Club membership programmes usually involve offering consumers rewards that are based on their product or service purchases. Some of these

rewards include offering free products and services to consumers after a prescribed amount of purchases has been made (Levy, Weitz & Grewal, 2019). As the use of cellular devices are widespread across all age groups, clubs are using cellular devices to facilitate interactions among club members. By using novel online systems and smartphone technologies, the delivery and consumption of club services are improved and superior levels of personalisation can be offered to club members. As a result, the overall consumer experience is enhanced and could add value for club members (Morosan & DeFranco, 2014). The following hypothesis is therefore proposed:

H2: Club membership has a positive effect on consumers' perceived value of a cellular device.

2.2.3 Shopping

One area within the cellular industry that is continually gaining interest among consumers is cellular shopping or mobile shopping (m-shopping). This could be attributed to the growing popularity and availability of cellular devices such as smartphones. M-shopping can be defined as monetary transactions that are completed online by means of an Internet enabled cellular device or computer in order to purchase a product or service (Wong, Lee, Lim, Chua & Tan, 2012). The availability of an m-shopping function on a cellular device allows consumers to browse and shop for products and services anywhere at any time, even when travelling. A study conducted by Pantano & Priporas (2016) indicated that consumers derive increased value from m-shopping by saving them time and money, offering secure online transactions, quality delivery services and by supporting their lifestyle in general. The following hypothesis is therefore proposed:

H3: Shopping has a positive effect on consumers' perceived value of a cellular device.

2.2.4 Fashion consciousness

Fashion can be described as a visible product based on consumers' specific needs, interests, identity and values and has a temporary cyclical nature, adopted by consumers for a specific period of time (Bhardwaj & Fairhurst, 2009; Eluwawalage, 2016). A consumer's interest in fashion can be considered an important factor that influences decision-making in a retail setting (Ko, Kim, Taylor, Kim & Kang, 2007; Zhou, Arnold, Perreira & Yu, 2010). Gao, Krogstie, Chen & Zhou (2014) state that consumers who are conscious about fashion are usually concerned with pursuing a very stylish, socially acceptable and trendy lifestyle. A study conducted on the use of cellular devices by younger consumers indicate that the majority make use of their cellular phones to keep up to date with the latest fashion trends (Amankwaa, Esson & Gough, 2020). According to Lee, Lim, Jolly & Lee (2009), a cellular phone can be considered as a fashion item in itself for some consumers. As such, the level of fashion consciousness has a significant impact on cellular phone consumers' perceived value (Al-Dmour *et al.*, 2020; Salem & Alanadoly, 2022:80). The following hypothesis is therefore proposed:

H4: Fashion consciousness has a positive effect on consumers' perceived value of a cellular device.

2.2.5 Media

Over the past few years, the use of newer and more innovative media platforms has increased concurrent with the growing demand of consumers for high-quality online media content (Youn & Lee, 2019). Levy *et al.* (2019) purport that the most notable improvement is the use of social media platforms that largely comprise of consumer-generated media (CGM). CGM can be defined as content created by consumers on a voluntary basis, accessible online or by means of mobile communication devices like smartphones (Schiffman & Kanuk, 2014; Toriumi, Yamamoto & Okada,

2020). Marketers use media on mobile devices to attract consumers' attention; engage with prospective consumers; assist consumers with searching for product information; prompt consumers to make a purchase; and to share preferred media content or experiences with their peers (Jan, Abouzaid, Nadeem & Hossain, 2020; Tseng & Wei; 2020). Kang (2018) affirms that the incorporation and accessibility of social media platforms on mobile communication devices contribute to an improved consumer experience. A study conducted by Youn & Lee (2019) indicate that cellular devices that offer media services or applications have a positive effect on consumers' perceived value. The following hypothesis is therefore proposed:

H5: Media has a positive effect on consumers' perceived value of a cellular device.

2.3 PURCHASE INTENTION

Organisations are investing a significant amount of resources to gain a holistic understanding of how consumers make consumption decisions, specifically focussing on those factors that have an influence on consumers' purchase intention (Yeo, Tan, Lim, Leong & Leong, 2020). With the development of technologically advanced products comprised of multiple attributes that could appeal to consumer's specific needs, it is important to determine which of these attributes have a dominating effect on a consumer's intention to purchase (Filho, Simoes & De Muylder, 2020). Intention refers to a consumer's subjective readiness to engage in a particular behaviour (Fishbein & Ajzen, 1975), whereas purchase intention explicitly denotes a consumer's readiness to purchase a product (Martins, Costa, Oliveira, Goncalves & Branco, 2019). Purchase intention is encouraged by marketing campaigns (Bigne-Alcaniz, Curras-Perez, Ruiz-Mafe & Sanz-Blas, 2012) and thus it is in the best interest of an organisation to determine the factors that affect purchase intention so that marketing strategies can be customised in order to strengthen the purchase intention of targeted consumers or to steer consumers' buying behaviour (Ajzen, 2012:11). One of the more prominent factors that affect purchase intention is perceived value (Ryu, Lee & Kim, 2012).

2.4 PERCEIVED VALUE

Zeithaml (1988) defines perceived value as a consumer's overall analysis of a product's usefulness, focussing mainly on the benefits sought and the resources invested in the process of acquiring and consuming the product. Boksberger & Melsen (2011) and Seymour (2012), argue that this definition is too simplistic due to its monetary focus and therefore does not prevail the full meaning of the term.

A slightly different view by Morgan & Govender (2016) describes perceived value as a trade-off between perceived benefits on the one hand, and monetary and non-monetary sacrifices on the other hand. It is important to bear in mind that value is perceptual and always relates to a consumer's subjective evaluation of a product or service.

In their study, Sweeney & Soutar (2001) created the PERVAL scale to assess consumers' perceptions of the value of a durable product at brand level. The measure was developed to determine what consumption values drive consumer purchase attitude and behaviour. The key value dimensions of Sweeney & Soutar (2001) are summed up as price value, functional value, emotional value and social value (Peng, Zhang, Wang & Liang, 2019). *Price value* refers to the perceived economic return on investment accrued by a consumer when purchasing the product – is the product perceived to be worth the financial cost incurred by the consumer? (Ye, Kang, Luo & Ma, 2018). Kim, Gupta & Koh (2011) explain that *functional value* can be derived from the anticipated performance and perceived characteristics of the product including its quality, durability and reliability. The perceived value resultant from experiencing a novel product or having fun with a product is referred to as *emotional value* – the ability of a product or service to encourage feelings or affective states from a consumer (Asshidin, Abidin & Borhan, 2016; Kim *et al*., 2011). *Social value* can be described as the perceived ability of a product to enhance the social standing of a consumer and to strengthen a consumer's self-image and social prosperity (Kim *et al.*, 2011).

Perceived value is a reliable predictor of consumers' purchase intention (Ryu *et al.*, 2012). Previous research studies indicate that a positive perception towards the value of a product or service improves the likelihood of both purchase and repurchase intention (Confente *et al.*, 2020; Konuk, 2018; Lim, Yong & Suryadi, 2014; Wang *et al.*, 2018:261). Consumers are therefore more likely to purchase a product that they perceive to have a higher value than competing products. Thus, the following hypothesis is proposed:

H6: Perceived value has a positive effect on consumers' purchase intention of a cellular device.

2.5 THE MEDIATING EFFECT OF PERCEIVED VALUE

The proposed relationships discussed in the previous sections shed further light on the possibility of perceived value to serve as a potential mediating variable between the lifestyle dimensions and repurchase intentions. Various research studies have utilised perceived value as a mediator in either the relationship between lifestyle and purchase intentions (Akkaya, 2021) or between specific lifestyle dimensions and purchase intentions (Moslehpour, Dadvari, Nugroho & Do, 2021; Salem & Alanadoly, 2022). Hence, it is proposed that:

H7: Entertainment has a positive effect on consumers' perceived value of a cellular device, as mediated by perceived value.

H8: Club membership has a positive effect on consumers' perceived value of a cellular device, as mediated by perceived value.

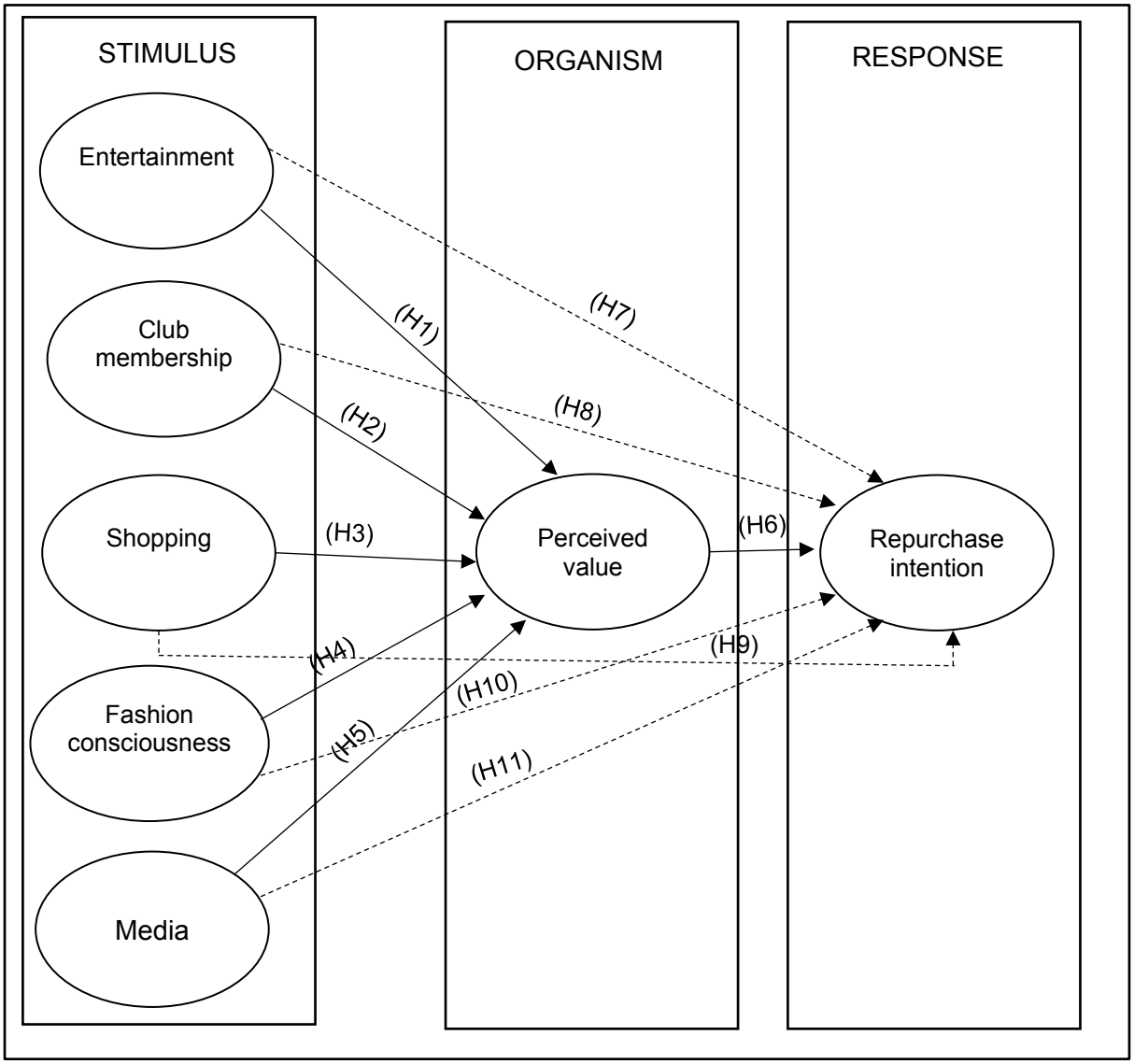
H9: Shopping has a positive effect on consumers' perceived value of a cellular device, as mediated by perceived value.

H10: Fashion consciousness has a positive effect on consumers' perceived value of a cellular device, as mediated by perceived value.

H11: Media has a positive effect on consumers' perceived value of a cellular device, as mediated by perceived value.

Figure 1 demonstrates the hypothesised relationships between the relevant constructs under investigation as proposed from the above literature discussion.

FIGURE 1:
CONCEPTUAL MODEL



3. METHODOLOGY

3.1 RESEARCH DESIGN, POPULATION AND SAMPLING

This study used a quantitative approach with a descriptive research design. Babin and Zikmund (2016) affirm that descriptive research designs are utilised when a deeper description and reflection of information is sought by mean of asking questions. A descriptive research design is most suitable to generate information about a specific group's characteristics, to analyse consumer behaviour, and to make specific predictions (Brown & Suter, 2014). Thus, by using a descriptive research design in this study, a meaningful interpretation of consumers' lifestyles, perceived values and purchase intentions could be described. To support the descriptive research design, this study utilised a quantitative research approach in the form of self-administered surveys to collect primary data from respondents. According to Nardi (2016), a survey is less costly to reach larger samples and is ideal for asking respondents about sensitive or personal topics like attitudes, interests and opinions. As this study aimed to determine the lifestyle of respondents, which include their attitudes, interests and opinions (Kotler & Armstrong, 2018), the survey method was found to be most suitable.

A non-probability convenience sampling technique was used in this study to draw a sample of 600 respondents from the population. Convenience sampling was used due to time and cost constraints. The study population comprised of South Africans aged 18 years and older who own a cellular device.

3.2 QUESTIONNAIRE AND DATA COLLECTION

A standardised self-administered questionnaire comprised of five sections was developed for this study. The first section of the questionnaire provided the respondent with an introduction to the study, as well as three screening questions to ensure that the respondent is above the age of 18, owns a cellular device and resides in South Africa. The second section of the questionnaire measured respondents' lifestyle dimensions in terms of entertainment, club membership, shopping, fashion consciousness and media. The third section measured respondents' perceived value in terms of price value, functional value, emotional value and social value. The fourth section measured respondents' purchase intention. The fifth section of the questionnaire focused on respondents' demographic details including age, level of education, level of income and gender.

In total, 31 scale items were adopted from previous studies to measure the five different lifestyle dimensions of respondents. More specifically, for the measurement of lifestyle three entertainment scale items were adopted from Ling and Pedersen (2006); four media usage scale items from Kilian, Hennigs & Langner (2012); ten fashion-consciousness scale items and seven shopping scale items from Anantachart (2013), Kucukemiroglu, Harcar & Spillan (2007), and Narang (2010); and seven club membership scale items from Fancourt & Steptoe (2018:380). The scale items used to measure perceived value were adopted from Sweeney & Soutar (2001) and Wang (2010). Purchase intention was measured by scale items adopted from Chang & Chen (2008) and Pavlou (2003). All the measures were both valid and reliable as Cronbach's alpha values ranged from 0.8 to 0.9. A seven-point Likert scale was used to measure the scale items, where 1 was *strongly disagree* and 7 was *strongly agree.*

4. RESULTS

4.1 SAMPLE PROFILE

Slightly more females (46.8%) participated in the study than males (45.4%). Respondents' ages varied between 18-29 years (35.3%), 30-39 years (31.3%), 40-49 years (18.9%), 50-59 years (10.5%), and 60 years and older (4%). Regarding the highest academic qualification, almost half (43.4%) of the respondents completed Grade 12 / Matric.

4.2 RELIABILITY

To assess the internal consistency reliability of attachment, the Cronbach's alpha coefficients were calculated for entertainment, club membership, shopping, fashion consciousness, media, perceived value and repurchase intention. According to Hair, Sarstedt, Hopkins & Kuppelwieser (2014) Cronbach's alpha coefficient values of 0.70 can be considered reliable. From Table 1, it is apparent that the Cronbach's alpha coefficient values for all the measurement scales were greater than 0.70, indicating acceptable reliability.

TABLE 1:
CRONBACH'S ALPHA COEFFICIENTS

Construct	Cronbach's alpha coefficients
Entertainment	0.92
Club membership	0.86
Shopping	0.90
Fashion consciousness	0.94
Media	0.91
Perceived value	0.94
Purchase intention	0.96

4.3 ASSESSING THE MEASUREMENT MODEL AND CONFIRMING CONSTRUCT VALIDITY

The estimation of the researcher model indicated that the specified model was a good fit as both the CFI (0.99) and the TLI (0.96) exceeded the recommended cut-off points of 0.90. The RMSEA also supported the good model fit with a value of 0.06, which is less than the cut-off point of 0.10. All the factor loadings of the items for the stated variables were statistically significant with small accompanying standard errors demonstrating accuracy in the estimation process of the modelling. Owing to the good model fit and the positive significant loadings of all the items on the variables, convergent validity could also be confirmed.

4.4 CORRELATION MATRIX

To measure the strength of the linear relationship between the latent variables, a correlation analysis was conducted, as indicated in the correlation matrix in Table 2.

TABLE 2:
CORRELATION MATRIX OF THE LATENT VARIABLES

Variables	1	2	3	4	5	6	7
Entertainment	–						
Club membership	0.35*	–					
Shopping	0.35*	0.50**	–				
Fashion consciousness	0.36*	0.54**	0.59**	–			
Media	0.54**	0.40*	0.30*	0.43*	–		
Perceived value	0.60**	0.41*	0.40*	0.44*	0.67**	–	
Purchase intention	0.33*	0.33*	0.30*	0.34*	0.39*	0.62**	–

*Medium effect size (0.30 ≤ r < 0.50)
**Large effect size (r ≥ 0.50)

From Table 2 it can be seen that all of the variables were statistically significantly correlated with one another as both medium and large correlations were found between all the variables used in the analysis. Specifically, entertainment was correlated with club membership (r = 0.35, medium effect), shopping (r = 0.35, medium effect), fashion consciousness (r = 0.36, medium effect), media (r = 0.54, large effect), perceived value (r = 0.60, large effect) and repurchase intention (r = 0.33, medium effect). Club membership was correlated with shopping (r = 0.50, large effect), fashion consciousness (r = 0.54, large effect), media (r = 0.40, medium effect), perceived value (r = 0.41, medium effect) and repurchase intention (r = 0.33, medium effect). Shopping was significantly correlated with fashion consciousness (r = 0.59, large effect), media (r = 0.30, medium effect), perceived value (r = 0.40, medium effect) and repurchase intention (r = 0.30, medium effect) and fashion consciousness was correlated with media (r = 0.43, medium effect), perceived value (r = 0.44, medium effect) and repurchase intention (r = 0.34, medium effect). Lastly, media was correlated with perceived value (r = 0.67, large effect) and repurchase intention (r = 0.39, medium effect) and perceived value was correlated with repurchase intention (r = 0.62, large effect). Seeing as all of the above mentioned correlational relationships were below 0.85, discriminant validity of the latent variables could also be confirmed.

4.3 ASSESSING THE STRUCTURAL MODEL

Following the correlation assessment, structural paths were added to the measurement model. The results from the structural regressions to accept or reject the specified research hypotheses is presented in Table 3.

TABLE 3:
STRUCTURAL PATHS OF THE LATENT VARIABLES

H	Path	β	SE	p-value	Result
H_1	Entertainment → Perceived value	0.24	0.026	0.001	Hypothesis supported
H_2	Club membership → Perceived value	0.06	0.028	0.038	Hypothesis supported
H_3	Shopping → Perceived value	0.05	0.029	0.122	Hypothesis rejected
H_4	Fashion consciousness → Perceived value	0.06	0.031	0.055	Hypothesis rejected
H_5	Media → Perceived value	0.30	0.028	0.001	Hypothesis supported
H_6	Perceived value → Purchase intention	0.86	0.049	0.001	Hypothesis supported

β: beta coefficient; SE: standard error; p-value: two-tailed statistical significance

As Table 3 shows, perceived value was statistically significantly influenced by entertainment (β = 0.24; SE = 0.026; p = 0.001; supporting H1), club membership (β = 0.06; SE = 0.028; p = 0.038; supporting H2) and media (β = 0.30; SE = 0.028; p = 0.001; supporting H5), but not shopping (β = 0.05; SE = 0.029; p = 0.122; rejecting H3) and fashion consciousness (β = 0.06; SE = 0.031; p = 0.055; rejecting H4). Moreover, supporting hypothesis 6, perceived value had a statistically significant structural relationship with repurchase intention as an outcome (β = 0.86; SE = 0.049; p = 0.001; supporting H6).

Taking the significant relationships between the variables into consideration, the indirect effects of the model were also tested and presented in Table 4.

TABLE 4:
INDIRECT EFFECT WITH CONFIDENCE INTERVALS AT THE 95% CONFIDENCE LEVEL

Mediating hypothesis	Relationship	Estimate	SE	Confidence interval (95%)		p-value	Result
				Lower	Upper		
H_7	Perceived value mediates the relationship between entertainment and purchase intention.	0.21	0.027	0.161	0.268	0.001	Hypothesis supported
H_8	Perceived value mediates the relationship between club membership and purchase intention.	0.05	0.027	0.001	0.107	0.049	Hypothesis supported
H_9	Perceived value mediates the relationship between shopping and purchase intention.	0.04	0.026	-0.014	0.088	0.138	Hypothesis rejected
H_{10}	Perceived value mediates the relationship between fashion consciousness and purchase intention.	0.05	0.030	-0.006	0.110	0.079	Hypothesis rejected
H_{11}	Perceived value mediates the relationship between media and purchase intention.	0.26	0.034	0.194	0.326	0.003	Hypothesis supported

From Table 4 it can be deduced that perceived value had an indirect effect in the relationship between entertainment and repurchase intention (estimate = 0.21; SE = 0.027; p = 0.001; 95% CI [0.161, 0.268]), club membership and repurchase intention (estimate = 0.05; SE = 0.027; p = 0.049; 95% CI [0.001, 0.107]) and media and repurchase intention (estimate = 0.26; SE = 0.034; p = 0.003; 95% CI [0.194, 0.326]), Therefore, hypotheses 7,8 and 11 can be accepted. Hypotheses 9 and 10, were however rejected as perceived value had no meaningful effect on the relationship between shopping and repurchase intention (estimate = 0.04; SE = 0.026; p = 0.138; 95% CI [-0.014, 0.088]) and fashion consciousness and repurchase intention (estimate = 0.05; SE = 0.030; p = 0.079; 95% CI [-0.006, 0.110]).

5. DISCUSSION

5.1 THEORETICAL

This study introduced an integrated S-O-R framework by combining several dimensions of lifestyle (entertainment, club membership, shopping, fashion consciousness and media) with the latent structures of perceived value and purchase intentions. This S-O-R framework contributes to the conversation on consumer behaviour when purchasing cellular devices in several ways. Firstly, the validity of the S-O-R framework can be confirmed as it is viewed as a useful tool to understand how cellular retail outlets can foster consumer purchase intention by means of analysing their lifestyle dimensions and perceived value. Various researchers regard the S-O-R framework quite versatile as it can be used to examine multifaceted aspects of different stimuli, organisms, and response behaviour. This study also reaffirms that consumers lifestyle comprises of multi-dimensional constructs that require further investigation, especially in the context of the South African cellular device industry.

The result of this study confirms the work of earlier scholars who established that entertainment (Gao & Zang, 2016; Lin & Bautista, 2018), club membership (Morosan & DeFranco, 2014) and media (Youn & Lee, 2019) as lifestyle dimensions significantly influence perceived value. Consumers will, therefore, perceive to receive more value when they are entertained by interacting with digital systems, receive rewards through club membership programmes or use newer and more innovative media platforms. The results, however, also revealed that the lifestyle dimensions of shopping and fashion consciousness do not significantly influence perceived value, which contradicts the views

of Al-Dmour *et al*. (2020) and Pantano and Priporas (2016), who confirmed the positive relationships between these constructs. This result, therefore, reveals that consumers tend to perceive to obtain no value from being conscious about their fashion or completing monetary transactions on their cellular devices. Furthermore, the research findings also confirm that perceived value statistically significantly influences purchase intention. This result is consistent with arguments of Confente *et al*. (2020) and Konuk (2018) who state that a positive perception towards the value of a product or service improves the likelihood of both purchase and repurchase intentions.

Lastly, the indirect effects of perceived value in the relationship between lifestyle dimensions and purchase intentions were also tested and revealed that perceived value plays a noteworthy mediating role in strengthening the connection between entertainment and repurchase intention, club membership and repurchase intention and media and repurchase intention. Perceived value, however, had no meaningful effect on the relationship between shopping and repurchase intention and fashion consciousness and repurchase intention. This result can be viewed as unique in that previous studies have not examined these indirect relationships which could provide a better explanation of the relationships between the above-mentioned constructs. In other words, while it is important for organisations to establish their consumers' lifestyle dimensions when developing purchase intention strategies, they should consider that perceived value plays a key role in the relationship between entertainment and repurchase intention, club membership and repurchase intention and media and repurchase intention, but not between shopping and repurchase intention and fashion consciousness and repurchase intention.

These results offer meaning to theory, as existing research has not provided a comprehensive explanation of the role and relevance of lifestyle dimensions and perceived value, while simultaneously being measured for their contribution to consumer purchase intentions. Hence, the results of this study provide new insight into the interrelationships between lifestyle dimensions and perceived value in contributing to consumer purchase intentions, which makes an original contribution to the body of knowledge in understanding consumers purchasing intentions of buying cellular devices.

5.2 MANAGERIAL

The purpose of this study was to determine whether lifestyle dimensions can be valuable to cellular retail outlets in determining consumers' perceived value and purchase intentions. The results confirm that consumer lifestyle dimensions do play an important role in determining their perceived value and purchase intentions in the cellular device industry. Accordingly, from a managerial perspective it is evident that cellular retail outlets should facilitate consumer perceived value and purchase intentions strategies by concentrating on certain lifestyle dimensions. Specifically, cellular retail outlets are advised to analyse their consumers' lifestyle dimensions in an attempt to increase their perceived value and purchase intentions.

This can be achieved by providing digital systems or mobile content that fulfil a consumer's need for entertainment. Regarding club membership, cellular retail outlets should provide discounts and rewards for their club members in the form of free products and services. These club members should also receive improved club services and superior levels of personalisation through using novel online systems and smartphone technologies. With the lifestyle dimension media, it is important for cellular retail outlets to make use of newer and more innovative media platforms (social media) with high-quality online media content. It is through this media platforms that cellular retail outlets will be able to attract consumers' attention; engage with prospective consumers; assist consumers with searching for product information; prompt consumers to make a purchase; and to share preferred media content or experiences with their peers.

Lastly, seeing as the results also revealed that perceived value influenced purchase intentions, it is suggested that cellular retail outlets provide price value, functional value, emotional value and social value in order to reap the benefits of consumers buying their cellular products. Cellular retail outlets might achieve this goal by rethinking their prices strategies, increase product quality, durability and reliability, elicit emotions and social stance among consumers through their products and services.

6. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

One of the more prominent limitations of this study is its single-country context. In order to attain more robust and comprehensive findings, future studies could conduct a comparative study across a multitude of different countries to ascertain whether the results of this study are unique to South Africans. Another limitation of the study is that only five lifestyle dimensions were considered. Future research could incorporate additional dimensions by incorporating scale items pertaining to consumers' activities, interests and opinions. This study was conducted at a specific point in time. Future studies could conduct a longitudinal analysis in order to gain a more holistic understanding of the effect of lifestyle on the perceived value and purchase intention of consumers.

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