



**PERCEIVED VALUES IMPACTING PURCHASE DECISIONS OF YOUNG AFRICAN
STUDENT CONSUMERS IN SMALL LEPHALALE RETAILERS**

By

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PERCEIVED VALUES IMPACTING PURCHASE DECISIONS OF YOUNG AFRICAN STUDENT CONSUMERS IN SMALL LEPHALALE RETAILERS.

I declare that the above dissertation is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

I further declare that I submitted the dissertation to originality-checking software and that it falls within the accepted requirements for originality.

I further declare that I have not previously submitted this work, or part of it, for examination at Unisa for another qualification or at any other higher education institution.

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SIGNATURE

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DATE

DEDICATION

My dissertation is dedicated in memory of my deceased father, Danie Briedenhann. You envisioned a prosperous future for me, and it has come to pass. I am indebted to my dear mother for providing me with a consistent workspace. In addition, I recognize the sacrifices my spouse Rene made during this study, as it imposed a substantial strain on our marriage.

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ABSTRACT

The young African adult population, particularly in Lephalale and South Africa, is a significant demographic group with substantial purchasing power, therefore holding great potential for future economic growth. The study aimed to research the perceived values of young African adult students in Lephalale that influence their decision-making when making purchases from small retailers. Small and medium enterprises substantially influence the African economy because they account for between 51 and 57 per cent of South Africa's gross domestic product. However, up to 40 per cent of these businesses fail during their first year of operation.

To achieve the secondary objectives, hypotheses were devised, with the secondary objectives serving to support the primary objective. In this study, 202 young adult African students aged 16 to 26 registered at the Lephalale Technical Vocational Education and Training College participated in a questionnaire-based survey using a quantitative research methodology. To conduct the survey, a probability simple random sampling technique was utilised. Following the cleaning of the data, descriptive (univariate analysis, frequencies), inferential (bivariate correlations inferential t-test, ANOVA), and path analysis (total impact and direct effects models) methods were used to test the hypotheses and measure the objectives.

The findings showed that young adult African students consider utilitarian, hedonistic, and social values, albeit at varying levels of importance, while making purchase decisions. Young African adult students responded that social values (social identity and social self-image) had the greatest influence on their intention to purchase. Young African adult students' purchase intentions appeared to be influenced by a smaller but significant amount of hedonic value. Utilitarian value, however, had relatively little influence on the purchase intentions of young adult African students. While customer satisfaction was discovered to be a powerful predictor of repeat purchase behaviour. When customer satisfaction is used as a mediator, it indicates that purchase intention improves because of the mediated influence of perceived values.

Therefore, it is recommended that small independent sellers should create market strategies that enhance the social and hedonic value that young African adults place on shopping in Lephalale in order to win their commitment.

KAKARETŠO

Setšhaba sa bafsabagolwane ba Afrika, kudukudu ka Lephallale le Afrika Borwa, ke sehlopha se bohlokwa sa tshedimošo ka ga setšhaba seo se nago le maatla a magolo a go reka, ka gona se swere bokgoni bjo bogolo bja kgolo ya ekonomi ya ka moso. Maikemišetšo a dinyakišišo tše e be e le go nyakišiša maikutlo a moreki a baithuti ba bafsabagolwane ba Afrika ka Lephallale ao a huetšago go tšea ga bona diphetho ge ba reka go dikgwebopotlana. Dikgwebo tše nnyane le tša magareng di na le khuetšo ye kgolo go ekonomi ya Afrika ka lebaka la gore di tšea magareng ga diphesente tše 51 le tše 57 tša palomoka ya ditšweletšwa tša ka nageng tša Afrika Borwa. Le ge go le bjalo, go fihla go diphesente tše 40 tša dikgwebo tše di a palelwa ngwageng wa tšona wa mathomo wa go šoma.

Go fihlelela maikemišetšo a tlaleletšo, go ile gwa hlangwa dikakanyokgolo, ka maikemišetšo a tlaleletšo a šoma go thekga nepo ya motheo. Dinyakišišong tše, baithuti ba bafsabagolwane ba 202 ba Afrika ba mengwaga ye 16 go ya go ye 26 bao ba ingwadišitšego Kholetšheng ya Thuto le Tlhahlo ya Bothekniki bja Mešomo ya Lephallale ba kgathile tema tekolonyakišišong ye e theilwego godimo ga lenaneopotšišo go šomišwa mokgwa wa nyakišišo ya bontši. Go dira tekolonyakišišo, go dirišitšwe thekniki ye bonolo ya go dira sampole ka go se kgethe. Ka morago ga go hlwekiša datha, mekgwa ya tlhalošo (tshekatsheko ya go fapafapatšha gatee, mabokgafetšakgafetšo), phapantšho (tekolo ya go bapetša tshekatsheko ya nyalantšho ya go fapantšha gabedi ANOVA), le tshekatsheko ya diponagatšo tša datha (mehuta ya palomoka ya khuetšo le diabethwii) e ile ya šomišwa go lekola dikakanyokgolo le go lekanya maikemišetšo.

Diphihlelelo di bontšhitše gore baithuti ba bafsabagolwane ba Afrika ba lebeledišiša boleng bja tirišo ya setšweletšwa, boipshino le leago, le ge e le gore di maemong a go fapana a bohlokwa, mola ba dira diphetho tša go reka. Baithuti ba bafsabagolwane ba Afrika ba arabile ka gore maitshwaro a tša leago (boitšhupo bja leago le go ipona ga tša leago) di bile le khuetšo ye kgolo kudu maikemišetšong a bona a go reka. Maikemišetšo a go reka a baithuti ba bafsabagolwane ba Afrika a bonala a huetšwa ke palo ye nnyane eupša ye bohlokwa ya boleng bja boipshino. Le ge go le bjalo, boleng bja tirišo ya setšweletšwa bo bile le khuetšo ye nnyane kudu maikemišetšong a go reka a baithuti ba bafsabagolwane ba Afrika. Mola kgotsofalo ya bareki e utolotšwe e le selo se maatla sa go bolela e sa le pele ka boitshwaro bja go reka gape. Ge kgotsofalo ya bareki e šomišwa bjalo ka monamodi, e laetša gore maikemišetšo a go reka a a kaonafala ka lebaka la khuetšo ye e tsenago gare ya maitshwaro ao a lemogwago.

Ka gona, go šišinywa gore barekiši ba bannyane ba ikemetšego ba swanetše go hlama maano a mmaraka ao a godišago boleng bja leago le bja lethabo bjoo bafsabagolwane ba Afrika ba bo beago mo go rekeng ka Lephallale gore ba fihlelele boikgafo bja bona.

Key words: African; Consumers; Customer satisfaction; Hedonic value; Perceived values; Purchase Intention; Small, medium, enterprises; Small retailers; Social value; Students; Utilitarian value.

Mantšu a bohlokwa: Afrika; Badiriši; Kgotsofalo ya bareki; Boleng bja boipshino; Maitshwaro ao a lemogwago; Maikemišetšo a go reka; Dikgwebo tše nnyane le tša magareng; Dikgwebopotlana; Boleng bja tša leago; Baithuti; Boleng bja tirišo ya setšweletšwa.

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ABBREVIATIONS

- ANOVA – Analysis of variance
- CBP – Cost-based pricing
- COVID-19 – Coronavirus disease of 2019
- CPV – Customer perceived value
- CS – customer satisfaction
- GDP – gross domestic product
- HV- Hedonic value
- IBM – International Business Machines Corporation
- MTN – Mobile Telephone Network
- M-value – Mean value
- NCV – National Certificate Vocational
- PERVAL- Perceived value
- PI – Purchase intention
- PPE – Personal protective equipment
- P-value - Probability value
- SD – Standard deviation
- SMEs – Small and medium enterprises
- SPSS – Statistical Package for Social Sciences
- SV – Social value
- TVET – Technical and Vocational Education and Training
- Unisa – University of South Africa
- UV – Utilitarian value
- VBP – Value-based pricing

CHAPTER 1

1.1 INTRODUCTION TO THE STUDY

Numerous studies conducted by specialists and academics show the critical role that small retailers, as “small- and medium-sized enterprises (SMEs)”, may perform in strengthening a country’s economy (Socoliuc et al., 2020, p.603). These studies indicate the significant roles that small retailers play in contributing to the economy. Small retailers contribute between 51 and 57 per cent to South Africa’s gross domestic product (GDP) (Fatoki, 2018). According to Wiid and Cant (2018), 40 per cent of all SMEs fail in their first year, and 60% fail in their second year. A more recent study by Fatoki (2020) shows that the failure rate of South African SMEs is an astonishing 75 per cent. With the high unemployment rate in South Africa, these SMEs do not grow as desired.

Given the notable rate of failure among *small and medium-sized enterprises (SMEs)* in South Africa, particularly in Lephalale, a coal mining community in the north-western region of Limpopo, it was evident that an investigation into the driving forces of consumers’ purchase decision-making was required. The influence of perceived values on product and service choices on consumer purchasing decisions is crucial for the success of small retailers. The purchase decision is influenced by the product’s perceived value and the product itself (Pearson, 2016). The relevance of utilitarian and hedonic values that products or services provide when a customer decides to purchase is widely addressed in the literature. This area has been studied extensively in the past, especially in developed countries, and includes areas such as the emotional, social, aesthetic value factors (Subawa et al., 2020). However, a scarcity of research limits the perspective of developing countries such as South Africa within this field (Subawa et al., 2020).

Studies conducted in South Africa also demonstrate the lack of research in developing countries. In South Africa, few studies have been conducted on consumer values, satisfaction, and behavioural intentions. Furthermore, most studies were done at large retailers. Very little, if any, was done at small retailers. Therefore, the amount of knowledge about perceived values’ influence on purchase behaviour in SMEs is very limited (McGowan, 2018).

Stemming from the above, this study aimed to establish the relationship between perceived values and the intention to purchase products from small retailers (SMEs) in Lephalale.

1.2 BACKGROUND TO STUDY

In spite of a variety of definitions concerning small retailers in scientific literature, the most recent version updated for the South African scenario is used for the purposes of the study. This study will use the terms firms, businesses, and organizations interchangeably. Small retailers include all firms with a total number of employees in the range of 10 to 250. Retailers with 10 to 49 employees are considered small businesses and those with 50 to 250 employees are classified as medium businesses (De Wet, 2019). According to this definition, retailers such as Quality Store, Zama Zama Electronics, Ali's Cellspot, Ali's Tobacco products and Vaping, Landolite personal protective equipment (PPE), Bushveld Sentra Supermarket, Mamma Africa Restaurant and Takeaways, and Greenville Construction represent small retailers in Lephalale. Small retailers are divided into eleven sectors that cater to a variety of businesses. Small independent retailers consist of small businesses, effectively targeting an audience with lower living standards. These customers are not constrained to a specific environment and include all living areas such as peri-urban, townships, and city environments (Dos Santos & Duffett, 2021). Small retailers include various types of businesses, such as fast-food restaurants, real estate brokers, cleaning services, and small construction businesses.

Following the identification of various types of small retailers, it is critical to note that these SMEs are not limited to specific sales areas. Makhitha (2017a) states that small retailers (SMEs) are not limited to a specific sales area. However, they extend themselves over various sectors such as food, non-food, wholesale and supermarket offerings. Due to the nature of small retailers and the similarities in products sold by large retailers, it competes in the same environment as larger businesses. As a result, retailers can compete on a stronger base than small retailers. This necessitates small retailers to find an alternative approach to gain a competitive advantage for their survival (Mashego, 2021). The ever-changing retail environment still depends on the needs of consumers. However, predictive analysis indicates that traditional shopping behaviour will change rapidly. Understanding the key critical factors that will determine future customer purchase decisions and their influence on independent retailers is thus crucial (Grewala et al., 2017).

Understanding critical areas that influence customer purchase behaviour may result in a strategic advantage for the SME. Understanding crucial areas such as the wants and needs of the consumer cannot be neglected to achieve a competitive advantage; this is critical to the survival of small retailers. The needs and wants of consumers have changed from

finding value through consumption to the desire to find value in the experience of the shopping act (Prinsloo, 2018). Consumers do evaluate products that small retailers have on offer rather than the small retailer in itself. Behaviour towards the product range offered by small retailers can, therefore, be positively influenced by creating a positive experience. Positive service delivery as a method of differentiation based on value can greatly contribute towards the perceived value of small retailers (Mashego, 2021). MultiChoice is an example of a firm that experiences the negative effect of poor supply in consumers' product demand. The number of consumers leaving the service provider due to dissatisfaction with programme content is evident in the number of channels closing down (Haden, 2018).

MultiChoice's potential to compete in the South African media sector could be harmed due to customer dissatisfaction with the company's inability to meet its requirements. Like MultiChoice, Lephalale's retail industry has become increasingly competitive, which presents the greatest challenge for small independent retailers (Makhitha, 2016). Any retailer that wishes to survive needs to create a new and unique experience (Gavrila & De Lucas Ancillo, 2021). Small retailers such as clothing retailers and restaurants in Lephalale are subjected to these challenges. The key to survival lies in the independent ability to supply the consumer with suitable products and competitive prices (Makhitha, 2019). The ability to predict the perceived value will enable the marketer to predict the consumers' purchase behaviour and commitment towards the product range (Rahardja et al., 2021). The term 'consumer' refers to anyone purchasing goods to satisfy needs or wants (Goldberg & Groenewald, 2022).

After discussing the significance of predicting perceived values in predicting consumer buying behaviour, it is also critical to comprehend the value students provide as consumers. The importance of students as consumers would not be found in their current limited spending power but, in the long-term, in the benefit they offer as future consumers (Adhikari, 2020). For example, college students in developed economies tend to spend their money on luxurious products (Ismail et al., 2018). In South Africa, with its developing economy, the focus is not merely on groceries, food, clothing, and lodging but also increasingly on technology and products of self-actualisation. Traditionally, product purchase could be assessed according to utilitarian value (UV) as a factor influencing purchase decisions (Fernandes et al., 2020). However, consumers' perceived values are influenced by both the product's utilitarian, hedonic, and social values.

Consumers' perceptions of a product's hedonic, utilitarian and social values influence their product selection decisions. Different aspects influence the decision in product choice, of which the utilitarian, hedonic, and social values are noticeable. Utilitarian values can be defined through benefits experienced, originating from the function, tasks or objectives of product consumption (Hwang & Griffiths, 2017). The utilitarian purchase process represents purchasing an on-demand service or product (Jin & Kim, 2022). Hedonic value is an all-encompassing appraisal of the rewards and costs associated with their consumption experience (Lubis, 2021). That is the intrinsic value of the product or service, or, to say it differently, the value of the pleasure that such a purchase provides the consumer (Holbrook, 2019).

The study investigates the perceived values influencing the purchase behaviour of young African adult students as consumers in small and medium enterprises of Lephalale. This was accomplished by analysing the perceived values of students between 18 to 26 years as a sampling group. Both genders were represented concerning their purchase behavioural intentions.

1.3 PROBLEM STATEMENT

This research was necessary to identify the areas of young African adult students' perceived values that influence their purchase behaviour in order to improve the sales of SMEs in Lephalale. The sales of small retail businesses in Lephalale have decreased, and various factors contributed to it. According to Desjardins (2017), one identified factor was that 42 per cent of all products are not needed. This indicates that limited financial resources are spent on incorrect products (Desjardins, 2017). According to Matenda et al. (2022), SMEs have a very high rate of failure. Nonetheless, there exists a relationship between a consumer's purchasing behavior and the perceived value attributed to the customer. (Mathur & Gangwani, 2021). The customer-retailer relationship is significantly influenced by perceived value. (Gatautis et al., 2021). However, identifying a product's perceived value is critical in establishing business success (An et al., 2019; Ananda et al., 2021; Gatautis et al., 2021; Zhdanova, 2021).

Numerous topics, including the relationship between perceived values and perceived needs, have been the subject of prior research, highlighting the importance of perceived values (Makanyeza et al., 2016). Perceived value is a strong influencer when affecting the value of perceived products (Maharani et al., 2020). Limited studies focus on multiple

products when studying perceived values as a major factor in consumer purchase decision-making (Li et al., 2021). This study emphasises the need to study the perceived values when purchasing various products. The comprehension of the perceived values that influence consumers' product selection has become increasingly important as it has been observed that such values have a positive influence on customer satisfaction (Makanyeza et al., 2016). It is also worth noting that the perceived values differ from consumer to consumer as each consumer adds value to a product on his or her basis (Mashao & Sukdeo, 2018).

The value that products and services have influences the demand for such products or services (Li et al., 2021). However, a consumer's perceived value towards products is not necessarily perceived in the same way (Mashao & Sukdeo, 2018). The literature suggests that consumers' first and repeat purchases might be influenced by a product's utilitarian, hedonic, and social value (Jin & kim, 2022). The value of utilitarian and hedonic products in influencing purchase behaviour cannot be underestimated. Small retailers need to determine which perceived values could influence and motivate consumers to purchase their products (Jin & Kim, 2022). There is evidence that hedonic values contribute considerably to influencing purchase behaviour through the pleasure and emotional value they offer (Vieira & Santini, 2018). Utilitarian, hedonic, and social values drive consumers' purchasing decisions.

Stemming from the above, the following research question needs to be answered:

Which perceived values (utilitarian, hedonic, and social values) influences young African student consumers' purchase decisions when purchasing from small retailers (SMEs) in Lephale?

1.4 RESEARCH OBJECTIVES

This section addresses both research objectives.

1.4.1 Primary research objective

The primary objective of this research are as follows:

To investigate the perceived values influencing purchase decision-making of young African adult student consumers when buying products from small retailers (SMEs) in Lephale.

1.4.2 Secondary research objectives

The research objectives of the study are grouped into the following three main categories

1. To determine the influence of age, gender and utilitarian, hedonic and social values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
Objective 1: To determine the influence of utilitarian values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
Objective 2: To determine the influence of hedonic values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
Objective 3: To determine the influence of social values on young African adult satisfaction when purchasing at small retailers in Lephale.
Objective 9: To determine the influence of gender values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
Objective 10: To determine the influence of age on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
2. To determine the influence of utilitarian, hedonic, social values and satisfaction on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
Objective 4: To determine the influence of utilitarian values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
Objective 5: To determine the influence of hedonic values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
Objective 6: To determine the influence of social values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
Objective 7: To determine the influence of young African adult consumers' satisfaction on purchase intention when purchasing at small retailers in Lephale.
3. To ascertain the mediation effect of satisfaction on the relationship between perceived values and purchase intention of young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
Objective 8: To ascertain the mediation effect of satisfaction on the relationship between perceived values and purchase intention of young African adult consumers' satisfaction when purchasing at small retailers in Lephale.

The secondary objectives are summarised as follows:

The above mentioned secondary objectives were formulated into specific sub research objectives as stated below.

- Objective 1: To determine the influence of utilitarian values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
- Objective 2: To determine the influence of hedonic values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
- Objective 3: To determine the influence of social values on young African adult satisfaction when purchasing at small retailers in Lephale.
- Objective 4: To determine the influence of utilitarian values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
- Objective 5: To determine the influence of hedonic values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
- Objective 6: To determine the influence of social values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
- Objective 7: To determine the influence of young African adult consumers' satisfaction on purchase intention when purchasing at small retailers in Lephale.
- Objective 8: To ascertain the mediation effect of satisfaction on the relationship between perceived values and purchase intention of young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
- Objective 9: To determine the influence of gender values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
- Objective 10: To determine the influence of age on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.

1.4.3 Research hypotheses

The hypotheses listed below were formulated based on the conceptual model of this study:

H⁰: Perceived utilitarian values do not have a statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H¹: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H⁰: Perceived hedonic values do not have a statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H²: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H⁰: Perceived social values do not have a statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H³: Perceived social values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H⁰: Perceived utilitarian values have no statistically significant positive influence on young African adult consumers' intention to shop at small independent retailers.

H⁴: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

H⁰: Perceived hedonic values have no statistically significant positive influence on young African adult consumers' intentions when purchasing at small independent retailers.

H⁵: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' intentions when purchasing at small independent retailers.

H⁰: Perceived social values have no statistically significant positive influence on young African adult consumers' intention to shop at small independent retailers.

H⁶: Perceived social values positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

H⁰: African young adult consumers' satisfaction has no statistically significant influence on their purchase intention when purchasing at small independent retailers.

H⁷: African young adult consumers' satisfaction has a positive statistically significant influence on their purchase intention when purchasing at small independent retailers.

H⁰: African young adult consumers' satisfaction has no statistically significant influence on their purchase intention when mediating the influence of perceived values (perceived utilitarian, hedonic, and social values) at small independent retailers.

H⁸: African young adult consumers' satisfaction mediates the influence of perceived values (perceived utilitarian, hedonic, and social values) on their purchase intention at small independent retailers.

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of utilitarian values when purchasing at small independent retailers.

H^{9a}: The gender of young African adult consumers influences utilitarian values differently when purchasing at small independent retailers.

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of hedonic values when purchasing at small independent retailers.

H^{9b}: The gender of young African adult consumers influences hedonic values differently when purchasing at small independent retailers.

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of social values when purchasing at small independent retailers.

H^{9c}: The gender of young African adult consumers influences social values differently when purchasing at small independent retailers.

H⁰: The age of young African adult consumers has no statistically significant influence on utilitarian values when making a purchasing decision at small independent retailers.

H^{10a}: The age of young African adult consumers influences utilitarian values differently when making a purchasing decision at small independent retailers.

H⁰: The age of young African adult consumers has no statistically significant influence on hedonic values when making a purchasing decision at small independent retailers.

H^{10b}: The age of young African adult consumers influences hedonic values differently when making a purchasing decision at small independent retailers.

H⁰: The age of young African adult consumers has no statistically significant influence on social values when making a purchasing decision at small independent retailers.

H^{10c}: The age of young African adult consumers influences social values differently when making a purchasing decision at small independent retailers.

1.5 RESEARCH METHODOLOGY

The term "research methodology" refers to the comprehensive systematic plan and techniques that are used to guide the research study (Babariya & Gohel, 2017). This section includes the fundamental concepts methodologies, and procedures used for the acquisition and evaluation of data, as well as ensuring the reliability and consistency of the results. This section discusses the research paradigm, research design, and sampling technique used in this study. In addition, the data collection instrument and procedure are described in the following sections. Furthermore, a discussion ensued concerning ethical considerations and data analysis.

The fourth chapter is devoted to a comprehensive discussion of this research study's methodology.

1.5.1 The research paradigm

While the "research methodology" refers to the overarching principles that govern the conduct of research, as well as the specific techniques, methods, and instruments used for data collection and analysis (Babariya & Gohel, 2017). The "research paradigm" refers to a set of beliefs, assumptions, and methodologies that guide and illuminate a particular scientific method or field of study (Davies & Fisher, 2018). It determines the type of questions to ask, what is viewed as acceptable to observe and investigate, which method(s) to use to collect the data, and how to interpret the findings (Davies & Fisher, 2018). Diverse disciplines of study frequently employ different research paradigms, such as positivism, constructivism, interpretivism, and critical theory (Malhotra et al., 2017). Each of these

paradigms offers a unique perspective on the acquisition of knowledge, the function of the researcher, and the essence of reality. The positivist scientific paradigm emphasizes acquiring knowledge through direct observation and experimentation. Constructivism, on the other hand, contends that knowledge is created from the beginning through the distinctive combination of experience and interpretation of everyone. Positivism was the research paradigm utilized in this study. Utilizing a questionnaire to gather numerical data for analysis, the research was conducted using a quantitative methodology.

1.5.1.1 Epistemology

Epistemology is a branch of theory that investigates the nature of knowledge and belief, as well as the various means of acquiring knowledge (Babbie, 2016). There are three primary epistemological viewpoints, also referred to as “paradigms”: positivism, interpretivist, and critical (Stokes & Wall, 2017). While Babbie (2016) defines epistemology as the science of how a person knows and understands. Positivism and social constructivism are two approaches to research (Easterby-Smith et al., 2018). Positivist epistemology can be viewed as an objective approach that is used to learn from the natural world. The interpretive epistemology tends to be more subjective in nature and is related to a qualitative research design approach (Moyo, 2017). Constructivism is directly the opposite of positivism. Constructivists do not believe external factors influence a person’s reality (Easterby-Smith et al., 2018). This study followed a positivist approach using questionnaires to learn from the students in the natural world.

1.5.1.2 Ontology

The meaning of ontology varies according to its application context (Sawsaa & Lu, 2017). The concept of ontology is a means of explanation. It is used to explain the ambiguity of concepts to explain a system’s objective existence (Sawsaa & Lu, 2017). Ontology focuses on the nature of the field under investigation and the relationship between the concepts (Yang et al., 2018). Ontology is the point of departure for most debates between researchers, with arguments primarily between concepts centred on internal realism, relativism, and nominalist positions (Easterby-Smith et al., 2018). Ontology focuses on the assumptions and methods suitable for use in social sciences (Stokes & Wall, 2017). Many similarities exist between researchers’ views; however, differences also exist. The different researchers’ perceptions depend on their perception of reality (Sawsaa & Lu, 2017).

1.5.2 Research design

The study adopted a descriptive research design. Mooi et al. (2018, p. 17) state that descriptive research entails the “description of phenomena, characteristics, or functions”. Furthermore, Mooi et al. (2018, p,17) assert that descriptive research can focus on a single variable or multiple variables simultaneously. While this study focused on the independent perceived variables influence on the dependent variable purchasing intention. Typically, descriptive research relies on a framework established by exploratory research. The data collection method used in this study was a survey. According to Malhotra et al. (2012:327), the survey method entails the use of a structured questionnaire administered to a sample of a target population. Participants may be asked a variety of questions regarding their behaviours, intentions, attitudes awareness, motivations, demographics, and lifestyle characteristics (Malhotra et al., 2012:327). Surveys can be designed to capture diverse types of information on many diverse topics and subjects (Aaker, Kumar, Day & Leon, 2013:181). Therefore, the survey method was deemed appropriate for this study since it set out to determine the influence of human variables on consumers’ shopping experience in the FMCG retail environment. The survey instrument used to collect data for this study was a self-administered questionnaire. This type of questionnaire is a survey instrument in which selected respondents take the responsibility of reading and completing the questionnaires on their own (Zikmund & Babin, Carr & Griffin, 2013:217). Questionnaires were handed to respondents during the mall-intercept phase of the study for completion.

Research design explains how you will find answers to your research. It is the blueprint of the study. It requires specifics to your enquiry by applying logical arrangements on how the research will be undertaken. This includes measurement procedures, sampling, and the research timeframe (Fatimah & Bagasworo, 2022).

1.5.2.1 Quantitative research

Quantitative research utilizes surveys, landline interviews, mail surveys, and email surveys to precisely measure consumer behaviour. Quantitative research is based on the number of large samples that are measured and statistically analysed (Harrison et al., 2016). A descriptive study aims to determine what happened to a phenomenon and its characteristics, not how or why it happened (Rejeki & Arianto, 2022). Even though a quantitative approach can be described as a descriptive study, collecting data in the numerical form being deductive in nature, it remains objective of its social reality. The epistemology and ontology indicate that there is more to it than just numbers (Stokes &

Wall, 2017). Furthermore, Rashid et al. (2021) state that quantitative research is associated with data finding by allocating primary data from a large group of participants. The results represent a larger group of individuals (Rashid et al., 2021). The data collected and analysed is used to generalise the purchasing behaviour of young African adult consumers enrolled at the TVET College of Lephalale.

Characteristics associated with quantitative research, according to Rashid et al. (2021), are:

- Minimal probing due to the nature of the structure of questions used in questionnaires.
- A large number of participants to get a thoroughly represented population.
- Since there is no control over answering the questions in the questionnaire, information obtained from individual respondents may vary.
- The process of this type of research requires fewer special skills.
- The analysis is either a summary or a statistic.
- The quantitative research method allows for the replication of the study with ease.
- The research can be either descriptive or casual.

Descriptive research was used. The emphasis was on identifying the characteristics of the consumer behaviour of young African adults, particularly the influence of perceived values, with a particular emphasis on the hedonic and utilitarian dimensions of young African adult consumers' intended purchase behaviour in *small and medium-sized enterprises (SMEs)* in Lephalale.

1.5.3 Sampling

The concept of "sampling" may be defined as the process of deliberately choosing a subset from a larger population with the intention of doing research. Hence, the concept of "sampling population" within the realm of research pertains to a group of individuals that accurately reflects the characteristics and attributes of the larger population under investigation. The provided sample serves as a representative subset of the population, enabling the formulation of forecasts regarding unfamiliar information, circumstances, or the collective outcome (Fatimah & Bagasworo, 2022). Where a sample refers to a subset of participants that effectively represents the entire population (Shukla, 2020). According to Shukla (2020), this implies that the selection of units to be included in a sample from the population must accurately reflect the many characteristics present in all potential units of

the population. Furthermore, Shukla (2020) indicates that most research studies do not encompass the entire population in their data collection but rather choose a representative sample and then generalize their findings. Therefore, achieving a high level of accuracy in research can only be accomplished by meticulously selecting the sample, taking into consideration the characteristics of an ideal sample (Shuka, 2020).

1.5.3.1 Sampling plan

The sampling plan is a feasible set of processes that direct the researcher in transferring and generalising the conclusions of the particular study (Pandey & Pandey, 2021). In a quantitative research study, a survey forms part of one of the methods that can be used to obtain data (Kothari & Garg, 2020). The individuals selected to participate in the survey are referred to as the population from which the sampling will be conducted (Pandey et al., 2021). Sampling is, therefore, almost a certainty in surveys. The sampling plan is to ensure that the sampling is conducted in such a way that it can be generalised to the population from which it is taken (Malhotra et al., 2017). The sample must represent the entire population in that it represents the characteristics with the same distribution throughout the population (Konadu-Osei et al., 2022).

1.5.3.2 Sampling population

When using the term "sampling population", it is necessary to distinguish between a population, the complete set of entities, and a sample of that population (Easterby-Smith et al., 2018). The term "sampling" might also be described as the act of selecting a portion of a broader population for the purpose of conducting research. Therefore, the term "sampling population" in the context of research refers to a subset of the population that is representative of the population being studied. The sample represents a reflective portion of that population in making predictions about unknown information, situations or an outcome of the group (Fatimah & Bagasworo, 2022). The objective is to sample data from a representative portion of the population (Sarstedt & Mooi, 2019). The sample will then provide a benchmark to be used across the behavioural intent of society. In this study, the focus was on young African adults in the Technical and Vocational Education and Training (TVET) college of Lephalale, representing the consumer base in their age group in this town. According to Önem et al. (2021), sampling is the method of gathering information about a substantial portion of a population in a statistically accurate manner that describes the entire population.

1.5.3.3 Sampling method

The sampling method is central to the data acquisition and indicates how the sample selection should occur. The method also includes information about the data set, rate of response, reliability, and validity of the results (Sarstedt & Mooi, 2019). Numerous sampling techniques can be classified according to two main groups: random sampling and probability sampling. (Cooper & Schindler, 2022). The method that uses the random selection of elements to acquire a sample from the population list includes the following types of random sampling (Malhotra et al., 2017): stratified, cluster, and multistage sampling that assign ordinal numbers to the elements of the sample and select according to a random number table or software (Babbie, 2016).

Non-probability sampling is most suitable for testing questionnaires and is not often used. When used, it is for whatever is readily available at a given moment. Non-probability sampling may take several forms, such as snowball sampling, judgemental sampling, convenience sampling, and quota sampling (Sarker & AL-Muaalemi, 2022). This study used a simple random sample methodology based on probability sampling (Maholtra et al., 2017). All eligible students in the specified subset of the college population had a comparable probability of being picked to participate in the study. Probability sampling provides a means of selecting respondents on an equal basis. The simple random technique is a simplified version of the systematic sampling technique and was easier to apply during the Coronavirus disease of 2019 (COVID-19) protocols that governed the ethical participation of respondents. Using a predefined numerical rotation method, it was unnecessary to choose respondents at random. The simple sampling method provided a means that if one respondent was not accessible, the next one could be reached, and the frequency of selection could be maintained. The simple random sampling technique required a predetermined interval for selecting every fourth individual on the list. However, if unavailable, the next individual could be selected based on the determined frequency, and there after the fourth sample could be selected again. This method allows the respondent to be selected from a set of sample units based on a predetermined selection frequency rather than the researcher choosing units from a group based on convenience (Malhotra et al., 2017).

1.5.3.4 Sample size

Sample size is the proportion of a population utilized in a statistical study (Fatimah & Bagasworo, 2022). It ensures that the size or number of elements is neither too small nor too large. The sampling should be optimum. This means that the sample size should be efficient, reliable, and flexible and represent the population (Kothari & Garg, 2020). For this to happen, the researcher should be able to confidently determine the correct size of the sample (Kothari & Garg, 2020). The type of research methodology used will influence the sampling. Determining the sampling size will depend on various qualitative and quantitative considerations (Malhotra et al., 2017).

According to Leedy and Ormond (2019), the larger the sample, the better, though this might be unpractical. The general perception is that a population of around 500 should use a sampling size of 50 per cent of the population, 1 500 should use 20 per cent, and for a population of 5 000, a sampling size of 400 should be used.

The following formula can assist in finding the sample size (Rucker, 2017) by using the confidence interval, Z scores, standard deviation, and margin of error:

$$n = Z^2 * \frac{0.5(1-\text{std dev})}{\text{margin of error}^2}$$

$$n = 1.96^2 * \frac{0.5(1-0.5)}{0.07^2}$$

$$n = 196 \quad \{\text{therefore, 196 participants are needed}\}$$

1.6 DATA COLLECTION INSTRUMENT AND DATA COLLECTION

There is no doubt that the survey is the most useful method of data acquisition during descriptive studies (Babbie, 2016). Six steps are required to ensure that a survey is of good standing quality (Sarstedt & Mooi, 2019): 1) Determine the purpose of the survey; 2) ensure that the questionnaire is distinguishable based on the type and method of administration; and 3) establish the scale. 4) Identify the questions that will form the basis of the survey questionnaire; 5) utilize pre-testing and administration to determine the questionnaire's functionality; 6) implement the questionnaire. Examples of questionnaires that can be used to create a questionnaire can be sourced from multiple authors (Babbie, 2016; Fatimah & Bagasworo, 2022; Harrison et al., 2016; Krosnick, 2018; Malhotra et al., 2017; Sarstedt & Mooi, 2019;). The questionnaire design used the guidelines of questionnaire construction

as indicated in the writings of (Beneke & Carter, 2015; Danish et al., 2019; Nikhashemi et al., 2016; Sheng & Teo, 2012; Slack et al., 2020; Terblanche, 2018; Yu & Lee, 2019; Zielke, 2018). In this study, a survey was used to gather the information needed from the target audience, the learners at the TVET college of Lephalale. The questionnaire design was partially adapted from that of (Beneke & Carter, 2015) the data were collected during different time spans under different COVID-19 protocols. During lockdown levels 1 – 4, data were collected using an interactive questionnaire sent to respondents' WhatsApp numbers or email addresses, depending on which option was most suitable for the students as respondents due to data constraints. The respondents were identified on an enrolment list from the TVET college of Lephalale. Every fourth participant was identified, contacted, and informed of the intention of the researcher to gather data. The questionnaire was hereafter sent to the potential respondent, and feedback was awaited. This, however, led to a very low level of response. During the removal of COVID-19 protocols, the process was changed to paper-based questionnaires. An assistant helped with language barriers and negativity due to suspicion from potential respondents. Potential participants who expressed interest in taking part in the study were given questionnaires. Potential participants who expressed interest in taking part in the study were given questionnaires. When the respondents indicated they had completed the task, the questionnaires were collected. This improved the progress in collecting responses, but it was still a slow process due to many participants being unwilling to participate. Ultimately, following the dissemination of 280 questionnaires, a total of 202 questionnaires were collected that met the criteria for inclusion in the research.

1.7 ETHICAL CONSIDERATIONS

According to Malhotra et al. (2017), researcher, client, and participant rights need to be respected in this study. Literature obtained from Malhotra et al. (2017) was used to indicate how to achieve an ethical quantitative study. Participants have been provided with information regarding the actual nature and purpose of the study. This is to produce valid results and was indicated in the participants' information sheet. Furthermore, the participants were informed about the reasons they were selected. At the same time, the study's general nature and demographic restrictions were also provided in the information sheet. The potential respondents have been further informed that participation is not obligated. In addition, the prospective respondents were informed of the potential benefits and risks of the research project, as well as the measures taken to mitigate the risks. The confidentiality of respondents' participation was emphasised. The researcher, supervisor,

assistant supervisor, statistician, and editor had signed a confidentiality agreement to protect the respondents' identities and data.

The participants could withdraw from the study if they so wished before handing in their questionnaire. The questionnaire was designed to be completed within 20 minutes. This was to ensure that the participants were not strained with excessive information. The scales used were considered reliability, validity, and generalisability, thoroughly thought through, entrenched in the study, and overseen by the supervisor, assistant supervisor, and statistician. Once the University of South Africa's ethics board granted its approval for data collection, a certificate of ethical certification was issued. Lastly, all respondents were informed that they could enquire about the study results, and an email address and contact number were provided.

1.8 DATA ANALYSIS

Using descriptive statistics, regression analysis, and *Analysis of variance (ANOVA)*, the data were analysed. The *Statistical Package for Social Sciences (SPSS)* and *Microsoft Excel* (where needed) were applied to describe the importance of the method used to analyse the data that should suit the hypothesis (Sarstedt & Mooi, 2019). Using descriptive statistics and univariate analysis, the demographic profile of respondents, including the frequencies and percentages of participation across genders, were investigated. Means and standard deviations of consumer satisfaction and purchase intent, as well as first- and second-order (utilitarian, hedonistic, and social) values, were also determined using descriptive statistics. This was done with the aid of univariate analysis. The instrument's (questionnaire) reliability was evaluated using reliability analysis. Using inferential statistics, the variations between different ages, first- and second-order (utilitarian, hedonic, and social) values, customer satisfaction, and purchase intention were identified. This was done by means of t-tests, which test for a single variable, and ANOVA tests, which study and compare groups with more than two independent variables. Furthermore, bivariate inferential correlation statistics tested the significance of correlations between the various values (utilitarian, hedonic and social) and customer satisfaction and purchase intention. Path analysis was used to test for regressions with customer satisfaction mediating the relation between utilitarian, hedonic, and social values and purchase intention.

1.9 DEFINITION OF KEY TERMS

Epistemology: the science of how a person knows and understands (Babbie, 2016).

Hedonic value: Reflect the benefits experienced, originating from the function, tasks or objectives of product consumption (Hwang & Griffiths, 2017).

Ontology: explains the ambiguity of concepts with its goal settled in explaining a system's objective existence (Sawsaa & Lu, 2017).

Small and medium enterprise (SME): a business with less than 250 employees (De Wet, 2019).

Social value: The social value of a relationship with a social enterprise is the meaningful and substantial benefit obtained through shared participation (Lorenzo-Afable et al., 2020)

Utilitarian value derives from the desire for efficient task-oriented efforts relevant to purchasing products (Babin & Krey, 2020).

Young African student consumers: within the context of this study young African student consumers are defined as young people of African origin in the age range of 18 to 26 years old representing both genders studying at the Lephalale TVET college.

1.10 Contributions to the study

The theoretical contribution

This study examined the influence of value perceptions on the purchase behavior of young African adult students at small retailers in Lephalale. Through a comprehensive analysis of the influence of perceived values on customer satisfaction, the researcher has established a correlation that illustrates the reasons behind consumers' susceptibility to the various attributes of perceived values, which in turn motivates why they choose to spend money on products at small businesses in Lephalale.

The managerial contributions

The addition made to the existing body of information that influences the purchasing decisions made by young African adults is an example of where the research carried out in the course of this study was able to have a significant influence. Small companies in Lephalale can benefit from gaining an understanding of how young African adults in

Lephalale perceive value when it comes to making purchasing decisions in order to choose the best sales strategies. To ensure that young African adult students in Lephalale are satisfied with the products they purchase, it may be beneficial for local companies to enhance the quality of the shopping experience as well as the social and hedonic value offered to them. The outcomes of the research study might supply small businesses in Lephalale with knowledge that could be useful to them as they formulate their marketing and sales strategies.

1.11 DELIMITATIONS

The influence that young African adult consumers' perceived values have on their purchasing behavior was the primary subject of this research project, which was conducted in Lephalale. In addition, the study studied various dimensions of perceived values, such as utilitarian, hedonic, and social values, as well as the effect of satisfaction on purchase behavior. Thus, even though there are other factors that have a role in shaping purchase behavior. Furthermore, only young African people between the ages of 18 and 26 were included in the study as the target demographic because this was the precise population group that constituted the focus of the investigation. Both genders also had a presence in each age group that they represented.

1.12 SUMMARY

This chapter emphasized the significance of perceived values for small retailers (SMEs) and the necessity for SMEs to provide value to their customers. Furthermore, the impact that a certain demographic segment might have on a failing business sector and the importance of studying their perceived values form the core of the literature. This is achieved by focusing on the purchase behaviour of adults between 18 to 26 years and the factors influencing the purchase behaviour of young African adult students as consumers in retail SMEs in Lephalale.

1.13 CHAPTER OUTLINE

Chapter 1 provides a general background and literature review of the gap in perceived values and how it influences the intended purchase behaviour of consumers. It also indicates the lack of success of SMEs and the ability these businesses have, to elevate the burden of unemployment if they can be competitive and sustainable.

Chapter 2 provides an overview of the literature on different dimensions of utilitarian, hedonic and social values and the relation between these concepts and areas of a previous application.

Chapter 3 describes the development of a conceptual model to formulate the hypotheses used in this study, supported by literature from previous research.

Chapter 4 explains research methodology. This includes the sampling technique, data gathering methods, ethical issues, research method and data collection methods.

Chapter 5 provides results and interpretations of quantitative data.

Chapter 6 concludes the research by discussing, concluding, and prescribing the data presented in Chapter 5, as well as highlighting the study's limitations and potential areas for future research.

CHAPTER 2

LITERATURE REVIEW: PERCEIVED VALUES INFLUENCING CONSUMER DECISION-MAKING

2.1 INTRODUCTION

In chapter 1 the introduction and orientation to the study were discussed. This chapter aims to provide an overview of the literature on hedonic and utilitarian value, and the relation between these two concepts and areas of a previous application. Purchase decision-making originates from a need or want that motivates the fulfilment of such a need. The consumer's decision-making procedure begins with what they want and continues through the purchase and aftereffects. There is no universally acknowledged sequence of phases or steps for the purchasing decision-making procedure. According to Hawkins et al. (2019), needs/desires motivate consumers, leading to situations that offer opportunities to solve these desires. This requires information and pre-evaluation of the product/service that led to the purchase and post-purchase evaluation of the product.

Though products have value, how the consumer perceives this value may differ from person to person. History has shown that research acknowledged the importance of perceived value in establishing a competitive advantage (Solakis et al., 2022). However, there is evidence from various researchers that perceived value is ignored when evaluating variables influencing the decision-making process (Parmer et al., 2021). Mathur and Gangwani (2021) and De Medeiros et al. (2016) support this view.

The emphasis of this literature review is on addressing the following variables influencing the purchase decision-making process of young African adult consumers: 1) small independent retailers, 2) students as customers, and 3) the influence of consumer perceived values on purchase intention and the decision-making process. In addition, this chapter's aim is to provide insight into the literature about hedonic and utilitarian value as well as the relationship between these two concepts and previous application areas.

The retail sector is highly recognized for its significant contribution to the global economy (Hameli, 2018). According to Hameli (2018), the retail sector is an integral component of the socio-economic system, serving as a catalyst for consumer engagement in marketplaces where the exchange of products and services takes place. These transactions

are a result of the demand for services and products by consumers. The term "retail" originates from the French phrase meaning "to cut off" or "break the bulk" which serves as a representation of contemporary commercial transactions (B.O. et al., 2021, p. 99).

According to Hameli (2018), the retail sector, where these transactions occur, can be categorized into three distinct groups. The first category consists of ownership retail stores, which encompass independent stores, chain stores, franchising, and leased department stores. The second category comprises merchandised stores, such as department stores, supermarkets, specialty stores, and convenience stores. Lastly, the third category is based on price classification and includes discount stores, factory outlets, off-price retailing, hypermarkets, and shopping malls. In addition, the retail industry encompasses several manifestations of non-store retailing, including direct selling, direct marketing, and the utilization of technology such as vending machines.

2.1.1 Importance of the sector

The retail sector retains importance due to its provision of a diverse range of items and services to potential consumers seeking to satisfy their demands (Msosa, 2023). Additionally, Mosa (2023) suggests that the capacity to conveniently establish businesses in various locations to offer products and services is advantageous, as seen by the growing number of street vendors catering to consumers in the informal sector. The range of products and services include a wide variety of offerings, such as motorbikes, automobile repair services, food merchants, apparel, toiletries, footwear, pharmaceuticals, and ordinary home items, among others. Additionally, Mosa (2023) emphasizes that the South African economy's contribution to the gross domestic product (GDP) amounts to around 5.7% of the overall GDP, encompassing both the official and informal business sectors. Moreover, there has been a noticeable rise in the number of small-scale stores, particularly among the densely populated informal settlements and townships of South Africa.

In remote regions, there is a significant demand for essential consumer goods, including food, drinks, and cigarettes, which are classified as fast-moving items. The range of products available for purchase include various items such as fuel for cooking, sweeteners, grain meal, sundries, detergent, paraffin, candles, matches, disinfecting agents, tobacco products, and prepaid airtime for mobile phones (Charman & Petersen, 2018).

2.1.2 Challenges, Opportunities, and Trends in Retailing

The retail sector in South Africa demonstrates significant economic value, as it contributes around 5.7% to the country's Gross Domestic Product (GDP). Hence, it is not uncommon to see that the retail sector has considerable importance in the economies of all nations. Geyskens (2018) asserts that the retailing business holds a prominent position as one of the largest and most varied industries globally. Grewal, Roggeveen, and Nordfält (2017) believe that the emergence of new technologies, specifically data and predictive analysis, presents promising prospects for retailers to enhance their comprehension of customer buying behavior.

However, there are still concerns over the potential risks associated with the use of these technologies, since the financial implications involved may lead retailers to encounter adverse outcomes if they excessively invest in such technology (Verhoef et al., 2016). The potential risks associated with an excessive amount of data in the academic community are underscored, as evidenced by the works of Houston (2019) and McAlister (2016). The issue raised in the McKinsey study of 2016 is substantiated by the suggestion that the majority of the value generated by emerging technologies would be forfeited by the consumer, with few benefits accruing to the store (McKinsey, 2016).

2.1.3 Retailing in Emerging Economies

In emerging economies, a distinct difficulty arises as a result of the influx of new retailers into the market, leading to a fragmentation of consumer preferences among various businesses. Dokcen et al. (2021) found that the implementation of many promotional strategies yielded no discernible positive impact on sales augmentation. Consequently, a number of nascent merchants were compelled to cease operations. According to Docken et al. (2021), several factors such as income, demographic composition, and shifts in the retail landscape exert a significant impact on customers' opinions of retail establishments, thereby influencing their purchasing patterns.

According to Docken et al. (2021), prior studies have demonstrated that loyalty serves as a significant incentive for customers to tolerate price rises and also plays a helpful role in promoting a business to potential new customers. One advantage in emerging economies is the cost efficiency associated with maintaining existing consumers since it has been found that the expenses incurred in obtaining new customers can be up to five times higher (Ullah et al., 2019, p. 60135). According to the findings of Docken et al. (2021), there exists a positive correlation between customer retention duration and customer profitability.

Specifically, the study reveals that as the duration of customer retention increases, the profitability of the customer also tends to improve, with a notable range of profitability growth falling between 25% and 125%.

2.1.4 Retailing in SA

The South African government has adopted a positive stance in promoting the establishment of small and medium enterprises (SMEs), aligning with the National Development Plan (NDP) 2030 vision (Madzimure et al., 2020). Madzimure et al. (2020) assert that the South African retail sector aligns with the government's vision of promoting innovation, economic development, unemployment reduction, and the adoption of new technologies and mechanisms to enhance economic growth. From a South African perspective, the government is committed to incorporating small and medium enterprises (SMEs) into the broader framework of business development and investment within the economy (Arndt & Roberts, 2018).

In South Africa, there exists a dual impetus to augment the presence of small and medium-sized enterprises (SMEs), encompassing both an intrinsic motivation and an external prospect for expansion into adjacent nations. Trade between South Africa and the nations within the Southern African Development Community (SADC) has had a notable expansion since the early 2000s. This has led to the development of solid ties that yield substantial macroeconomic benefits. The establishment of a free trade area presents potential for facilitating the exchange of products through exports and imports, hence contributing to the attraction of foreign direct investment in South Africa's retail industry (Arndt & Roberts, 2018). The potential contribution from SME,s to the South African economy is exceptionally significant.

2.2 SMALL INDEPENDENT RETAILERS IN SOUTH AFRICA

Various retailers such as SPAR, Game, Shoprite, Checkers, The Bed Shop, and Office National employ a workforce ranging from 1 to 250 employees, covering the whole spectrum of micro, small and medium enterprises. The term “micro, small, and medium-sized enterprises” are relevant when referring to locally owned and independently operated retailers. In Africa, there are numerous similarities in the structure of these definitions. For example, in Uganda, small independent retailers are divided into two categories, namely

small and medium scales, where small scales represent 5 to 50 employees and medium scales 51 to 500 employees (Muhire & Olyanga, 2022).

Botswana considers three factors to define small independent retailers: annual turnover, employment level, and the balance sheet total (Ghartey et al., 2022). Namibia, in turn, categorises, just like Botswana, businesses that have 6 to 100 full-time employees as SMEs (Ghartey et al., 2022). South Africa is no different in its approach. It applies a two proxies' system to define a small retailer: "total annual turnover and the total full-time equivalent of paid employees" (Staff writer, 2019, p. 1). With an economy carrying an economic burden due to the COVID-19 epidemic and many businesses closing down, refocusing the importance of the role that small independent retailers play in especially small towns like Lephalale is crucial for the survival of the town. In addition, determining how perceived values influence young African students to purchase at small independent retailers can assist in the development of suitable business strategies. South African SME's are classified according to: 1., the size of the enterprise 2., various industrial sectors 3., full time employees and 4., annual turnover as indicated in table 2.1 below.

Table 2. 1 *Small, Medium and Micro Enterprise Composition*

Sectors or Sub-Sectors	Size or Class Enterprise	Total Full-Time Equivalent of Paid Employees	Total Annual Turnover
Agriculture	Medium	51 – 250	≤ 35.0 Million

Sectors or Sub-Sectors	Size or Class Enterprise	Total Full-Time Equivalent of Paid Employees	Total Annual Turnover
	Small	11 – 50	≤ 17.0 Million
	Micro	0 – 10	≤ 7.0 Million
Mining and Quarrying	Medium	51 – 250	≤ 210.0 Million
	Small	11 – 50	≤ 50.0 Million
	Micro	0 – 10	≤ 15.0 Million
Manufacturing	Medium	51 – 250	≤ 170.0 Million
	Small	11 – 50	≤ 50.0 Million
	Micro	0 – 10	≤ 10.0 Million
Electricity, Gas and Water	Medium	51 – 250	≤ 180.0 Million
	Small	11 – 50	≤ 60.0 Million
	Micro	0 – 10	≤ 10.0 Million
Construction	Medium	51 – 250	≤ 170.0 Million
	Small	11 – 50	≤ 75.0 Million
	Micro	0 – 10	≤ 10.0 Million
Retail, motor trade and Repairs	Medium	51 – 250	≤ 80.0 Million
	Small	11 – 50	≤ 25.0 Million
	Micro	0 – 10	≤ 7.5 Million
Wholesale	Medium	51 – 250	≤ 220.0 Million
	Small	11 – 50	≤ 80.0 Million
	Micro	0 – 10	≤ 20.0 Million
Catering, Accommodation and Other trade	Medium	51 – 250	≤ 40.0 Million
	Small	11 – 50	≤ 15.0 Million
	Micro	0 – 10	≤ 5.0 Million
Transport, storage and communications	Medium	51 – 250	≤ 140.0 Million
	Small	11 – 50	≤ 45.0 Million
	Micro	0 – 10	≤ 7.5 Million
Finance and business services	Medium	51 – 250	≤ 85.0 Million
	Small	11 – 50	≤ 35.0 Million
	Micro	0 – 10	≤ 7.5 Million
Community, social and personal services	Medium	51 – 250	≤ 70.0 Million
	Small	11 – 50	≤ 22.0 Million
	Micro	0 – 10	≤ 5.0 Million

According to the staff writer et al. (2019, p. 1).

Small independent retailers are of particular importance to the global economies of the world and equally so to the South African economy. Numerous researchers concur on the significance of small independent retailers to the global economy and the economies of emerging nations. Rankhumise and Letsoalo (2019) argue that small independent retailers are the most important employers in developing countries, being a nursery for larger firms with the ability to expand from micro-enterprises into future giants. These authors also emphasise the importance of SMEs in creating an entrepreneurial spirit that will lead to poverty elevation and the promotion of a flexible economy. Sitharam and Hoque (2016)

argue that the importance of small independent retailers in developing a country's economy lies in improving the GDP and lowering poverty when lowering unemployment. Independent retailers in South Africa have difficulty surviving in their business landscape. Supermarkets are busy crushing the existence of small independent retailers through means of strategies such as selling products below value. This is evident from the history of liquor retailers. In 2003, 70 per cent of all retailers had to close down, with an associated 60 000 jobs lost (Gedye, 2017). Small businesses are closing down at an alarming rate (News24, 2019), and unemployment is increasing. With this came the question of how to stem the tide (Coleman, 2020). Due to the ever-ongoing threat of survival in small retailers (SMEs), as is evident from the above, small retailers strategize to assist in their survival.

Various reasons are provided in studies identifying causes of business failure, among others, insufficient planning, poor financial and management skills, insufficient or no training in entrepreneurship, crime, corruption, and labour issues (Rankhumise & Letsoalo, 2019; Sitharam & Hoque, 2016). According to Bushe (2019), the inability to gain a competitive advantage by provisioning quality products at competitive prices will lead to the failure of a small retailer (SME). One strategy that can assist small retailers' survival is dependent suppliers, which will provide them with a competitive edge against larger retailers (Makhitha et al., 2017a). Studies indicate that a variable such as financial investment has been identified as a main cause of the demise of small retailers, but these variables are difficult to control (Abraham & Schmukler, 2017; Schmidt et al., 2017). Though the government do provide financing opportunities, the prerequisites may deter SMEs from benefiting from these opportunities.

The need for small retailers to survive in a competitive market is crucial if South Africa wants to lighten the social-economic burden of unemployment. With a 27.6 per cent unemployment rate (News24, 2019), small independent retailers' successful operation is crucial in uplifting this social-economic burden. According to Malgas et al. (2017), the influence of a downturn in the economy will affect the retail sector more than any other part of the trade sector. From this statement and the previous high unemployment rate, it is clear that small retailers' future and employment opportunities rest in their chosen strategies – strategies that include a better understanding of consumer values.

Bushe (2019) argue that failing to provide a suitable competitive consumer strategy will lead to dissatisfied and disloyal consumers moving their business to the competition. This initiates the study of those variables that SMEs can control to help create a competitive

advantage. The marketing composition consists of four controllable factors that influence consumer purchasing behaviour: price, product, location, and promotion. (Perera et al., 2017). The product is central to the study within the spectrum of these variables. The product is heavily influenced by its value and, more importantly, by how the consumer perceives value. The word value, however, is most often misunderstood or misinterpreted (Gallarza, 2021). Definitions of values are multiple, following different viewpoints depending on the area of study (Gallarza & Saura, 2020). This study centres on the potential influence of perceived value on the purchasing process, with a particular emphasis on the benefits derived from comprehending the perceived values of young adult students in relation to their purchasing decisions at small retail stores. Consumer experience may improve purchase intention. This might assist in elevating poverty, unemployment, and the survival of small retailers if this sector were expanded.

2.3 STUDENTS AS CONSUMERS IN SOUTH AFRICA

Having discussed the importance of improvement in purchase intention through suitable strategies, it is worth acknowledging the purchasing power of students and which experiences influence their purchase decisions. Most students at TVET colleges in South Africa fall into the 18 to 24-year age group, where these young adults become self-reliant. The cohorts formed during these formative years have proven to influence future consumer behaviour (Johnson & Ramirez, 2020). The cohort born between 1995 to 2010 is commonly identified as 'Generation Z' (Bencsik et al., 2016). On the other hand, Potluri et al. (2020) describe Generation Z as the group born after the creation of the world wide web and place the date in the middle 1990s to middle 2000s.

This age group represent current African students at Lephalale TVET College. These young African adults between 18 and 26 years of age move away from their parents' homes towards educational institutions that are usually far from their hometowns. As a sub-group of young adults, students participate in the reality of adult life and peer influences.

Students are consumers of various products, such as alcohol, food, and technological products, such as cell phones (Shava et al., 2016; Lategan et al., 2017; Viljoen et al., 2018). As informed consumers, students tend to focus on the influence of consumption on the environment, which influences their product choices. They compare the utilitarian value of the product and the product itself to their values system when evaluating products (Hwang & Griffiths, 2017; Viljoen et al., 2018). Although collaborative consumption is associated

with alleviating societal problems, young African adults tend to interact in collaborative consumption. This is mainly to sustain the joy offered by collaborative consumption as well as the economic gains that can be obtained from sharing (Zalega, 2018). Students' collaborative consumption patterns affect perceived values such as utilitarian, hedonic, and symbolic values (Ahmad & Nasution, 2020). The ability to reproduce purchase intention through suitable strategies is necessary for the survival of small independent retailers. It is worth acknowledging students' contribution and purchase power and the experiences that influence their purchase decisions. Vakil (2017) claims that student expenditure exceeds the expenditure of the average South African. According to his research, the average South African spends R31 215 per year, while the average expenditure of students is R32 568. Furthermore, most of the spending money used by students comes from their parents and family, indicating their influence in the application of family funds. This expenditure power makes the study of students as consumers in South Africa not only an interesting field of study but an absolute necessity. According to Dabija et al. (2019), the market will need to pay attention to young consumers and their purchase power as their financial ability grows. This necessitates strategies to reach these consumers. As a market segment, young African adults are seen as brand-conscious (Ismail et al., 2020). Furthermore, young adults are well versed in using technologies such as the Internet and mobile phones to acquire relevant product insights. Thus, they are characterised by their willingness to share their purchases (Hwang & Griffiths, 2017).

Therefore, young African adults between 18 to 26 years place a premium on having access to products rather than owning them (Francis & Hoefel, 2018). This indicates that African adolescents are considerably more likely to engage in collaborative consumption. Additionally, a product's value depends on both its ability to contribute to and express the consumer's individuality as well as the margin of access the consumer has when using it without owning it (Francis & Hoefel, 2018). Therefore, young African adults are information-driven, necessitating extensive research into products and a thorough examination of the product's availability and all its features before considering consuming it (Francis & Hoefel, 2018). This indicates that these young consumers evaluate products before purchasing for features such as price, quality, and social values, as well as ethical value and joy or pleasure. Further, it appears that utilitarian and hedonic values influence young African consumers' purchase behaviour. Consumers compare the utilitarian value of the product and the product itself to their values system when evaluating products for their ethical value (Hwang & Griffiths, 2017; Viljoen et al., 2018). Young African consumers tend to interact in

collaborative consumption, influenced by factors such as access to products, a margin of expressing their individuality and access to product information (Francis & Hoefel, 2018). Students' collaborative consumption patterns affect perceived utilitarian, hedonic, and symbolic values (Ahmad & Nasution, 2020).

2.4 DECISION-MAKING PROCESS

The ability to procure products, the chance to exhibit one's individuality, and the availability of product information may influence consumer values and, consequently, purchasing behaviour (Francis & Hoefel, 2018). According to research on the influence of consumer values on purchasing behaviour (Suki & Suki, 2019), several factors, such as peer influence and environmental concerns, may influence purchase intentions and, ultimately, the final purchase decision. In addition, various consumer purchase decision-making theories emphasise the deliberate decision-making process consumers follow when purchasing a product (Dreyer et al., 2022). Therefore, researchers studied various influences affecting decision-making, such as lifestyle, shopping orientation, motivation, shopper typologies, and personality traits (Ladhari et al., 2019; Malanda, 2020, Simanjuntak, 2019; Whitley et al., 2018).

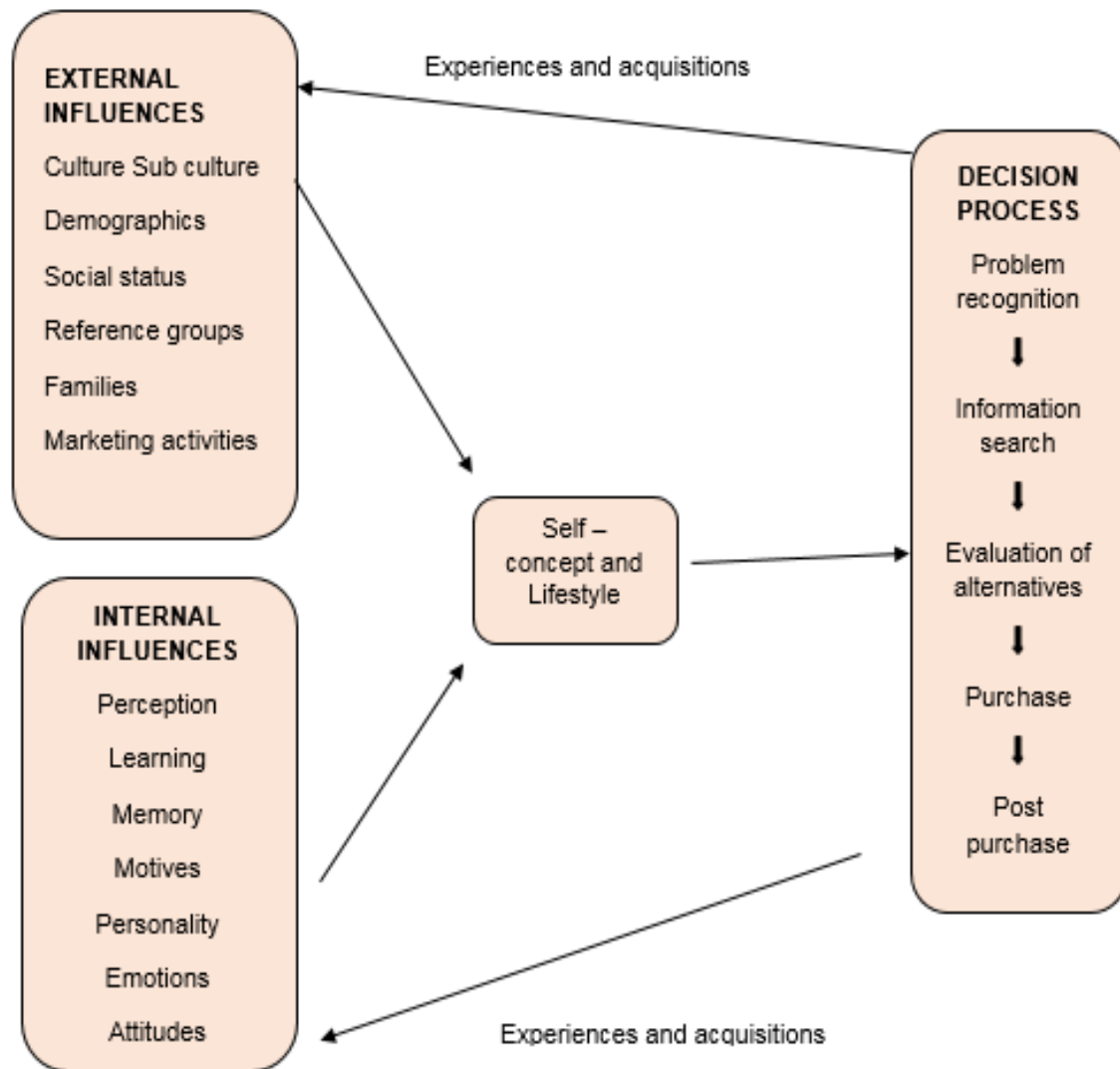
The approach to decision-making depicted by Hawkins et al. (2019) comprises of the five phases identified by Gomes and Jeive (2018): 1) identifying the issue or need, 2) collecting the appropriate data, 3) evaluating the available options, 4) making the actual purchase, and 5) reflecting on the experience. Parmer et al. (2021) support this view and claim that the decision-making process comprises 1) problem recognition, 2) information search, 3) alternative evaluation, 4) purchase decision, and 5) post-purchase behaviour. These authors also indicate that this process is not only suitable for high-involvement purchase decisions.

Reducing stages by excluding information recognition and alternative evaluation is also valid for low-involvement purchase decisions. Various new models have been developed by researchers, such as the Howard–Sheth (HS) model, Nicosia and Parasuraman (NI) model, and the Zeithaml and Berry (EZB) model (Hsieh, 2020). These models focus on both extrinsic and intrinsic variables which influence the purchasing decision-making process or outcome. Making decisions during the purchase process is sometimes viewed as an unconscious natural behaviour enforced by time limitations. This view is described as a

heuristic approach that consists of both conscious and unconscious decision-making consumers (Rottenberg & Matthews, 2017).

Within these drivers or modes of decision-making, identifying a need is only the beginning of the decision-making process that acts as a motivator for the process. The motivation that may be either hedonic or utilitarian in nature is influenced by how the consumer perceives the value of a product. Motivation drives consumption patterns, influencing purchase decisions where the purchase represents the final stage of the process (Whitley et al., 2018). Researchers have further concurred that different decision-making styles influence decision-making (Eom et al., 2020; Mann & Sahni, 2019; Moore, 2016). These styles affect the consumer's behaviour by conceptualising the need, seeking suitable products and alternatives and evaluating the purchase (Eom et al., 2020). Consumer decision-making styles are described as orientations characterised by consumer's choices (Eom et al., 2020; Isaacson et al., 2018; Mann & Sahni, 2019; Rojanasingsawad et al., 2020; Usman et al., 2021). It was discovered that three models influence the decision-making styles of consumers: 1) psychographic, 2) typology, and 3) the consumer characteristics model (Eom et al., 2020; Moore, 2016). According to Moore (2016), the typology approach is mainly used in retail patronage. This study applied a consumer characteristics approach.

Figure 2. 1 *Consumer Behaviour and Decision - Making Model*



Adapted from Hawkins et al. (2019).

Figure 2.1 above depicts the consumer behaviour and decision-making process model as suggested by (Hawkins et al., 2019). The research conducted by Hawkins et al. (2019) demonstrates that both internal and external stimuli can affect an individual's self-image, which can impact their decision-making process. This study's objective was to determine the influence of perceived value on the purchasing decision of a subset of consumers within a particular domain. According to Dreyer et al. (2022), the decision-making process during the purchase process is viewed as an unconscious natural behaviour. This is not, however, the consensus among researchers. The ability of a company to add value to the product is critical since it influences consumer perceived value of such products (Dastane et al., 2020). The present findings suggest that decision-making is significantly influenced by cognitive

and affective orientations, including the attribution of value to products and the emotional experiences elicited during shopping for said products (Eom et al., 2020).

2.4.1 Perceived consumer values and the purchase decision process

There can be no doubt that the success of small independent retailers is strongly influenced by the ability to attract and retain consumers. According to Chinomona and Maziriri (2017), the intention to purchase is a powerful force that enhances a business's income and sustainable growth. Consequently, knowing the dynamics of purchase intention is crucial. Rahman and Reynolds (2016) and Untaru and Han (2021) claim that several research studies focus on the ability to predict and understand behavioural intentions influencing the consumer decision-making process. Positive purchase behaviour may follow if consumers encounter successful outcomes after purchase and initial purchase assessment. Chauke and Duh (2019) indicate that post-purchase decision-making can affect potential positive or negative purchasing habits depending on the consumers' experience.

Researchers and scholars have suggested the importance of consumer satisfaction during post-purchase evaluation as part of the decision-making process. Wilkins et al. (2016) argue that scholars and researchers only focus on satisfaction and lack the effect of cognitive dissonance as a significant influencer in post-purchase decision-making. Historically, price and quality stood central to product evaluation as a measure of product satisfaction. According to Zhong and Moon (2020), the price and quality of a product relate positively to each other. Pappas et al. (2017) support this view suggesting that price, quality, and trust are strong influencers of purchase intention. The fifth and final step of the procedure for making a purchase decision is to evaluate the purchase after it has been made, and its significance should not be underestimated.

Khatib (2016) emphasizes the phases of the purchasing decision-making procedure. To influence future purchase behaviour, the author indicates the importance of information sources. The level of satisfaction derived from fulfilling the need identified through the information sources is central in post-purchase evaluation. Consumers evaluate alternatives, comparing them to the purchase during post-purchase evaluation based on their perceptions (Voramontri & Klieb, 2019). Mazhar et al. (2022) argues that the outcome of the post-purchase evaluation will lead to either satisfaction or dissatisfaction with the product. Hsu and Lin (2016) and Nguyen and Chen (2018) believe that satisfaction is a positive reaction to the needs and expectations that will predict future purchase intention.

Consumer perceived value is nothing new, and its importance in attaining a competitive advantage has been proven through various research studies. It is a concept studied in various research fields, such as marketing, psychology and consumer neuroscience (Pozharliev et al., 2021). In the last ten years, studies on perceived value have steadily increased after a peak at the beginning of this millennium (Satar et al., 2019). However, there is no generally accepted opinion regarding the conceptualisation and means of measurement of perceived consumer value (Brion, 2022).

Historically, the study of perceived consumer value is not new and became quite the focal point in the late eighties and later in the twenties, as can be seen in research done by researchers such as Clube and Tennant (2020), Konuk (2019), Sharmelly and Klarin (2021) Zarantonello et al. (2020), and Zeithaml et al. (2020). Though different terminologies exist to describe the value, perceived consumer value was conceptualised by Konuk (2019) and Ibrahim and Borhan (2020). Konuk (2019) Key decision-makers within a customer's organization can define customer perceived value as their assessment of the advantages a supplier's good or service offers. This evaluation involves a trade-off between multiple benefits and takes into account the available alternative supplier offerings in a specific use situation. Ibrahim and Borhan (2020) describe customer perceived value as the ratio of benefits received from providers relative to the cost sacrificed by customers.

Konuk (2019) indicate that they based their definition on three elements common to most definitions of customer perceived value. The first is that there are multiple components of value to be considered. For example, the perceived benefits combine physical attributes, service attributes, and support for a specific use situation. In contrast, sacrifices are the most important component that customers use for forming value perceptions. The second component is the difference between various customer segments when adding value to the same product or service. This value is referred to as the subjectively perceived construct, while the last component is a trade-off between suppliers. Further, Ibrahim and Borhan (2020) based their definition on the equity theory principles suggesting that consumers perceive the value of a product on what they regard to be a fair or reasonable price for the value that a product offer.

According to Ibrahim and Borhan (2020), quality and price influence customers' perceived value when they evaluate the benefits on offer and the momentary sacrifices made to obtain the product. Consumers differ in how they perceive value in their purchases (Konuk, 2019). Certain individuals focus on the physical value indicated by the first component of perceived

value, namely the product's physical attributes, such as price and quality. On the other hand, customer satisfaction is viewed as an emotional (hedonic) response motivated by the customer's post-purchase evaluation (Konuk, 2019). This study focuses on the influence that the dimensions of perceived value have on the purchase intention of young African consumers. Furthermore, the original multi-dimensional scale consists of three dimensions: utilitarian, hedonic and social value (Woo & Kim, 2019), is supported by Bhaduri and Stanforth (2017), K. Kim et al. (2020), and Talonen et al. (2016).

2.4.2 Perceived value theories

At first, research defended a unidimensional concept of perceived consumer value focusing on the relationship between price and quality (Clube & Tennant, 2020; Zarantonello et al., 2020; Zeithaml et al., 2020). This led to a low-order conceptualisation of value. Zeithaml et al. (2020) developed a means-end theory model that defines consumer value according to four definitions during this period. These definitions are “1) value is a reduced price, 2) value is what I require from a product, 3) value is the quality obtained at the product price, and 4) value is what I receive for what I trade” (Zeithaml et al., 2020, p. 412). From this, it is also clear that one of the main areas of research based on this model would focus on utilitarian values (price and quality).

Various studies were based on the means-end theory model, which became the foundation of further research (Bhaduri & Stanforth, 2017; Gallarza & Saura, 2020; Hill et al., 2020; Maharani et al., 2020; Makanyeza et al., 2016). However, Sánchez-Fernández et al. (2019) supported the multidimensional model approach following Hollbrook's typology value model. According to Sánchez-Fernández et al. (2019), an overly simplified interpretation of consumer values results from consumers' unidimensional response towards perceived value. Furthermore, the unidimensional model of perceived values does not acknowledge the complex nature of customers' perceptions of value. Therefore, more models of consumer perceived value developed due to dissatisfaction with the unidimensional conceptualisation of consumers' behaviour.

Researchers such as Gallarza et al. (2019), Picot-Coupey et al. (2021), Yadav and Pathak (2016), Zboja et al. (2016), and Zeithaml et al. (2020) disagree with the unidimensional conceptualisation of consumers' perceived value, arguing that it is too simplistic, arcane, and narrow. These authors argue that consumers do not only perceive value by its functional (utilitarian) value alone but also consider the emotional (hedonic value) and social

dimensions of value. They argue that value needs to be dealt with as a multidimensional concept that also involves the higher-order conceptualisation of the value concept. Yadav and Pathak (2016) concluded that perceived consumer value entails a holistic assessment of a product's usefulness that reflects the consumer's perception. Various theorems evolved from the multidimensional concept of value, such as the theory of consumption values discussed by Fathima et al. (2022), the PERVAL model of Song et al. (2019) and multidimensional conceptualisation (E. Kim et al., 2018).

The theory of consumption values designed by Fathima et al. (2022) applies five consumption values: 1) social value, 2) emotional value 3), functional value 4) conditional value, and 5) epistemic value. The PERVAL model discussed by Song et al. (2019) differs from E. Kim et al.'s (2018) multidimensional conceptualisation model but still deals with the multidimensional aspect on four levels: 1) functionality – "performance/quality", 2) emotions – "feelings/fun", 3) societal value – "social self-concept", and 4) monetary value – "price/value for money". Therefore, the model discussed by Song et al. (2019), the PERVAL model, is adopted to be used in this study due to the multidimensional nature of the model.

According to Picot-Coupey et al. (2021), utilitarian value is the value the consumer obtains from the rational consumption behaviour of a product and the value the product offer to fulfil a task. Therefore, the following values are part of this study's utilitarian values (functional value "price/quality" and monetary value "price/value for money"). Hedonic value is the value obtained from the product's fun and playfulness as experienced by the customer. Adopted from Song et al. (2019), the hedonic value that forms part of this study is the emotional value of "feelings/joy". Furthermore, Yu and Lee (2019, p.7) define social value as the "benefit that a product or service offers through the product's ability to satisfy the customer's need to get recognised or achieve social pride". Therefore, by adopting the PERVAL model, the social self-concept values that form part of this study are social self-image and social value identity.

Numerous newer studies have also indicated the importance of perceived values affecting consumer decision-making (Ayodele & Nkamnebe, 2020; Dastane et al., 2020; Johnson & Ramirez, 2020; Maroufkhani et al., 2022; Suki et al., 2021). Cuisson et al. (2021) found that perceived value played a significant role in user satisfaction. Recent research also supports a multidimensional positive relationship between product utilitarian and hedonic values and consumers' repeat purchase intention behaviour (Kumar & Ayodeji, 2021). These drivers of purchase intention necessitate a study of their influences on small retailers. This study aims

to determine how the perceived values of young African adult students influence their propensity to purchase at small retailers (SMEs).

Assessing perceived consumer values is critical if SMEs intend to gain a competitive advantage by analysing consumers and making informed predictions about their purchase behaviour (Samoggia et al., 2020). Assisting in gaining a competitive advantage through analysing consumers' perceived values, the consumption patterns of consumers can be evaluated. According to Bhaduri and Stanforth (2017), consumers' consumption patterns of products are influenced by three dimensions of their perceived value during decision-making (functionality value, emotional value, and societal value). The consumers' perception of the product's usefulness through its price and quality that justify purchasing such products refers to its functional value (Ayodele et al., 2020; Roustia & Jamshidi, 2019).

Based on the view of Dastane et al. (2020), it is clear that perceived values are critical in the consumer's ability to evaluate the product, which has a crucial role in the five-stage process indicated by Parmer et al. (2021). This view is further supported by De Medeiros et al. (2016), who emphasise the value that perceived values play when determining the variables that affect the purchase decision. However, various gaps in the study of perceived value's influence on purchase decisions exist of which price, quality, environmental and emotional value still need to be addressed (Gallarza & Saura, 2020). Therefore, this research study investigated the impact of perceived values on purchase decisions in small retailers (SMEs). Functional values, price and quality, environmental value, as well as emotional value form an integral part of the study. The study is unique due to the target audience and the fact that no such study was ever conducted in Lephalale.

Indeed, the multidimensional understanding of the variables that affect buying decision-making is not limited to the quality and eight dimensions of satisfaction encountered by the consumer. This also includes the effect of emotions that lead to the degree of satisfaction the user feels. Soodan and Pandey (2016) found that consumers' emotions significantly influence their purchase decisions. Therefore, emotions are also critical in establishing the level of satisfaction or dissatisfaction experienced by the consumer.

Soodan and Pandey (2016) claim that the type of emotional experience experienced by the consumer during the purchase process can decide the consumer's progressive appraisal of the product. Positive emotional experiences could encourage more product purchases. In contrast, negative experiences will only contribute to post-purchase confusion. Antonetti et

al. (2019) and Sinha and Lu (2019) suggest that it would be challenging to overcome the negative emotional experiences experienced by the user. These authors further claim that the emotional distress endured by the consumer can, under certain conditions, even contribute to full-scale conflict and exclusion from future product purchases (Antonetti et al., 2019; Sinha et al., 2019). Pappas et al. (2017) argue that it is necessary to concentrate on creating positive emotional interactions with the consumer by attempting to persuade consumers to purchase products.

According to Pappas et al. (2017), this will entail implementing suitable strategies based on rational arguments backed by knowledge gathered from consumer feedback. Research also indicates that the study of emotions influencing consumer satisfaction must include positive and negative emotions (Lin et al., 2020; Pappas et al., 2017). It can be argued that researching the impact of emotion on pre-purchase and post-purchase consumer behaviour is a requirement for the survival of small independent retailers.

A summary of the research done by various researchers and their respective contributions is provided in Table 2.2 below.

Table 2. 2 Summary of Research Conducted on Consumer Perceived Value

Authors	Value studied			Country
	Utilitarian	HEDONIC	Social	
Maharani et al. (2020)	Price, quality extrinsic cues	Store image		United Kingdom
Bhaduri & Stanforth (2017)	Price, quality	Emotional	Social	USA
Makanyeza et al. (2016)	Perceived product functional value			South Africa
Yadav & Pathak (2016)	Functional price		Environmental values	India
Briliana & Andrianto (2019)	Functional	Emotional	Social	Taiwan
Suki et al. (2021)	Functional	Psychological	Environmental values	India

2.5 PERCEIVED VALUES INFLUENCING CONSUMERS' PURCHASE PROCESS

Consumers' purchase decisions are a cognitive orientation characteristic of the consumer's approach when making a choice (Mehta, 2020). Furthermore, according to Evelina et al. (2020), various factors influence the customer's purchase decision-making process. At the same time, customers make use of indicators such as price and quality to inform their choices. Furthermore, values such as price and quality are influential indicators that can affect consumers' perceptions. Consequently, consumers perceive a product's worth based on their mental orientation, which influences their decisions.

Perceived value, as stated by Zeithaml et al. (2020), refers to the consumer's perception of the value derived from product usage, following a comprehensive evaluation of the product's utility. Therefore, customers' perceived value reflects the opinions of customers regarding the product. The perception of the customer is based on the evaluation of the benefit the product offers compared to what is sacrificed to obtain the benefit offered by the product. Different components influence perceived value that has been identified in previous literature. Components of perceived value, such as the utilitarian, hedonic, and social value, formed part of previous studies (Gallarza et al., 2019; Picot-Coupey et al., 2021; Yadav & Pathak, 2016; Zboja et al., 2016; Zeithaml et al., 2020). Furthermore, perceived values influencing the consumer purchase process are central to this study. The values being examined in this research are categorized into more precise sub-values. These values form part of the utilitarian values (price, quality, and functional value), hedonic values (joy/playfulness, aesthetics, store image, emotional value) and social values (social self-image and social value identity).

2.5.1 Perceived hedonic value

Various researchers have described perceived hedonic value as being important and powerful as an indicator and a force of consumer behaviour, purchase intention, and satisfaction (Dahmiri et al., 2019; Rusli & Berlianto, 2022; Shah et al., 2022; Sharmelly & Klarin, 2021; & Zeithaml et al., 2020). Xu et al. (2019) argue that although researchers have studied various aspects of hedonic value, they overlooked the concept of pleasure. However, they do admit the vital importance of perceived hedonic value. The importance of the perceived value of the consumer cannot be ignored. Perceived values are often referred to as the consumer value dimension reflecting the view of the consumer rather than that of the supplier (Hartini et al., 2022). It is impossible to completely analyse consumer behaviour and derive an understanding by focusing on only the hedonic component of perceived value (Dahmiri et al., 2019).

However, the hedonic component, like the utilitarian value component, motivates purchase behaviour. The hedonic value act as a motivator in the purchase decision-making of consumers (Picot-Coupey et al., 2021). Furthermore, hedonic value functions as an intrinsic motivator, influencing purchase decisions utilising senses that affect emotion (Kumar & Ayodeji, 2021; Kusmarini et al., 2020). The hedonic value dimension of perceived value can be viewed as an intangible dimension of the hedonic value of the product (Hartini et al., 2022; Kotler & Armstrong, 2021; Żymkowska, 2019).

The perceived hedonic value of a consumer is a subjective and personal response towards a product's value of consumption, founded in the value of entertainment and joy from consuming the product (Hwang & Griffiths, 2017, Song et al., 2022). Kusmarini et al. (2020) argue that hedonic value encompasses all the feelings of pleasure contributing to a consumer's holistic evaluation of a product. Perceived hedonic value adds value to the purchase intention by providing a multisensory emotional gratification of indulging in fantasies, fun, joy, and entertainment through consuming a product (Helmefalk & Hultén, 2017; S. Kim & Kim 2016; Talonen et al., 2016). The contribution of perceived hedonic value to the purchase intention is well documented in studies of perceived hedonic value in areas such as mall shopping behaviour and social networking services (Kesari & Altulkar, 2016; Zhani, Mouri & Ahmed, 2022).

The hedonic value is not always just a positive experience. Negative feelings can also be present depending on the risk or benefit experienced (Kumagai & Nagasawa, 2021).

Purchasing products is costly, and limited purchasing power may create negative feelings towards the product. Therefore, the quality and price should justify the purpose. Furthermore, emotional value derives from the satisfaction incurred from products by eliciting or altering feelings whenever compared to the gain derived from using such products (Suki et al., 2021). The contribution of hedonic value is found in the proof that perceived hedonic value contributes positively toward consumers' post-evaluation of products. It can be argued that hedonic value functions as a critical motivator in repeat purchase behaviour (Kumar & Ayodeji, 2021).

Consumptive behaviour is founded on the desire and satisfaction that products provide, not the need for such products (Furukawa et al., 2019; Khoiriyah & Kardoyo, 2020). These authors argue that there is a trend in young people consuming for the pure pleasure, enjoyment, and satisfaction that products offer. According to S. Kim and Kim (2016), perceived hedonic value adds value in the form of pleasure, enjoyment, and satisfaction experienced through the consumption of products. It is well noted that the consumption of hedonic products is influenced by the opinions, advocacy, reactions, and pressure of social groups (Candi et al., 2016; Zhu & Chen, 2016). It can be argued that fun, pleasure, and emotional satisfaction derived from a purchase will contribute to a positive experience and level of satisfaction. Bibi et al. (2022) claim that hedonic happiness is derived from pleasurable experiences that form positive or negative moods depending on the degree of contentment perceived by an individual.

On the other hand, Chauke and Duh (2019) indicate that a consumer's perceived value is critical as an influencer for repeat purchase intention. However, Gan and Wang (2017) argue that while perceived value has been the main focus of several studies, the dimensions of perceived value have been neglected. Therefore, it can be argued that the perceived hedonic value dimension can positively or negatively influence consumers' post-purchase evaluation of products. Furthermore, the intrinsic motivation created by feelings and emotions is linked to the perceived hedonic value of consumers (Kumar & Yadav, 2021). According to Dedeoğlu et al. (2018), the perceived hedonic value must be viewed from a multidimensional perspective.

This view is supported by Dedeoğlu et al. (2016) and Dastane et al. (2020), indicating the importance of different consumers' perceptions of products when evaluating their purchase intentions. However, it is important to note that first-time and repeat purchase consumers further influence the multidimensional approach to perceived hedonic value (Dedeoğlu et

al., 2018.). However, Etkin and Sela (2016) argue that the frequency at which products are used has limited influence on such products' hedonic value. This may stem from the view that hedonic value is a subjective and individualistic value. Hedonic shopping value is subjective and individualistic as it is perceived as more fun and pleasurable than utilitarian value (Liao, 2021).

2.5.1.1 Joy

According to Holbrook (2019), the hedonic value that the consumer experience is subjective and individualistic and based on the fun and pleasure experienced. This suggests an emotional stimulation experienced by the consumer expressed in individual perception of pleasure. Therefore, stimulating the emotion of joy experienced by the customer through a medium such as music or a positive environment will influence the customer's purchase intention (Faizabadi et al., 2019). Therefore, creating a joyful environment influences customers' purchase behaviour (Gullo et al., 2019). Furthermore, the levels of joy experienced by the customer are influenced by the variety of emotions stimulated. Faizabadi et al. (2019) opine that the correct stimulation in a suitable marketing environment may even increase the joy consumers experience when shopping. According to Faizabadi et al. (2019), by simplifying product designs, more joy can be elicited due to ease of use. At the same time, this assists in creating a trusting relationship with the consumer. This new trust relationship leads to improved purchase intention of consumers.

Therefore, a joyful marketing environment that is based on trust can lead to increased purchase behaviour of consumers. According to Liu et al. (2021), creating a trusting relationship creates an environment in which positive emotions are motivated. Positive emotions are characterised by the fun and pleasure that the customer experience. Therefore, a positively motivated customer that experiences joy and pleasure will lead to positive conduct by the customer (Gullo et al., 2019). Furthermore, an exciting shopping environment will increase consumer purchase intent (Gullo et al., 2019). However, the opposite is also possible, where a negative emotional shopping environment may lead to decreased shopping intention. Consequently, there is value in an environment that elicits positive emotions from the customer. However, if the customer does not experience positive emotions of joy and pleasure, the potential customer will search for joy and pleasure in a different shopping environment (Gullo et al., 2019).

2.5.1.2 Store image

Pleasure could also be found in the value experienced by the use of a specific store. Thus, the image that the consumer has of the store will influence the consumer's purchase intention. According to Balaji and Maheswari (2021), store image is influenced by the following store image dimensions: 1) ambience and entertainment, 2) staff, 3) merchandise, 4) convenience, 5) status, and 6) price. Francioni et al. (2018) claim that the store ambience reflects the physical design and characteristics of the retailer's business. The holistic visual experience reflects the store image, which influences the consumer's cognitive perception and emotions experienced when shopping at the retail store. Therefore, the image obtained from experience remains imprinted in the consumer's mind. Previous research suggests that consumers tend to value and observe in-store attributes while shopping (Francioni et al., 2018). Attributes such as music playing in the store, appealing decorations, and comfortable climate control enhance positive feelings during the shopping experience (Aburayya et al., 2020; Atulkar & Kesari, 2018; Sharma & Chadha, 2020). In addition, entertainment in the retail store shows positive customer engagement by remaining in the store for more extended periods (Helmefalk & Hultén, 2017; Sung et al., 2021), thereby increasing the opportunity for the consumer to purchase products from the retail store. Friendliness and politeness, or the absence thereof, influence the consumer's emotions and, therefore, their store engagement (Le et al., 2021). According to Ho et al. (2021), consumers' experiences with staff service their choice of store. This is while consumers search for merchandise that offers a variety of readily available choices (Balaji & Maheswari, 2021; Baltas et al., 2017). Product variety and availability are important to the consumer; however, the customer also seeks products at an acceptable price (Dos S Hentschke et al., 2022). While the consumer searches for products or merchandise at fair prices and a great variety, the store image is further influenced by the convenience of the location that the retail store offers (Hanaysha, 2020; Oe et al., 2022). The farther the retailer is located from the customer's residence, the less chance the customer purchasing products from the retailer (Brata et al., 2017; Kumar et al., 2019). Balaji and Maheswari (2021) suggest that the customer search for retailers that offer not only product value but also value obtained through the status that the selection of a particular store offers.

2.5.1.3 Emotional value

Joy and self-image spread from emotions associated with the purchase experience. Consumers find emotional value in the satisfaction obtained from purchasing products that

satisfy their emotional needs (Simanjuntak et al., 2020). According to Zeithaml et al. (2020), emotional value derives from the affective states that products create. The affective state that a product influences include the perceived quality of products and retail atmosphere, and it motivates purchase intention (Peng et al., 2019; Maharani et al., 2020). In emerging nations such as South Africa, there is a tendency for individuals to see foreign brands and products as superior to local products (Ninh Nguyen & Thu Hong Ho, 2022). The assumption that foreign products are of higher quality generates feelings of emotional wealth if possessing such products. Further, quality improves the utilitarian value offered by the product and influences the hedonic value through the emotional experiences obtained from using the product (Babin et al., 2019). Furthermore, Raharja et al. (2022) claim that the consumer's level of emotional value increases with higher levels of product value, luxury, and status attributed to product brands.

Perceived quality, therefore, influences consumers' emotional value towards products. Thus, emotional value is influenced by the value the product offer. At the same time, a positive experience obtained from using a product may lead to positive purchase behaviour (Atulkar, 2020; Noeth, 2021). According to Sameeni et al. (2022), an emotionally satisfied consumer will tend to purchase the brand that elicits a positive emotional value in them. Niedermeier et al. (2018) argue that consumers' purchase intentions are strongly influenced by the desired emotional benefits they want from a product. According to Niedermeier et al. (2018), there exists a linear correlation between purchase intention and emotional value. Specifically, an augmentation in emotional value is posited to result in a corresponding increase in purchase intention. A satisfied consumer pleased with the purchase made may be more inclined to purchase the product again. Therefore, positive emotional value increases the chances of the consumer purchasing a product and becoming a loyal customer of the product (Asshidin et al., 2016).

2.5.2 Perceived social values

Increasing a product's social value is one strategy to improve consumers' perceptions of the product. In social science, "social value" is defined as "the perceived benefit of an alternative relationship with one or more particular social group" (Haba et al., 2017, p. 49). Social value, as defined by Briliana et al. (2019), is the utility value that results from a product's capacity to improve the consumer's perception of themselves in social contexts. Additionally, social value is integral to determining customer behaviour (Evelina et al., 2020). As emphasised, social value is a key feature of perceived values that could influence

customers' purchase intentions (Song et al., 2019). Peer pressure is a significant influencer on purchase choices and customer satisfaction, and it is through this mechanism that social value is developed (Evelina et al., 2020). Therefore, peer-approved products provide a level of status and exception by the group. Using products with an accepted status provided by the brand name is a strong motivator of purchase intention and satisfaction. At the same time, the affiliation of peer-accepted products helps to create an image and identity associated with the peer group providing a feeling of belonging (Suki et al., 2021).

Furthermore, Sanchez-Fernandez et al. (2007) explain social value as a relation of acceptance offered by a reference group to a consumer based on a choice made by the consumer. Therefore, the social value indicates the relation between the values of the consumer's inner social circle and the image the consumer wishes to portray (Sanchez-Fernandez et al., 2007). The values of the consumer's social circle are also reflected in the group's norms. Yahya et al. (2022) opine that subjective norms influence consumers' purchase intention positively. Therefore, relationships with social groups will influence the consumer's purchase behaviour.

According to Singh and Verma (2017), as cited in Yahya et al. (2022), subjective norms may benefit customers. Therefore, the social value of products is important in enhancing consumers' social self-concept through their association with the product or brand. The importance of the enhancement in the social self-concept of consumers can affect product choice influenced by peer group pressure. Thus, the association with certain brand names may influence group participation and affect consumer image and identity. Consequently, the products they use and associate themselves with enhance consumers' social status. Further, groups of people of the same age and maturity influence each other's perceptions about the social value products offer. Mahrunnisya et al. (2018) provide a definition of peers as a collective of individuals who share a similar age and level of maturity. Historically, peers have been hugely influential as a motivator of consumption patterns (Kaur & Singh, 2019). Peer groups gather information, draw comparisons, and learn from each other about the society and institutions in that society (Mahrunnisya et al., 2018).

The peer groups affect purchase decision-making, leading to changes in consumer consumption behaviour. Loh (2019) argues that peer recommendations influence two important areas of the purchase behaviour process and that peers are responsible for creating awareness of products and providing information about products after evaluation. Based on a product's positive evaluation, a peer will be more likely to purchase and

consume such a product (Loh, 2019). According to Baek and Choo (2016), peers might be susceptible to symbolic messages that may strengthen their purchase behaviour when purchasing symbolic and self-expressive products. Ali et al. (2022) contend that the influence of social media in terms of obtaining information from peers underscores the importance of investigating peer consumption behaviour. Furthermore, peer groups tend to engage in collaborative consumption behaviour (Hwang & Griffiths, 2017). Collaborative consumption is a practice that involves the collection of information through peer-to-peer evaluations of goods and products, utilizing technological tools such as online media platforms. Ertz et al. (2018) argue that though multiple definitions exist to define collaborative consumption, Albinsson and Perera (2018) provide the most complete definition.

According to Albinsson and Perera (2018, p. 97), collaborative consumption can be defined as a “rapid explosion in swapping, sharing, bartering, trading and renting being reinvented through the latest technologies and peer-to-peer marketplaces in ways on a scale never possible before”. Hence, the fundamental aspect of ensuring sustainable consumption patterns lies in the capacity of peer groups to comprehend the significance of collaborative consumption. According to Ahmad and Nasution (2020), perceptions (both hedonic and utilitarian values) influence peer groups’ understanding of sustainable consumption. Ertz et al. (2018) indicate the presence of a gap in knowledge regarding consumer behaviour concepts such as motivations, values, and beliefs affecting consumers’ collaborative consumption practices.

2.5.2.1 Social self-image

Collaborative consumption influences the social value experienced by the consumer with a subsequent influence on purchase behaviour (Loh, 2019). Consumers purchase products to feel accepted by their peers and to portray a particular image of themselves to peer groups. According to Gonzalez-Jimenez et al. (2019), consumers also like to be viewed by their peers according to a perceived individualistic self-image. Social self-image as a dimension of perceived value is a driver of social norms (Gonzalez-Jimenez et al., 2019). Therefore, the consumer’s social norms are affected by the view the consumer has of themselves. A consumer’s self-image is based on the social desire to create a favourable image they can portray to others (Rasmus et al., 2017). According to Liu et al. (2018), the desire of consumers to view themselves in a certain way can be used to a marketer’s advantage. Therefore, the marketing of products that nurture the customer’s self-image can

be used to the marketer's advantage. Previous research suggests that the customers' self-image might strongly influence their purchase decision-making process (Wilkie & Rao Hill, 2022; Yusof & Ariffin, 2016). On the other hand, the social desire to be viewed by peers favourably influences purchase behaviour according to customers' perceived image of themselves (Sandhu et al., 2018). Consumers' favourable self-image provides satisfaction when purchasing the same products as their idols (Wang & Lin, 2021).

Therefore, a strong consumer's social self-image is key to improved purchase behaviour (Hu, Chen & Davison, 2019). Consumers' self-image about themselves often influences purchase behaviour when the consumer compares a product's image with their own self-image (Badrinarayanan & Becerra, 2019). The present study examines the antecedents of shoppers' relationships with retail stores and their impact on their patronage intentions (Badrinarayanan & Becerra, 2019). Therefore, the consumer's self-image congruence influences the consumer's satisfaction level and purchase behaviour (Han et al., 2018). According to Nguyen and Nguyen (2020), self-image congruity influences customer evaluation when analysing product information. Further, according to Manoppo and Pandowo (2020), the consumer has a perceived image of what is expected from a product, which is used to measure the value attributed to the product.

Manoppo and Pandowo (2020) refer to actual congruity as the perceived match that the consumer holds about their self-image and how they believe the self-image of a typical product user should be. Therefore, when a customer's self-image matches a typical product user, a high level of congruency occurs (Arslan & Sututemiz, 2019). Furthermore, a relationship exists in the margin of congruency between the consumer's self-image and brand image. According to Li et al. (2021), a higher level of congruency of the self-image compared to the brand image will influence higher levels of purchase intention. Therefore, it can be argued that a favourable relationship between the image of the product and self-image should be established to increase consumers' purchasing behaviour.

2.2.5.2 Identity

A favourable relationship between a product's image and one's own self-image can further enhance an increase in purchasing behaviour. Research suggests that consumers' personal identities are influenced by their purchase behaviour (Salem & Chaichi, 2018). In contrast, their purchase behaviour, in turn, can improve the consumer's self-image when purchasing desirable products (Salem & Chaichi, 2018). McGowan (2017) explains social

identity as one element of the consumer's self-perception that derives its emotional significance from the individual's knowledge base, which stems from the social relationship between the person and affiliated groups. According to McGowan et al. (2022), social identity should be viewed from a two-dimensional perspective, including cognitive and affective dimensions. Furthermore, Bianchi et al. (2019) claim that the affect dimension is entrenched with the emotional connection the consumer makes with the retailer and may influence purchase decisions of products. Emotions' importance in purchase decisions is nothing new (McGowan et al., 2017). Furthermore, cognitive images of social groups based on the consumer's beliefs, values, and group norms influence the consumer's behaviour.

Consequently, the consumer's cognitive identity is a connection between the cognitive image of the social group and the cognitive image of the consumer (Wolter & Cronin, 2015). According to Ashforth et al. (2020), the cognitive images experienced by the consumer are referred to as social identity content. Furthermore, Setterstrom and Pearson (2019) argue that the consumer's social identity can predict the consumer's value perception. Hwang et al. (2021) indicate that aspects of consumer behaviour, such as purchase behaviour, can be explained by means of the consumer's value perceptions. Previous research indicates that emotional value strongly influences consumer purchase intention and satisfaction (Bianchi et al., 2019). Valae and Nikhashemi (2017) claim that a significant influence of social identity exists on purchase behaviour, especially luxurious products. Thus, social identity motivates the consumer by means of emotions experienced and affected by the desire to belong to a group obtained from the value perceptions of products. Therefore, social identity drives the consumer's purchase decisions.

2.5.3 Perceived utilitarian value

Both utilitarian values (perceived price and quality), hedonic values (joy/fun, store image, and emotional value), and social values (self-image, identity) contribute to different dimensions of the perceived values of consumers (Sulhaini et al., 2020). Researchers studied consumers' perceived value and the impact of the dimensions of perceived value in various fields. Globally, the study of perceived value and its effect on purchase decisions received great attention. The relevance and influence of said utilitarian, hedonic, and social dimensions of perceived value reflected in purchase intent cannot be overstated. Further research is required on the "antecedents and consequences" of customers' perceptions of value (Gallarza & Saura, 2020; Satar et al., 2019).

The utilitarian value hypothesis has been researched for some time and is one aspect of perceived value that has affected numerous investigations of customer behaviour in the last two decades. The concept of "utilitarian value" pertains to a comprehensive assessment of the practical advantages and drawbacks of a given product or service in relation to an individual's needs (Lubis, 2021). S. Kim and Kim (2016) contends that utilitarianism focuses less on intrinsic value and emphasises performance more. Utilitarian value is cognitive in nature, and is composed of all the functional, practical, economic, and task-oriented components of value (Küçüksarı, 2021; Niedermeier et al., 2018; Talonen et al., 2016). These include the value contributed by the price, size, weight, and various features of the product that affect the purchase decision (Almuraqab & Mansoor, 2021; Kiran et al., 2019). The importance of the functional aspect of value cannot be disregarded (Ayodele et al., 2020; Bhutto et al., 2022; Sangroya & Nayak, 2017; Han et al., 2017). These authors argue the importance of consumer perceptions, attitudes, and behaviour in influencing purchase behaviour. However, Kiran et al. (2019) show that customers' purchase choices are influenced primarily by the objective component of utilitarian value rather than by the subjective factor of perceived value. The concept of "utilitarian value" pertains to a comprehensive assessment of the functional advantages and drawbacks of a given product or service in relation to an individual's needs (Sastry & Rao, 2017).

According to Ukpabi et al. (2019) young African adult consumers are positively influenced by the utilitarian, hedonic, and social value experienced using products. Furthermore, young adult consumers prefer to experience these values through the convenience of the Internet using digital apparatus. However, Ukpabi et al. (2019) emphasise that utilitarian value is limited in measuring quality because quality can only be measured in-store when physically inspecting the product.

Various researchers indicate the functional/economic, task-related, rational, and efficient value that motivates consumers' purchase intent (Hwang & Griffiths, 2017; Picot-Coupey et al., 2021). Sarkar, Khare and Sadachar (2019) view utilitarian purchase motives as four desires that direct the purchase intent of consumers: 1) seeking convenience, 2) seeking a variety, 3) seeking quality of product or service, and 4) seeking affordable prices. Solomon et al. (2019) believe that motivation is centred on the processes formed through the psychological perspective of consumers when a need is aroused. Therefore, the dimensions of perceived value are constricted to the intangible dimension (hedonic value) and the tangible or utilitarian value. The concept of utilitarian value is also stressed in products' tangible and objective features (Solomon et al., 2019). However, other dimensions

of consumer behaviour also influence purchase intent. Furthermore, studies on the influence of utilitarian value are rare concerning small independent retailers. Research indicates that utilitarian value, like hedonic value, significantly influences mall shopping and social mobile network services (Kesari & Atulkar, 2016; Kesari et al., 2022). The question remains, however, how these dimensions will influence the shopping and purchase of products in small independent retailers.

Ranaweera and Karjaluoto (2017) indicated that both the functional value and the price value contribute to the mindset generated from optimistic expectations of such values. History has shown that price is crucial in choosing a shopping destination and creating an image of the business and its products. According to Koschmann and Isaac (2018), Vasić et al. (2019), and Zielke (2018), price is an essential factor as well as an integral part of store choice and image. Zielke (2018) argue that price level perception is an important price value driver that should be considered when considering areas of improvement such as the price level image. Therefore, perceived price value is worth paying attention to. According to Dubey et al. (2020), the price value can be understood as a cognitive construct that involves a trade-off between the perceived benefits of a commodity and its unit costs. Research indicates that where the price is important, it can positively or negatively influence consumers' perceptions (Shaw & Sergueeva, 2019). Woo and Kim (2019) emphasise the significance of functional price value in creating consumers' expectations of utilitarian benefit value during purchase decision-making.

Marakanon and Panjakajornsak (2017), Zhang et al. (2018), and Zhang et al. (2020) argue that there exists ample evidence to indicate that quality plays a pivotal role in determining the price value that consumers attach to products, as well as their propensity to pay premium prices for such products. Chung et al. (2017) claim that consumers with strong impulsive purchase behaviour exhibit both hedonic and utilitarian values. The functional value should not be underestimated when assessing price value's impact on consumer purchase intentions. A strong perception aggregator is a propensity to compare the functional price and quality value encouraging the willingness to pay more for higher quality. A high price is generally perceived as a product/service of higher quality and vice versa (Vujicic et al., 2019). These authors argue that this endowment effect will give consumers a sense of value perception, potentially leading to value-based prices. Central to the concept of "value-based pricing" is the perceived value a consumer attributes to a product's price. According to Boccali et al. (2022) and Kienzler (2018), value-based pricing (VBP) takes into account the extent to which the consumer benefits from the product's quality. The

benefit of using a VBP approach can be found in income sustainability if the origins of demand from consumers can be recognised (Amir et al., 2016).

2.5.3.1 Price value and price level

There is a direct link between the satisfaction experienced by the price paid for a product and the perceived value attributed to the product. Research indicates that consumers conclude the quality of products based on the price that they pay for such a product. The more expensive the product, the higher the quality perceived of the product purchased (Yabin & Li, 2019). Consumers, therefore, compare the prices of products. The quality attained from the product will lead to satisfaction with the purchase made. Typically, consumers will have a pre-determined price range of what they consider to be a fair price concerning a product. If the product is priced outside the range perceived to be of fair value for the product, it may be perceived negatively and rejected (Hati et al., 2021). Therefore, the perceived price value that consumers experience during a purchase is viewed as subjective judgements representing the fairness that the price value of a product offer when being benchmarked against prices from competitors (Setiawan et al., 2020; Zietsman, 2020). Ferguson et al. (2017) indicated the importance of providing sufficient information regarding price value determination in an attempt to limit the perception of unfair price settings. The authors argue that the openness of price-setting might ease the implementation of pricing strategies.

From a consumer perspective, price value satisfaction plays a key role in selecting products and developing long-term consumer relationships (Lees et al., 2020). Price value satisfaction can be defined as a psychological construct generated by the perception that the product offers in terms of expected value compared to the price value of the product (Sepehrian et al., 2022). This perceived price value influences the retailer's competitive pricing strategies, affecting the consumer's willingness to buy goods (Yakubu et al., 2019). It can be argued that the consumers are driven by either positive or negative motives, which will be expressed in the resulting profitability or loss of the retailer (Otto et al., 2019). Research indicates that various dimensions of price satisfaction were ignored in earlier studies. The multidimensional construct of price value satisfaction on sales must not be overlooked. Price value satisfaction was mistakenly used as a one-dimensional construct, while multiple dimensions affect price satisfaction (Susanty et al., 2017; Wilson, 2022). This can be attributed to the versatility of the role that price play in the marketing mix, which continually adapts to the changes made to the characteristics of the goods (Permana,

2020). According to Rama's (2020) research, price value satisfaction is a multidimensional concept that includes price fairness, transparency in pricing, price-quality ratio, relative pricing, price assurance, and price dependability. Consequently, the present study places significant emphasis on the various facets of price value, with a particular emphasis on the effect of price establishment on the purchasing patterns of students in Lephalale's, as shown in figure 2.2.

Figure 2. 2 *Dimensions Influencing Price Value*



Adapted from Rama (2020, p. 5).

There can be no question that price value and how it is perceived influence not only the values of the consumer but also the profitability and survival of small independent retailers. According to Woznicki (2019), studies indicate that negligence and misunderstanding of critical price value have led to more than 70 per cent of global companies failing to achieve their income objectives. This finding was supported in a further study, which found that only 30 per cent of global organisations successfully increased their price value (Liozu, 2018). Research suggests that the secret to survival lies partially in the ability of a small independent retailer to adopt an appropriate product pricing strategy. Okwara et al. (2019)

argue that studies suggest that the organisation's profitability is affected by pricing policies. Therefore, according to these authors, managers' concern should be a practical assessment of the pricing process. Various researchers suggest that strategies for increasing price value should be linked to the goal the organisation wish to achieve, and consideration should be given to various price strategies (Indounas, 2018; Kostis, 2018; Okwara et al., 2019; Woznicki, 2019;). Okwara et al. (2019) claim that six specific strategic approaches can be pursued with different tactics: 1) cost-oriented pricing, 2) profit-oriented pricing, 3) customer-oriented pricing, 4) VBP, 5) relationship-oriented pricing, and 6) social-oriented pricing strategies.

The most frequently used strategy is the cost-based pricing (CBP) strategy is also the oldest strategy (Deshpande, 2018). The key drawback of cost-based pricing is its failure to maximize demand and its infamous inability to work well in low-intensity markets (Christen et al., 2022). Kienzler (2018) claims that VBP is rarely used but is considered the superior form of pricing because it generates value for the consumer. Pricing based on VBP is also endorsed because of the potential to achieve sustained profit through an appreciation of consumer value. Christen et al. (2022), Kienzler (2018), Liozu (2018), and Steinbrenner and Turčínková (2021) argue that pricing based on value is a complex method of transitioning from one pricing approach to the next. Furthermore, keeping up with consumer value is challenging. However, according to the literature, consumer perceived value is highly focused on the eagerness to pay for products. Value can be seen as a necessity of profitability in pricing literature, and its functionality has various meanings, such as consumer willingness to pay or VBP (Christen et al., 2022; Lantta, 2016; Liozu, 2018). Nagle et al. (2016) argue that a compromise is needed between translating the strategy into value and exploiting consumer value into maximum profit. The value of consumers in the sustainability of SMEs should not be underestimated when designing VBP approaches. According to Gibbs et al. (2018), consumers should be the focal point when determining appropriate price level perception strategies.

Consumers value goods by their price level perception and quality benchmarking it against competitors' products. This should be taken into account when setting prices (Baker et al., 2017; Cant & Wiid, 2016). To achieve a fair price environment that will ensure sustainable profitability and help the SMEs survive, VBP can provide a fair price level solution (Wickboldt & Kliewer, 2018). Human nature predicts that people will have their own opinions on what is perceived as fair or not overpriced. Consumers are no different in their buying decisions; in fact, what they consider fair in terms of the price value, they are willing to pay for the

goods (Hamilton et al., 2020). Price fairness can be defined as an assessment of the price value offered by the product in question and if it can be perceived as reasonable, equitable, and fair compared to similar products (J.Y. Kim & Im, 2017). This comparison of prices between organisations and their rivals to assess the fairness of the perceived price value is commonly known as distributive price fairness (Ferguson et al., 2017). Whenever the price value and level of service experienced by the retailer are acceptable according to the consumer's opinion, the consumer would classify the price asked for a product as fair (J.Y. Kim & Im, 2017). Most arguments for fair-priced products originate when the consumer compares previously requested prices with current prices (Lu et al., 2020). Research on price value fairness suggests that if consumers believe that costs are unreasonable, the result will be lower rates of buying activity (Chen et al., 2020). It will also lead to negative word-of-mouth advertising that may further affect sales (Ferguson et al., 2017). The perception of unfair pricing will affect purchase intentions in an unfair pricing way such that the seller would experience adverse outflows (Pade & Feurer, 2022). However, it cannot be said with certainty what is perceived to be a fair price value or not reasonably priced since individuals differ in their perceptions (Hamilton et al., 2020). According to Ferguson et al. (2017), consumers base their estimation of price value fairness on price alone and the technique used to set the price. The effect of external factors affecting prices is used to determine fair price value on a scale by comparing either strong or weak influence strength.

- **Price value fairness:** The assessment of price factors, such as price, cost, and overall value, is compared with that of competitors. The strategy is tested under social and industrial norms to determine whether it is fair (Heyman & Mellers, 2018). There is, however, a common understanding that buyers act either implicitly or explicitly within the frame of reference of what they perceive to be a fair price. This perceived price fairness is then used to benchmark product prices (Dhasan & Aryupong, 2019; Kukla-Gryz et al., 2020). The underlying principle of implicit or explicit views of the perceived value of fairness indicates that the mechanism of value formation is a cognitive construct. Therefore, the ability to make well-informed decisions is a cognitive phenomenon that influences all facets of consumers' purchasing decisions. The capacity to think about decisions is often reflected in the willingness of the consumer to judge the fairness of the various aspects of his or her shopping experience.

It can, therefore, be argued that different factors affect the customer reference framework. These factors eventually influence their perception of price fairness. Such factors are not limited but include areas such as previous knowledge, cultural differences, competitors' costs, perceived seller integrity, brand loyalty, as well as interpersonal differences (Allender et al., 2019; Chubaka et al., 2022.; Dhasan & Aryupong, 2019; Abitha Kumari, & Gotmare, 2021 Gotmare, 2021).

Price reflects the physical utilitarian value of the product. The cognitive construct of price fairness can be perceived positively or negatively, giving rise to positive or negative feelings (Pade & Feurer, 2022). Therefore, hedonic and utilitarian value judgments are made when deciding whether a price can be viewed as fair. This is a cognitive evaluation of consumers' understanding of the value assigned to the product and the related emotional experience of purchasing a specific product. The customer must be well informed. Numerous theories, such as the theory of social norms, the theory of equity, and the theory of transaction value, attempt to define consumers' expectations of what is fair. They all stress the importance of transparency (Hamilton et al., 2020). The lack of transparency can lead to a sense of inequity. Consumers search available information on goods and use collected information to make informed judgements and decisions on the fairness of the price requested by the seller when selling items to the consumer. It follows logically that the consumer would need a fair amount of information to make an informed judgement. Sufficient information can only be obtained if the retailer is transparent regarding price information related to products sold by him/her. From the perspective of consumers, more information regarding prices leads to a higher level of price fairness in how they perceive prices. The increased understanding of market fairness can be strengthened if retailers raise the level of transparency about the composition of price determination. The importance of creating favourable price perceptions lies in improved consumer satisfaction levels (Rama, 2020).

These heightened levels of satisfaction might then be reflected in the consumers buying intentions and behaviour (Campbell, 2017). Price value fairness is rated as one of the most important components of consumer satisfaction (Rama, 2020). The importance of price fairness as a price dimension helps to determine pricing strategies and to what extent retailers can increase their prices without harming their business. Although price value as a price dimension is nothing new, it remains one

of the essential aspects for marketers. Failure to manage fair pricing could lead to bad advertising, boycotts, and regulatory difficulties (Nagle et al., 2016).

- **Price value transparency:** Although price value fairness has a significant role in the general satisfaction that the price of a commodity contributes to consumer satisfaction when purchasing products. It may not be the most influential factor affecting price satisfaction. Research in finance suggests that price value transparency is the most important factor influencing market satisfaction (Sepehrian et al., 2022). Price value transparency is defined as the disclosure of information provided by the seller to the buyer during the price setting. Price value transparency is also the level of price information the user has been exposed to, which gives insight into the market composition of the sellers. This composition includes information that explains, organises, clarifies, and projects intentions and motivation when compiling product prices (Hanna et al., 2019). The composition of the information may include aspects such as the price markup or the price discount affecting the consumer (Ferguson et al., 2017). Consumers who are educated in terms of market-related product prices have an advantage in the price benchmarking offered by a retailer with the price knowledge already possessed. This pre-knowledge gives the buyer a basis for making informed decisions that may enable them to approve or reject the price demanded from the seller. Price transparency would provide customers with enough information that can be used to make more educated choices.

Such openness to information sharing can, in effect, contribute to a sense of trust that can boost the consumer's understanding of price fairness (Ferguson et al., 2017). The willingness to purchase goods will also be substantially increased if the consumer can be convinced that the product's price is fair (Singh et al., 2021). Mohan et al. (2020) supports this concept of access to pricing details. The author argues that a rise in revenue and a boost in brand loyalty can be accomplished by behaving in a transparent manner while setting prices. This also has an additional benefit in enhancing the quality of the relationship between the seller and the buyer (Tong & Su, 2022). These benefits can be attributed to the consumer's assessment of fairness due to the availability of relevant information, which contributes to price settings. The hedonic value consumers have gained from transparency when setting prices can lead to increased consumer preference, dependability, and brand loyalty

(Hamzah & Pontes, 2022). Sepehrian et al. (2022) and Hamzah and Pontes (2022) argue that there is a significant connection between market transparency and a positive impact on consumer satisfaction. N.L. Kim et al. (2020) support this view by arguing that price value transparency increases trust and brand loyalty. There is a general perception that consumers will be more likely to buy goods from retailers that display transparency through exchanging knowledge. Retailers who respect price value transparency have resulted in consumers treating these retailers with improved trustworthiness and credibility and a view to being more trustworthy than those who do not (Dhasan & Aryupong, 2019).

From a retailer's point of view, price value transparency has become an increasingly significant market element when setting prices. Rossi and Chintagunta (2016), Hanna et al. (2019), and Solakis et al. (2022) assert that customers are significantly more knowledgeable about prices and know almost as much about market prices as the retailer does. It can also be argued that an increased sense of fairness due to transparent pricing will increase purchase intentions (Singh et al., 2021). This can be attributed to a psychological sense of trust generated by sharing information, particularly when unethical and unfair commercial conduct is increasing in the retail sector (Mohan et al., 2020). Hanna et al. (2019) further propose that educated customers assess goods by making informed comparisons between retail prices relative to those provided by their rivals and assess the retailer. Therefore, the price value is evaluated based on fairness when comparing the relative price of the product to the value benefit obtained from the product when compared to what is on offer by alternative retailers.

- **Relative price value:** Price satisfaction is highly affected by the relative price value of the product. Nonetheless, this field affects customer satisfaction, with very little empirical evidence to support it. The quantity of research endeavours aimed at examining the influence of relative pricing on price contentment is restricted to a limited set of theoretical contributions (Cantelmo & Melina, 2018). Kocoglu and Kalem (2020) describe the relative price of a product as a comparative mechanism in which the customer compares the competing goods against a product with identical characteristics provided by the manufacturer and then chooses the better-priced product. Such a comparison would not only have a direct effect on consumer price satisfaction but will also have an impact on consumer buying behaviour

(Sepehrian et al., 2022). Besides, Adaji et al. (2019) suggest that the relative price value is not only responsible for consumers' perception of prices, which may influence their price satisfaction, but also their perception of the quality of the product. It can be argued that the relative price value of products strongly influences the quality of products and is an important contributor to price satisfaction. However, it is essential not to neglect the latter's impact on the perception of risks. Therefore, the relative price does reflect not only the monetary value of the sacrificed product but also the time, energy, knowledge, and psychological offering rendered during the evaluation of the products (Zeithaml et al., 2020). This process of seeking the best quality product at the best price would typically result in purchasing the highest net-worth product (Arora, 2019; Konuk, 2019; Piri & Lotfizadeh, 2016). Walter (2019) and Zeithaml et al. (2020) suggest that there will be periods when consumers may not be able to compare prices. In those situations, consumers may tend to associate the value and quality of products according to brand names.

- **Price confidence value:** Past research findings indicate that consumers are searching for opportunities where purchases with retailers are motivated by the retailer's transparent and fair pricing policies. Such buyer-seller deals need to reflect the fairness of the prices offered by retailers when benchmarking products against those of the retailer's rivals. Fairness of prices is reflected in the extent to which the consumer perceives the retailer's price as fair and favourable and determines the consumer's confidence and confidence in the price that the retailer is asking for (Mittal & Agrawal, 2016). The strength of the relationship between the consumer and the seller will direct the trust gained from the price offered by the seller. The greater the relationship of confidence between the buyer and the supremacy of the seller's bid, the more the price increases, and the level of satisfaction also tends to increase. (Sepehrian et al., 2022). Chen et al. (2018) suggest that price confidence offers an answer to the problem of the degree to which customers assume that the prices provided by retailers are optimal. They also argue that the idea of price confidence is a cognitive experience. It is evident from the interdependence and reliability between the dimensions of price satisfaction that the relationship between price confidence, transparency in pricing, the ratio of price-quality, and relative prices affects consumer satisfaction (Phiri & Mbengo, 2017). Confidence relationships are formed when prices are considered favourable, and the seller considers the customer in their pricing strategies. However, prices must not fluctuate, and price

confidence should be improved by creating stable prices (Baghestani & Fatima, 2021).

To increase market price value, confidence in the retailer's products with identical attributes may be priced in a standardised manner (Schallehn et al., 2018). Consumers are pursuing products at lower prices that deliver higher levels of confidence in price value. Consequently, attributes that increase consumer confidence in retail price value are associated with lower prices. Therefore, features that increase consumer confidence in retail price value are associated with lower prices (Baghestani & Fatima, 2021). Although customers show a higher degree of confidence in price value when products are priced at fair prices, the level of confidence in price value is still affected by perceived risk. It is not uncommon for consumers to represent the degree of perceived risk in their decision-making. Gheorghe et al. (2018) argue that a high level of perceived risk would affect consumer price value confidence decisions. In contrast, a low level of perceived risk would lead to a price-quality ratio decision. The effect of price value confidence on the consumer, which is fundamental to the buyer-seller relationship, can be seen. This relationship can be viewed from a multidimensional viewpoint of price satisfaction. Price value confidence as an aspect of this multi-dimensional approach to customer satisfaction relies on the importance of pricing strategies' reliability and integrity to establishing good buyer and seller market confidence relationships (Jiang & Zhao, 2019).

- **Price reliability:** Past research studies have shown that the ability to ensure consistent, transparent and reasonably priced products is an absolute necessity to attract and retain consumers. Consumers need to be convinced that the price charged for a product is fair and beneficial to them, which gives them confidence in the retailer (Sepehrian et al., 2022). It can also be argued that consumers measure their degree of customer satisfaction based on the perceived level of financial risk. Since prices remain stable, price transparency can eliminate all assumptions of any hidden costs, which may afford consumers to view prices as highly reliable (Mittal & Agrawal, 2016). The importance of high price reliability is reflected in the lower level of financial risks associated with the willingness of consumers to make informed decisions about their activities (Rama, 2020). Liu and Soman (2018) point out that past price value associated with the same goods acts as a reference required to

compare against recent prices. Liu et al. (2018) further suggest that the result of the evaluation would either strengthen or worsen the perceptions of price reliability that the customer may have. Therefore, maintaining reasonable prices would help attract and keep buyers (Qamar & Awan, 2018; Yakubu et al., 2019). The retailer must, therefore, ensure that any price increases are communicated to the consumer base in time as part of a consistent pricing strategy (Sepehrian et al., 2022). According to Mutonyi et al. (2016), price reliability is one of the most important factors affecting consumer price value confidence.

Recent research studies back this view (Mutonyi et al., 2016). Mutonyi et al. (2016) and Qamar and Awan (2018) opine that price reliability is a powerful influence on consumers' price value confidence and loyalty. Wilson (2022) and Otto et al. (2019) argue that a confidence-based consumer-retailer relationship is strongly influenced by price reliability and may lead to long-term relationships between buyer and seller. Rama (2020) argues that the level of price value confidence will be high if the price reliability perceived by the consumer is high and is crucial to a sustainable long-term relationship. Macaulay (2018) warns that it may be detrimental if fine printing in purchases opposes the low prices offered to nullify price reliability, leading to a break in the relationship and price value confidence.

- **Price-quality ratio of products:** One important dimension that impacts consumer price satisfaction is the price value obtained through the relationship between the price and the quality of the commodity at a fixed price (Singh & Alok, 2022). The price-quality ratio is, in essence, a reflection of the quality obtained from a product when compared to the monetary value of that product at a fixed price. It is significant as it influences the purchaser's perception by utilising the perceived price value attributed to the commodity. Kocoglu and Kalem (2020) suggest that the perceived price value of the consumer towards the product may be favourably influenced if the benefits provided by the product are correlated with a high-quality value relative to the price at which the product is priced. It can, therefore, be argued that consumer satisfaction is achieved if the relationship between the qualities provided by the product matches the consumer's sense of value for money. Qamar and Awan (2018) suggest that the price value perceived by the customer would be high if the customer's perception is such that the product quality is considered as being of higher value than the price paid for the product. Furthermore, the same is true

according to these sources; if the quality of the product is priced at a lower value than the price paid for it, the customer would have a lower value attributed to the product. A price value perception that reflects low-quality value suggests a negative view of the relationship between price and quality value as perceived by consumers. If the price-quality relationship is viewed negatively, it may have adverse effects on the consumer's shopping behaviour. This will contribute to the non-return of buyers and, ultimately, strengthen the rival clientele (Sikos, 2019). Through the perspective of price value satisfaction, it can be shown that the value of the consumer is a multidimensional construct in nature by contrasting monetary and non-monetary components (Phiri & Mbengo, 2017; Qamar & Awan, 2018; Sepehrian et al., 2022). It is proposed that the value of a favourable price-quality ratio lies in the psychological effect that leads to loyal consumer conduct that ensures repeated post-purchase behaviour (Macaulay, 2018).

2.5.3.2 Quality value and quality of the product

- **Product quality value:** Product quality value is part of a multidimensional system of quality that leads to the overall understanding of consumers when determining the different attributes of products (Javeed et al., 2019). Various studies have identified quality. The researcher describes product quality value as the capacity of the product to provide the customer with a subjective preference and satisfaction. This view is based on evaluating the combined attributes of superiority offered by the product (Ellitan & Pradana, 2022; Taqi & Muhammad, 2020; Zeithaml et al., 2020;). However, Sullivan and Kim (2018) argue that the value of product quality is influenced more by the convenience and hedonic value of the product than by the attributes offered. They also suggest that both the hedonic and utilitarian values of the products contribute to the cognitive processes of consumers that structure the information used to assess the quality of the products. It can be argued that while product attributes affect the consumer's view of perceived quality, the significance is added through the individual's cognitive process (Hadi & Sandhu, 2020). The key to disclosing relevant information to consumers that may affect their decision-making is the visual imagery, brand or advertisement that causes the customer's subjective appraisal of the product (Heller et al., 2019). The ability to influence the perceived quality of the product experienced by the consumer builds a loyalty relationship between the product and the consumer. Furthermore, Qalati et al.

(2021) suggest that by improving the consumer's understanding of the value offered by the product's quality, the retailer's quality value relationship with the consumer may improve the consumers' loyalty towards the retailer.

- **Quality factors of the product that influence purchase decision-making:**
Recent research has shown that the importance of product quality in buying decisions cannot be overlooked. Consumer purchase intentions that affect buying decisions depend on trust-based customer satisfaction that, in effect, is influenced by consumer perceptions of product quality (Song et al., 2022.). Bloom et al. (2021) argue that product quality impacts the management of changes within the existing product hierarchy due to economic conditions over time. They noted that retailers selling multiple products regulate the level of quality across their various product ranges by regulating the level of input quality. Besides, they prefer to concentrate on products that sell at higher costs and offer better quality simultaneously rather than products of inferior quality at a lower cost. Nevertheless, the reverse applies to retailers offering a limited number of products. In these situations, lower-quality products at lower prices are favoured over high-quality products at higher prices. Bloom et al. (2021) define quality as an internal desire that contributes to an enhanced perception of the product at a fixed price. Rimawan et al. (2017) define the quality of the product according to its application or the margin of satisfaction experienced by the customer due to the added value of the product. Hulu et al. (2018) emphasise the importance of product quality in establishing a relationship of trust between the consumer and the product. These authors argue that the importance of product quality is so essential to consumers' decision-making that it needs to be the retailer's main focus. They also indicate the relationship between products, quality, and trust is central to consumer satisfaction. The relationship between product quality and trust builds confidence that directly affects consumers' purchase intention. The belief that the quality of the product influences confidence and, consequently, the purchase intention that may or may not contribute to the actual purchase of the product is further endorsed (L. Kim et al., 2021). Although Rimawan et al. (2017) endorse the notion that product quality leads to a relationship of confidence, they also argue that product quality further improves the retailer's market position. Nevertheless, Rimawan et al. (2017) also warn that the emphasis should be on building a leading market position and maintaining its sustainability. Hoe and Mansori (2018) suggest that the quality of the product should be analysed

from a multidimensional perspective in measuring it according to the following eight quality dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality.

Chinomona and Maziriri (2017) argue that the quality of a product represents the product's ability to exceed a consumer's expectations at the required standards consistently. Product quality influences purchase decisions and increases small independent retailers' profitability and efficiency (Brata et al., 2017 & Makhitha, 2017b). One of the primary causes for the demise of small independent retailers, according to Eicker and Cilliers (2018), is the inferior quality of their products. Some criteria are more important to the consumer and offer a greater meaning. Price and quality are typically the most critical (Oblak et al., 2016). Therefore, small independent retailers need to concentrate on price and quality as appraisal criteria for consumers' post-purchase decision-making if they wish to survive (Makitha et al., 2017). The key to survival lies in the small independent retailer's ability to provide the highest quality product at a fair price. Hatten (2018) states that high-quality, low-cost products deliver a decisive competitive advantage. Given that better goods are usually correlated with higher costs, the cost-efficiency of retailers can be expected to decline (Eicker & Cilliers, 2018). It is in the small independent retailer's best interest to provide products of high quality at reasonable prices. Escobar et al. (2021) Escobar-Lopez et al. (2022) argue that consumers may be adversely affected by a high price and low quality during post-purchase decision-making as they compare the cost to the benefits. Therefore, the consumer's satisfaction level is directly influenced by the ratio of price versus quality obtained from the product purchased. Not only does the pricing value of a product's many dimensions influence how its utilitarian value is viewed, but so does the product's quality and its quality value. Figure 2.3 depicts several of the dimensions that influence the product's quality.

Figure 2. 3 Dimensions Influencing Product Quality



Adapted from Kotler, Keller & Chernev (2020, p. 393)

1. **Performance:** The performance of a product is not a one-dimensional structure but applies to all product characteristics that affect its core. These can include various brand names, product characteristics, and several other attributes (Hoe & Mansori, 2018). Consumers can evaluate the performance of products based on general assumptions. The consumer will then be able to decide whether the product offers any special benefits not provided by the alternative products. Therefore, the product's overall performance leads to the consumer's perception, which is created by the superior performance characteristics of the product. This understanding of superiority is representative of the level of quality associated with the product (Hoe & Mansori, 2018). Brata et al. (2017) suggest that the level of quality perceived by the customer based on the product's performance would significantly affect the consumer's post-purchase behaviour. It can be argued that product performance is a strong indicator of consumer product satisfaction. According to De Paula et al. (2017), performance can be perceived from several points of view, but the most appropriate point is that performance is focused on consumer satisfaction. Song et al. (2022) support this view and state that consumer satisfaction is derived from superior product performance, influencing consumer perception of product quality. Amron (2018) proposes that the quality of the product perceived as high value for money would positively affect consumers' buying decisions.

2. **Features:** Consumers are exposed to a variety of products daily, and competition between different brands is fierce. Research studies indicate that price, quality, features, appearance, and size are some characteristics that affect the range of products available to consumers (Sen et al., 2019). Mashao and Sukdeo (2018) claim that product features, along with price and quality, significantly affect customer buying decisions, given the range of available products. Jerath et al. (2017) argue that because product features and quality affect customer decision-making, value can be added, and product quality increases if new features are applied to products. Such improved quality factors, through improved product characteristics, could contribute to fulfilling the needs and wishes of the customer. Amron and Mahmud (2017) claim that the failure to increase product quality will inevitably impact customer satisfaction, eventually leading to a loss of buying power. Such losses can be related to a decline in sales of products which may occur due to a lack of satisfaction experienced with the products on offer (Amron & Mahmud, 2017). Consequently, the quality of the products is not a stand-alone construct but a totality of features and characteristics. Heller et al. (2019) describe the quality of the product as a complete set of attributes derived from the product, consisting of features and characteristics that satisfy the wants and needs of the consumer. It can, therefore, be argued that a retailer can gain a competitive advantage if superior features of the product can be offered, which will improve the quality of the product.

3. **Reliability:** Improving the characteristics of products may increase the quality and, therefore, also consumer satisfaction. This is, however, important to bear in mind that different dimensions influence the quality and that the improved characteristics of the products can influence the product's reliability. If the reliability of a product is inadequate, it will lead to a perception of low quality that will harm the perception of the customer. Eilert et al. (2017) indicated that processes used to improve products that incur losses due to product failure could decrease product reliability. Kurdi et al. (2022) suggest that such a reduction in product reliability could be critical. The authors point out that there is a relationship between the reliability of the product and the perception of the level of product quality that the consumer experience, which is central to consumer preference when deciding on products. Hoe and Mansori (2018) further argue that the amount of financial loss the retailer may experience as a consequence of product failure and reimbursement costs can damage the retailer. However, Yang (2017) points out that while there are risks in developing highly reliable products, highly reliable products contribute to a high perception of quality which, in effect, would increase consumer

preferences. Yang et al. (2017) also point out that products associated with high levels of product reliability create brand identities that can contribute to improved customer evaluation when evaluating product reliability. It can also be argued that product reliability is central to trusted brand names that provide a degree of consumer confidence and satisfaction when buying goods.

4. **Conformance:** Although the features and reliability of the product reflect the quality standards of the products, the products can meet these expectations at a consistent rate that sets the quality of the product apart from alternative products. Fauzi and Imran (2019) describe the conformity of the standards as the margin of design and operating characteristics of the products which comply with the predetermined standards. The conformity of the product's standards is not unique to the product itself. It also involves producing, testing, and regulating products against agreed standards needed to meet the appropriate standards of conformity (Fauzi & Imran, 2019). According to Lone and Bhat (2022), these product design and process features processes reflect a measurement grade that should comply with predetermined standards. Lone and Bhat (2022) argue that the concept and importance of conformance standards are nothing new and have previously been studied as a dimension of product quality. These authors further suggest that while conformity is seen as the fourth dimension of quality, it is the second dimension of quality when considering quality from the consumer. Plambeck and Taylor (2019) claim that conformance – quality is crucial during operational decisions, and the ability to maintain high standards of conformity – can minimise faulty products. Therefore, it can be argued that improving product characteristics, quality, and conformance with standards will improve consumer perceptions regarding the quality of the product (Utami & Sadeli, 2017). This will help both customers and retailers alike.
5. **Durability:** Consumers have shown a preference for high-quality products, as shown from the research on the qualities, reliability, and conformity of the products discussed above. Alure and Lithesh (2018) claim they are still searching for low-cost, high-quality goods because of the consumer's price-conscious disposition. They further propose that, as consumers value the quality of the products, the durability of the product is central to their quality evaluation. The premise is that consumers would continue to hunt for products with long-term longevity and outstanding features. Elia et al. (2017) argue that there is a lack of extensive research on the durability of products. These authors recognise that longevity and durability are important in limiting waste due to improved

product design, which results in products with longer lifespans that are attractive to consumers (Elia et al., 2017; Esbensen & Velis, 2016).

Zhang and Dong (2020) point out that the durability of products is significant and that consumers continue to prefer products of high quality and durability during purchase decisions. Osaghae and Ugiagbe (2018) also support this view and suggest that individuals interact with selected products based on their durability, performance, and quality. The design of durable products and high quality is nothing new and is part of the tradition of western world production (Brondoni, 2018). Fletcher (2017) points out that the value of such a theory, where longevity is an important part of the quality of products, is vital to creating a sustainable consumer-product relationship. It can also be argued that it is in the best interests of a retailer to ensure that they sell their consumers durable, high-quality products. This will increase the chances for a sustainable consumer-product relationship.

6. **Serviceability:** Quality is not only limited to the level of performance, features, reliability, and durability of the products but is also affected by the ease of repair and serviceability of the product. According to Seakhoa-King et al. (2020), product quality is negatively related to maintenance activity, restoration quality, and ease of repair. According to Seakhoa-King et al. (2020), consumers equate products that are easily serviceable and repairable with high quality instead of those that are difficult to service or repair. Hoe and Mansori (2018) suggest that a product can be viewed as serviceable if it is easy and cost-effective to do so. Lone and Bhat (2022) suggest that although the pace of repair directly influences the serviceability of the goods, the efficiency and friendliness of the service given are equally significant. Arifianti and Raharja (2019) argue that serviceability means ease of repair and timely and reliable service appropriate to the level of repair needed.

Hoe and Mansori (2018) argue that serviceability has the highest impact on consumer satisfaction. Customer satisfaction is not only contingent on a decrease in the quality of the product but is also affected by the method of storing the product, including the time it took to store the product before it was repaired (Rimawan et al., 2017). It is important to the consumer, as the time before storage until the point of repair may cause additional damage to the product. It can also be argued that a product's serviceability relates to the product's overall quality when measured by a subjective consumer.

2.5.3.3 Aesthetic value

Quality is determined by multiple dimensions that lead to the customer's overall satisfaction. Such dimensions can positively or negatively impact the consumer when determining the hedonistic and utilitarian dimensions of the quality of the products. The functional and emotional understanding of the product is often affected by the aesthetic appeal of the product. Artacho et al. (2020) and Yoganathan et al. (2019) opine that consumers perceive the level of product satisfaction through the sensory stimulation of contact with the product. They propose that particular visual satisfaction (hedonic value) is obtained from the product. The utilitarian benefit is extracted from the degree to which the product contributes to fulfilling the consumer's needs (Yu & Rahman, 2018).

Haberstroh et al. (2018) argue that the object's form, harmony, and order define the subjective experience (utilitarian and hedonic) of products. The visual nature of products further reinforces it. Cakici and Tekeli (2020) propose that visual product aesthetics consist of the shape and physical structure of the product and that it is either concrete or abstract for both products and services. Cropley and Kaufman (2018) and Yu et al. (2018) argue that functional (utilitarian) product aesthetics are essential to product performance. The extent to which the product will effectively inform consumers depends largely on the ability of the product to produce a positive initial assessment response through its aesthetics (Tarța et al. 2020). It can also be argued that consumer satisfaction influences the perception of product quality. Therefore, a product with appropriate aesthetics can leave a strong impression on the consumer.

2.5.3.4 Functional value

Chi et al. (2021) explain functional value as the holistic performance of a product which includes the quality, price, and functionality of the product. Further, Sangroya and Nayak (2017) suggest that perceived value should be viewed as a multidimensional construct to evaluate consumers' purchase behaviour. According to Woo and Kim (2019), dimensions such as the hedonic, social and functional value of perceived value influence consumers' purchase behaviour. Ayodele et al. (2020), Bhutto et al. (2022), Han et al. (2017), Sangroya & Nayak (2017), have all shown that consumers put a premium on a product's functional value when making purchases. The product's functional value with regard to the value-for-money has its worth in the customer's perception of the product's value. The value-for-

money is assessed over long and short-term periods compared to the cost incurred to obtain the product.

Furthermore, the quality dimension of the functional value reflects the consumer's perception of the product's worth when evaluating the product's value to the quality the consumer perceives the product offer (Rana & Solaiman, 2022). Both quality and value for money strongly influence the consumer's purchase intentions (Luo et al., 2022.). Chi et al. (2021) further claim that functional value is a measure of give or take between the product's quality and the price paid for the product. Therefore, consumers evaluate the price and compare it to the quality that the product offers. The manner in which consumers perceive the utility value of a product influences their purchase decisions. The importance of the functional value influencing purchase behaviour when evaluating the price and quality of the product is therefore formed by the consumer's perception of the value offered by the product's utilitarian benefit (Woo & Kim, 2019).

2.6 CHAPTER SUMMARY

This chapter explored the theoretical literature on perceived values influencing purchase decision-making within small independent retailers, specifically focusing on young African adult students. Four areas have been explored in this literature review: small independent retailers, students as consumers, the decision-making process, and perceived values influencing consumer purchase behaviour. In Chapter 3, a conceptual model is developed with relevant hypotheses formulated to answer the study objectives. The conceptual model is comprised of the relationship between hedonic value, utilitarian value, social value, and customer satisfaction, where customer satisfaction functions as a mediator to purchase intent in the process of purchasing decision-making.

CHAPTER 3

CONCEPTUAL MODEL DEVELOPMENT AND HYPOTHESES FORMULATION

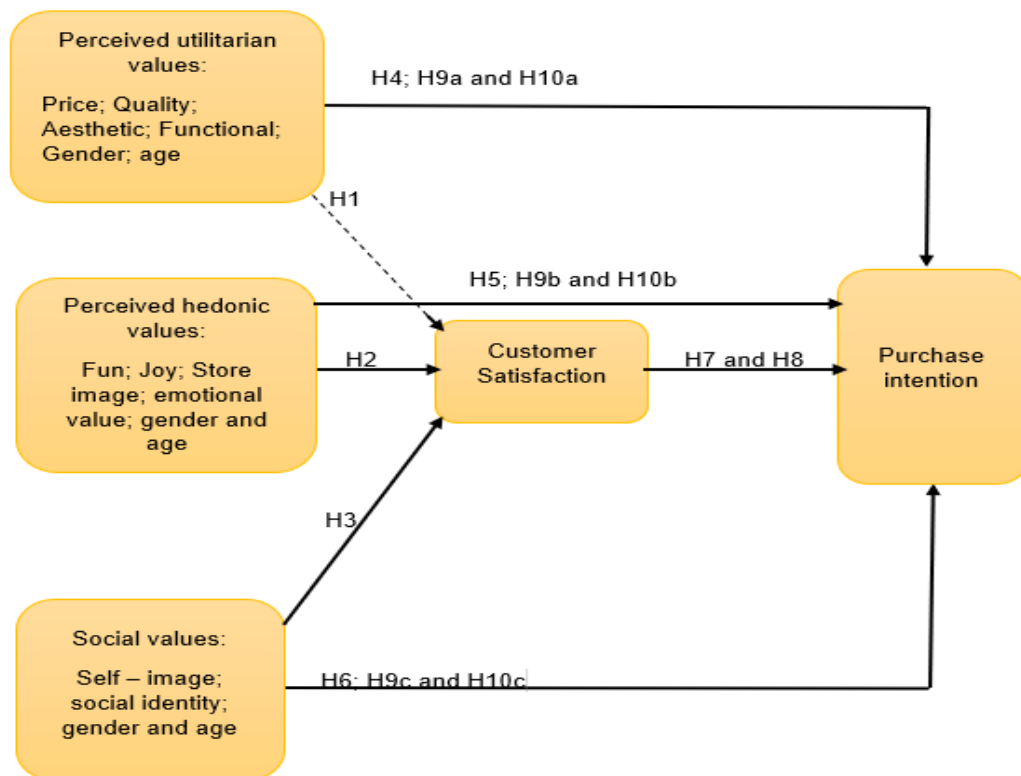
3.1 INTRODUCTION

Chapter 2 provided an overview of the existing literature on the perceived values that influence consumer purchasing behaviour. The purpose of this chapter is to introduce a conceptual framework that explains how independent and dependent variables influence consumer purchasing behaviour. The literature review investigated the independent variables of utilitarian, hedonic, and social value, which are perceived value dimensions that influence the purchasing behaviour of young African adults. The relationship between the utilitarian (price, quality, aesthetics, and functional value), hedonic (fun, store image, and emotional value) and social values (self-image and identity) are used to develop the conceptual model. In addition, we evaluate the mediating influence of customer satisfaction on the relationship between independent variables and the dependent variable, purchasing intention. Suitable hypotheses are formulated to answer the main objectives by measuring the relationship between these variables. By utilizing the conceptual model as a framework, the researcher is able to formulate testable hypotheses regarding the relation between the dependent and independent variables, thereby facilitating the primary objective of the study's investigation and conclusion. Therefore, the theoretical model provides a means to formulate hypotheses to answer this research study's objectives.

3.2 DEVELOPING A CONCEPTUAL MODEL AND ASSOCIATED HYPOTHESES

The research study aims to examine the influence on different perceived values, namely utilitarian, hedonic, and social values, on the purchase intention and consumer satisfaction of young African adult students at small independent retailers residing in Lephalale. From previous research discussed in this chapter, research questions and hypotheses are developed from which a model is conceptualised. The hypotheses were developed to determine the relationships between young African adults' perceived values on satisfaction, and their purchasing decisions. The conceptual model is developed based on price-, quality-, aesthetic-, and functional product value, as well as store image, joy, emotional value, social self-image, social identity, satisfaction, and purchase intention.

Figure 3. 1 *Conceptual model*



3.2.1 Hypothesis development

From Fig. 3.1, the conceptualized model above, the following hypotheses were developed.

3.2.2 Perceived utilitarian values' influence on customer satisfaction and purchase intention

The perceived utilitarian value represents the functional or economic value obtained from products (Küçüksarı, 2021; Niedermeier et al., 2018; Talonen et al., 2016). Furthermore, the functional and economic values represent the cognitive nature of the utilitarian value. The functional and economic value is evident in the price, size, weight, and other product features that influence purchase decisions. Almuraqab and Mansoor (2021) and Kiran et al. (2019) indicate that perceived utilitarian value attempts to justify the product's price and quality when engaging in a decision-making process regarding a purchase. The cognitive nature of utilitarian value suggests that consumer purchase behaviour is influenced by the perceptions and attitudes of the consumer (Ayodele et al., 2020; Bhutto et al., 2022; Han et al., 2017; Sangroya & Nayak, 2017;). Zielke (2018) further emphasises that previous

research shows that value for money obtained from product prices, in turn, positively impacts consumer satisfaction. Consumer satisfaction consequently influences consumers' purchase behaviour (Zielke, 2018). Furthermore, Zhang et al. (2020) opine that consumers desire a product's basic value properties. Consumers' purchase decisions are significantly influenced by utilitarian values (price and quality) (Sastry & Rao, 2017). Zhang et al. (2020) argue that the quality and price of products are the core basic values consumers consider when purchasing products. However, Yu and Lee (2019) indicated that consumer satisfaction obtained from products is influenced by the price and quality of the product and the level of familiarisation with the product.

According to Yu and Lee (2019), consumers familiar with a product value the aesthetic aspects of products more than those not. Furthermore, aesthetic value also positively influences consumer satisfaction, and the purchase decisions consumers make (Yu & Lee, 2019). The utilitarian value, which includes the price, quality, aesthetic value, and convenience of purchasing a product, therefore, influences the consumer's level of satisfaction and purchase behaviour (Nikhashemi et al., 2016). Picot-Coupey et al. (2021) state that it is not only the perceived utilitarian value component that motivates consumers during their purchase decision-making. During purchase decision-making, consumers weigh various variables and price and quality, which are some of the more important variables influencing the consumer's decision-making processes (Evelina et al., 2020). The bearing of price on intent to purchase is particularly significant, as the perceived value ascribed to a product's price exerts a significant influence on the decision-making process (Rai, 2021). The value consumers attribute through how they perceive a product's value justifies the price they are willing to pay for a product. This perceived price value does not necessarily reflect the actual value of the product but is fundamental to customer satisfaction (Wang & Chen, 2016). Therefore, the price that a retailer asks for products is influential in the satisfaction and loyalty consumers experience during purchase decision-making (Sakkthivel et al., 2022; Slabá, 2020). Furthermore, quality influences satisfaction and purchase intention (Yu & Lee, 2019).

To test the influence of perceived values on consumer satisfaction, represented by H1, and the influence of perceived values on consumer intention to shop at small retailers, represented by H4, the following hypotheses are proposed.

H⁰: Perceived utilitarian values have no statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H¹: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H⁰: Perceived utilitarian values have no statistically significant positive influence on young African adult consumers' intention to shop at small independent retailers.

H⁴: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

3.2.3 Perceived hedonic value's influence on customer satisfaction and purchase intention

The hedonic dimension of consumer behaviour holds significant value (Avcı & Yıldız, 2021). Therefore, the influence of pleasure cannot be ignored in assessing consumer purchase behaviour. Furthermore, the hedonic value dimension is important as an influence on consumer purchase behaviour (Picot-Coupey et al., 2021). The hedonic values describe the emotions experienced by the consumer during the consumer's purchase experience. Furthermore, the hedonic value is regarded as an intrinsic motivator of consumer behaviour (Kusmarini et al., 2020). Consumers' perceptions of the hedonic value of a product are subjective and individual responses depend on how much fun and pleasure they experience from using it (Hwang & Griffiths, 2017, Song et al., 2022). According to Kusmarini et al. (2020), hedonic value comprises all the pleasurable experiences that influence the general evaluation of a product by consumers. By offering a multi-sensory emotional satisfaction of engaging in thoughts of fun, joy, and pleasure while consuming a product, perceived hedonic value adds value to the purchase intention (Helmefalk & Hultén, 2017; S. Kim & Kim, 2016; Talonen et al., 2016).

Hwang and Griffiths (2017) and Song et al. (2022) argue that the hedonic value asserts that the consumer experience is subjective, individualised, and dependent on the enjoyment and pleasure experienced. This implies that the consumer underwent emotional stimulation, which was reflected in each person's subjective sense of satisfaction. Therefore, inspiring a feeling of joy in the consumer through the use of a medium such as music or a pleasant atmosphere will improve the customer's purchase intention (Faizabadi et al., 2019). Consequently, fostering a happy environment can greatly affect how clients behave when making purchases (Gullo et al., 2019). When customers shop at a retailer store, their cognitive perception and emotions are influenced by the store's image, mirrored in the

overall visual experience. As a result, consumers' minds still contain the image they had during the event. Previous studies indicate that while shopping, people value and pay attention to in-store qualities (Francioni et al., 2018).

Features like in-store music, attractive decorations, and comfortable climate control increase happy sensations when buying (Aburayya et al., 2020; Atulkar & Kesari, 2018; Sharma & Chadha, 2020;). Additionally, providing entertainment in the store increases consumer engagement because they stay there longer (Helme Falk & Hultén, 2017; Sung et al., 2021). According to Wang (2018) and Burlison and Oe (2018), store images act as an external information aid portraying a conducive shopping atmosphere, therefore, visually eliciting feelings (negative or positive) regarding the quality of the products sold at the retailer (Burlison & Oe, 2018; Wang, 2018). Sari and Ardiansari (2019) suggest that consumer satisfaction is also positively influenced by the joy and feelings of pleasure experienced when buying products. Sari et al. (2019) further state that consumer satisfaction obtained from the joy and pleasure experienced during pleasant shopping experiences influences consumer purchase intention in a positive manner. Though Wang (2018) and Burlison and Oe (2018) acknowledge the importance of joy and pleasure, they emphasise the role of store image in creating a positive shopping experience.

The consumers perceived emotional value is obtained through either the store image, emotional value or joy experienced during the shopping act. Whenever consumers experience pleasure during shopping, they also experience higher levels of satisfaction and show positive purchase intention (Yu & Lee, 2019). According to Faizabadi et al. (2019), the proper stimulation in a favourable marketing environment may even boost consumers' levels of joy while they shop. Faizabadi et al. (2019) further opine that simplifying product designs might increase joy owing to ease of use while also fostering a connection of trust with the customer. Furthermore, consumers' purchase intentions might improve as a result of this new relationship built on trust. Potential customers will look for joy and pleasure in a different purchase environment if they do not experience positive sentiments of joy and pleasure (Gullo et al., 2019). Emotions connected to the shopping experience spread happiness and a positive self-image.

Customers place emotional value on the satisfaction they get from buying products that meet their emotional needs (Simanjuntak et al., 2020). Zeithaml et al. (2020) assert that the affective states that products produce give them emotional value. The affective state that a product influence includes the perception of product quality and retail environment, and it

inspires purchase intention (Maharani et al., 2020; Peng et al., 2019). In developing nations like South Africa, there is a propensity for people to believe that imported goods and brands are superior to domestic ones (Nguyen et al., 2022). If in possession of such goods, one feels emotionally wealthy due to the perception that they are of greater quality than domestic goods. Raharja et al. (2022) opine that consumers' emotional value rises when product brands are given more credit for increasing degrees of status, elegance, and value.

Based on the preceding discourse, it is evident that prior investigations indicate the significant effect of hedonic value on consumer purchasing behavior. Nevertheless, the findings of the study suggest that the influence of hedonic value on purchase intention is rather minimal. Thus, this presents an opportunity to examine the influence of hedonic value within a comparable group by employing other research methodologies or doing the study in a distinct geographical setting.

Stemming from the above discussions, it is hypothesised that:

H⁰: Perceived hedonic values have no statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H²: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H⁰: Perceived hedonic values have no statistically significant positive influence on young African adult consumers' intentions when purchasing at small independent retailers.

H⁵: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' intentions when purchasing at small independent retailers.

3.2.4 Perceived social values' influence on customer satisfaction and purchase intention

Choi et al. (2018, p.5) define social value as “the economic satisfaction experienced by purchasers of products/services/brands (PSB) that address social concerns for the individual, business, community, or environment”. As a result, the satisfaction that a consumer receives from using a product influences the level of significance of the consumer experience. Suki et al. (2021) indicated the significance of consumer opinions and how they may affect other consumers' purchase decisions. Therefore, consumers decide whether to buy a commodity after determining whether the prior usage of a product was satisfactory.

According to Luo et al. (2022), there is no observable influence of social values on the satisfaction of consumers, and consequently, there is no influence on purchase intention. However, Xi et al. (2022) argue that social value may lead to an improved self-concept that improves the degree of satisfaction experienced and the consumers' intention to purchase. The self-congruity theory states that customers pursue consistency in their behaviour and thought processes (Xi et al., 2022). Improvements in self-image and social identity lead to positive and joyful feelings, influencing purchase behaviour (Reyes-Menendez et al., 2022).

Luo et al. (2022) found that there is no significant relationship between social value and satisfaction, and hence, social value does not exert a significant influence on purchase intention. In contrast, Xi et al. (2022) propose that the presence of social value could result in an enhanced self-concept, hence augmenting the level of pleasure and intention to purchase among customers. This study provides empirical support for the findings of Xi et al. (2022) and presents a contrast to the findings of Luo et al. (2022). Specifically, the study reveals that among the several dimensions of value, social value emerges as the most influential factor shaping the consumption behavior of young African adult students. This disparity warrants further investigation within the same group, employing alternative contexts and methodologies.

The below hypotheses were formulated.

H⁰: Perceived social values have no statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H³: Perceived social values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H⁰: Perceived social values have no statistically significant positive influence on young African adult consumers' intention to shop at small independent retailers.

H⁶: Perceived social values positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

3.2.5 The effect of customer satisfaction on intention to purchase

Satisfaction is a term that is not one-dimensional but rather multidimensional and extensive (Shokouhyar et al., 2020). Prior research indicates that satisfaction strongly motivates purchase intention. Therefore, it can be argued that customer satisfaction may function as

a mediator of purchase intention. Furthermore, De Leon et al. (2020) state that perceived value significantly affects consumer satisfaction. Kesari and Atulkar (2016) Furthermore, utilitarian and hedonistic values are regarded as having a positive influence on consumer satisfaction. According to Kaveh et al. (2020), the influence on purchase intention is significant due to satisfaction being multidimensional in nature. Hsu and Lin (2016) support this view arguing that consumer satisfaction strongly influences purchase intention. The view that satisfaction significantly influences purchase intention is limited to the purchase intention itself and influences repeat purchase intention (Dewi et al., 2021). Therefore, by improving consumer satisfaction, purchase intention is strengthened.

Stemming from the above, the following hypotheses are put forward:

H⁰: African young adult consumers' satisfaction does not have a statistically significant influence on their purchase intention when purchasing at small independent retailers.

H⁷: African young adult consumers' satisfaction has a positive statistically significant influence on their purchase intention when purchasing at small independent retailers.

H⁰: African young adult consumers' satisfaction has no statistically significant influence on their purchase intention when mediating the influence of perceived values (perceived utilitarian, hedonic, and social values) at small independent retailers.

H⁸: African young adult consumers' satisfaction mediates the influence of perceived values (perceived utilitarian, hedonic, and social values) on their purchase intention at small independent retailers.

3.2.6 Gender and perceived values

Sullivan and Hyun (2016) found a significant difference in purchasing behaviours between genders when purchasing products from small independent retailers. While males prefer the physical shopping environment of the retailers' shop, females prefer the online shopping environment. Further, Sullivan and Hyun (2016) claim that males enjoy the opportunity to negotiate and argue the best price for a product and to ensure that the product is acquired quickly. However, Davis et al. (2017) indicated that while males prefer to do physical business rather than online, they are still the leading online shoppers. Contrary to what males prefer, females suggest that though they enjoy the online shopping environment, they do not purchase products online to the same extent as their male counterparts due to trust

issues. Rahman et al. (2018) believe that females are generally less experienced in online shopping than males, therefore the difference in purchase behaviour.

Kraljević and Filipović (2017) suggest that the purchase behaviour differences between genders entail more than just the utilitarian, hedonic, and social value attributes the shopping environment offers. According to Kraljević and Filipović (2017), price sensitivity is another concern as it can seriously influence the purchase behaviour between different gender groups. Kraljević and Filipović (2017) claim that females are almost twice as sensitive to price value offered by products than males. At the same time, there is an indication that genders differ in their price value sensitivity when making purchase decisions. Price considerations have an influence on both genders' decision-making processes.

Sullivan and Hyun (2016) and Kraljević and Filipović (2017) have presented evidence supporting the existence of gender-based disparities in shopping behaviour. While there may be disagreement over the underlying reasons for gender differences, it is important to note that this study's findings contradict such assertions, since no significant differences were seen in the purchase intentions of individuals based on their gender. The observed disparities and divergent perspectives of the two aforementioned researchers necessitate a more comprehensive inquiry into the underlying factors and variations in purchasing behaviour across various genders.

Against the above discussions, the following hypotheses were formulated:

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of utilitarian values when purchasing at small independent retailers.

H^{9a}: The gender of young African adult consumers influences utilitarian values differently when purchasing at small independent retailers.

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of hedonic values when purchasing at small independent retailers.

H^{9b}: The gender of young African adult consumers influences hedonic values differently when purchasing at small independent retailers.

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of social values when purchasing at small independent retailers.

H^{9c}: The gender of young African adult consumers influences social values differently when purchasing at small independent retailers.

3.2.7 Age and perceived values

The consumers' behavioural motivations influence consumers' purchase decision-making. While perceived values are a behavioural motivator, utilitarian and social values influence age groups differently (Peng et al., 2016). Furthermore, Gan and Wang (2017), Şener et al. (2018) argue that utilitarian value increasingly influences consumer purchase behaviour. Kesari and Atulkar (2016) claim that consumers who tend to use the utilitarian value of a product to influence their purchase decision will exhibit a more objective assessment of the product. However, Şener et al. (2018) and Evelina et al. (2020) argue that while utilitarian values are important in the consumers' product value assessment, hedonic value influences the consumer's satisfaction experience. In addition, according to Gan and Wang's (2017) argument, the degree of satisfaction experienced by consumers is influenced by the social and hedonic values of the products they purchase. Peng et al. (2016) indicate that they found no difference between different age groups when the hedonic emotional value was investigated as a motivator that influences the purchase behaviour of products. This is contrary to the findings on utilitarian and social values. However, Peng et al. (2016) indicate that emotional value was the predominant motivational factor affecting the consumers' purchase decision-making process. The variation in outcomes can be ascribed to dissimilarities in the theoretical framework or directives employed in the distinct investigations (Peng et al., 2016). Further, Pencarelli et al. (2020) claim that age differences were more visible in younger consumers when the influence of social and functional value on quality products was investigated. According to Pencarelli et al. (2020), young adults are increasingly motivated by social and functional value during their purchase decisions.

According to Peng et al. (2016), the influence of age on perceptions of hedonic value remains consistent across all age groups. However, the researchers did see a substantial variation in perceptions of utilitarian value among different age groups when evaluating product value. According to Pencarelli et al. (2020), there exists a notable disparity among age groups in terms of their view of social values in relation to the augmentation of product value, particularly among younger cohorts. The findings of this study suggest that the social value dynamic exerted the most significant influence on purchasing behaviour and satisfaction. Notably, the observed disparities between age groups were mostly evident

among older individuals. Hence, it is imperative to do more research on the influence of age on the attribution of value to goods.

H⁰: The age of young African adult consumers has no statistically significant influence on utilitarian values when making a purchasing decision at small independent retailers.

H^{10a}: The age of young African adult consumers influences utilitarian values differently when making a purchasing decision at small independent retailers.

H⁰: The age of young African adult consumers has no statistically significant influence on hedonic values when making a purchasing decision at small independent retailers.

H^{10b}: The age of young African adult consumers influences hedonic values differently when making a purchasing decision at small independent retailers.

H⁰: The age of young African adult consumers has no statistically significant influence on social values when making a purchasing decision at small independent retailers.

H^{10c}: The age of young African adult consumers influences social values differently when making a purchasing decision at small independent retailers.

3.3 SUMMARY

The development of hypotheses as described in chapter 4 was driven by the literature set out in Chapter 3. The hypothesis was derived from analysing the relationships of subjective values to purchase decision making processes. Furthermore, a conceptual framework has been used for the development of hypotheses. A key principle of the hypothesis was that perceived value dimensions, such as utilitarian, hedonic and social values, were associated with purchasing decision making processes. Moreover, the perceptions of consumer value are defined in different dimensions that influence purchase decision-making by means of their perceptions of utilitarianism, hedonism, and social values. Price, quality, aesthetics, utility, enjoyment, self-image, emotional value, the value of the shop itself, and the value of the product all impact customers' purchasing choices, according to the current literature (Evelina et al., 2020; Kusmarini et al., 2020; Picot-Coupey et al., 2021). While young African adults' perspectives on price, quality, and other criteria impact their shopping choices, happiness acts as a mediator (Kesari & Atulkar, 2016).

CHAPTER 4

RESEARCH METHODOLOGY

4.1 INTRODUCTION

In the preceding chapter, the researcher examined the theory that influences the perceived values of young African student consumers making purchases from SMEs in Lephalale. The conceptual model employed in this investigation was inspired as a result. This section of the research delves into the methodology, research design, and techniques employed in the study. This study focuses on the utilitarian, hedonic, and social components of perceived value and their influence on the purchasing decisions of student customers in small South African retailers. This study contributes by studying the influence of small independent retailers in Lephalale, offering benefits to small independent retailers and young African student consumers in Lephalale. In conducting the study, a pathway is set out to ensure a well-defined research project approach by defining the relevant components of this study. The quantitative study outlines the methodology employed, which encompasses the research paradigm, design, sample techniques, and data acquisition instruments.

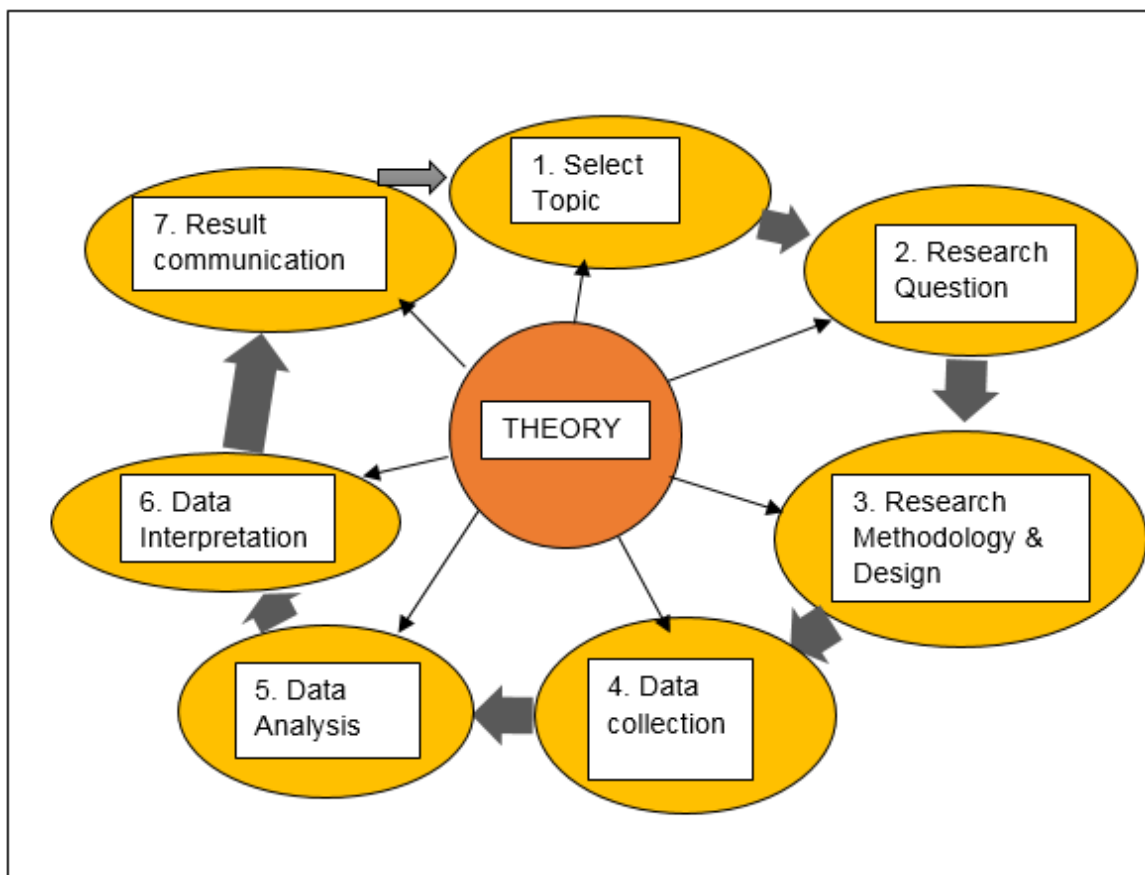
4.1.1 Steps in a quantitative marketing research process approach

When conducting research, the approach to quantitative research is different from a qualitative research study. The quantitative approach follows the following steps when conducting research (Neuman, 2021):

1. Topic selection – the area of interest under investigation that forms the heart of the research study.
2. Narrowing the topic by formulating a research question – this is needed since the research topic is broad and not practical when conducting a research study.
3. Research methodology, design, and methods – a scientific approach to acquire the necessary data to solve the question under research.
4. Data collection – the physical collection and verification of data utilising the allocated approach decided on during the research design.

5. Data analysis – a computerised technique used to give meaning to the collected data. Data are represented in graphs, charts, tables, and figures representing statistical measures.
6. Data interpretation – The process of interpreting statistical data derived from data analysis is essential for providing insights to answer the research question.
7. Communication of results through a written report – this is required to disseminate the study's findings and necessitates a specific technique for composing the results in report format.

Figure 4. 1 Steps in The Process of Conducting Quantitative Research



Adapted from Neuman (2021, p. 18).

4.2 STEP1: TOPIC SELECTION

The initial step in Neuman's (2021) quantitative research procedure, as depicted in Figure 4.1, is selecting an appropriate research topic. The research topic is why the research study is conducted in the first place. It is the central idea of the study. Mishra and Alok (2022) emphasise two prerequisites that direct the topic selection: 1) the question under investigation needs to be answerable with the available empirical methods of research, and 2) the question under study must be new and not being answered already. It is crucial for making sure that the study's topic is feasible, ethical, and protects the research participants (Leavy, 2022). From this point of view, the investigation into the relationship of perceived value on the purchase decision-making behaviour of young African adult students when purchasing products from small independent retailers in Lephalale is feasible and new. No such study exists presently, and it will contribute to society in general but local business more specifically.

4.3 STEP 2: RESEARCH QUESTION

The intention of the research question is to provide a directive central to the research study. The research statement is further described through both primary and secondary objectives, which direct the research question that guides the research to be conducted in finding answers to the question (Leavy, 2022). The question formulated in this quantitative study inquires about the relationships of variables (independent and dependent) that forms part of this descriptive study undertaken (Creswell & Creswell, 2018). Creswell and Creswell (2018) demonstrated that questions from quantitative studies are frequently used in social studies, particularly surveys. In line with Creswell and Creswell (2018), this study follows a descriptive research approach, and the research question that follows is reflective of the topic:

To what extent do perceived values influence the purchase decisions of young African adult students purchase behaviour?

The following secondary objectives, described in Chapter 1, were devised in order to answer the research question.

- Objective 1: To determine the influence of utilitarian values on young African adult consumers' satisfaction when purchasing at small retailers in Lephalale.

- Objective 2: To determine the influence of hedonic values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
- Objective 3: To determine the influence of social values on young African adult satisfaction when purchasing at small retailers in Lephale.
- Objective 4: To determine the influence of utilitarian values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
- Objective 5: To determine the influence of hedonic values on young African adult consumers' purchase intention at small retailers in Lephale.
- Objective 6: To determine the influence of social values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.
- Objective 7: To determine the influence of young African adult consumers' satisfaction on purchase intention when purchasing at small retailers in Lephale.
- Objective 8: To ascertain the mediation effect of satisfaction on the relationship between perceived values and purchase intention of young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
- Objective 9: To determine the influence of gender values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.
- Objective 10: To determine the influence of age on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.

The research question provides us with a focused issue to investigate, which is derived from the broad topic. This can only be accomplished by employing a suitable research methodology and design.

4.4 STEP 3: RESEARCH METHODOLOGY

According to Munigal's (2017) research methodology, it refers to a scientific set of procedures. The methodology is used to describe, explain and predict unknowns in an attempt to solve problems systematically. Research is a study used to gain knowledge by applying certain methods to acquire an answer to the problem under investigation (Malhotra

et al., 2017). This acquired knowledge can be used to design suitable strategies for making more informed decisions. Chrysochou (2017) suggests that marketing research provides a mechanism for obtaining data that can enable more informed marketing decisions, such as pricing strategies and analysing consumer needs. It is important to acknowledge that a clear distinction exists between the research method and the methodology. Babbie (2016) defines methodology as a science that finds the knowledge needed to solve the problem and the procedures followed during the scientific investigation. Research methods demonstrate all the various techniques, schemes, and formulas used in performing the study (Strijker et al., 2020).

From the above definitions, research methodology constitutes a set of scientifically developed sequences that direct the study's research by applying procedures and methods in the context of the specific research to be undertaken. Therefore, the researcher needs to formulate a methodology for the selected question. It should be noted that although the solution under consideration in two issues might be the same, the methods may differ. Consequently, the researcher needs to know the research methods and methodology required for the undertaken research (Strijker et al., 2020). This study aimed to determine the perceived value variables that influence young African adult students' purchase decision-making in small independent retailers in the town of Lephalale. The information gained through this study may inform further studies that may be used to design and implement suitable marketing strategies to target the selected population. Therefore, this chapter provides an appropriate method and methodology for collecting and analysing the data necessary to understand these consumers' purchasing behaviour.

4.4.1 The research paradigm

A "research paradigm" refers to a widely recognized perspective on the appropriate methodology for conducting a research project (Davies & Fisher, 2018; Konadu-Osei et al., 2022). Konadu-Osei et al. (2022) suggest that a research paradigm involves the collective beliefs and assumptions on the ontology, epistemology, and methodological issues that a community of researchers share. The research paradigm is a conceptual model which helps research group members to structure and influence their view of their field of study (Konadu-Osei et al., 2022). It can be argued that research paradigms determine the choices and the types of questions to be asked, what is viewed as acceptable to be observed and investigated, which method(s) should be used to collect the data, and how the findings should be interpreted (Davies & Fisher, 2018). The five most well-known paradigms are the

positivist, post-positivist, interpretive, social constructionism, and critical paradigms (Creswell & Creswell, 2018; Davies & Fisher, 2018; Malhotra et al., 2017). These paradigms are not the only ones and do not all support a quantitative approach, but they indicate the relevance between the two most used schools of thought. Therefore, the positivist, post-positivist, and critical paradigms are often used in social research studies (Omodan, 2022). The post-positivist and positivist paradigm is objective in nature and reflects a view in an approach that suits a quantitative research study. It is, therefore, objective, value-free, and distant from those under investigation in the study (Abou Samra, 2021).

From this viewpoint, post-positivism is similar in method to the positivist paradigm. Research should be objective, value-free, and far from the respondents, though the truth is merely an estimate and not entirely possible (Davies & Fisher, 2018). The interpretive paradigm aims to explain human behaviour through long-term, qualitative, participatory studies (Rehman & Alharthi, 2016). On the other hand, the constructivist paradigm follows the premise that people, by experiences, establish their perceptions and meanings and support a qualitative perspective (Creswell & Creswell, 2018). These perceptions and meanings can vary, leading to conflicting social realities. Further, critical paradigms are based on the conviction that each person is affected by his or her political views and must, therefore, take a stand on what is worth studying (Davies & Fisher, 2018). Methodologically, a positivist approach serves this study well. Researchers such as Konadu-Osei et al. (2022) and Davies and Fisher (2018) suggest that positivist researchers try to find an objective and value-free study, applying large-scale quantitative studies and experiments, interviews or questionnaires as methods.

4.4.2 Epistemology

Epistemology encompasses those components of the research philosophy that affect the origin, limitations, and essentials of knowledge (Eisend & Kuss, 2019). People are diverse in their views and will defer their opinion of how knowledge is gained and understood. Therefore, paradigms are used to describe these differences in views. The three most commonly used paradigms in empirical research are the positivist, interpretive, and critical paradigms, also referred to as the primary epistemology positions (Stokes & Wall, 2017). These perspectives guide the research method to be used in a research study. Babbie (2016) states that epistemology is the science of how a person knows and understands. It is noted that positivism and social constructivism are two opposite perspectives in research epistemology (Easterby-Smith et al., 2018).

4.4.2.1 Different epistemological perspectives

Bryman and Bell (2019) view positivism as an epistemological perspective that promotes the practice of studying social reality in natural sciences. Moyo (2017) indicate that positivist epistemology can be viewed as an objective perspective that is used to learn from the natural world. This reality-based perspective strongly believes that the subject to be studied should be separated from the researcher and not influenced (Ryan, 2018). Therefore, epistemology centred on objectivity is closely related to the positivist paradigm. However, a positivist paradigm may be viewed as an objective perspective to interpret the natural world (Ryan, 2018). It is deductive in nature, starting with a question or hypothesis that uses empirical facts to quantify and test an occurrence. This study followed a positivist approach using questionnaires to learn from the students in the natural world. Sovacool et al. (2018) argue that researchers are unhappy with this view of positivism as they argue that it is incomplete since social science cannot yield any empirical evidence. However, the core principle of the positivist view of consumer behaviour analysis is that it should be empirical (Malhotra et al., 2017). By applying a research framework similar to that of a natural scientist, many researchers argue that it is possible and desirable.

Interpretive epistemology is subjective and anchored in the ontological notion that reality is an absolute or objective experience. While subjective in how people give meaning and attach themselves to the world around them. Qualitative research is interpretative in approach (Moyo, 2017). The theoretical interpretation is based on the notion that it is employed to elucidate data pertaining to the fields of human and social sciences. The disparity between physical sciences and human interpretation lies in the fact that humans perceive their surroundings and respond to them based on their comprehension, whereas the universe lacks this capacity (Aspers & Corte, 2019). Interpretivists accept a relativistic ontology, which acknowledges that the concept may have more than one meaning and is not an absolute reality as defined by measurement methods. Consequently, scholars are inclined to acquire a more profound comprehension of the phenomena and their intricacy by adopting an interpretive standpoint (Creswell, 2018). Researchers with a positivist view argue that the participant should be evaluated consistently, aside from researchers' values, in a scientifically objective manner. In contrast to this view, the interpretivist takes on a more subjective view, arguing that their values can affect how diverse participants interpret reality in their interpretations (Malhotra et al., 2017).

Constructivism is the opposite of positivism, claiming that objective truth does not exist. It follows a subjective approach and supports a qualitative method of study. Constructivists do not believe external factors influence a person's reality (Easterby-Smith et al., 2018). There is a strong belief that reality needs to be constructed from people's attitudes, knowledge, and beliefs. Abutabenjeh and Jaradat (2018), states that a social constructivist worldview tends to be seen in qualitative research approaches. Therefore, social constructivists rely on the participants' opinions on the situation under study. They consider people's life and work experiences to understand participants' backgrounds. According to Yucel (2018), the constructionist argues that the measure of a good scientific theory is devoid of validity and concerned only with the role of the problem that the scientist wishes to solve. Although positivists have been criticised on numerous occasions, there is no doubt that they play a major role in the social sciences. Historical positivist views have made recommendations to governments on complex topics, such as policymaking (Benton & Craib, 2017). These positivist perceptions have made it possible for scientists in social studies to present scientifically accurate, unbiased precision in their disciplines (Hasan, 2016). Instruments such as surveys, questionnaires, mathematical models, and hypotheses are examples of a positivist view of science. Positivist epistemology is highly effective in social studies and fundamental to quantitative analysis (Hasan, 2016).

4.4.3 Ontology

Ontology's meaning varies depending on the area of study in which it is employed and is defined accordingly (Sawsaa & Lu, 2017). Various researchers gave their perceptions of how ontology should be defined. Mühlburger et al. (2017) describe ontology as a collection of groupings in which objects may or may not occur in certain domains. However, Saunders et al. (2016) explain the nature of ontology as being concerned with the essence of truth. This highlights the concerns researchers experience regarding the belief of how the environment works and their adherence to specific views. The concept of ontology is a means of explanation. It is used to explain concepts' ambiguity to explain a system's objective existence (Sawsaa & Lu, 2017). Ontology focuses on the nature of the field under investigation and the relationship between the concepts (Yang et al., 2018). Ontology is the point of departure for most debates between researchers, with arguments primarily between concepts centred on internal realism, relativism, and nominalist positions (Easterby-Smith et al., 2018).

Ontology focuses on the assumptions and methods suitable for use in social sciences (Stokes & Wall, 2017). Many similarities exist between the views of researchers; however, differences also exist. The different researchers' perceptions depend on the researcher's perception of reality (Sawsaa & Lu, 2017). From a philosophical perspective, this study follows an objective/positivist ontology founded on the realism of the independence of influence of this study. Objectivism is also referred to as positivism (Bryman et al., 2019). Saunders et al. (2016) explain realism as a derivative of reality originating in our interpretation of the truth. Objectivism focuses on the ontological position in which social forces work beyond their social spheres in the real world. The study of relationships in social sciences is best achieved following an objectivist philosophy to prevent influencing the relationships being studied. This can best be achieved by using instruments such as questionnaires during surveys. According to Crowter and Lauesen (2017), objective ontologies are often used in management studies applying scientific research and quantitative as well as statistical methods studying casual relationships between variables.

4.5 RESEARCH DESIGN

In finding the truth of reality regarding a problem under study, the research design relates strongly to the problem under study (Sarstedt & Mooi, 2019). Malhotra et al. (2017, p. 61) define "the research design as a detailed plan or framework guiding the research process". The detailed process encompasses the following tasks: the overall design (exploratory, descriptive or casual), techniques and measurement, data collection, sampling, and data analysis (Malhotra et al., 2017). The research design explains how you will find answers to your research. It is the blueprint of the study. It requires specifics to your enquiry by applying logical arrangements on how the research will be undertaken. This includes measurement procedures, sampling, and the research timeframe (Fatimah & Bagasworo, 2022).

- Overview of conclusions from literature review

The literature study reveals that there are discernible variations in the value added by the perceived value dimensions, namely utilitarian, hedonic, and social value, in influencing the purchase behaviour of customers across different age groups and genders. According to Xi et al. (2022), the presence of social value has the potential to enhance an individual's self-concept, resulting in increased levels of satisfaction and intention to purchase among customers. According to Luo et al. (2022), their research findings suggest that social values do not have an obvious effect on consumer satisfaction, and as a result, they do not

influence purchase intention. Moreover, Kaveh et al. (2020) suggest that the impact on purchase intention is substantial since satisfaction has a multifaceted character. According to Kesari and Atulkar (2016), individuals who rely on the utilitarian values of a product to shape their purchasing choices are likely to demonstrate a more impartial evaluation of the product. According to Şener et al. (2018) and Evelina et al. (2020), utilitarian values have a significant role in customers' perceptions of product value, whereas hedonic value has a positive effect on their satisfaction experience. Furthermore, as posited by Gan and Wang (2017), the level of customer happiness is contingent upon the social and hedonic values associated with the things they acquire. According to the findings of Peng et al. (2016), no significant variations were seen across different age cohorts in relation to the impact of hedonic emotional value on consumer purchasing behavior. This conclusion contradicts the established research on utilitarian and social values. According to Peng et al. (2016), the primary determinant influencing customers' purchasing decision-making process was emotional value. The differences in findings might be attributed to variations in the theoretical framework or methodologies utilized in the different studies (Peng et al., 2016).

- Gaps in current knowledge

The divergent perspectives and research outcomes observed in various studies indicate the potential for further contributions to the current body of knowledge. According to Peng et al. (2016), the discrepancies in research outcomes might be ascribed to differences in the theoretical framework or methodology employed. The previous research was conducted across several cohort groups, as well as diverse geographical and demographic regions. This creates an opportunity to undertake comparable research in another context. Discrepancies were identified in the significance of social value as a mediator for purchasing intention via satisfaction, the role of hedonic value as an influencing factor for purchasing intention, and the effect of age and gender on the perceived importance of values as influencers in purchasing behaviour.

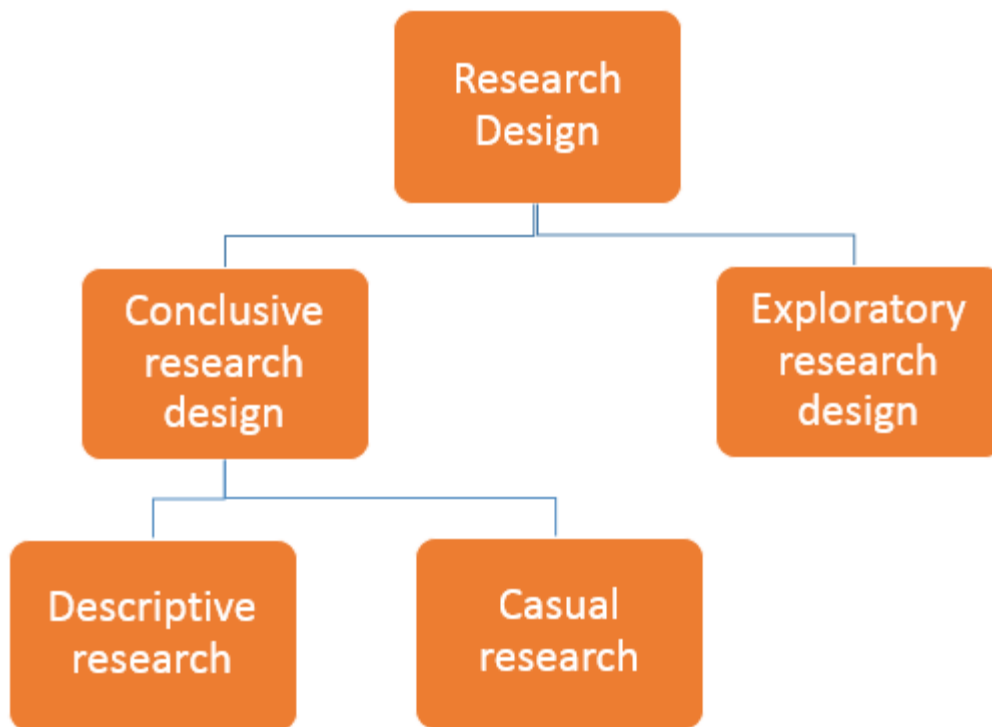
- Aligning the research design with the objectives

Numerical data is necessary for determining and measuring the effect of hedonic, utilitarian, and social values on purchase intention among young African adults, as well as the influence of these dimensions on their level of satisfaction. The measurement of the influence of age and gender may also be accomplished through the utilization of quantitative

data. Therefore, the most appropriate approach for measuring numerical data is the utilization of a conclusive study design supplemented by descriptive research.

4.5.1 Types of research design

Figure 4. 2 Types of Research Designs



Sourced from Wiid and Diggines (2020, p. 66).

4.5.1.1 Conclusive research design

According to Malhotra et al. (2017), conclusive research design aims to investigate and quantify relationships between extensive sample populations through the evaluation of specific hypotheses or research questions. This structured research process is guided by clearly defined information. Data is analysed quantitatively, and the results can be used independently or for exploratory research to follow up the survey (Bohari et al., 2019). Experiments and structured observations are methods used to gain access to data. Conclusive research includes descriptive and casual research, where descriptive research may have a cross-sectional or longitudinal design (Diah, 2021; Wiid et al., 2020).

4.5.1.2 Exploratory research design

The exploratory research design aims to provide an understanding and insight into the essence of business phenomena (Wiid et al., 2020). It follows an unstructured, loosely defined research approach to data collection (Bohari et al., 2019). Data are collected in either a quantitative or a qualitative study by sampling from small groups. Data may be used independently or as a guide to more exploratory work. Qualitative interviews and expert and pilot surveys are methods used to gain access to data (Malhotra et al., 2017).

4.5.1.3 Descriptive research and conclusive research design

Conclusions from descriptive research may include the characteristics, variables, and predictions of a phenomenon (Maholtra et al., 2017; Vaghasiya & Thakkar 2019). This form of research is not new and has been used extensively over the past 30 years (Ahmed et al., 2017). Data collection is highly structured and rigid (Önem et al., 2021). Applications of descriptive research are varied. Sarstedt and Mooi (2019) and Nunan et al. (2020) indicate that areas of descriptive research include competitor description, segmentation of markets, sales analysis, pricing studies, and performance measurement. Two of the most often used descriptive designs are cross-sectional and longitudinal research designs. In this research study, a cross-sectional research design was used. The statement implies a singular sample was extracted from the specified population (Nunan et al., 2020).

4.5.2 Introduction to the types of Primary data research methods

Listed in Table 4.1 below are the three social science research methods that is discussed below.

Table 4. 1 *Research Method Types*

Quantitative	Qualitative	Mixed Methods
<ul style="list-style-type: none"> • Experimental designs • Non Experimental designs such as surveys 	<ul style="list-style-type: none"> • Narrative research • Phenomenology • Grounded theory • Ethnographies • Case study 	<ul style="list-style-type: none"> • Convergent • Explanatory sequential • Exploratory sequential • Transformative, embedded, or multi phase

Sourced from Creswell (2018, p. 41).

4.5.2.1 Qualitative research

Qualitative research is used to conduct a thorough study regarding a problem related to behaviour and attitudes by applying an exploratory approach to acquire the desired data. The sample is small and deductive in approach. The research was conducted using a variety of methods, including case studies, focus groups, and interviews (Sarker & AL-Muaalemi, 2022). An increase in the use of a theoretical lens to study gender, class or issues regarding marginalised groups in qualitative studies is common practice (Creswell et al., 2018).

4.5.2.2 Quantitative research

Quantitative research involves a wide-ranging, empirical study that can be generalised across topics. It is objective in nature and, due to its scientific approach, allows for control and accurate measurements. This research design strengthens established information by either contesting it or supplying proof to substantiate it. Qualitative research uses subjective methodologies to investigate topics, but quantitative research applies deductive methodologies based on hypotheses and theories. Descriptive/explanatory research investigates casual relationships, associations and correlations (Leavy, 2022).

4.5.2.3 Mixed method research

Different research philosophies motivate researchers to investigate the advantages of both quantitative and qualitative study design methodologies. In academic writing, the combination of quantitative and qualitative research methods is frequently referred to as hybrid or mixed-method research. These combinations of objective and subjective research methodologies are used to gather and analyse data. Data containing open-ended and close-ended responses are combined. The data obtained from these responses are obtained through observations, interviews, and surveys. Various mixed methods are used to collect data, including the explanatory sequential mixed method, the exploratory sequential mixed method, and the convergent parallel mixed method, which enable the use of more sophisticated methodologies. Strategies such as transformative, embedded, and multi-phase mixed approaches are widely used in data acquisition (Creswell et al., 2018).

4.5.3 Research method used in this study: Quantitative research approach

Quantitative research analyses the research goals using empirical evaluations requiring numerical measurements and analytical instruments (Babin & Zikmund, 2016). Considering the deductive nature of this study in finding answers that either support or contest the theoretical questions by means of empirical research, a quantitative approach is deemed the most suitable. Quantitative research, according to Wiid et al. (2020), is a method that establishes a relationship between independent and dependent variables. The value added by this approach depends on its reliability and validity. Quantitative research is an attempt to measure consumer behaviour precisely through surveys, landline interviewing, mail surveys, and email surveys. Quantitative research is based on the number of large samples that are measured and statistically analysed (Harrison et al., 2016). A descriptive study aims to determine what happened to a phenomenon and its characteristics, not how or why it happened (Rejeki & Arianto, 2022). The study employs a quantitative method to assess the data and a descriptive research design that makes use of numerical data to uncover meaningful findings. Data collection in a numerical form, being deductive in nature, will remain objective to its social reality. The epistemology and ontology indicate that there is more to it than just numbers (Stokes & Wall, 2017). Quantitative research is characterised by allocating primary data from a sufficiently large sample size (Rashid et al., 2021). These results represent a larger group of individuals (Rashid et al., 2021). The data collected and analysed can be used to generalise the behaviour or outcome of a particular sampling population.

Characteristics associated with quantitative research include (Rashid et al., 2021):

- The amount of probing is very limited due to the nature of the structure of questions used in the questionnaires.
- The number of participants is large to get a thoroughly represented population.
- Since there is no oversight over how survey questions are answered, the information gathered from individual respondents may be varied.
- The process of this type of research requires a few special skills.
- The analysis is either a summary or a statistic.
- The quantitative research approach facilitates the study's reproducibility.
- The research can be either descriptive or casual.

This study employed a descriptive design. The focus was on determining the behavioural characteristics of young African adult student consumers when purchasing from small retailers in Lephalale, examining the implications of perceived value (utilitarian and hedonistic dimensions) on their purchasing behaviour.

4.6 SAMPLING

Figure 4. 3 *Sampling Process Step by Step*

Step 1: Define the sampling population
Step 2: Select a sampling population
Step 3: Determine the sampling method (probability or non-probability method)
Step 4: Plan for selecting sampling units
Step 5: Determine the sample size
Step 6: Select actual sampling units
Step 7: Conduct the fieldwork

Sourced from Babin and Zikmund (2016, p. 340)

4.6.1 Sampling plan

The sampling plan is part of a collection of methodologies that assist the researcher in estimating and providing the findings of a particular study to a larger population based on a sample that accurately represents the population (Pandey & Pandey, 2021). In quantitative research, a survey gathers information from test participants (Kothari & Garg, 2020). The selected individuals to participate in the survey are collectively referred to as the population from which the sampling will be conducted (Pandey & Pandey, 2021). It can be argued that sampling is, therefore, not only certainty but also an absolute necessity when conducting surveys. The sampling plan finds its value in ensuring that the sampling is conducted in such a way that it can be generalised to the population from which it is taken (Malhotra et al., 2017). Consequently, it is crucial that the data set be representative of the intended population. The data gathered from the sample group must be accurately reflected, and the same traits should be reflected across the entire population. (Konadu-Osei et al., 2022).

The sampling process depicted in figure 4.3 will be discussed below:

4.6.1.1 Step 1: Define the sampling population

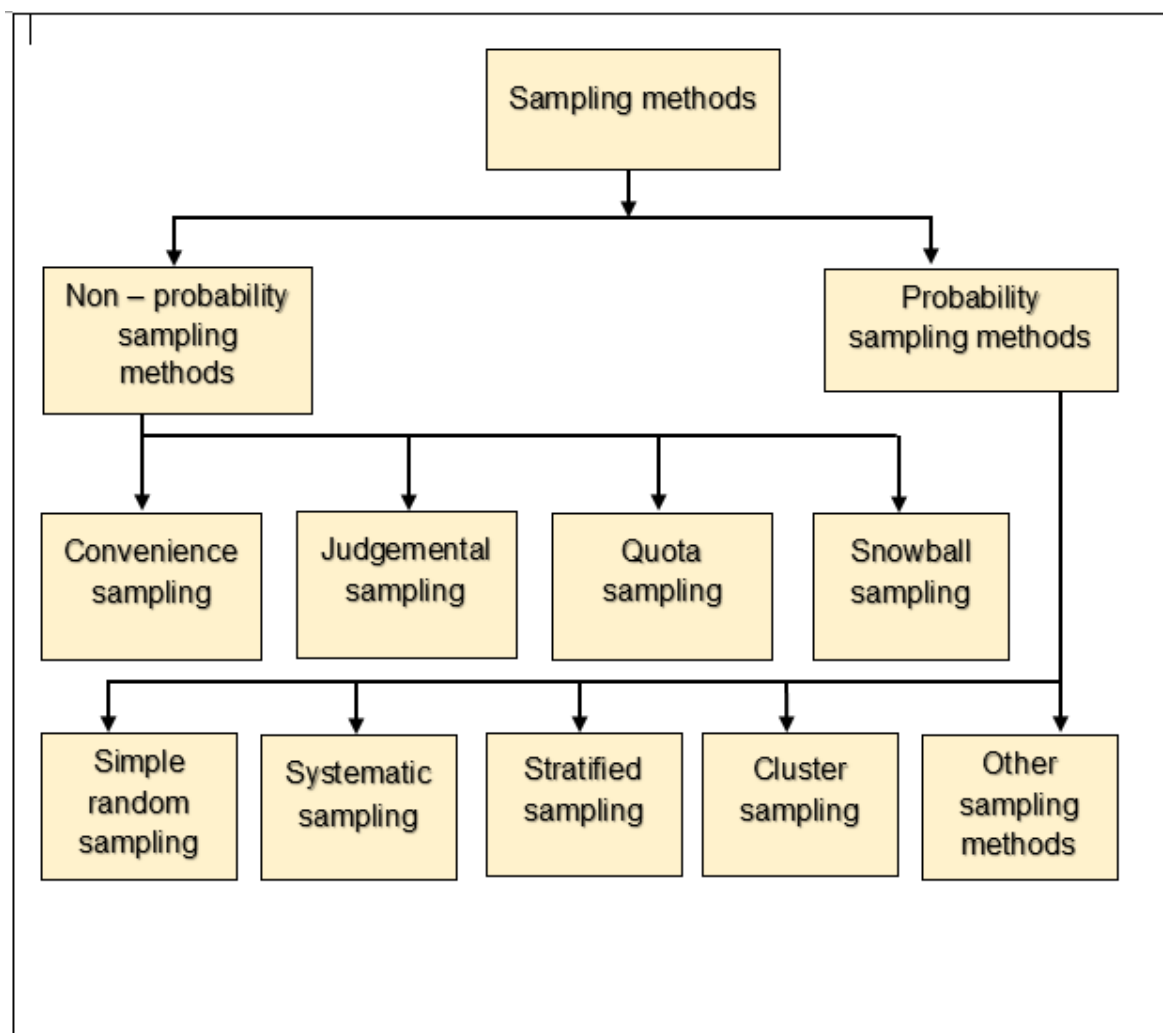
When using the term "sampling population", it is necessary to distinguish between a population, the complete set of entities and a sample of that population (Easterby-Smith et al., 2018). Sampling can also be interpreted as the procedure of selecting a representative number from a larger group (the population). The sample represents a reflective portion of that population in making predictions about unknown information, situations or an outcome of the group (Fatimah & Bagasworo, 2022). It reflects the larger group that the group under investigation would represent (Babin & Zikmund, 2016). The aim is to gather data from a statistically significant subset of the population affected by the problem (Sarstedt & Mooi, 2019). This way, the sample will serve as a standard against which society's collective behaviour may be measured. Young African adult students attending the TVET College in Lephalale serve as a representative sample of the target demographic for this research. As defined by Wrenn et al. (2002, p.176), sampling is "the practice of collecting data from a statistically significant subset of a larger sample size that is necessary in order to make inferences with greater accuracy about a larger population as a whole".

4.6.1.2 Step 2: Select a sampling population

According to Babin and Zikmund (2016), a suitable sample should be carefully selected for a specific study to ensure accurate predictions. This necessitates the researcher determining the population sample using specific criteria. The type of investigation to be performed will determine the necessary level of accuracy. For example, a probability sample of the population may lead to sampling errors and can be reflected in the accuracy of predictions (Stokes & Wall, 2017). The financial impact on the study and the time available to complete the research will direct the researcher in his or her quest to select the most suitable population sample.

4.6.1.3 Step 3: Determine a sampling method (probability or non-probability)

Figure 4. 4 *Sampling Methods*



Adapted from Malhotra et al. (2017, p. 419).

The sampling method is central to the data acquisition and indicates how the sample selection should occur. As instructions for which components to use, specifics including size of sample, the rate of response, reliability, and validity of the findings are provided (Sarstedt & Mooi, 2019). There are various different ways to collect samples, as shown in figure 4.4 but they may be broken down into two broad categories: random sampling and probability sampling (Cooper & Schindler, 2022). The method that uses the random selection of elements to acquire a sample from the population list includes the following types of random sampling (Malhotra et al., 2017). Stratified, cluster and multistage sampling assign ordinal numbers to the sample elements and select according to a random number table or software (Babbie, 2016).

4.6.1.3.1 Probability sampling

All probability sampling techniques are founded on procedures that fundamentally change the selection process, eliminating any chance of bias common to non-probability techniques (Babin & Zikmund, 2016). Though probability sampling does not cover all the population of interest when using sampling frames, it also produces little sampling frame error (Sarstedt & Mooi, 2019). Further, it permits the collection of samples that are representative of the population, which is an added advantage when sampling participants (Chrysochou, 2017).

- **Simple random sampling:** One of the best ways to acquire truly representative samples is through simple random sampling, which is also the simplest (Sarstedt et al., 2017). This method allows the researcher to obtain a sample frame with an equal probability of being reflected in the analysis. The easiest sampling method is known for its ability to provide equal opportunities for the population under investigation to be selected (Babin & Zikmund, 2016). Each participant within that population has an equal chance of being selected for participation in a sample, according to the principle of simple random sampling (Malhotra et al., 2017). This can be achieved by selecting population units in a similar approach to drawing a lottery number from a hat, which is completely random and gives everyone an equal opportunity. This method assists the researcher in procuring a sample frame that permits the completely random selection of sample elements. This method simultaneously retains an equal probability of selection (Neuman, 2021). The utilization of this method in the present investigation was motivated by the method's

straightforwardness in participant selection, while simultaneously providing an equal opportunity for individuals within the sample population to be chosen during a period characterized by lockdowns and stringent COVID-19 regulations. Malhotra et al. (2017), however, also caution about the following common disadvantages: 1) the impact of simple random sampling, which entails difficulty in designing an adequate sampling frame to allow for simple random sampling, 2) the magnitude of finding an appropriately represented group over a wide geographical area to be selected may increase the cost and time requirements for sampling, 3) larger standard errors and lower accuracy results are common to random sampling, and 4) there is no guarantee that the sample collected by random sampling would contribute to a representative sample.

4.6.1.4 Step 4: Plan for selecting sampling units

A probability study is the most appropriate sampling method for this research. It attempts to establish fair opportunities for all to be chosen and to minimise sampling error risk. Criteria that guide the selection of the sampling design to be used involve a high degree of accuracy at a moderate cost within a reasonable time frame (Babin & Zikmund, 2016). Applying a random selection technique may provide accurate, appropriate, valid, and representative data from a designated population group with limited population knowledge. It is empirical and consistent with the quantitative methodology used throughout this inquiry. However, the method may provide a higher error rate than a stratified technique at a higher cost if participants are widely spread. This is easier and does not require much knowledge of the population being studied (Babin & Zikmund, 2016).

4.6.1.5 Step 5: Determine the sample size

The type of research methodology used will influence the sampling and sampling size. The size of the sample refers to the amount of elements that have been chosen from the population of interest through a specific sampling method (Fatima et al., 2021). It ensures that the size or number of elements is neither too small nor too large. No specific sample size is considered correct, but researchers prefer that the sample should be as large as possible (Sarstedt et al., 2018; Slater & Baker, 2018). However, the sampling should be optimum. This means that the sample size should be efficient, reliable, and flexible and represent the population (Kothari & Garg, 2020). For this to happen, the researcher should be able to confidently determine the correct size of the sample (Kothari & Garg, 2020). The

sample size is limited because, at some stage, any further rise in sample size would have little to no benefit in the study. The accuracy of the samples relies heavily on the researcher's ability to choose samples with a high level of confidence. Simply put, larger sample sizes are preferred because they provide more dependable findings. However, the cost may be high here (Chrysochou, 2017). Regardless of the belief that sample size is independent of the population being studied, there is a relationship between the size of a sample and the size of the population. The researcher's competence determines the sample size. The researcher's ability to gather a representative sample from the population is critical in determining this (Sarstedt et al., 2018; Slater & Baker, 2018). Several qualitative and quantitative criteria influence the researcher's ability to determine an appropriate response from the selected sample size (Malhotra et al., 2017).

According to Leedy and Ormod (2019), the larger the sample, the better, though this might be unpractical. The general perception is that a population of around 500 should use a sampling size of 50 per cent of the population, 1 500 should use 20 per cent, and for a population of 5 000, a sampling size of 400 should be used. However, finding a large population representation in a survey study is important to ensure accurate results. It requires using a statistical formula to select an appropriate number of sampling elements. Since the random sampling error varies with the sample size, the confidence levels are influenced, affecting the confidence interval at a specific confidence level. Due to the unknown standard deviation, a calculation is required to determine the confidence interval formula calculating the mean values $\bar{X} = \pm Z \frac{s}{\sqrt{n}}$. In finding the standard deviation, an approach could be followed where information regarding the heterogeneity, variance, magnitude of error, and confidence level is required $n = \left(\frac{ZS}{E}\right)^2$. A formula incorporating the population size and sample size can be used but does pose a disadvantage concerning a correction factor that may be required to adjust the sample size $\sqrt{\frac{(N-n)}{(N-1)}}$ (Babin & Zikmund, 2016).

The following formula can assist in finding the sample size (Rucker, 2017) using the confidence interval, Z scores, standard deviation, and margin of error.

$$n = Z^2 * \frac{0.5(1-\text{std dev})}{\text{margin of error}^2}$$

$$n = 1.96^2 * \frac{0.5(1-0.5)}{0.07^2}$$

n = 196 {therefore, 196 participants are needed}

4.6.1.6 Step 6: Select actual sample units

Despite the alterations in the landscape resulting from the COVID-19 pandemic, the study was executed in a controlled setting. Controlled access to the Lephalale TVET College premises facilitated participants' safe and ethical participation. This environment allowed research to be performed using an acceptable sampling method with minimal exposure to the Coronavirus. From the sampling point of view, the most value would be obtained from the probability sampling method. The possibility of removing any degree of bias during the sample selection should be central to the study. Babin and Zikmund al. (2016) and Ramadass and Aruni (2019) argue that the probability sampling technique provides the researcher with the best opportunity to avoid bias in the selection criteria. The additional benefits provided by probability sampling methods, such as less chance of a sampling frame error and a more representative sample of the population, inspire this option (Chrysochou, 2017; Sarstedt et al., 2019). The sampling units were selected using simple random sampling for this study. The desire to obtain a sample based on equal opportunities for selection underpins the principle of creating an unbiased population sample. Due to the allocated access of the participants as a result of the COVID-19 regulations that caused difficulty in getting access to students, a simple random selection approach was used. The idea of selecting the participants based on an interval after the first participant had been chosen randomly provided an opportunity to overcome this barrier. Even though Bryman et al. (2019) propose a systematic approach after the random selection of the first sample, it is not the most suitable option with the thread of COVID-19 contamination in mind. Simple random sampling provides the same benefits as a systematic approach but simplifies the process, lessening risks. This study obtained a list of all students enrolled in the TVET College of Lephalale attending on a specific date according to COVID-19 regulations. The first participant was chosen on a random basis. The student in question was accessible and willing to participate. This formed the starting point of the survey. The total number of registered students at the time was used to determine the sample size, and participants were selected based on this metric and their level of accessibility (Neuman, 2021). The introduction of the strategy spanned several months in order to provide equitable participation opportunities for all students, given the constantly evolving COVID-19 protocols. All students selected were told of the study's intent and participated out of free will. The study's respondents comprised male and female individuals of African descent aged between 18 and 26 years. Furthermore, they represented the total population that

consisted of 2 773 students according to official DHET headcount statistics (Lephalale TVET College, 2021). The composition of student demographics is based on the internal management information systems 2021 students report, with females contributing 1 717 students and male students contributing 1 055 students. These respondents were registered at the Lephalale TVET College for the year 2021 and provided a gender distribution of 62 per cent females and 38% males. A total of 300 questionnaires were distributed. The purpose of including an increased number of questionnaires was to account for the possibility of non-participating respondents or inadvertent errors, which could result in a smaller sample margin than the initial estimate of 196 participants.

4.6.1.7 Step 7: Conduct the fieldwork

The researcher and an assistant in this quantitative study carried out the actual fieldwork by using a questionnaire during the survey. Babin and Zikmund (2016) opine that the actual data collection is rarely carried out exclusively by the researcher. Nevertheless, this restricted the knowledge gained from this survey, and, as such, the researcher did not use professional fieldwork services. Conducting fieldwork on its own also significantly reduced costs. This strategy did help to endorse the oversight and management of ethical research concerns. Babin and Zikmund (2016) warned against falsifying data obtained through surveys that could nullify the value of the research. This may mandate the supervisors to contact a percentage of the population interviewed to verify the authenticity of the sample (Babin & Zikmund, 2016). Surveys may also pose challenges. Miller (2017) cautions that it may be difficult to access participants while conducting a survey. Although access to the students would not, under normal circumstances, pose a problem, the COVID-19 regulations did influence the accessibility of respondents. Conducting a quantitative research study with the aid of questionnaires limited contact during the survey, contributing to the safety of students participating in the study. Survey research may not be without risk but may restrict the interaction and exposure of participants associated with an interview. Eyarefe and Sanusi (2019) point out that ethical behaviour requires not only the avoidance of plagiarism and falsification but also the best interests and health of the participants. During this study, data was collected through a survey promoting honest, ethical, representative, and responsible data as a method of data collection.

4.7 STEP 4: DATA COLLECTION INSTRUMENTS AND DATA COLLECTION

Unquestionably, surveys are regarded as the most advantageous method for data collection in descriptive research, as indicated by Babbie (2016). Six steps are required to ensure that a survey is of good quality (Sarstedt et al., 2019). According to Sarstedt et al. (2019), the aim needed to be determined by the survey. The questionnaire must be identifiable according to the type and method of administration, followed by the scale and the questions that will form the basis of the survey questionnaire. Pre-testing and administration will determine the functionality of the questionnaire before it is officially used.

Examples of questions that can be used to create a questionnaire can be sourced from multiple authors (Babbie, 2016; Fatimah & Bagasworo, 2022; Harrison et al., 2016; Krosnick, 2018; Malhotra et al., 2017; Sarstedt et al., 2019). The questionnaire design used the guidelines of questionnaire construction as indicated in the writings of Malhotra et al. (2017). A survey was used to gather the information needed from the target audience, the learners at the TVET college of Lephalale. Malhotra et al.'s (2017) questionnaire design was used as a reference to construct the questionnaire. The research of Zielke (2018) was used to source questions related to utilitarian value (price and price level value) constructs. Furthermore, Danish et al. (2019), Slack et al. (2020), and Maharani et al. (2020) were used to source questions related to utilitarian value (quality and functional value). Lastly, Yu and Lee (2019) and Yu and Yuan (2019) were used to source questions about utilitarian value (aesthetics). On the other hand, questions related to hedonic value (joy) were sourced from Slack et al. (2019). Maharani et al. (2020) study was used to source questions that is related to the hedonic value and related to store image. Yu and Lee (2019) were used to source questions about emotional value as a dimension of hedonic value, and lastly, Yu and Lee (2019) and Slack et al. (2019) were used to source all questions related to social value (self-image and social identity).

According to Malhotra et al. (2017), a questionnaire is a series of questions intended to collect information or data that might be written or verbal and created in a structured format to be answered by the participant. Questionnaires allow data to be gathered quickly and accurately, allowing comparisons of collected data and facilitating data processing (Sarstedt et al., 2019). A questionnaire is an official list of questions designed to collect data from a sample population (Harrison et al., 2016). Typically, a questionnaire is used in conjunction

with alternative data acquisition techniques such as fieldwork, incentives, postal surveys, and others. Three objectives identify using questionnaires to create a set of questions that will elicit answers from participants (Harrison et al., 2016). The questionnaire must ensure that the participant is motivated and encouraged to participate willingly, lowering the response error (Sarker & AL-Muaalemi, 2022). In constructing a questionnaire, scales are used to ensure a measurable instrument, especially attitudes and orientations. Numerous forms of scales are available such as numerical rating scales, verbal rating scales or Likert scales, semantic differential scales and Osgood scales (Harrison et al., 2016). Utilizing a five-point Likert scale, the study gathered data regarding the influence of perceived values and consumer satisfaction on their purchasing decision-making. Prior to administering the scale, its reliability was assessed using Cronbach's coefficient.

4.7.1 Survey method

The aim of the survey is to gather information from a representative subset of the population. This is achieved by conducting fieldwork with the aid of questionnaires (Önem et al., 2021).

Ethical protocol determined the method used for data collection during the COVID-19 epidemic. During COVID-19 levels 1 – 4, the protocol dictated that the data be gathered using an interactive questionnaire. Using an interactive questionnaire distributed with the aid of email and “WhatsApp” resulted in meagre response rates. The main complaint obtained from potential participants was the cost of data involved and an issue of trust. This barrier was overcome after the lockdown ended, and with permission from Professor Makhitha, as guided in the higher health protocol for COVID-19, the survey was reverted to a paper-based questionnaire. The study was done at the Lephalale TVET College, where 300 students were targeted to participate. The initial calculation indicated that a sample size of 196 students would be adequate for conducting the survey. However, the sample size was subsequently augmented. In order to mitigate the potential for incomplete questionnaires, partially completed forms, and reduced overall participation rates, a compromise was necessary, which involved increasing the target numbers. Furthermore, given the quantitative nature of the study, augmenting the sample size would inevitably enhance the quality of the data. Young African adult students aged 18 to 26 formed the core of this study and were selected according to a predetermined sample size of 300 potential participants. However, after being contacted by the researcher, only 280 questionnaires were distributed due to a lack of interest shown by the potential participants. The selection process was based on every fourth name listed on the enrolment list. The

researcher telephonically contacted the potential participant, and the next person was contacted if a negative response was obtained regarding whether they would like to participate in the survey. This approach, however, produced a remarkably modest response rate, which was primarily attributable to the costs associated with data acquisition as well as the mistrust and uncertainty encountered by prospective participants. When the COVID-19 regulations were removed, the research instrument was changed to a paper-based questionnaire with permission from the supervisors.

and the necessary protocols in place. Efforts were made to address the difficulties of language barriers and trust issues that arose during the process of data collection. These obstacles were especially apparent when utilizing electronic methods such as Whatsapp and email questionnaires, resulting in low response rates. One of the participants volunteered to serve as a translator for potential respondents, thereby assisting the researcher in explaining the purpose of the survey in their native language and in asking them to complete the paper-based questionnaire. The assistant also helped to contact and convince the potential participants to participate through communication during break times and leisure time. The survey was done outside the boundaries of the college classes and after official class times at a central location at the college. The questionnaire was issued to the interested respondents, who immediately returned it after completing it. This approach helped increase both response and response time, with eventually 202 fully completed questionnaires being returned. Step 5 of Section 4.8 discusses the analysis of the collected data.

4.8 STEP 5: DATA ANALYSIS

Using Microsoft Excel 2013 and SPSS version 27, the researcher analysed the data collected through the questionnaire. After cleansing, the questionnaires' raw data were manually input into an Excel spreadsheet and then transferred to SPSS for further analysis.

According to Neuman (2021), data analysis is a process of changing raw data into meaningful information. The data conversion process entails cleaning, coding, capturing, and presenting data using an appropriate statistical method (Neuman, 2021). This study is no different, as data obtained from the questionnaire was cleaned, coded, captured, and analysed with the aid of appropriate statistical methods. Raw data was changed into meaningful information. Data was captured from the questionnaire into Excel, where any questionnaire with discrepancies such as incompleteness was removed. In collaboration

with a statistician from Unisa, the data was then analysed using IBM SPSS Statistics version 27. Suitable statistical techniques were employed to analyse the questionnaire's unprocessed data. The respondents' age, educational level, and income demographic data were analysed using percentage distributions and distribution tables. Cronbach's alpha was applied to determine the reliability of the questionnaire and to corroborate that its questions accurately measured the intended variables. The Cronbach alpha coefficient is an important indicator of a measuring instrument's internal consistency. Pallant (2020) claim that scores below 0.7 indicate a reading that does not measure what the construct intends to measure. The descriptive statistics of perceived utilitarian, hedonistic, and social values, satisfaction, and intention to purchase are characterized by the mean value, 95% confidence interval, kurtosis, and skewness. Babbie (2016) suggests that quantitative descriptions of data in a manageable format can be obtained through the use of descriptive statistics. Furthermore, inferential statistics are used to measure differences in levels of perceived utilitarian, hedonic, and social values and the differences between age groups and genders. The analysed data from the questionnaire survey can indicate differences and relationships between variables (Stokes & Wall, 2017). Further, hypotheses are used to measure correlations in the statistical relationships between dependent as well as independent variables. The strength and linear relationships between utilitarian, hedonic, and social values, satisfaction and purchase intention, are described by correlation analysis (Pallant, 2020). The statistical relationships between utilitarian, hedonic, and social value and satisfaction as mediators and purchase intention are statistically analysed using path analysis. The statistical model can be used to analyse and test hypotheses by means of a path analysis model (Huang et al., 2019).

4.9 STEP 6: DATA INTERPRETATION

The next step during the research is interpreting the coded, transformed data that is made up of graphs, tables, and other comparative information produced electronically. Nevertheless, the interpretation of such knowledge obtained includes assessment requirements for evaluation (Sarker & AL-Muaalemi, 2022). This study employs descriptive research methodology to test hypotheses and address the research question by examining the association between two variables. This enables the interpretation of data through computerised statistical knowledge. Fatimah and Bagasworo (2022) warn against misinterpretation that may result in inaccurate conclusions due to information that may be lost during data computing. Every method of statistical analysis depends on complex

computing. This analysis depends on data assumptions based on various factors like size and data collection method. This may lead to erroneous assumptions and computations. Greenland et al. (2016) suggest that these errors can be minimised if the following procedures are followed:

1. Examine the sizes of estimates and confidence limits.
2. A critical review of the assumptions and conventions that are applied in the statistics.
3. Acknowledge the value of data obtained that may seem initially irrelevant; it might hold the key to alternatives.
4. Use interval estimates with the calculation of P values when comparing hypotheses.
5. Eliminate study bias; it is recommended that a meta-analysis is used.
6. The statistical conclusion should be thoroughly motivated.

Comprehensive coverage of the study's results, interpretation, discussion, and recommendations are provided in Chapters 5 and 6.

4.10 STEP 7: WRITTEN REPORT

An academic study concludes with a formal report summarizing the results of the research. However, there are a variety of other approaches, such as oral reporting of research results. A written report summarising the study's results is usually used in marketing research as a permanent source of documentation detailing the findings. The audience decides on the communication method, and the research was assessed by a committee of the University of South Africa. Therefore, as needed for this study, a written report is the most suitable communication method.

4.11 ETHICAL CONSIDERATIONS

Prior to conducting any research, the researcher obtained a research authorization certificate from the University of South Africa's ethical council. The researcher demonstrated familiarity with the University of South Africa's ethical research guidelines. In accordance with Section 2 (Risk Assessment) of Unisa's research ethics policy, the researcher will not cause any physical harm, social humiliation, or misuse of personal information to the participants. According to Navalta et al. (2019), the researcher has an ethical responsibility to ensure that participants' well-being is protected whenever research requires human interaction. Participants were not compelled to undertake the survey, and

neither were they forced. The participants were all informed verbally and in writing about the purpose of the survey, as indicated in the participant information sheet. Furthermore, there was no physical or mental harm done to any respondent. The respondent's responses and any other relative information, as well as respondent behaviour, were protected (McMillan, 2021). According to the research ethics guideline, all surveys will be maintained for at least five years. Thereafter all questionnaires will be destroyed.

4.12 ASSUMPTIONS

The study assumes that young African adult customers predominantly purchase their products from small- and medium-sized enterprises located in Lephalale. The research focused on participants who were enrolled at the Lephalale TVET College and were between the age range of 18 to 26 years. The present research study assessed the perceived utilitarian, hedonic, and social values, as well as satisfaction, in relation to the purchasing behavior of young African adults residing in Lephalale. The data extraction process was facilitated by quantitative research that used questionnaires. It is assumed that the participants offered honest and truthful responses while responding to the questionnaire. However, the control of this variable is outside the scope of the researcher conducting this study. The researcher makes the additional assumption that the acquired sample data is a representative and reliable dataset derived from the larger population. The researcher made an additional assumption that the data sample obtained from the survey is a representative sample of the population's characteristics in terms of homogeneity.

4.13 SUMMARY

This chapter followed a step-by-step procedure that defined the method to be followed in this research study, as recommended by Neuman (2021). A detailed explanation of each stage was addressed to support the approach followed in this chapter. This study set out to investigate how young African college students' value perceptions influenced their purchasing behaviour at locally owned small retailers in Lephalale.

CHAPTER 5

QUANTITATIVE DATA ANALYSIS AND INTERPRETATION

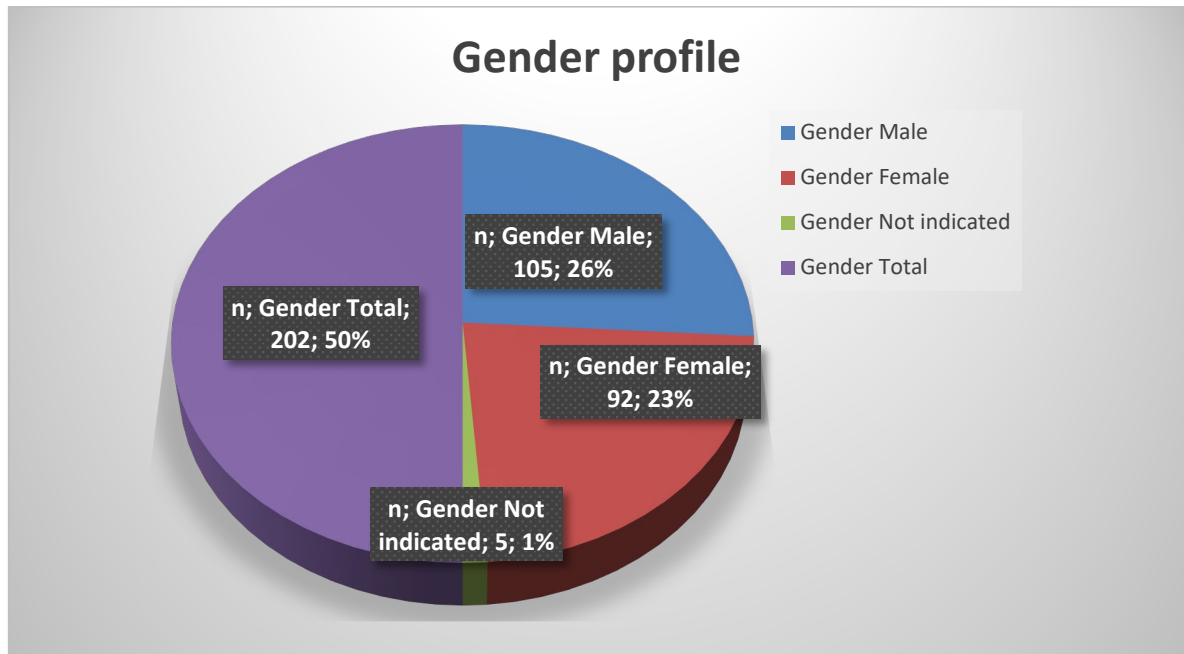
5.1 INTRODUCTION

This study investigates how much emphasis young African student consumers add to perceived values while purchasing at independent retailers in Lephalale. Chapter 5 of the study presents the researcher's analysis and interpretation of data concerning the influence of perceived social, hedonic, and utilitarian variables of value on the purchasing behaviour of young adult African students. The data is put forward using visual aids such as graphs, charts, and tables. Using descriptive data, a profile of the survey respondents is formed. Next, the participants' ages, genders, incomes, and levels of education are presented in Chapter 5. Following this, the questionnaire's reliability and validity are evaluated. Followed by the descriptive statistics section that describes the disparities between the categories, while the inferential statistics section describes the data correlations. Lastly, a path analysis model discusses the effects of the variables.

5.2 RESPONSE RATE

The study was initially intended to include 196 participants, but based on the recommendation of the statistician, the sample size was increased to 300. This decision was made due to the possibility of higher participant numbers yielding higher-quality data. However, this circumstance has changed as a result of a decline in the number of students enrolled at Lephalale TVET College. This study involved the distribution of 280 questionnaires to African pupils between the ages of 18 and 26. There were 202 questionnaires submitted by both male and female respondents. These results indicate a 72 percent response rate, and 202 respondents met the criteria outlined on the participant information page of the research instrument to partake in this questionnaire-based study. During the data collection process, 24 were collected through electronic means and 178 paper-based questionnaires were collected. However, five were incomplete and had to be excluded during data cleansing, reducing the number of data sets. For data analysis and interpretation, the remaining 202 data sets were utilized.

Figure 5. 1 Gender Composition of Participants (N = 202)



5.3 DEMOGRAPHIC INFORMATION REGARDING THE RESPONDENTS

Figure 5.1 above displays the male as well as female demographics of the final 202 respondents. The sample consisted of young African learners enrolled at the Lephalale TVET College who were between the ages of 18 and 26 and of both genders. The survey gathered demographic data from participants, including variables such as age, marital status, income, and educational attainment. The sample (n = 202) consisted of 52 per cent males while 45.5 per cent were classified as female; a further 2.5 per cent did not indicate their gender. The analysed data is presented in tables and graphs in the chapter's following sub-headings, which indicate the results obtained from the measuring instrument.

5.3.1 The age distribution

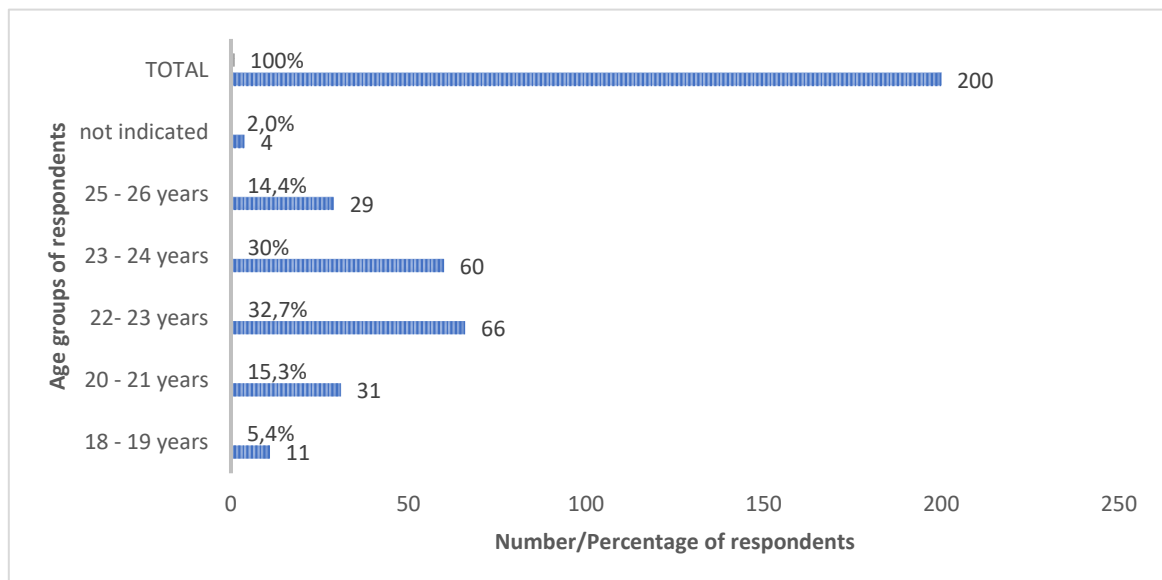
Table 5.1 presents a percentage distribution table depicting the age profile of the participants. The study found that the largest proportion of participants fell within the age range of 21 to 22 years old (n = 66, 32.7%), followed closely by those aged 23 to 24 years old (n = 60, 29.7%). Fewer responses were received from the 16 to 17 years (n = 1, 0.5%), 18 to 19 years (n = 11, 5.4%), and 20 to 21 years age groups (n = 31, 15.3%). According to Dimock (2019), Generation Z refers to people born between 1997 and 2012, aged between

10 to 25 years. Therefore, the group of respondents (n = 198, 98%) with ages ranging between 18 to 26 years represent Generation Z, colloquially known as “Zoomers”. Four respondents did not indicate their age (n = 4, 2%).

Table 5. 1 Age Distribution of Participants

Age	n	%
18 - 19 years	11	5.4%
20 - 21 years	31	15.3%
21 - 22 years	66	32.7%
23 - 24 years	60	29.7%
25 - 26 years	29	14.4%
Not indicated	4	2.0%
Total	202	100.0%

Figure 5. 2 Age Group Proportions



5.3.2 Distribution of respondents' educational level

Table 5.2 displays the distribution of educational levels among the respondents. The single highest distribution of learners had completed Grade 12 (n = 49, 24.3%), and equally high numbers of respondents completed National Certificate Vocational (NCV) Level 3 (n = 49, 24.3%). The sample population exhibited a lower representation of individuals with lower levels of education. Specifically, respondents who had completed a N1 certificate contributed two point five per cent (n = 5, 2.5%) to the overall sample, while those who had

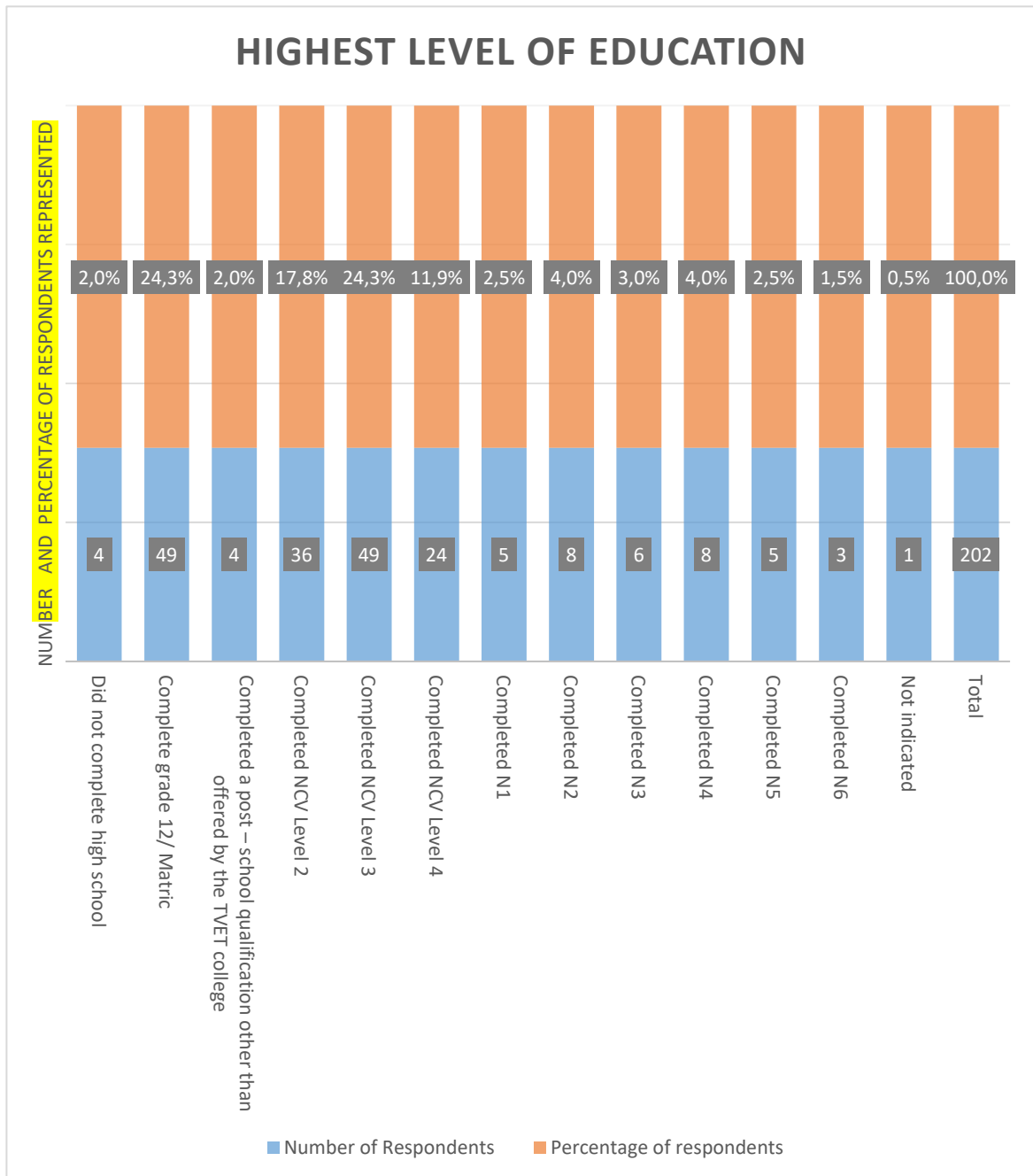
completed a N2 certificate contributed 4 per cent (n = 8, 4%). Additionally, only six respondents had completed a N3 certificate, contributing three per cent (n = 6, 3%) to the entire sample. Participants in possession of post-school qualifications represented four per cent of those that completed an N4 certificate (n = 8, 4%), five respondents completed an N5 certificate (n = 5, 2.5%), and three of the participants completed an N6 certificate (n = 3, 1.5%). One respondent did not indicate his/her highest level of education (n = 1, 0.5%).

Table 5. 2 Highest Level of Education of Respondents

		n	%
Highest level of education	Did not complete high school	4	2.0%
	Complete grade 12/ Matric	49	24.3%
	Completed a post-school qualification other than that offered by the TVET college	4	2.0%
	Completed NCV Level 2	36	17.8%
	Completed NCV Level 3	49	24.3%
	Completed NCV Level 4	24	11.9%
	Completed N1	5	2.5%
	Completed N2	8	4.0%
	Completed N3	6	3.0%
	Completed N4	8	4.0%
	Completed N5	5	2.5%
	Completed N6	3	1.5%
	Not indicated	1	0.5%
	Total	202	100.0%

Figure 5.3 is a bar graph depicting the analysed data from Table 5.2. A bar graph displays the education levels of the survey respondents.

Figure 5.3 Educational Composition



5.3.3 Distribution of respondents' income

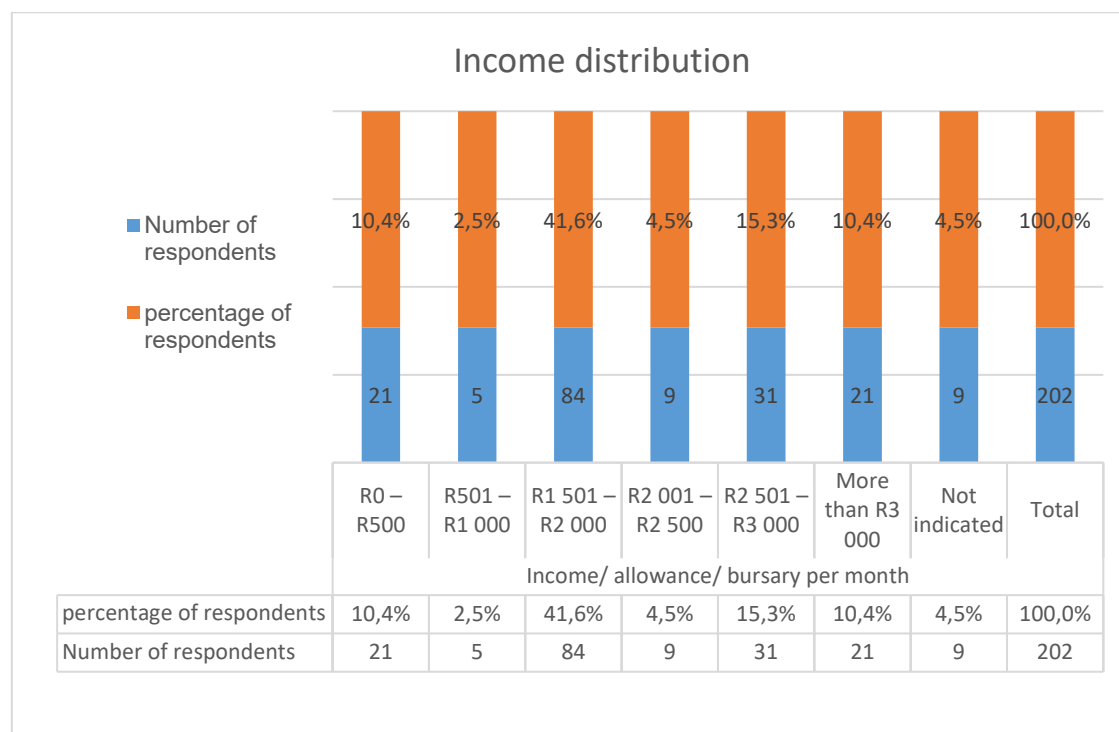
Table 5.3 presents the results obtained regarding the income the respondents receive per month in South African rand. The largest group, representing 84 participants, receives an income of between R1 501 and R2 000 (n = 84, 41.6%), and nine of the respondents

indicated that they receive an income of between R2 001 and R2 500 (n = 9, 4.5%). A small percentage of 4.5 per cent of the participants did not indicate their income (n = 9, 4.5%). A total of 31 respondents receive an income between R2 501 and R3 000 (n = 31, 15.3%). A further 21 participants received more than R3 000 per month (n = 21, 10.4%), indicating that more than 70 per cent of the respondents receive either an income or allowance of more than R1 501 per month.

Table 5. 3 Respondents' Income Distribution

		N	%
Income/ allowance/ bursary per month	R0 – R500	21	10.4%
	R501 – R1 000	5	2.5%
	R1 001 – R1 500	22	10.9%
	R1 501 – R2 000	84	41.6%
	R2 001 – R2 500	9	4.5%
	R2 501 – R3 000	31	15.3%
	More than R3 000	21	10.4%
	Not indicated	9	4.5%
	Total	202	100.0%

Figure 5. 4 Income Distribution



5.4 VALIDITY AND RELIABILITY

The survey instrument that collected the relevant data made use of a Likert scale. The scale was divided into five parts: 1) Disagree completely, 2) Disagree to some extent, 3) Natural point, 4) Agree to some extent, and 5) Completely agree. Interpreting the analysed data, descriptive and inferential statistics were done by referring to the scale ratings where applicable.

5.4.1 Validity

Validity measures the accuracy of the instrument that is used to conduct the research study (Fatimah & Bagasworo, 2022). The statement implies that validity relates to the extent to which an instrument can consistently and accurately assess a specific construct. Therefore, it is necessary to use an instrument that is tested to provide valid measures of a desired outcome. The questionnaire was compiled by adapting existing questionnaire items already tested for validity. This instrument was then further validated by means of an experienced supervisor, co-supervisor, and statistician to ensure that the instrument was suitable for delivering valid results. Recommendations were provided for improvement where deemed necessary. This was followed by a survey pilot test in which the statistician tested a small group of seven completed questionnaires. The results from the analysis provided insights, after which the statistician made further recommendations for improvement. The improved changes were then examined again by the statistician before being sent to the supervisors for approval. Thereafter, the supervisor and co-supervisor examined and approved the final questionnaire.

5.4.2 Reliability

One of the biggest problems during the measurement of scales' internal consistency when measuring items is the margin to which the items hang together (Pallant, 2020). The reliability of the survey instrument was assessed by means of the Cronbach alpha coefficient. According to Pallant (2020), a score of less than 0.7 indicates that the item is assessing something other than what it was intended to examine. Therefore, the Cronbach alpha coefficient for the underlying constructs must be at least 0.7 (J. Kim, 2019). Due to the sensitivity of Cronbach's alpha to the duration of the scales employed, mean inter-term correlation scores were supplied to support the Cronbach alpha findings. The required mean inter-item correlation value was 0.2 to 0.4. This is considered optimal to compensate

for any influence that the short scales may have on the sensitivity experienced by the Cronbach alpha coefficient.

Table 5.4 indicates the Cronbach alpha coefficient of 0.70 for price, and the inter-item correlation (0.318). Zielke (2018) calculated a Cronbach alpha coefficient exceeding 0.7 when measuring the price value effect on purchase intention. Value (V) has a Cronbach alpha coefficient of 0.81 and an inter-item correlation of 0.423. Danish, Ali Ahmad and Zahid (2019) calculated a Cronbach alpha value of 0.87 for value (V), 0.83 for aesthetics (A), and an inter-item correlation of 0.497. Yu and Lee (2019) calculated a Cronbach alpha value for aesthetics of 0.828, determining the significance of reliability. The price level had a Cronbach alpha coefficient of 0.64 and an inter-item correlation of 0.259. In contrast, quality had a Cronbach alpha of 0.83 and an inter-item correlation of 0.501, as well as a functional value Cronbach alpha of 0.78, and an inter-item correlation of 0.419. On the other hand, Danish et al. (2019) calculated a Cronbach alpha value of 0.87 for functional value. Five of the six first-order construct items of utilitarian values all measured a Cronbach alpha coefficient of between 0.7 and 0.83, with one slightly below 0.64 but still acceptable. According to Zielke (2018), the Cronbach alpha coefficient should be above 0.7 for these items of the utilitarian value.

The inter-item correlation measure of 0.259 is well within the 0.2 to 0.4 range that is suggested (Pallant, 2020). There were no negative corrected item-total correlations, and the values exceed 0.3 with only item UV 21, which is exactly 0.3 if rounded. On the item level, the mean values indicate that most items are above 3.5, suggesting that most participants agreed with the statements. With a standard deviation of around 1.00, the data suggests that the values were in proximity to the mean value of the items. Table 5.4 shows that the Cronbach alpha coefficients average is above 0.7, indicating a level of significance within the constructs, achieving acceptable levels of reliability.

Table 5. 4 Total Cronbach Alpha Coefficient and Mean Inter-Item Correlation indicating the first - order utilitarian values

Utilitarian Values First-Order

Utilitarian Value [UV]	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Price [P]	UV.1	3.62 (1.123)	3.86 (1.041)	0.437	0.70	0.318
	UV.2	3.87 (1.016)		0.586		
	UV.3	3.85 (1.080)		0.463		
	UV.4	3.98 (1.015)		0.412		
	UV.5	3.98 (0.962)		0.382		
Value [V]	UV.6	3.91 (0.947)	4.07 (0.942)	0.383	0.81	0.423
	UV.7	4.00 (0.98)		0.636		
	UV.8	4.1 (0.894)		0.691		
	UV.9	4.13 (0.95)		0.623		
	UV.10	4.18 (0.952)		0.658		
Aesthetics [A]	UV.11	4.08 (0.924)	3.60 (1.115)	0.486	0.83	0.497
	UV.12	3.63 (1.144)		0.532		
	UV.13	3.65 (1.074)		0.677		
	UV.14	3.65 (1.088)		0.731		
	UV.15	3.6 (1.098)		0.637		
Price Level [PL]	UV.16	3.44 (1.167)	3.64 (1.148)	0.574	0.64	0.259
	UV.17	3.66 (1.208)		0.429		
	UV.18	3.61 (1.15)		0.403		
	UV.19	3.55 (1.25)		0.374		
	UV.20	3.79 (1.04)		0.446		
Quality [Q]	UV.21	3.59 (1.076)	3.50 (1.190)	0.296	0.83	0.501
	UV.22	3.72 (1.219)		0.505		
	UV.23	3.58 (1.191)		0.639		
	UV.24	3.43 (1.119)		0.716		
	UV.25	3.33 (1.164)		0.686		
Functional Value [FV]	UV.26	3.40(1.231)	3.91 (1.008)	0.623	0.78	0.419
	UV.27	4.04 (1.028)		0.453		
	UV.28	3.84 (1.044)		0.578		
	UV.29	3.98 (1.022)		0.647		
	UV.30	3.84 (0.928)		0.586		
	UV.31	3.86 (1.013)		0.531		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha.

The second-order utilitarian construct represents the total of the items (UV P), (UV V), (UV A), (UV PL), (UV Q), and (UV FV). The first-order utilitarian construct indicates a collection of all the components found in first-order utilitarian structures (see Table 5.5). Cronbach's alpha for the second-order utilitarian values is 0.77, and the inter-item correlation is 0.364; both values are within the range suggested by the literature for measuring reliability (J. Kim,

2019). The corrected item-total correlations are all above 0.4 and are mainly high in value compared to the total score. The utilitarian values' mean is 3.76, and the standard deviation is 0.776, indicating that most participants responded to this construct items mostly agreeing, and a variance that suggests slight variation around the mean value. Table 5.5 presents the Cronbach alpha coefficient above 0.7, indicating the significance; therefore, the construct is of acceptable reliability.

Table 5. 5 *Total Cronbach Alpha Coefficient and Mean Inter-Item Correlation indicating the second - order utilitarian values*

Utilitarian Values Second-Order

Construct	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Utilitarian value	UV P	3.86 (0.701)	3.76 (0.776)	0.621	0.77	0.365
	UV V	4.07 (0.678)		0.413		
	UV A	3.60 (0.860)		0.598		
	UV PL	3.64 (0.732)		0.586		
	UV Q	3.49 (0.917)		0.325		
	UV FV	3.91 (0.736)		0.571		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha.

Joy (HV J) has a Cronbach alpha of 0.76 and an inter-item correlation of 0.392; Store Image (HV SI) has a Cronbach alpha of 0.76 and an inter-item correlation of 0.387; and Emotional Value (HV EV) has a Cronbach alpha of 0.79 and an inter-item correlation of 0.429. With all Cronbach alpha coefficients measuring above the recommended 0.7 margins, the constructs can be accepted to be of acceptable reliability. The corrected item-total correlation is fairly high, with values that vary from 0.236 to 0.668, exceeding the required 0.3 in nearly all cases. However, "Cronbach's alpha and the inter-item correlation" are within the required margins (Pallant, 2020). The construct mean indicates that most respondents rated hedonic value above 3.5 with a mean value of 3.76, indicating that most tend to generally agree with the statements making up the construct of hedonic value. The standard deviation of 0.776 shows that most hedonic value items have a variance close to the mean value. This is also reflected in the individual item mean and standard deviation with values

supporting the construct mean and standard deviation values centred on the value of 3.76 with low margins of deviation.

Table 5. 6 *Total Cronbach alpha coefficient and mean inter-item correlation indicating the first - order hedonic values*

Hedonic values first-order

Construct	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Joy (HV J)	HV.1	4,00(0.995)	3.85 (1.018)	0.582	0.76	0.392
	HV.2	3.93(0.881)		0.518		
	HV.3	3.77(1.065)		0.497		
	HV.4	3.81(1.123)		0.550		
	HV.5	3.74(1.009)		0.509		
Store Image (HV SI)	HV.6	3.71(1.016)	3.74 (1.075)	0.532	0.76	0.387
	HV.7	3.64(1.042)		0.646		
	HV.8	3.69(1.072)		0.668		
	HV.9	3.81(1.158)		0.588		
	HV.10	3.86(1.081)		0.236		
Emotional Value (HV EV)	HV.11	3.73(1.031)	3.85 (1.001)	0.479	0.79	0.429
	HV.12	3.87(0.958)		0.665		
	HV.13	3.88(1.022)		0.633		
	HV.14	3.77(1.050)		0.652		
	HV.15	4.02(0.941)		0.429		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha.

Hedonic value as a second-order construct shows a Cronbach alpha coefficient of 0.74 and an inter-item correlation of 0.484 (see Table 5.6). This is in line with an acceptable Cronbach coefficient value requiring 0.7 to measure the instrument's internal consistency and be regarded as reliable (Slack et al. 2020). Therefore, the results suggest that the constructs are of acceptable reliability. The corrected item-total correlation is 0.381, a value above the recommended 0.3 with a standard deviation of 0.744. The hedonic value construct mean value of 3.81 and standard deviation of 0.744 support a rating of agreement to some extent on the five-point scale. The construct mean and standard deviation values are also very close to the individual items' mean and standard variations with the item. This is evident with the mean and standard deviation values of items indicated in Table 5.7.

Table 5. 7 Total Cronbach alpha coefficient and mean inter-item correlation indicating the second - order hedonic values

Hedonic values second-order

Construct	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Hedonic value	HV J	3.85 (0.728)		0.601		
	HV SI	3.74 (0.766)	3.81 (0.744)	0.623	0.74	0.484
	HV EV	3.85 (0.739)		0.470		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha.

Table 5.8 presents the first-order social value items with a Cronbach alpha coefficient that ranges between 0.82 (SV SS) and 0.77 (SV I) and inter-item correlations of 0.530 (SV SS) and 0.464 (SV I). The Cronbach alpha coefficient and inter-item correlation are above the recommended values indicated in a reliability test and are, therefore, of acceptable reliability. The corrected item total correlation indicates a value of 0.484, higher than the limit of 0.3. The construct means of the first-order social values are all above 3.5 with a standard deviation of around 1.00, showing that there isn't much difference around the mean, which means that most people tend to agree with the statement. The item mean and standard deviation of individual items represent values much the same as the values in the construct means and standard deviation depicted in Table 5.8.

Table 5. 8 Total Cronbach Alpha Coefficient and Mean Inter-Item Correlation indicating the first - order social values

Social Values First-Order

Construct	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Social Self (SV SS)	SV.1	3.62(1.221)	3.54 (1.163)	0.618	0.82	0.530
	SV.2	3.53(1.138)		0.738		
	SV.3	3.51(1.177)		0.676		
	SV.4	3.50(1.112)		0.535		
Identity [SV I]	UV.5	3.51(1.138)	3.64 (1.094)	0.612	0.77	0.464
	UV.6	3.32(1.209)		0.591		
	UV.7	3.89(1.057)		0.560		
	UV.8	3.86(0.957)		0.555		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha.

Table 5.9 presents the social value second-order construct with a Cronbach alpha coefficient of 0.76 and an inter-item correlation of 0.622. Both values exceed the required minimum values (Yu & Lee, 2019) and are, therefore, of acceptable reliability. The corrected item total correlation is above 0.3. The construct mean and standard deviation of 3.59 and 0.891, respectively, agree to some extent with most statements. Table 5.9 indicates that the item mean and deviation show little variance. For social self-image and social value identity, respondents have a mean response and standard deviation of 3.54 (0.935) and 364 (0.845), respectively.

Table 5. 9 Total Cronbach Alpha Coefficient and Mean Inter-Item Correlation Indicating the second- order social values

Social Values Second-Order

Construct	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Social value	SV SS	3.54 (0.935)	3.59 (0.891)	0.622	0.76	0.622
	SV I	3.64 (0.845)		0.622		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha.

Customer satisfaction is of acceptable reliability, having a high “Cronbach alpha coefficient” of 0.81, which is higher than what Slack et al. (2019) measured with a “Cronbach alpha coefficient” of 0.718 and an inter-item correlation of 0.460, which is well above the prescribed 0.3. Table 5.10 presents a corrected item total correlation of between 0.549 and 0.669 with an acceptable correlation level. The customer satisfaction construct mean is 3.60 with a standard deviation of 1.056, indicating that respondents agree that they are happy with the products and services when purchasing at small independent retailers. On the other hand, the individual items indicate a mean value that varies between 3.48 and 3.78. The standard deviation also indicates a greater variance of the mean values.

Table 5. 10 *Total Cronbach Alpha Coefficient and Mean Inter-Item Correlation of customer satisfaction as mediator*

Customer Satisfaction Dependent Mediator

Construct	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Customer Satisfaction	CS 1	3.78 (1.075)	3.60 (1.056)	0.549	0.81	0.460
	CS 2	3.58 (1.077)		0.562		
	CS 3	3.66 (0.902)		0.669		
	CS 4	3.48 (1.023)		0.602		
	CS 5	3.48 (1.181)		0.594		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha.

Table 5.11 presents the total Cronbach alpha coefficient and inter-item correlation with purchase intention as 0.84 and 0.519, respectively, which are indicators of acceptable reliability. Terblanche (2018) calculated a Cronbach alpha coefficient of 0.929, comparing customer satisfaction with purchase intention. Both coefficients present high values, suggesting that satisfied consumers will be motivated to purchase again. The purchase intention mean value is 3.64 with a standard deviation of 1.112, with item means varying between 3.53 and 3.81 and standard deviations between 1.064 and 1.162 but tending to a four on the Likert scale, suggesting that respondents agree to some extent.

Table 5. 11 *Total Cronbach Alpha Coefficient and Mean Inter-Item Correlation with respect to purchase intention*

Purchase Intention Dependent Variable

Construct	Items	Item mean (SD)*	Construct mean (SD)	CI-TC	Alpha	IIC
Purchase Intention	RI 1	3.81 (1.162)	3.64 (1.112)	0.578	0.84	0.519
	RI 2	3.53 (1.134)		0.697		
	RI 3	3.62 (1.064)		0.722		
	RI 4	3.55 (1.084)		0.661		
	RI 5	3.71 (1.115)		0.588		

SD = Std. deviation; CI_TC = Corrected Item-Total Correlation; IIC = Inter-item Correlation; Alpha = Cronbach alpha

5.5 DESCRIPTIVE STATISTICS TESTING ASSUMPTIONS

According to Pallant (2020), descriptive statistics serve the researcher well in gaining demographic data if working with studies involving human respondents to develop background knowledge of the participants. Pallant (2020) further emphasises the importance of ensuring that no assumptions made are violated by individual tests. This requires that assumptions be tested prior to the undertaking of inferential analysis. Pallant (2020) suggests that descriptive statistics are commonly employed to assess the assumptions of individual variables, such as skewness, kurtosis, mean, and standard deviation.

5.5.1 Descriptives: Utilitarian values

The information portrayed in Table 5.12 represents the data obtained from 202 respondents of African origin aged 18 to 26 years, representing both female and male participants. The utilitarian value constructs have estimated mean values between 3.49 and 4.07, with an average of 3.76. Price value (3.86), product quality value (4.07), aesthetics value (3.60), price level perception value (3.64), quality value (3.49), functional value (3.91), and utilitarian value (3.76) indicate that the respondents tend to agree that utilitarian values positively influence their purchase behaviour. The 95% confidence interval supports the effective means statistic, indicating that it significantly differs from zero, price value (3.76), product quality value (3.98), aesthetics value (3.48), price level perception value (3.54), quality value (3.37), functional value (3.81), and utilitarian value (3.61). Furthermore, the standard deviation indicates little variance from the mean statistical value in all cases. All utilitarian values are negatively skewed, and scores are clustered to the right of the bell curve if a graph would be made of this condition, suggesting that most of the scores tend to the higher side of the Likert scale, which is the agreement side of the scale. The kurtosis of utilitarian value peaked in the middle, while the rest of the constructs were negative. The peak of the graphs would be peaked to the right of the graphs.

Table 5. 12 Utilitarian Values

Descriptive Statistics												
Variable	n	Min	Max	Mean	Std. Std. Error	Std. Deviation	CI (95%)		Skewness	Std. Error	Kurtosis	Std. Error
							Lower	Upper				
Price value	202	1.60	5.00	3.86	0.049	0.701	3.76	3.95	-0.446	0.171	-0.030	0.341
Product quality value	202	2.00	5.00	4.07	0.048	0.678	3.98	4.16	-0.802	0.171	0.352	0.341
Aesthetics value	202	1.00	5.00	3.60	0.061	0.860	3.48	3.71	-0.517	0.171	-0.130	0.341
Price level perception value	202	2.00	5.00	3.64	0.051	0.732	3.54	3.74	-0.246	0.171	-0.804	0.341
Quality value	202	1.00	5.00	3.49	0.065	0.917	3.37	3.62	-0.491	0.171	-0.494	0.341
Functional value	202	1.80	5.00	3.91	0.052	0.736	3.81	4.02	-0.693	0.171	-0.174	0.341
Utilitarian value	202	2.27	4.75	3.76	0.037	0.526	3.69	3.83	-0.445	0.171	-0.442	0.341

5.5.2 Descriptives: Hedonic values

Table 5.13 is based on 202 respondents' participation in this research study regarding perceived hedonic value. The mean statistic values are joy (3.85), store image (3.74), emotional value (3.85), and hedonic value (3.81). The average mean value is 3.81, indicating that most respondents agree that the joy products offered and the fun obtained from the shopping experience are important to them. The 95% confidence interval has an average value of 3.73, indicating that respondents mostly agree with the importance of hedonic values in their purchase experience. All skewness ratings are negative, meaning the scores would sway to the right on a bell curve. Both joy, store image, and hedonic values have positive kurtosis values, suggesting that the peak values would be in the centre of a bell curve, with emotional value peaking to the right of the curve being negative.

Table 5. 13 Hedonic Values

Descriptive Statistics												
Variable	n	Min	Max	Mean	Std. Error	Std. Deviation	CI (95%)		Skewness		Kurtosis	
							Lower	Upper	Statistic	Std. Error	Statistic	Std. Error
Joy	202	1.40	5.00	3.85	0.051	0.728	3.75	3.95	-0.665	0.171	0.171	0.341
Store image	202	1.00	5.00	3.74	0.054	0.766	3.64	3.85	-0.704	0.171	0.336	0.341
Emotional value	202	1.60	5.00	3.85	0.052	0.739	3.75	3.96	-0.506	0.171	-0.110	0.341
Hedonic value	202	1.47	5.00	3.81	0.042	0.603	3.73	3.90	-0.658	0.171	0.720	0.341

5.5.3 Descriptives: Social values'

The measure of social values perceived as an influencer in the purchase behaviour of young African adults when buying products at small independent retailers is presented in Table 5.14. The information is obtained from data sourced from 202 respondents who participated in the research study, answering a questionnaire using a Likert scale for measurement. Mean statistical values of social self-image (3.54), social value identity (3.64), and social value (3.59) and a 95 % confidence interval of 3.7 were calculated using SPSS software. Social value as a construct presents an average mean value of 3.59, which is lower than the utilitarian and hedonic values presented in Tables 5.12 and 5.13 but not significantly. The respondents' responses, therefore, border on the side of agreement. Respondents agree that social values influence their purchase behaviour. From Table 5.14, social values are clearly negatively skewed, which would hang over to the right on a bell curve. The peak value will be in the centre of a bell curve, given the positive kurtosis ratings in Table 5.14.

Table 5. 14 Social Values

Descriptive Statistics												
	n	Min	Max	Mean	Std. Deviation	CI (95%)	Skewness	Kurtosis				
	Statistic	Statistic	Statistic	Statistic	Std. Error	Lower	Upper	Statistic	Std. Error	Statistic	Std. Error	
Social self-image	202	1.00	5.00	3.54	0.066	0.935	3.41	3.67	-0.570	0.171	0.197	0.341
Social value identity	202	1.00	5.00	3.64	0.059	0.845	3.53	3.76	-0.779	0.171	0.499	0.341
Social value	202	1.00	5.00	3.59	0.056	0.802	3.48	3.70	-0.584	0.171	0.060	0.341

5.6 Inferential Statistics

Predictions can be made using inferential statistics, a type of statistic that uses a sample of data to derive conclusions about the entire population (Amrhein et al., 2019). Inferential statistics, according to Amrhein et al. (2019), enable the researcher to extrapolate findings from the sampled group to the whole population. Various statistical techniques can be used to conduct statistical analysis. This includes comparing mean values, linear model analysis, correlation analysis, regression analysis, and log-linear analysis. This study follows an inferential statistics analysis in which a comparison of the level in differences of mean value is measured. Using a t-test for independent samples, the mean values of a continuous variable of perceived value are compared between two groups. According to Pallant (2020), the t-test for independent samples is utilized to assess the means of two distinct groups of participants with respect to a continuous variable. This study compares means analyses to test for differences in genders and age groups. The t-test is beneficial for comparing the within-group variance in mean scores to the between-group variance in mean scores (Pallant, 2020).

According to the null hypothesis, assuming equal variances, there is no discernible difference between genders in the measure of importance they place on social, utilitarian, and hedonistic values, as well as customer satisfaction and purchase intention. The null hypothesis suggests that assuming unequal variance does not result in a significant difference between gender groups in their perception of utilitarian, hedonic, and social values, consumer satisfaction, and intent to purchase.

Testing the variation of mean value in age groups against one variable is conducted by applying a one-way ANOVA test. The ANOVA test is used when more than three categories or groups are tested against one variable. According to Stockemer (2019), the independent sample t-test is employed to examine differences in mean values for a single variable when comparing two or fewer groups. This study tests the differences in age by means of the one-way ANOVA. The variances in means between the groups are further tested for homogeneity using the Leven test. According to Pallant (2020), this is an important test for the confirmation of variance in the scores in determining if the variances are indeed the same for the different age groups. This can be achieved by evaluating the score of significance. In cases where the assumption of equal variances is not met, the robust test for equality of means is utilized by referring to the corresponding table.

The null hypothesis asserts that there is no statistically significant difference in the measured level between various age groups regarding the perception of utilitarian, hedonic, and social values, consumer satisfaction, and purchase intention. Additionally, it assumes that there is equality of variances. However, the hypothesis based on the unequal variances revealed that when the perceived values (hedonistic, utilitarian, and social) dimensions as well as the importance of customer satisfaction and purchase intention are measured, there are variances in the measure of importance indicated across age groups. If the null hypothesis is supported, a one-way analysis of variance is used. However, a robust test will be conducted if the null hypothesis is violated.

5.6.1 Objective 9: Measuring differences in the levels of perceived utilitarian, hedonic, and social value and gender

The following hypotheses are tested using a t-test on independent samples to compare the utilitarian, hedonic, and social values of both genders:

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of utilitarian values when purchasing at small independent retailers.

H^{9a}: The gender of young African adult consumers influences utilitarian values differently when purchasing at small independent retailers.

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of hedonic values when purchasing at small independent retailers.

H^{9b}: The gender of young African adult consumers influences hedonic values differently when purchasing at small independent retailers.

H⁰: The gender of young African adult consumers has no statistically significant difference in the influence of social values when purchasing at small independent retailers.

H^{9c}: The gender of young African adult consumers influences social values differently when purchasing at small independent retailers.

The results from the test are reflected after the interpretation obtained from the information contained in the tables when answering the below hypotheses.

5.6.1.1 H^{9a}: The gender of young African adult consumers influences utilitarian values differently when purchasing at small independent retailers.

Hypothesis H^{9a} proposes that there exists a difference in the perceived utilitarian value of young African adult consumers based on their gender when engaging in purchasing behaviour at small independent retailers.

Table 5. 15 *The Level of Measurement to Which the Mean Value Between Genders Differs When Measuring Perceived Utilitarian Values*

Values	Gender	n	Mean	Std. Deviation	Std. Error Mean
Price	Male	105	3.87	0.725	0.071
	Female	92	3.84	0.686	0.072
Quality Value	Male	105	4.04	0.735	0.072
	Female	92	4.10	0.613	0.064
Aesthetics	Male	105	3.58	0.891	0.087
	Female	92	3.62	0.849	0.089
Price Level	Male	105	3.63	0.717	0.070
	Female	92	3.64	0.765	0.080
Quality of product	Male	105	3.57	0.941	0.092
	Female	92	3.42	0.892	0.093
Functional Value	Male	105	3.84	0.749	0.073
	Female	92	4.01	0.725	0.076
Utilitarian Value	Male	105	3.76	0.560	0.055
	Female	92	3.77	0.502	0.052

Table 5. 16 *Measuring Levels of Difference in Equality of Means Between Genders When Measuring Levels of Perceived Utilitarian Values*

Perceived utilitarian value		t-test for Equality of Means					95% Confidence Interval of the Difference		
		t	df	Significance		Mean Difference	Std. Error Difference	Lower	Upper
				One-Sided p	Two-Sided p				
Price	“Equal variances assumed”	0.289	195	0.387	0.773	0.029	0.101	-.170	0.228
	“Equal variances not assumed”	0.290	193.840	0.386	0.772	0.029	0.101	-0.169	0.228

		t-test for Equality of Means							95% Confidence Interval of the Difference	
						Significance				
Perceived utilitarian value		t	df	One- Sided p	Two- Sided p	Mean Difference	Std. Error Difference	Lower	Upper	
Quality Value	“Equal variances assumed”	-0.617	195	0.269	0.538	-0.060	0.097	-0.252	0.132	
	“Equal variances not assumed”	-0.624	194.536	0.267	0.533	-0.060	0.096	-0.249	0.129	
Aesthetics	“Equal variances assumed”	-0.306	195	0.380	0.760	-0.038	0.124	-0.284	0.207	
	“Equal variances not assumed”	-0.307	193.610	0.380	0.759	-0.038	0.124	-0.283	0.207	
Price Level	“Equal variances assumed”	-0.064	195	0.475	0.949	-0.007	0.106	-0.215	0.202	
	“Equal variances not assumed”	-0.064	187.764	0.475	0.949	-0.007	0.106	-0.216	0.203	
Quality of products	“Equal variances assumed”	1.129	195	0.130	0.260	0.148	0.131	-0.111	0.407	
	“Equal variances not assumed”	1.133	193.746	0.129	0.259	0.148	0.131	-0.110	0.406	
Functional value	“Equal variances assumed”	-1.564	195	0.060	0.119	-0.165	0.105	-0.373	0.043	
	“Equal variances not assumed”	-1.568	193.072	0.059	0.119	-0.165	0.105	-0.372	0.043	
Utilitarian Value	“Equal variances assumed”	-0.202	195	0.420	0.840	-0.015	0.076	-0.166	0.135	
	“Equal variances not assumed”	-0.204	194.886	0.419	0.839	-0.015	0.076	-0.165	0.134	

An independent t-test was used to determine the differences in the perception of utilitarian value between genders. The independent t-test compared the differences in the mean value of different genders on the perceived importance of perceived utilitarian values. First-order utilitarian values measured between males and females: Price of products – males (M = 3.87, SD = 0.725) and females (M = 3.84, SD = 0.686, $t = 0.289$, $df = 195$, $p = 0.733$). The margin of differences in the means (Difference in means, 0.029, 95% CI: -0.170 to 0.228) is minimal (Eta squared = 0.0004). There is no statistically significant proof of a difference in the level of measurement between males and females when measuring differences in perceived utilitarian price values. Measuring the product quality between males and females resulted in males (M = 4.04, SD = 0.735) and females (M = 4.10, SD = 0.613, $t = -0.617$, $df = 195$, $p = 0.538$). The margin of differences in the means (Difference in means, -0.060, 95% CI: -0.252 to 0.132) shows very little difference (Eta squared = -0.00002). There is no significant statistical evidence that there is any difference in the level of measurement between males and females when measuring differences in perceiving quality as a utilitarian value. Furthermore, measuring aesthetic value between males and females resulted in males (M = 3.58; SD = 0.891) and females (M = 3.62; SD = 0.849; $t = -0.306$, $df = 195$, $p = 0.760$). The margin of differences in the means (Difference in means, -0.038, 95 % CI: -0.284 to 0.207) is minimal (Eta squared = -0.0005). There is no statistically significant proof of a disparity in the level of measurement between males and females when measuring differences in perceived aesthetic utilitarian value. The utilitarian value of price level perception of products between males and females resulted in males (M = 3.63, SD = 0.717) and females (M = 3.64, SD = 0.765; $t = -0.064$, $df = 195$, $p = 0.949$). The margin of differences in the means (Difference in means, -0.007, 95 % CI: -0.215 to 0.202) is minimal (Eta squared -0.00002). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in perceiving the price level as a utilitarian value. The utilitarian quality value offered by products measured between males and females resulted in males (M = 3.57, SD = 0.941) and females (M = 3.42, SD = 0.892; $t = 1.129$, $df = 195$, $p = 0.260$). The margin of differences in the means (Difference in means, 0.148, 95% CI: -0.111 to 0.407) is very little (Eta squared = 0.006). There is no significant statistical proof that there is any disparity in the level of measurement between males and females measuring differences when perceiving utilitarian quality value. Furthermore, the differences in mean value on the perceived importance of the utilitarian (functional) value of products measured between males and females resulted in males (M = 3.84, SD = 0.749) and females (M = 4.01, SD = 0.725; $t = -1.564$, $df = 195$, $p = 0.119$). The margin of differences in the means (Difference in means, -

0.165, 95% CI: -0.373 to 0.043) is minimal (Eta squared = 0.003). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in utilitarian (functional) value.

The differences in mean value on the perceived importance of the second-order utilitarian value of products measured between males and females resulted in males (M = 3.76, SD = 0.560) and females (M = 3.77, SD = 0.502; $t = -0.202$, $df = 195$, $p = 0.840$). The margin of differences in the means (Difference in means, -0.015, 95% CI: -0.166 to 0.135) is minimal (Eta squared = 0.0002). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in perceived utilitarian value.

Therefore, the null hypothesis (H^0) is valid and accepted: The gender of young African adult consumers has no statistically significant difference in the influence of utilitarian values when purchasing at small independent retailers.

5.6.1.2 H^{9b} : The gender of young African adult consumers influences hedonic values differently when purchasing at small independent retailers.

Hypothesis H^{9b} proposes that there exists a difference in the perceived hedonic value of young African adult consumers based on their gender when engaging in purchasing behaviour at small independent retailers.

Table 5. 17 *The Level of Measurement to Which the Mean Value Between Genders Differs When Measuring Perceived Hedonic Values*

Values	Gender	n	Mean	Std. Deviation	Std. Error Mean
Joy	Male	105	3.85	0.689	0.067
	Female	92	3.85	0.779	0.081
Store image	Male	105	3.76	0.750	0.073
	Female	92	3.72	0.800	0.083
Emotional value	Male	105	3.89	0.689	0.067
	Female	92	3.80	0.803	0.084
Hedonic Value	Male	105	3.83	0.551	0.054
	Female	92	3.79	0.670	0.070

Table 5. 18 *Measuring Levels of Difference in Equality of Means Between Genders When Measuring Levels of Perceived Hedonic Values*

Hedonic Values	Variance	t-test for Equality of Means					95% Confidence Interval of the Difference		
		t	Df	Significance One-Sided p	Significance Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper
Joy	“Equal variances assumed”	-0.041	195	0.484	0.967	-0.004	0.105	-0.210	0.202
	“Equal variances not assumed”	-0.041	183.173	0.484	0.968	-0.004	0.105	-0.212	0.204
Store image	“Equal variances assumed”	0.329	195	0.371	0.743	0.040	0.111	-0.182	0.254
	“Equal variances not assumed”	0.328	187.739	0.372	0.744	0.040	0.111	-0.183	0.255
Emotional Value	“Equal variances assumed”	0.845	195	0.200	0.399	0.090	0.106	-0.119	0.299
	“Equal variances not assumed”	0.836	180.519	0.202	0.404	0.090	0.107	-0.122	0.302

		t-test for Equality of Means						95% Confidence Interval of the Difference	
Hedonic Values	Variance	t	Df	Significance		Mean Difference	Std. Error Difference	Lower	Upper
Hedonic Value				One-Sided p	Two-Sided p				
	“Equal variances assumed”	0.467	195	0.321	0.641	0.041	0.087	-0.131	0.212
	“Equal variances not assumed”	0.461	176.585	0.323	0.645	0.04062	0.088	-0.133	0.215

An independent t-test was used to determine the differences in the perception of hedonic value between genders. The independent t-test compared the differences in the mean value of different genders on the perceived importance from the following perceived hedonic values: The joy experience indicates the following when purchasing products: males (M = 3.85, SD = 0.689); females (M = 3.85, SD = 0.779; $t = -0.041$, $df = 195$, $p = 0.967$). The margin of differences in the means (Difference in means, -0.004, 95% CI: -0.210 to 0.202) is minimal (Eta squared = -0.000009). There is no significant statistical evidence that there is any difference in the level of measurement between males and females when measuring differences in the perceived hedonic value of joy. The importance of store image when purchasing products indicates the following results: males (M = 3.76, SD = 0.750) and females (M = 3.72; SD = 0.800; $t = 0.329$, $df = 195$, $p = 0.743$). The margin of differences in the means (Difference in means, 0.036, 95% CI: -0.182 to 0.254) is minimal (Eta squared = -0.0006). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in the perceived hedonic value of store image.

Moreover, the disparity in the average emotional hedonic value during the act of purchasing products signifies the following results: males (M = 3.89; SD = 0.689) and females (M = 3.80; SD = 0.803; $t = 0.845$, $df = 195$, $p = 0.399$). The margin of differences in the means (Difference in means, 0.090, 95% CI: -0.120 to 0.299) is minimal (Eta squared = 0.004). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in the perceived hedonic value of emotional value. The second-order construct of the hedonic value indicates the following mean values between males and females when purchasing products: males (M = 3.83, SD = 0.551) and females (M = 3.79, SD = 0.670; $t = 0.467$, $df = 195$, $p = 0.641$). The margin of differences in the means (Difference in means, 0.041, 95% CI: -0.131 to 0.212) is minimal (Eta squared = 0.0011). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in the perceived hedonic value.

The null hypothesis (H^0) is valid and accepted: The gender of young African adult consumers has no statistically significant difference in the influence of hedonic values when purchasing at small independent retailers.

5.6.1.3 H^{9c}: The gender of young African adult consumers influences social values differently when purchasing at small independent retailers.

Hypothesis H^{9c} proposes that there exists a difference in the perceived social value of young African adult consumers based on their gender when engaging in purchasing behaviour at small independent retailers.

Table 5. 19 *The Level of Measurement to Which the Mean Value Between Genders Differs When Measuring Perceived Social Values*

Values	Gender	n	Mean	Std. Deviation	Std. Error Mean
Self-image	Male	105	3.57	0.990	0.09663
	Female	92	3.51	0.894	0.09325
Identity	Male	105	3.64	0.905	0.08829
	Female	92	3.65	0.785	0.08187
Social value	Male	105	3.60	0.856	0.08355
	Female	92	3.58	0.754	0.07866

Table 5. 20 *Measuring Levels of Difference in Equality of Means Between Genders When Measuring Levels of Perceived Social Values*

Social values	Variance	t-test for Equality of Means						95% Confidence Interval of the Difference	
		t	Df	Significance		Mean Difference	Std. Error Difference	Lower	Upper
				One-Sided p	Two-Sided p				
Self-image	Equal variances assumed	0.468	195	0.320	0.640	0.063	0.135	-0.203	0.330
	Equal variances not assumed	0.471	194.810	0.319	0.638	0.063	0.134	-0.202	0.330
Identity	Equal variances assumed	-0.135	195	0.446	0.892	-0.017	0.122	-0.256	0.223
	Equal variances not assumed	-0.137	194.985	0.446	0.891	-0.017	0.120	-0.254	0.221
Social Value	Equal variances assumed	0.202	195	0.420	0.840	0.023	0.116	-0.205	0.252

t-test for Equality of Means									
Social values	Variance	t	Df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				One-Sided p	Two-Sided p			Lower	Upper
	Equal variances not assumed	0.204	194.992	0.419	0.839	0.023	0.115	-0.203	0.250

An independent t-test was used to determine the differences in the perception of social value between genders. The independent t-test measured and compared the differences in mean value between different genders on the perceived importance of the following perceived social values: Self-image when purchasing products indicates the following results: males (M = 3.57; SD = 0.990) and females (M = 3.51; SD = 0.894; t = 0.468, df = 195, p = 0.640). The margin of differences in the means (Difference in means, 0.063, 95% CI: -0.203 to 0.330) is minimal (Eta squared = 0.001). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in the perceived social self-image value. Furthermore, the social value of identity when purchasing products indicates the following results: males (M = 3.64, SD = 0.905) and females (M = 3.65, SD = 0.785; t = -0.135, df = 195, p = 0.892). The margin of differences in the means (Difference in means, -0.016, 95% CI: -0.256 to 0.223) is minimal (Eta squared = -0.00009). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in the perceived social identity value. The differences in mean value between males and females on the perceived importance that social value has as a second-order construct when purchasing products indicate the following results: (M = 3.60, SD = 0.856) and females (M = 3.58, SD = 0.754; t = 0.202, df = 195, p = 0.840). The margin of differences in the means (Difference in means, 0.023, 95% CI: -0.205 to 0.252) is minimal (Eta squared = 0.0002). There is no significant statistical proof that there is any disparity in the level of measurement between males and females when measuring differences in perceived social value.

The null hypothesis (H⁰) is valid and accepted: The gender of young African adult consumers has no statistically significant difference in the influence of social values when purchasing at small independent retailers.

5.6.2 Objective 10: Measurement of differences in the levels of perceived utilitarian, hedonic, and social values, satisfaction, and purchase intention amongst selective demographic age groups

Three or more categories or groups were tested against one variable using the one-way ANOVA (Stockemer et al., 2019). The ANOVA test is only conducted after a Leven test of homogeneity has proven through the significant value that the equality of variances assumed is adhered to. Any violation of the null hypothesis is referred to the robust test table for consultation.

Hypothesis testing:

Hypothesis 10a: This hypothesis measures whether age groups perceive utilitarian values differently. According to Pencarelli et al. (2020), males and females perceive values differently compared to age differences. In Chapter 3, Section 3.2.7, age and perceived values are discussed, claiming differences in how different age groups perceive utilitarian values. Therefore, the following hypotheses are formulated:

H⁰: The age of young African adult consumers has no statistically significant influence on utilitarian values when making a purchasing decision at small independent retailers.

H^{10a}: The age of young African adult consumers influences utilitarian values differently when making a purchasing decision at small independent retailers.

Hypothesis 10b: This hypothesis measures whether age groups perceive different dimensions of hedonic values differently. Peng et al. (2016) claim that there is no difference between age groups and how they perceive hedonic value. Therefore, the following hypothesis is formulated:

H⁰: The age of young African adult consumers has no statistically significant influence on hedonic values when making a purchasing decision at small independent retailers.

H^{10b}: The age of young African adult consumers influences hedonic values differently when making a purchasing decision at small independent retailers.

Hypothesis 10c: This hypothesis measures whether age groups perceive different dimensions of social values differently. Pencarelli et al. (2020) claim that the perception of perceived social values differs in age groups, especially in age groups representing younger consumers. Therefore, the following hypotheses are formulated:

H⁰: The age of young African adult consumers has no statistically significant influence on social values when making a purchasing decision at small independent retailers.

H^{10c}: The age of young African adult consumers influences social values differently when making a purchasing decision at small independent retailers.

5.6.2.1 Hypothesis 10a: Young African adult consumers' age groups perceive utilitarian values differently

A one-way ANOVA was used to determine the differences in the level of perception of social values between different age groups. Using a one-way ANOVA, the perceived utilitarian value ascribed by each of the four age groups was compared across the groups. The difference is measured from data obtained by the survey instrument. The results are presented in Table 5.21 below. Four age groups represent the participants (Group 1: 18 – 21 years; Group 2: 21 – 22 years; Group 3: 22 – 24 years, and Group 4: 25 – 26 years). Two of the four age groups, Groups 3 and 4, show a statistically significant difference: $F(3, 194) = 3.526$, $p = .02$, as indicated in Table 5.23. Though statistical significance was computed, the margin of actual difference is very small. The effect size was calculated using the Eta squared formula, which calculated a score of .052. Post hoc comparisons were done using the Bonferroni test shown in Table 5.21 with p - values .02 and .02, respectively, for groups 3 and 4. Table 5.26 indicates that Group 3 ($M = 3.62$, $SD = 0.565$) was significantly different from Group 4 ($M = 3.97$, $SD = 0.428$). Group 1 ($M = 3.71$, $SD = 0.544$) and Group 2 ($M = 3.83$, $SD = 0.498$) show no significant difference compared to either Groups 3 or 4.

Consequently, the null hypothesis was rejected and H_{10a} accepted: The age of young African adult consumers influences utilitarian values differently when making a purchasing decision at small independent retailers.

Table 5. 21 Influence of Age Groups on Utilitarian Value

Age	n	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 21 years	43	3.71	0.544	0.083	3.54	3.88	2.53	4.70
21 - 22 years	66	3.83	0.498	0.061	3.70	3.95	2.57	4.63
23 - 24 years	60	3.62	0.565	0.073	3.47	3.76	2.27	4.75
25 - 26 years	29	3.97	0.428	0.080	3.81	4.13	3.07	4.61
Total	198	3.76	0.530	0.038	3.69	3.83	2.27	4.75

Table 5. 22 Age Groups' Influence on Utilitarian Value

Test of homogeneity of assumptions

Levene Statistic	df1	df2	Sig.
1.107	3	194	0.347

Table 5. 23 Age Groups' Influence on Utilitarian Value

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.864	3	0.955	3.526	0.02
Within Groups	52.523	194	0.271		
Total	55.387	197			

Post hoc

Table 5.24 *Dependent Variable: Age Groups' Influence on Utilitarian Value (Bonferroni)*

Multiple comparisons

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
18 - 21 years	21 - 22 years	-0.11511	0.10197	1.000	-0.3869	0.1567
	23 - 24 years	0.09226	0.10396	1.000	-0.1849	0.3694
	25 - 26 years	-0.25868	0.12503	0.239	-0.5920	0.0746
21 - 22 years	18 - 21 years	0.11511	0.10197	1.000	-0.1567	0.3869
	23 - 24 years	0.20737	0.09281	0.160	-0.0400	0.4548
	25 - 26 years	-0.14358	0.11592	1.000	-0.4526	0.1654
23 - 24 years	18 - 21 years	-0.09226	0.10396	1.000	-0.3694	0.1849
	21 - 22 years	-0.20737	0.09281	0.160	-0.4548	0.0400
	25 - 26 years	-.35094*	0.11768	0.019	-0.6646	-0.0373
25 - 26 years	18 - 21 years	0.25868	0.12503	0.239	-0.0746	0.5920
	21 - 22 years	0.14358	0.11592	1.000	-0.1654	0.4526
	23 - 24 years	.35094*	0.11768	0.019	0.0373	0.6646

5.6.2.2 Hypothesis 10b: Young African adult consumer age groups perceive hedonic values differently

Four age groups were compared using a one-way ANOVA to see how each group differed in the importance they placed on perceived hedonic values. The survey instrument's data were used to calculate the difference, and the findings are shown in Table 5.25. The study subjects have been categorized into four distinct age groups, namely Group 1 (18-21 years), Group 2 (21-22 years), Group 3 (22-24 years), and Group 4 (25-26 years). Two of the four age groups, namely Groups 3 and 4, indicate a statistically significant difference, as shown in Table 5.27 by the values $F(3, 194) = 2.894, p = .04$. Despite the calculation of statistical significance, the actual differences are very small. The effect size was determined using the Eta squared formula, resulting in a value of .043. According to Table 5.25, there was a

significant difference between Group 3 (M = 3.67, SD = 0.656) and Group 4 (M = 4.06, SD = 0.392) as evidenced by post hoc comparisons using the Bonferroni test. This finding is illustrated in Figure 5.28. The p-values (.03, .03) for Groups 3 and 4 were calculated. In comparison to Groups 3 and 4, neither Groups 1 (M=3.77, SD = 0.642) nor Group 2 (M=3.85, SD = 0.586) exhibit any discernible differences.

Since the null hypothesis was not supported, H_{10b} was accepted: The age of young African adult consumers influences hedonic values differently when making a purchasing decision at small independent retailers.

Table 5. 25 Age groups' influence on hedonic value

Age in years	Descriptive							
	n	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 21	43	3.77	0.642	0.098	3.57	3.97	1.47	4.67
21 - 22	66	3.85	0.586	0.072	3.71	4.00	2.40	5.00
23 - 24	60	3.67	0.656	0.085	3.50	3.84	2.07	4.87
25 - 26	29	4.06	0.392	0.073	3.91	4.21	3.13	4.80
Total	198	3.81	0.607	0.043	3.73	3.90	1.47	5.00

Table 5. 26 Age Groups' Influence on Hedonic Value

Tests of Homogeneity of Variances			
Levene Statistic	df1	df2	Sig.
2.285	3	194	0.080

Table 5. 27 Age Groups' Influence on Hedonic Value

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.105	3	1.035	2.894	0.04
Within Groups	69.378	194	0.358		
Total	72.484	197			

Post hoc

Table 5. 28 Dependent Variable: Age Groups' Influence on Hedonic Value (Bonferroni)

Multiple comparisons						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18 - 21 years	21 - 22 years	-0.07942	0.11720	1.000	-0.3918	0.2330
	23 - 24 years	0.09876	0.11949	1.000	-0.2197	0.4173
	25 - 26 years	-0.28768	0.14370	0.280	-0.6707	0.0954
21 - 22 years	18 - 21 years	0.07942	0.11720	1.000	-0.2330	0.3918
	23 - 24 years	0.17818	0.10667	0.579	-0.1062	0.4625
	25 - 26 years	-0.20825	0.13323	0.718	-0.5634	0.1469
23 - 24 years	18 - 21 years	-0.09876	0.11949	1.000	-0.4173	0.2197
	21 - 22 years	-0.17818	0.10667	0.579	-0.4625	0.1062
	25 - 26 years	-.38644*	0.13525	0.028	-0.7470	-0.0259
25 - 26 years	18 - 21 years	0.28768	0.14370	0.280	-0.0954	0.6707
	21 - 22 years	0.20825	0.13323	0.718	-0.1469	0.5634
	23 - 24 years	.38644*	0.13525	0.028	0.0259	0.7470

5.6.2.3 Hypothesis 10c: Young African adult consumer age groups perceive social values differently

A statistical analysis was conducted utilizing a one-way ANOVA to compare the variations in levels of social value as measured by the survey instrument across the four age groups. The study's participants have been categorized into four distinct age groups, namely Group 1 (18-21 years), Group 2 (21-22 years), Group 3 (22-24 years), and Group 4 (25-26 years).

The mean value and standard deviations were computed in the following manner: The study presents the means and standard deviations of four groups, namely Group 1 (M = 3.59, SD = 0.756), Group 2 (M = 3.62, SD = 0.849), Group 3 (M = 3.41, SD 0.784), and Group 4 (M = 3.58, SD = 0.807), as shown in Table 5.29. Table 5.31 displays that there is no significant difference in mean values among the four age groups, as indicated by the statistical analysis of $F(3, 194) = 1.993, p = .12$. Using the Eta squared calculation, the effect size was determined, and a score of .030 was obtained, indicating a very small effect size.

Therefore, H_0 was accepted and H_{10c} was not supported: The age of young African adult consumers has no statistically significant influence on hedonic values when making a purchasing decision at small independent retailers.

Table 5. 29 Age Groups' Influence on Social Value

Age	Descriptive							
	n	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18 - 21 years	43	3.59	0.756	0.115	3.36	3.82	1.75	4.75
21 - 22 years	66	3.62	0.849	0.105	3.41	3.83	1.00	5.00
23 - 24 years	60	3.41	0.786	0.102	3.21	3.62	1.38	5.00
25 - 26 years	29	3.84	0.784	0.146	3.55	4.14	1.38	5.00
Total	198	3.58	0.807	0.057	3.47	3.70	1.00	5.00

Table 5. 30 Age Groups' Influence on Social Value

Tests of Homogeneity of Variances

Levene Statistic	df1	df2	Sig.
0.213	3	194	0.887

Table 5. 31 *Age Groups' Influence on Social Value*

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.840	3	1.280	1.993	0.12
Within Groups	124.587	194	0.642		
Total	128.427	197			

5.6.3 Correlation analysis: Measurement of statistical relationships between levels of perceived utilitarian, hedonic, and social values, customer satisfaction, and purchase intention

According to Pallant (2020), correlation analysis can be used to ascertain the magnitude as well as the orientation of a linear association between two variables. Bivariate correlation determines the difference between two variables (zero-order correlation). In addition, the correlation between two variables and a third independent variable (partial correlation) may be evaluated. The Pearson product-moment correlation coefficient (r) is utilized to establish the presence of a favourable or unfavourable association between two variables. When there is a positive correlation, one variable rises as the other falls. A negative correlation is observed when one variable decrease while the other increases. According to Pallant (2020), the level and nature of measurement determine the statistics that should be used in SPSS. A continuous variable and a variable that is dichotomous can be quantified using the coefficients of Pearson product-moment correlation (r) and Spearman rank-order correlation (ρ). The Spearman rank-order correlation is a frequently employed method for evaluating ordinal-level data that does not satisfy the requirements for Pearson's product-moment correlation coefficient. The Pearson product-moment correlation coefficient (r) is used to analyse and depict a single continuous variable in this study. The Pearson correlation coefficient value can only be between -1 to +1. Furthermore, the negative or positive in front of the coefficient value indicates the linearity of the correlation, which may be either negative or positive. A positive linearity indicates that one variable reacts in a proportional manner to the other when it increases. A negative linear relationship indicates that there will be an indirect proportional reaction between the two variables; with one increasing, the other will decrease. Pallant (2020) warns that there are issues such as non-linearity, outliers, and range of restrictions, as well as the relations between statistical significance compared to practical significance associated with using correlations.

All the hypotheses are measured with Pearson's correlation coefficient based on the following hypothesis: $H_0: \rho = 0$ (A relationship is present between the two variables measured) and $H_1: \rho \neq 0$ (No relationship exists between the two measured variables). Statistical significance is tested with a two-tailed test of $p = .05$.

Correlation analysis: Perceived utilitarian values and consumer satisfaction: Table 5.32 presents the utilization of Pearson product-moment correlation coefficient to ascertain the existence of a correlation between utilitarian values and consumer satisfaction. The results indicate a small positive and significant correlation between the two variables. The results obtained for the two variables are $r = .291$, $n = 202$, $p < .001$, and two-tailed. Low levels of utilitarian values are associated with low levels of customer satisfaction.

Table 5. 32 *Utilitarian Value Compared to Customer Satisfaction*

Variables		Correlations								
		UV	HV_J	HV_SI	HV_EV	HV	SV_SS	SV_I	SV	CS
Utilitarian Value (UV)	"Pearson Correlation" "Sig. (2-tailed)" n	-- 202								
Hedonic Joy (HV-J)	"Pearson Correlation" "Sig. (2-tailed)" n	.631** 0.000 202	-- 202							
Hedonic Self – image (HV –SI)	"Pearson Correlation" "Sig. (2-tailed)" n	.543** 0.000 202	.609** 0.000 202	-- 202						
Emotional Value (EV)	"Pearson Correlation" "Sig. (2-tailed)" n	.337** 0.000 202	.406** 0.000 202	.437** 0.000 202	-- 202					
Hedonic Value (HV)	"Pearson Correlation" "Sig. (2-tailed)" n	.621** 0.000 202	.826** 0.000 202	.847** 0.000 202	.757** 0.000 202	-- 202				
Social Self-image (SV-SS)	"Pearson Correlation" "Sig. (2-tailed)"	.339** 0.000	.250** 0.000	.334** 0.000	.287** 0.000	.359** 0.000	-- 0.000			

Variables		Correlations								
		UV	HV_J	HV_SI	HV_EV	HV	SV_SS	SV_I	SV	CS
	n	202	202	202	202	202	202			
Social Value Identity (SV I)	"Pearson Correlation"	.397**	.345**	.292**	.260**	.369**	.622**	--		
	"Sig. (2-tailed)"	0.000	0.000	0.000	0.000	0.000	0.000			
	n	202	202	202	202	202	202	202		
Social Value (SV)	"Pearson Correlation"	.407**	.328**	.349**	.304**	.404**	.911**	.890**	--	
	"Sig. (2-tailed)"	0.000	0.000	0.000	0.000	0.000	0.000	0.000		
	n	202	202	202	202	202	202	202	202	
Customer Satisfaction (CS)	"Pearson Correlation"	.291**	.238**	.306**	.243**	.324**	.385**	.427**	.450**	--
	"Sig. (2-tailed)"	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000	
	n	202	202	202	202	202	202	202	202	202

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Analysis of the correlation between perceived hedonic values and consumer satisfaction Using the Pearson product-moment coefficient (see Table 5.33), it was determined if there is a correlation between hedonic values and customer satisfaction. The results indicate that a moderately positive and statistically significant relationship exists between these two variables. The Pearson product-moment correlation coefficient yielded the following results: $r = .324$, $n = 202$, $p < .001$, two-tailed. A correlation exists between low hedonic values and low customer satisfaction.

Table 5. 33 Perceived Hedonic Values Compared to Customer Satisfaction

Variables		Correlation				
		HV	SV_SS	SV_I	SV	CS
Hedonic Value (HV)	--					
	202					
Social Value Self - image (SV - SS)	.359**	--				
	0.000					
	202	202				
Social Value	.369**	.622**	--			
	0.000	0.000				

Identity (SV -I)	202	202	202		
Social Value (SV)	.404**	.911**	.890**	--	
	0.000	0.000	0.000		
	202	202	202	202	
Customer Satisfaction (CS)	.324**	.385**	.427**	.450**	--
	0.000	0.000	0.000	0.000	
	202	202	202	202	202

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Correlation analysis: Perceived utilitarian values and purchase intention: Using the Pearson product-moment correlation coefficient shown in Table 5.34, the link between perceived utilitarian values and purchase intent was explored. The correlation between the two variables is marginally significant and positive, indicating a linear relationship. The relationships indicate the following correlation values, $r = .235$, $n = 202$, $p = .001$, two-tailed. A low level of utilitarian value is associated with a low level of purchase intention.

Table 5. 34 *Perceived Utilitarian Values Compared to Purchase Intention*

Variables	Correlation									
	UV	HV_J	HV_SI	HV_EV	HV	SV_SS	SV_I	SV	CS	PI
Utilitarian Value (UV)	--									
	202									
Hedonic Joy (HV-J)	.631**	--								
	0.000									
	202	202								
Hedonic Self – image (HV –SI)	.543**	.609**	--							
	0.000	0.000								
	202	202	202							
Emotional Value (EV)	.337**	.406**	.437**	--						
	0.000	0.000	0.000							
	202	202	202	202						
Hedonic Value (HV)	.621**	.826**	.847**	.757**	--					
	0.000	0.000	0.000	0.000						
	202	202	202	202	202					
Social Self- image (SV- SS)	.339**	.250**	.334**	.287**	.359**	--				
	0.000	0.000	0.000	0.000	0.000					

Variables	Correlation									
	UV	HV_J	HV_SI	HV_EV	HV	SV_SS	SV_I	SV	CS	PI
	202	202	202	202	202	202				
Social Value Identity (SV I)	.397**	.345**	.292**	.260**	.369**	.622**	--			
	0.000	0.000	0.000	0.000	0.000	0.000				
	202	202	202	202	202	202	202			
Social Value (SV)	.407**	.328**	.349**	.304**	.404**	.911**	.890**	--		
	0.000	0.000	0.000	0.000	0.000	0.000	0.000			
	202	202	202	202	202	202	202	202		
Customer Satisfaction (CS)	.291**	.238**	.306**	.243**	.324**	.385**	.427**	.450**	--	
	0.000	0.001	0.000	0.000	0.000	0.000	0.000	0.000		
	202	202	202	202	202	202	202	202	202	
Purchase Intention (PI)	.235**	.267**	.168*	.282**	.294**	.344**	.325**	.372**	.377**	--
	0.001	0.000	0.017	0.000	0.000	0.000	0.000	0.000	0.000	
	202	202	202	202	202	202	202	202	202	202

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Correlation analysis: Perceived hedonic values and purchase intention: The Pearson product-moment coefficient was applied to Table 5.35 to ascertain if there is an association between perceived hedonic values and purchase intention. The results indicate a small and significant positive correlation between these two variables. The following results were obtained from the Pearson product-moment correlation coefficient, $r = .294$, $n = 202$, $p < .01$, two-tailed. Low levels of hedonic values are therefore associated with low levels of purchase intention.

Table 5. 35 Perceived hedonic values compared to purchase intention

Variables	Correlation					
	HV	SV_SS	SV_I	SV	CS	PI
Hedonic Value (HV)	--					
	202					
Social Value Self-image (SV – SS)	.359**	--				
	0.000					
	202	202				
	.369**	.622**	--			

Variables	Correlation					
	HV	SV_SS	SV_I	SV	CS	PI
Social Value Identity (SV -I)	0.000	0.000				
Social Value (SV)	.404**	.911**	.890**	--		
	0.000	0.000	0.000			
	202	202	202	202		
Customer Satisfaction (CS)	.324**	.385**	.427**	.450**	--	
	0.000	0.000	0.000	0.000		
	202	202	202	202	202	
Purchase Intention (PI)	.294**	.344**	.325**	.372**	.377**	--
	0.000	0.000	0.000	0.000	0.000	
	202	202	202	202	202	202

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Correlation analysis: Social value and consumer satisfaction: Table 5.36 displays the results using the Pearson product-moment correlation coefficient to determine whether consumers' perceptions of social values and customer satisfaction are related. The results show a medium positive correlation between the two variables, indicating a significant correlation with a linear relationship. The relationship indicates $r = .450$, $n = 202$, $p < .001$, two-tailed. A medium level of social value is associated with a medium level of customer satisfaction.

Table 5. 36 *Perceived Social Values Compared to Customer Satisfaction*

Variables	Correlation	
	SV	CS
Social Value (SV)	--	
	202	
Customer Satisfaction (CS)	.450**	--
	0.000	
	202	202

** Correlation is significant at the 0.01 level (2-tailed)

* *Correlation is significant at the 0.05 level (2-tailed)*

Correlation analysis: Social value and consumers' purchase intention: Table 5.37 displays the utilization of the Pearson product-moment correlation coefficient to ascertain the presence of a correlation between purchase intention and social values. The relationship indicates $r = 0.372$, $n = 202$, $p < .001$, two-tailed. Between the two variables, there is a minor, medium-significant positive correlation. The linear correlation suggests that there is a direct association between low levels of social values and low levels of purchase intention.

Table 5. 37 *Perceived Social Values Compared to Purchase Intention*

Variables	Correlation		
	SV	CS	PI
Social Value (SV)	--		
	202		
Customer Satisfaction (CS)	.450**	--	
	0.000		
	202	202	
Purchase Intention (PI)	.372**	.377**	--
	0.000	0.000	
	202	202	202

** *Correlation is significant at the 0.01 level (2-tailed)*

* *Correlation is significant at the 0.05 level (2-tailed)*

Correlation analysis: Satisfaction and purchase intention: The findings of a research study that utilized the Pearson product-moment correlation coefficient for analysing the correlation between consumer satisfaction and purchase intention are presented in Table 5.38. There is a statistically significant correlation of moderate strength between the two variables. The findings demonstrate a correlation coefficient of $r = .377$, a sample size of n

= 202, $p < .001$, with a two-tailed test. There exists a positive correlation between low levels of consumer satisfaction and low levels of purchase intention.

Table 5. 38 *Customer Satisfaction Compared to Purchase Intention*

Correlations		
Variables	CS	PI
Customer Satisfaction (CS)	--	
	202	
Purchase Intention (PI)	.377**	--
	0.000	
	202	202

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

5.6.4 Measuring statistical relationships between perceived utilitarian, hedonic and social values and consumer satisfaction using path analysis – H¹, H², and H³

The study examines the potential relation between perceived value dimensions, namely utilitarian, hedonic, and social value, and consumer satisfaction levels in the context of product purchases at small independent retailers. Hypotheses H¹, H², and H³ are formulated to test this relationship.

The findings of the direct effect path analysis pertaining to hypotheses H¹, H², and H³ are presented below:

A direct effect path analysis is applied to determine if perceived values (perceived utilitarian – H¹; hedonic – H²; and social values – H³) had a beneficial influence on customers' satisfaction. A path analysis is done between the independent variable (perceived utilitarian, hedonistic, and social values) and the dependent variable (consumer satisfaction) to test the three hypotheses (H¹, H², and H³). Statistical techniques use a causal model to assess the validity of the hypothesis of three or more relationships. To develop an analytical path to determine whether the model supports empirical data, theory and existing knowledge are applied. If the evidence supports the model, it is considered a viable starting point for discovering causal patterns worthy of further examination (Huang et al., 2019).

H⁰: Perceived utilitarian values have no statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H¹: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

Utilising direct affect path analysis, the relationship between perceived utilitarian, hedonic, and social values and consumer satisfaction is investigated. Figure 5.5 below shows a direct effects model that illustrates the direct relationship between the independent variables, perceived utilitarian value (UV), hedonic value (HV), and social value (SV) and the dependent variable, customer satisfaction (CS). Table 5.39 depicts the direct relationship between perceived utilitarian values (UV) and customer satisfaction (CS) that is positive but not significant ($b = 0.05$, $p = .517$). H¹ is therefore rejected.

H⁰: Perceived hedonic values have no statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H²: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

Furthermore, perceived hedonic values (HV) are positive but not significant ($b = 0.14$, $p = .095$). H² is therefore rejected.

H⁰: Perceived social values have no statistically significant positive influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

H³: Perceived social values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

However, perceived social values (SV) are both positive and significant ($b = 0.37$, $p = 0.001$). H³ is therefore supported.

This study's outcome rejects H¹, H², and support H³. Perceived utilitarian, hedonic, and social values have a 23% influence on customer satisfaction (CS) according to the standardised beta values, providing customer satisfaction with a quantitative regression weight. A p-value of .001 and a beta value of 0.37 social value (H³) indicate the most relevant influence on customer satisfaction of the three perceived values. As a result, young African adults' perceived social value is the most valued component of the perceived values that appear to have the most substantial influence on customer satisfaction.

Figure 5. 5 Direct Effect Path Analysis of Utilitarian, Hedonic and Social Value on Customer Satisfaction

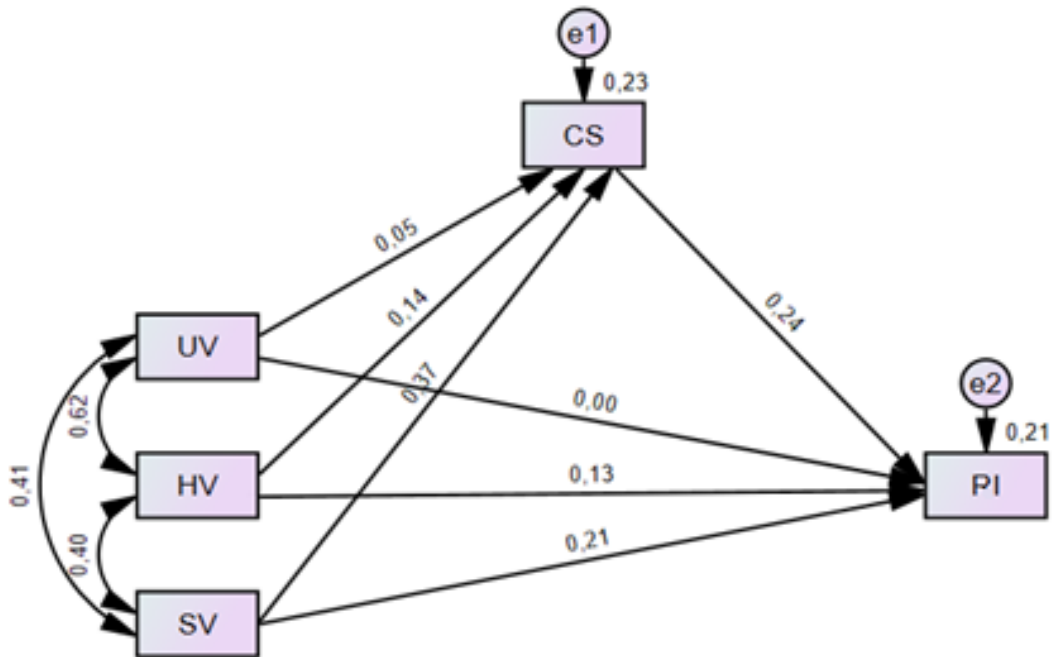


Figure 5.5 depicts the Direct effect path analysis, which illustrates the influence of customer satisfaction.

Table 5. 39 Direct Effect of Utilitarian, Hedonic, and Social Value on Customer Satisfaction

Effect	UV	HV	SV
Direct effects	0.05	0.14	0.37
P- Values	0.517	0.095	0.001

Correlation is significant at the 0.05 level (2-tailed)

5.6.5 Measuring statistical relationships between perceived utilitarian, hedonic, and social values and purchase intention using path analysis H⁴, H⁵, and H⁶

This research analyses the plausible relationship between perceived value dimensions, specifically utilitarian, hedonic, and social value, and purchase intention within the context

of small independent retailers. The formulated hypotheses, namely H⁴, H⁵ and H⁶, are designed to examine and evaluate the relationship.

The findings of the total effect path analysis pertaining to hypotheses H⁴, H⁵ and H⁶ are presented below:

Path analysis is used to analyse the independent (perceived utilitarian, hedonic, and social values) and dependent variable (purchase intention) to determine the influence of perceived values (perceived utilitarian – H⁴, hedonic – H⁵, and social values – H⁶) on consumer intention, to validate hypotheses H⁴, H⁵, and H⁶. Statistical procedures set out to test the hypothesis of three or more relationships using a causal model. Theory and existing knowledge are used to create a path of analysis that can determine if the model supports empirical data. If the model supports the data, the model is not rejected and is viewed as a suitable causal pattern for further investigation (Huang et al., 2019).

This study employs path analysis to examine the relationship between intention to buy and perceived utilitarian, hedonic, and social values. Figure 5.6 depicts the total effects model, which illustrates the association between the dependent variable of purchase intention (PI) and the independent variables of perceived utilitarian value (UV), hedonic value (HV), and social value (SV).

H⁰: Perceived utilitarian values have no statistically significant positive influence on young African adult consumers' intention to shop at small independent retailers.

H⁴: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

Table 5.40 presents the total effects without a mediator measuring perceived utilitarian values (UV) being positive but not significant ($b = 0.01$, $p = .858$); thus, H⁴ is rejected.

H⁰: Perceived hedonic values have no statistically significant positive influence on young African adult consumers' intentions when purchasing at small independent retailers.

H⁵: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' intentions when purchasing at small independent retailers.

While perceived hedonic values (HV) being positive but not significant ($b = 0.17$, $p = .065$); thus, H⁵ is rejected.

H⁰: Perceived social values have no statistically significant positive influence on young African adult consumers' intention to shop at small independent retailers.

H⁶: Perceived social values positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

However perceived social values (SV) being positive and significant ($b = 0.30$, $p = .002$). This result supports H⁶ and is therefore supported. According to the standardised beta values, a change in perceived utilitarian value will result in a comparable change in purchase intention of 1%, giving purchase intention a quantifiable relative weight.

Additionally, a change in the standardised perceived hedonic values will affect purchase intention by 17%. A change in the standardised perceived social beta value will have a corresponding change of 30% on purchase intention. However, the collective effects of perceived utilitarian, hedonistic, and social values have only a 16% standard deviation change in the perceived values of purchase intention. Only social value (H⁶) has a p-value of .002 and a significant value below 0.05. As a result, the only aspect of perceived values that suggests a significant influence on purchase intention is perceived social value.

Figure 5. 6 Total Effect Model of Utilitarian, Hedonic, and Social Value on Purchase Intention

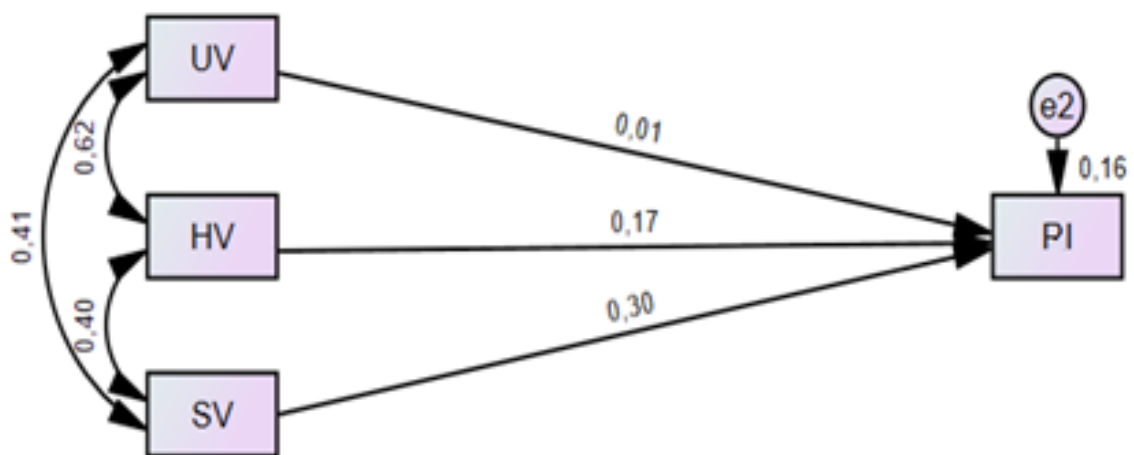


Figure 5.6 is a graphical representation of the association between the independent variables, namely utilitarian, hedonic, and social values, and the dependent variable, which is the intention to purchase.

Table 5. 40 Total Effect of Constructs on Purchase Intention Without Mediation

Effect	UV	HV	SV
Total effects	0.01	0.17	0.30

<i>P- Values</i>	0.858	0.065	0.002
------------------	-------	-------	-------

Correlation is significant at the 0.05 level (2-tailed)

5.6.6 Measuring statistical relationships between customer satisfaction and purchase intention using path analysis – H⁷

The research presented here measures the potential relationship between customer satisfaction and intent to purchase in the context of small, independent retailers. The formulated hypotheses H⁷ are intended for research and measure the mentioned relationship.

The findings of the direct effect path analysis pertaining to hypotheses H⁷ are presented below:

H⁰: African young adult consumers' satisfaction has no statistically significant influence on their purchase intention when purchasing at small independent retailers.

H⁷: African young adult consumers' satisfaction has a positive statistically significant influence on their purchase intention when purchasing at small independent retailers.

Figure 5.7 illustrates the findings of a path analysis performed on the direct effects model between customer satisfaction and purchase intention. The two variables were found to have a positive direct relationship in this study ($b = 0.38$, $p = .001$). This evidence strengthens H⁷. H⁷ is supported by a standard beta value of 0.38, which indicates a positive statistically significant relationship between consumer satisfaction and purchase intention.

Thus, there is a 38% relationship between contented consumers and intent to purchase. Table 5.41 shows the association between satisfied customers and purchase intention.

Figure 5. 7 *Customer Satisfaction’s Direct Effect on Purchase Intention*

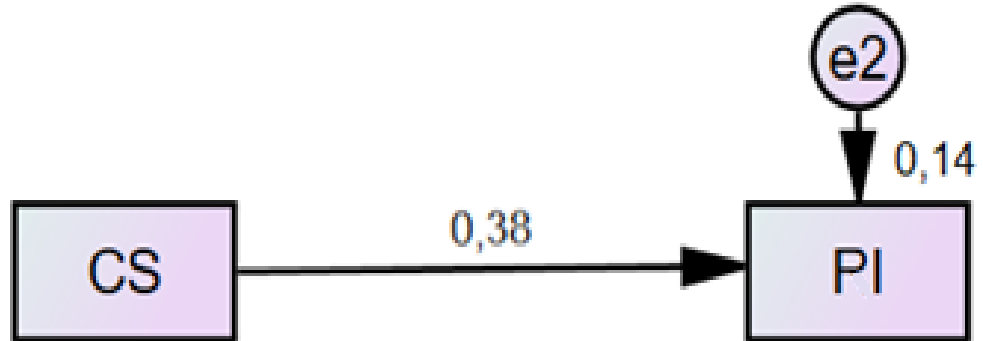


Figure 5.7 is a visual representation of the direct relationship and influence between customer satisfaction and purchasing intent.

Table 5. 41 *Relationship Between Customer Satisfaction as Mediator and Purchase Intention*

Relationship	Mediator	P - value
Customer satisfaction - > Purchase intention	0.38	.001

Correlation is significant at the 0.05 level (2-tailed)

5.6.7 Measuring statistical relationships between perceived utilitarian, hedonic, and social values and purchase intention with customer satisfaction as a mediator using path analysis – H⁸

This research measures the potential relationship between three perceived value dimensions, namely utilitarian, hedonic, and social value, and purchase intention, while assessing customer satisfaction as a mediator, in the setting of small independent retailers. The hypotheses, specifically H⁸, have been formulated to investigate and measure the relationship that exists.

The findings of the direct effect path analysis pertaining to hypotheses H⁸ are presented below:

H⁰: African young adult consumers' satisfaction has no statistically significant influence on their purchase intention when mediating the influence of perceived values (perceived utilitarian, hedonic, and social values) at small independent retailers.

H⁸: African young adult consumers' satisfaction mediates the influence of perceived values (perceived utilitarian, hedonic, and social values) on their purchase intention at small independent retailers.

Figure 5.8 depicts the potential mediating role of consumer satisfaction in the relationship between perceived utilitarian, hedonic, and social value and purchase intention. According to the Findings in Table 5.42, perceived utilitarian value and perceived hedonic value had little effect on the likelihood of young African adult students' purchase intention. Customer satisfaction as a mediator for utilitarian value has little effect on the likelihood of the intent to purchase with a not significant direct influence, rejecting H⁸ ($b = 0.00$, $p = 0.979$). On the other hand, perceived hedonic value has a not significant direct influence, rejecting H⁸ ($b = 0.13$, $p = .137$). Perceived social value has a significant direct influence in support of H⁸ ($b = 0.21$, $p = .011$). According to the beta value of 0.21, a standardised change in social value has a significant direct influence of 21% on purchase intention. Perceived social values had a significant and positive indirect effect on the likelihood of repeat purchases ($b = 0.09$, $p = 0.003$), supporting H⁸. Perceived utilitarian value had a positive but not significant indirect effect on the likelihood of purchase intention ($b = 0.01$, $p = .472$), rejecting H⁸.

Perceived hedonic value had a positive but not significant indirect effect on the likelihood of purchase intention ($b = 0.03$, $p = .064$), rejecting H⁸. When customer satisfaction is used as a mediator, social value has the greatest effect on purchase intention among the three dimensions of perceived value. Additionally, customer satisfaction positively and significantly influences purchase intention ($b = 0.24$, $p = 0.004$), supporting H⁸. The purchase intention is significantly influenced by customer satisfaction (24%). Table 5.42 demonstrates that purchase intention was partially mediated by customer satisfaction in relation to perceived social values. The influence of perceived values on purchase intention is mediated by consumer satisfaction, resulting in a total effect of 21%.

Figure 5. 8 Direct Effect of Perceived Utilitarian, Hedonic, and Social Value Through a Mediator of Customer Satisfaction on Purchase Intention

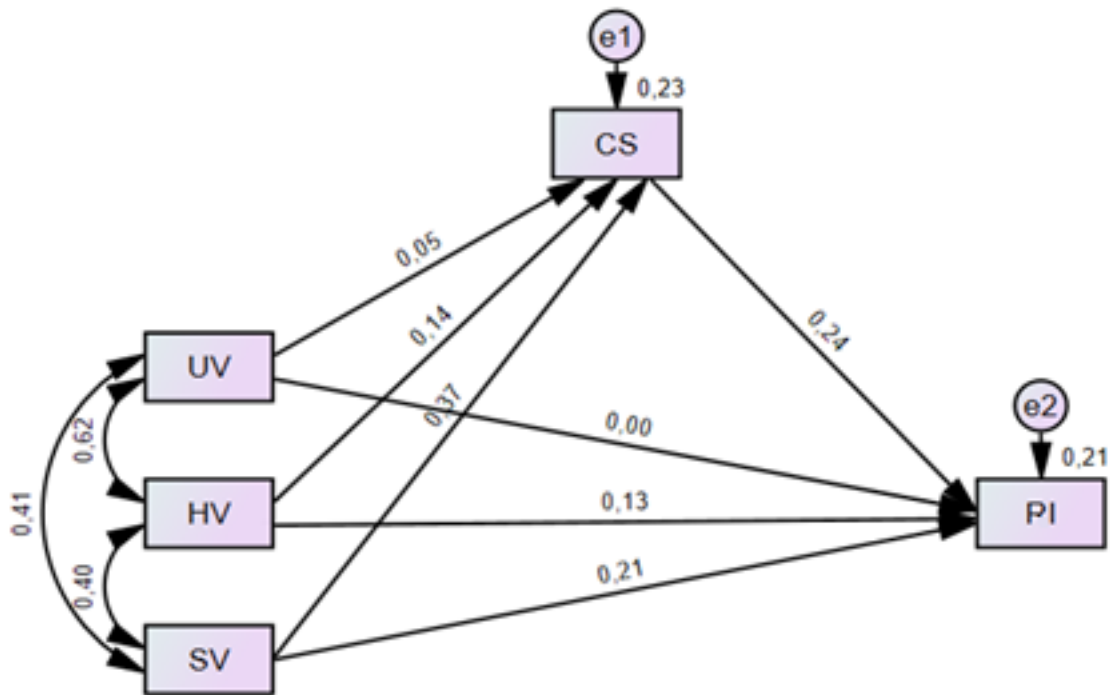


Figure 5.8 illustrates the influence of customer satisfaction as a mediator between perceived values (utilitarian, hedonic, and social value) and purchasing intent, as well as the direct relationship between perceived values and purchasing intent.

Table 5. 42 Direct Effect Model of Perceived Utilitarian, Hedonic, and Social Value with Customer Satisfaction Mediating Purchase Intention

Effect	UV	HV	SV	CS
Total effects	0.01	0.17	0.30	0
Direct effects	0.00	0.13	0.21	0.24
<i>p</i> -values	0.979	0.137	0.011	0.004
Indirect effect	0.01	0.03	0.09	0.01
<i>p</i> -values	0.472	0.064	0.003	0

Note. Correlation is significant at the 0.05 level (2-tailed)

5.7 Summary

This chapter applied descriptive and inferential analysis to present and interpret results obtained by means of a survey. A total of (n = 202) respondents representing both genders at the Lephalale TVET College participated in this study. The descriptive analysis provided

context to the demographic composition of the respondents. At the same time, inferential analysis tested for differences in levels of measurement between different demographic groups and perceived values to provide context to the study using a t-test and ANOVA. A second set of correlation analyses followed this to analyse the relationships between the different constructs applying Pearson's correlations. The study ultimately employed path analysis to investigate the influence of different dependent variables on purchase intention, utilizing an effect model and incorporating consumer satisfaction as a mediating factor.

Table 5.43 summarises the relationships between objectives, hypotheses, inferential statistical analysis, and whether the hypothesis is supported or rejected.

Table 5. 43 Objectives, Hypotheses, and Analysis Summary

	Objectives	Hypothesis	Statistical analysis	Support	Rejected
1	To determine the influence of utilitarian values on young African adult consumers' satisfaction when purchasing at small retailers in Lephalale.	H ¹	Path analysis		Rejected
2	To determine the influence of hedonic values on young African adult consumers' satisfaction when purchasing at small retailers in Lephalale.	H ²	Path analysis		Rejected
3	To determine the influence of social values on young African adult consumers' satisfaction when purchasing at small retailers in Lephalale.	H ³	Path analysis	Supported	
4	To determine the influence of utilitarian values on young African adult consumers' purchase intention at small retailers in Lephalale.	H ⁴	Path analysis		Rejected
5	To determine the influence of hedonic values on young African adult consumers' purchase intention when	H ⁵	Path analysis		Rejected

	Objectives	Hypothesis	Statistical analysis	Support	Rejected
	purchasing at small retailers in Lephallale.				
6	To determine the influence of social values on young African adult consumers' purchase intention when purchasing at small retailers in Lephallale.	H ⁶	Path analysis	Supported	
7	To determine the influence of young African adult consumers' satisfaction on purchase intention when purchasing at small retailers in Lephallale.	H ⁷	Path analysis	Supported	
8	To ascertain the mediation effect of young African adult consumers' satisfaction on the relationship between perceived values and purchase intention when purchasing at small retailers in Lephallale.	H ⁸	Path analysis	Partially supported	
9	To determine the influence of gender values on young African adult consumers' satisfaction when purchasing at small retailers in Lephallale.	H ⁹	Independent t-test	Supported	
10	To determine the influence of age on young African adult consumers' satisfaction when purchasing at small retailers in Lephallale.	H ¹⁰	ANOVA (One-way analysis of variance)	Supported	

CHAPTER 6

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

The objective of this research was to investigate the perceived values influencing the purchase decision-making of young African adult student consumers when buying products from small retailers (SMEs) in Lephalale, as discussed in Chapter 1. The results reported in Chapter 5 address the assumptions and goals stated in Chapter 1. These findings provide insight into the primary research question of the investigation which is reported in Chapter 4. Chapter 6 discusses differences and relationships between perceived values, customer satisfaction, and purchase intention among young African adult students. The aim is to conclude on the research question. How much influence does the perception of values have on young African adult students' decision-making when making purchases at small retailers? Following the response to the question about the influence that young African adults' perceived values have on their purchase decisions, conclusions will be drawn from the findings through the process of making inferences. After the conclusions, recommendations will be given. After these recommendations, the forthcoming discourse will encompass an analysis of the limitations of the study, its significance, and recommendations for future research. A brief review of the chapter's information will conclude the section.

6.2 RESEARCH OBJECTIVES

6.2.1 The primary objective of this study

The primary aim of the study was to investigate the influence of perceived values on young African adult students' purchase decisions when purchasing from small retailers (SMEs) in Lephalale. To achieve the primary objective, secondary objectives were formulated which form part of discussion and conclusions drawn in the upcoming sections of this chapter.

6.3 DISCUSSION

This section presents a discussion based on results achieved by this study in addressing the research objectives.

6.3.1 The influence of perceived values on young African adults' purchase decisions when purchasing from small retailers in Lephalale

The primary objective of this research was to investigate how young adult African students perceive values that influence their decisions to purchase goods from small businesses (SMEs) in Lephalale. The study of perceived values, which is gaining ground in the literature and is important for influencing customers' purchase decisions, was highlighted in Chapter 2 (Satar et al., 2019). However, there are different viewpoints on measuring perceived values, and there is no one set, widely acknowledged method (Brion, 2022). It is essential to keep in mind that consumers' perceptions of value can vary, and there may not be a single optimal approach to quantifying these perceptions (Bhaduri & Stanforth, 2017; K. Kim et al., 2020; Talonen et al., 2016). This difference in how values are perceived raises the dilemma of creating a set of measurements everyone can use, even if their perceptions differ. We can utilise a means-end theory model that defines values in accordance with four distinct definitions, according to Zeithaml et al. (2020), which may serve as a reference. The first step is to define value as the equivalent of a low price, the second is to accept that a product's value may be whatever the consumer desires, the third is to consider the value that quality adds to a product, and the fourth is to consider the relation between the value obtained and the value that is acquired based on the value invested. This served as a foundation for disseminating different new paradigms of thought.

6.3.1.1 Research findings of the primary objective

A current adaptation of the Zeithaml et al. (2020) means-end theory model is used in this investigation. The study utilized Yadav and Pathak's (2016) multidimensional conceptualisation model to evaluate the influence of perceived utilitarian, hedonic, and social values on consumer satisfaction and purchase intention. According to Kumar and Ayodeji's (2021) recent research, there exists a positive correlation between the perceived utilitarian, hedonic, and social values that motivate purchase intention. According to Evelina et al. (2020), a variety of factors can influence how values are perceived. A few of the various potential factors include utilitarian, hedonistic, and social values perception. Perceived values are created by individual perceptions, creating a distinctive cognitive orientation that affects how customers approach purchase decisions (Mehta, 2020).

The path analysis revealed a number of interesting insights. Initially, it is worth noting that there exists a limited association between influences of perceived utilitarian value and the propensity to make a purchase. As per the direct path analysis model, the purchase intentions of young African adult customers are minimally influenced by their perceived

utilitarian value. The predictor of purchase intention from the three dimensions under research that performed the worst was perceived utilitarian value. Perceived utilitarian values showed little influence on the likelihood of purchase intention. Perceived hedonic value exhibits a greater but small influence on young African adult consumers' willingness to purchase. The hedonic value showed that only 13% of consumers plan to make repeat purchases, arguing that hedonic values, rather than utilitarian values, have a much stronger influence on young African adults' purchase decisions. With a 21% influence on young African adult consumers' decision-making and the most substantial positive impact of the three dimensions examined, social values have the greatest influence. If a strategy were to be developed in response to the path analysis model's findings, it would undoubtedly be based on the social values that have the greatest influence on purchase behaviour.

The findings, however, are dissimilar from those of earlier research. Sastry and Rao (2017) assert that perceived utilitarian value significantly affects consumer purchase decisions. Avcı and Yıldız (2021) and Kusmarini et al. (2020) contend that hedonic value substantially influences what motivates customers to purchase. Population size, income levels, and cultural disparities can be employed to clarify the differences in research results. Although the population size is comparable to that reported by Sastry and Rao (2017), their study's participants were not restricted to any particular age range, cultural population, or socioeconomic level. This drastically departs from the researcher's study. Furthermore, this study did not focus on online product purchases like the study conducted by Sastry and Rao (2017).

6.3.2. The influence of utilitarian values on young African adult consumers' satisfaction and purchase intention at small retailers in Lephalale

Objective 1: To determine the influence of utilitarian values on young African adult consumers' satisfaction when purchasing from small retailers in Lephalale.

H¹: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

The above objective seeks to determine the relationship between utilitarian value and customer satisfaction. The findings reveal a small positive but insignificant influence of utilitarian values (UV) on young African adult consumers' level of satisfaction (CS) when purchasing. There is a small 5% influence of utilitarian value (UV) on customer satisfaction (CS) of young African adult students. This is indicated in the statistical direct path analysis in Chapter 5, Table 5.39, where the beta value and p-value are shown to be $b = 0.05$ and p

= .517. According to Evelina et al. (2020), the utilitarian value significantly influences customer satisfaction. Evelina et al. (2020) argue that the influence of utilitarian value on customer satisfaction shows a beta and p-value of $b = 0.192$, $p < 0.001$ using path analysis. This is not in line with the results obtained in this study. However, Evelina et al.'s (2020) study pursued the relationship between utilitarian value and customer satisfaction when consumers purchase products online, indicating that utilitarian value positively influences the level of satisfaction of customers in an e-commerce setting. This study suggests that utilitarian value has very little influence on the margin of satisfaction that young African adult students experience when purchasing at a small independent retailer.

Objective 4: To determine the influence of utilitarian values on young African adult consumers' purchase intention when purchasing from small retailers in Lephale.

H⁴: Perceived utilitarian values have a positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

The objective is to determine the relationship between young adult African students' perceptions of utilitarian values and the level to which such values influence their intentions to purchase. According to Table 5.40 (see Chapter 5), there is a slightly positive but not significant relation between perceived utilitarian values and the purchase intention total path analysis, indicating the beta and p-value as $b = 0.01$ and $p = .858$. Gallarza and Saura (2020) and Mohd Satar et al. (2019) point to the important contribution that utilitarian value has in influencing task-oriented purchases, which, in turn, influences purchase behaviour, which opposes this conclusion. Similarly, Suki et al. (2021) back up the idea that utilitarian value acts as a strong motivator that affects consumers' purchase decisions.

While young African adult students agree that different utilitarian value dimensions affect their purchase intention, the level of influence is very small according to the beta value. This is not consistent with current studies showing the significant impact of variables such as price, quality, aesthetics, and functional value on purchase intention (Nikhashemi et al., 2016). This study shows that young African adult student consumers perceive the influence of aesthetic qualities, a fair price, and good quality to have a very small impact on their purchase decisions. Furthermore, both males and females perceive price value, quality value, aesthetics value, price level value, and functional value as a motivator influencing purchase intent. This largely contradicts previous research. According to Zhang et al. (2018), the primary determinant of purchase decision is price. This study's research on the relationship with regard to perceived utilitarian value and purchase intention does not align

with prior research. Danish et al. (2019) indicated that perceived utilitarian value substantially influences purchase behaviour.

6.3.3 The influence of hedonic values on young African adult consumers' satisfaction and purchase intention at small retailers in Lephale

Objective 2: To determine the influence of hedonic values on young African adult consumers' satisfaction when purchasing at small retailers in Lephale.

H²: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

The objective of the study was to determine the influence of perceived hedonic values on the satisfaction levels of African young adult students. The findings indicated that the variables have a small positive but not statistically significant relationship ($b = 0.14$, $p = .095$). This finding contradicts research by Evalina et al. (2020) that investigated whether perceived hedonic values influenced customer satisfaction in an online shopping environment. According to Evalina et al. (2020), there is a significant and positive relationship between perceived hedonic values and customer satisfaction ($b = 0.300$, $p = .05$). El-Adly (2019) agrees with Evalina et al. (2020), who emphasise the significance of perceived hedonic values in the development of a relationship that promotes customer satisfaction. Furthermore, El-Adly et al. (2019) argue that the emotional value and value of joy experienced during a purchase make the subjective nature of the customers' hedonic value perception more personal. The results of this study suggest that perceived hedonic factors, such as store image, emotional value, and joy, have minimal influence on the margin of satisfaction that young adult African students experience when making purchases at small retailers located in Lephale.

In contrast to previous research, Yu and Lee (2019) assert that a positive relationship exists among the levels of pleasure, emotional significance, and client contentment. The contradiction can be attributed to differences in the population and demographic characteristics of the groups under investigation. According to the results, any improvement in the hedonic value will have little influence on customer satisfaction, as indicated by the direct effect path analysis in Chapter 5.

Objective 5: To determine the influence of hedonic values on young African adult consumers' purchase intention when purchasing at small retailers in Lephale.

H⁵: Perceived hedonic values have a positive statistically significant influence on young African adult consumers' intentions when purchasing at small independent retailers.

This objective aims to determine the extent to which perceived hedonic values influence purchase intention. According to Table 5.40 in Chapter 5, perceived hedonic value and purchase intention are positively associated, but the relationship is not statistically significant ($b = 0.17$, $p = .065$). According to the beta value, perceived hedonic values and purchase intent are influenced by each other by 17%. However, there is little probability that young African adult students' perceptions of hedonic values will affect their decision to purchase. The research study contradicts prior studies as a result. Perceived hedonic values serve as an internal stimulus during decision-making (Kusmarini et al., 2020). In addition, Hwang and Griffiths (2017) and Song, Liu and Shi (2022) emphasise the significance of joy and emotional value in influencing consumers' purchase decision-making processes. This mismatch can be attributed to variations in demography and the specific variations in the topic under investigation. Based on the findings obtained from the path analysis in Chapter 5, perceived hedonic value has little influence on purchasing intention.

6.3.4 The influence of social values on young African adult consumers' satisfaction and purchase intention at retail stores in Lephalale

Objective 3: To determine the influence of social values on young African adults' satisfaction when purchasing at small retailers in Lephalale.

H³: Perceived social values have a positive statistically significant influence on young African adult consumers' satisfaction when purchasing at small independent retailers.

This objective investigates the influence of social values on young African adult students' satisfaction. Table 5.39 in Chapter 5 indicates a positive and significant relationship between the perceived social values of young African adult students and their level of satisfaction experienced ($b = 0.37$, $p = .001$). Young adult African students revealed that perceived social values, including social identity and social self-image, had a 37% influence on their level of customer satisfaction. According to Evelina et al. (2020), social value can influence customers' satisfaction with a product or service. According to Evelina et al. (2020), who reported a beta value of 0.065 and a p-value of 0.140, any change in social value would influence the level of customer satisfaction, even if it is not statistically significant. As a result, this study supports other studies that looked at how social value influences consumer satisfaction. Additionally, according to Woo and Kim (2019), social value considerably influences customer satisfaction. However, this research study differs

from earlier studies in terms of its level of significance and influence. Young adult African students indicated that social identity and self-image, among other perceived social values, have a 37% influence on their level of satisfaction, with a strong probability that this influence will occur. Therefore, any change in social values, such as social identity or self-image, will subsequently also influence the satisfaction experienced by young African adult students.

Furthermore, based on the beta value of 0.37 of the path analysis in Chapter 5, social values indicate a moderate influence on how satisfied young African adult students are. Therefore, methods that reinforce consumer social identity or enhance social self-image will inevitably result in a higher degree of satisfaction, subsequently raising the customer's propensity to make purchases. The assertion that greater levels of purchase intention are linked to higher levels of consumer satisfaction is supported by Hsu and Lin's (2016) findings. A direct path analysis model adds to the evidence that social value has the most effect on the perceived values that this study looked at as they relate to purchase intention, with customer satisfaction acting as a mediator.

Objective 6: To determine the influence of social values on young African adult consumers' purchase intention when purchasing at small retailers in Lephalale.

H⁶: Perceived social values positive statistically significant influence on young African adult consumers' intention to shop at small independent retailers.

This objective sought to determine the degree to which social values influenced young African adult students' intentions to purchase from Lephalale's small retail stores. The results ($b = 0.30$, $p = .002$) show a positive relationship between social values and intention to purchase. Products and a retail environment that promote young adult African students' self-esteem and sense of social identity are likely to increase their purchase intention. The linear relationship implies that a rise in purchase intention will follow an increase in social value. Therefore, it would be beneficial from a strategic standpoint to stimulate the social environment where shopping occurs. Yahya et al. (2022) provide evidence in support of this claim, showing that social values influence consumers' purchase decisions via subjective norms. According to Italian research, there are differences in the influence of social values on the decision to purchase luxury brands, which involved 1 314 members of the Generation Z cohort (Pencarelli et al., 2020). However, this difference in research study results can be attributed to differences in sample size, demography, and the product category examined.

6.3.5 The influence of young African adults' consumers' satisfaction on purchase intention at retail stores in Lephalale

Objective 7: To determine the influence of young African adult consumers' satisfaction on purchase intention when purchasing at small retailers in Lephalale.

H⁷: African young adult consumers' satisfaction has a positive statistically significant influence on their purchase intention when purchasing at small independent retailers.

This objective aimed to determine the relationship between young adult African students' satisfaction and their propensity to shop at small stores in Lephalale. With a beta value of 0.38 and a p-value of .001, the direct effect path analysis model results from Chapter 5's Table 5.41 reveal a direct effect of 38% and a moderate probability that customer satisfaction would influence consumers' intention to purchase. The results imply that an increase in consumer purchase intention will accompany any increase in customer satisfaction. This discovery is consistent with earlier studies. Dash et al. (2021) performed a path analysis and discovered a beta value of 0.43, indicating a significant relationship between customer satisfaction and purchase intention. This suggests that, according to Dash et al. (2021), there is a 43% possibility that satisfied consumers would make more purchases. Customer satisfaction has been shown to have a direct relationship with purchase intention, with a p-value of .05 and a beta value of 0.874. Dhingra et al. (2020) discovered a beta value of 0.874 for the direct effects of customer satisfaction on purchase intent. Dhingra et al. (2020) found a significant relationship between customer satisfaction and purchase intention. The research indicates that a beta value of 0.38 is consistent with the scientific literature. This suggests that young African adults' satisfaction levels have a moderate influence on their propensity to make purchases.

6.3.6 The mediation effect of young adult consumers' satisfaction on the relationship between perceived values and purchase intention

Objective 8: To ascertain the mediation effect of satisfaction on the relationship between perceived values and purchase intention of young African adult consumers' satisfaction when purchasing at small retailers in Lephalale.

H⁸: African young adult consumers' satisfaction mediates the influence of perceived values (perceived utilitarian, hedonic, and social values) on their purchase intention at small independent retailers.

The objective is to ascertain how perceived utilitarian, hedonic, and social values relate to purchase intention when customer satisfaction acts as a mediator. The perceived utilitarian value (UV) has a beta value of 0.01 and a p-value of .472. The perceived hedonic value (HV) has a beta value of 0.03 and a p-value of .064, according to the results shown in Chapter 5, Table 5.42. The beta value and p-value of perceived social value are 0.24 and .004, respectively. The researcher concludes from the findings that utilitarian value has a minimal influence (1%) on purchase intentions. However, when satisfied, there is a good probability that perceived social value would influence the purchase intention of young African adult students.

Furthermore, if customer satisfaction is used as a mediator, perceived hedonic value does have a small positive effect on young African adult students' purchasing intentions (3%), although it is not particularly significant. At the same time, the perceived social values of young African adult students showed a statistically significant 24% influence on purchase intention when customer satisfaction was the mediating factor. Therefore, young African adult students' perceptions of utilitarian and hedonistic values do not appear to influence their intention to purchase. While customer satisfaction served as a mediator, social value showed a positive influence and a high probability of influencing young African adult students' purchase intention. According to Gan and Wang (2017), perceived utilitarian, hedonic, and social value positively influence purchase intention when mediated through customer satisfaction. This partially supports the results of the research. However, different analytical techniques were used. While Gan and Wang (2017) used a bootstrapping method, this study used a path analysis. Differences in findings between online and in-store purchases can be attributed to demographics, study method, and research topic.

Societal values moderately influence how satisfied young African adult students are. Furthermore, a relationship exists between the degree of social worth and the extent of satisfaction. Therefore, methods that reinforce consumer social identity or enhance social self-image will inevitably result in a higher degree of satisfaction, subsequently raising the customer's propensity to make purchases. This conclusion is corroborated by Hsu and Lin (2016), who assert that elevated levels of consumer satisfaction are associated with increased levels of purchase intention. The conclusion that social value has the strongest influence on the perceived values explored in this study on purchase intention through customer satisfaction as a mediator is further supported by a direct path analysis model in Chapter 5, Figure 5.8.

6.3.7 Influence of gender on young African adult consumers and perceived values at small retailers in Lephalale

Objective 9: To determine the influence of gender values on young African adult consumers' satisfaction when purchasing at small retailers in Lephalale.

H^{9a}: The gender of young African adult consumers influences utilitarian values differently when purchasing at small independent retailers.

H^{9b}: The gender of young African adult consumers influences hedonic values differently when purchasing at small independent retailers.

H^{9c}: The gender of young African adult consumers influences social values differently when purchasing at small independent retailers.

The objective is to determine whether there are differences between genders in how they perceive value and, if so, whether these differences influence the satisfaction that young African adult students experience when they purchase at small stores in Lephalale. The findings from Chapter 5 demonstrate that there is not a statistically significant disparity between how young African adult students of different genders perceive utilitarian values (M = 3.76, SD = 0.560) and females (M = 3.77, SD = 0.502). There are no appreciable disparities in perceived utilitarian levels that gender can explain when purchasing from small retailers in Lephalale. There is no observable distinction between genders with regards to the perception of utilitarian value. In contrast, males (M = 3.83, SD = 0.551) and females (M = 3.79, SD = 0.670) are both indicated by perceived hedonic value, which has a p-value of .641. The evaluation of hedonic value in shopping experiences at small independent retailers in Lephalale is similar between young adult African male and female students. Furthermore, according to statistics presented in Chapter 5, males (M = 3.60, SD = 0.856) and females (M = 3.58, SD = 0.754), with a p-value of .840, did not view social values differently. The researcher contends that gender does not influence how young African adult students perceive value when they shop at small businesses in Lephalale, according to the statistics reported in Chapter 5. Sharma (2019), who suggests that males and females experience hedonic and utilitarian values differently, disagrees with these findings. According to Sharma et al. (2019), there exists a gender difference in the extent to which utilitarian and hedonistic values influence individuals, with women being more susceptible to such values than men. Moharana and Pradhan (2019) argue that men are substantially more influenced by perceived utilitarian value than women. However, there is a more significant relationship between hedonic value and customer satisfaction among women

than among men. Furthermore, the relationship between satisfaction and perceived values was much stronger for women than men (Moharana et al., 2019). Differences in the demographic characteristics, including age cohorts and geographic locations, of the subjects enrolled in the various studies may account for the observed differences in finding. There is a lack of statistically significant proof indicating a discernible difference in the level of measurement between males and females in the evaluation of perceived social identity value differences. The available statistical evidence is currently insufficient to establish any significant gender-based variations in the perceived importance of social value as a second-order construct.

6.3.8 Age of young adult consumers and perceived values during the purchase of products at small independent retailers

Objective 10: To determine the influence of age on young African adult consumers' satisfaction when purchasing at small retailers in Lephalale.

H^{10a}: The age of young African adult consumers influences utilitarian values differently when making a purchasing decision at small independent retailers.

H^{10b}: The age of young African adult consumers influences hedonic values differently when making a purchasing decision at small independent retailers.

H^{10c}: The age of young African adult consumers influences social values differently when making a purchasing decision at small independent retailers.

The age of young African adult students was investigated using a one-way ANOVA test to determine whether it influenced their perception of values and satisfaction when they made purchases from small retailers in Lephalale. The four age groups represent the following participants: the participants were divided into four age groups: Group 1 (18-21 years), Group 2 (21-22 years), Group 3 (22-24 years), and Group 4 (25-26 years). According to the findings presented in Chapter 5, Table 5.26, there is a statistically significant difference between Group 3 (M = 3.62, SD = 0.565) and Group 4 (M = 3.97, SD = 0.428), the results from the participants' utilitarian values that are influenced by their age when making purchases at small retailers in Lephalale indicate that ages 22 – 24 and 25 – 26 have substantial differences between the two groups' experiences of satisfaction. The comparison of Groups 1 and 2 with Groups 3 and 4 reveals no observable distinction. Specifically, Group 1 (M = 3.71, SD = 0.544) and Group 2 (M = 3.83, SD = 0.498) exhibit no significant differences. The participants in older age groups indicated that age influences the value they add to utilitarian features such as the quality of products and price values,

which, in turn, influence their satisfaction level. The predictions of how age influences the perceived hedonic value of young African adult students' satisfaction varied considerably across Groups 3 (M = 3.67, SD = 0.656) and 4 (M = 4.06, SD = 0.392). However, there is no discernible difference between Groups 3 or 4 and Groups 1 (M = 3.77, SD = 0.642) and 2 (M = 3.85, SD = 0.586). There exists a notable disparity in the way age influences feelings of joy and emotional significance across varying demographic cohorts. There is no statistically significant difference in the influence of age on the extent of satisfaction derived from experiencing feelings of pleasure and joy. Furthermore, the findings in Chapter 5, Table 5.29 indicate how young African adult students' satisfaction is influenced by age and social value. The study findings indicate that there was no a significant difference in the perceived influence of different age groups on social values that influence customer satisfaction, as indicated by the mean scores and standard deviations of Group 1 (M = 3.59, SD = 0.756), Group 2 (M = 3.62, SD = 0.849), Group 3 (M = 3.41, SD = 0.784), and Group 4 (M = 3.58, SD = 0.807). Therefore, the results suggest that age influences the perceived values of young African adult students and more so in the older groups. Prior research results support the influence of perceived values. Fang et al. (2016) support the findings arguing that age significantly impacts how values are perceived, with older consumers being more task-focused and rational with a propensity to defer from younger consumers in how they perceive utilitarian, hedonistic, and social value. Youn (2019) revealed that while differences do not significantly influence perceived utilitarian and social value in age groups, perceived hedonic value does.

6.4 CONCLUSION ON FINDINGS

This section presents the conclusions and findings based on results achieved by this study in addressing the research objectives.

The objective of this research was to examine the influence of perceived values, specifically hedonic, utilitarian, and social values, on the purchasing behaviour of young African adult students who reside in Lephalale when buying products from small retailers (SMEs). To collect data from the sampled population, a questionnaire was administered. A quantitative research methodology was employed in conducting the study. The findings apply to young adult African students between the ages of 18 and 26, representing and comprising both genders.

According to the direct path analysis, the perceived utilitarian values of young African adult students showed a 5% influence of utilitarian value (UV) on customer satisfaction (CS). The findings reveal a small positive, though not significant, influence of utilitarian values (UV) on

young African adult consumers' level of satisfaction (CS) during purchases. There is a small 5% influence of utilitarian value (UV) on customer satisfaction (CS) of young African adult students. However, this influence of utilitarian value on customer satisfaction is not significant and, therefore, neglectable. Furthermore, the direct path analysis model indicates that perceived hedonic value only contributes a 14% influence on young African adult students' satisfaction but is of no significance. The findings supported the claim that hedonic values do not significantly influence young African adult students' satisfaction ($b = 0.14$, $p = .095$). Social value, however, indicated a moderate influence on young African adult students' satisfaction ($b = 0.37$, $p = .001$). The direct effect path analysis model indicated a 37% influence with a high probability of social value influencing customer satisfaction.

Based on the findings of the total effects path analysis presented in Chapter 5, it can be concluded that the relationship between perceived utilitarian values and purchase intention is statistically not significant with a coefficient of ($b = 0.01$ and a $p = .858$). While perceived hedonic value and purchase intent are positively associated, the relationship is not statistically significant ($b = 0.17$, $p = .065$). The beta value indicates that perceived hedonic values have a 17% influence on purchase intention, with little probability that young African adult students' perceptions of hedonic values will affect their decision to purchase. Further, the influence of young African adult students' perceived social values on purchase intention indicates a beta value of 0.30 using direct effect path analysis with a p-value of .002, indicating a high probability that perceived social value would influence the purchase intention of young African adult students.

A direct effect path analysis model was employed to statistically evaluate the relationship between consumer satisfaction and purchase intention. The results show that customer satisfaction has a moderate 38% influence on purchase intention, with a high probability that customer satisfaction will influence purchase intention ($b = 0.38$, $p = .001$). Furthermore, when using customer satisfaction to mediate perceived values with purchase intention, perceived utilitarian value shows a beta value of 0.01 and a p-value of .472, while perceived hedonic value indicates a beta value of 0.03 and a p-value of .064. Perceived social values have a beta value and p-value of 0.24 and .004, respectively. Therefore, the perceived social values of young African adult students showed a statistically significant 24% influence on purchase intention when customer satisfaction was the mediating factor. Both perceived utilitarian and hedonic values indicated no significant influence on purchase intention.

Additionally, there were no statistical differences between the genders of young African adult students' levels of satisfaction attained from the utilitarian and hedonic value when purchasing products at small retailers in Lephalale. According to the results obtained from the t-test, there is no difference between how young African adult students of different genders perceive utilitarian values (M = 3.76, SD = 0.560) and females (M = 3.77, SD = 0.502). Statistical data on age indicate that age impacts some aspects of perceived values, whereas gender did not influence any of the findings. Both utilitarian and hedonic values' influence on purchase intention deferred between the age groups (22 – 24 and 25 – 26). No significant distinction was observed between the age cohorts of (18-21 and 21-22) in terms of the extent to which utilitarian and hedonic values influenced their purchase intention. Regarding the margin of influence on purchase behaviour, the social value did not show any differences between gender and age groups. A total effect path analysis indicated that utilitarian value had a minor, non-significant effect on consumers' propensity to purchase. The social value showed the strongest influence on purchase intention, with hedonic value having a far lesser influence.

Young African TVET College students' purchase intentions have not shown utilitarian or hedonistic value to be important determinants. It would be intriguing to observe whether these associations hold true when examined across various cultural contexts and within a larger population. The direct effect path analysis revealed that just 21% of purchase intention can be attributed to utilitarian, hedonic, and social value when mediated by customer satisfaction, indicating that there are still unanswered questions. This leaves 79% of the influence of purchase intention susceptible to other influences.

6.5 SIGNIFICANCE CONTRIBUTION OF THIS RESEARCH STUDY

This section presents the significance of the researched study based on results achieved by this study in addressing the research objectives.

6.5.1 Theoretical contribution

The theoretical contribution relates to the context in which young African adult students' purchase behaviour at small retailers in Lephalale is influenced by how they perceive values. A relationship that can explain consumers' susceptibility to be influenced by the various dimensions of perceived values inspiring their intent to purchase at small retailers in Lephalale was established by analysing the influence of perceived values on customer satisfaction.

Additionally, the study's sample population comprised individuals between the ages of 18 and 26. Considering their long-term significance as consumers to the Lephalale local small independent retail sector, this study thus aimed to close the knowledge gap regarding young adult African students' purchase behaviours influenced by their perceived values. The study of the three dimensions of perceived value, namely the perceived utilitarian, hedonic, and social values that influence the satisfaction and purchase intention of young African adult students at small retailers in Lephalale, achieves this. The study determined that perceived utilitarian value influences satisfaction and purchase intention through the influence of price, price level value, aesthetic value, and functional values on satisfaction and purchase intention. The perceived impact of joy, emotional value, and store image proved that hedonic values influence satisfaction and purchase intent. Additionally, perceived social values measured through social identity and self-image was also found to influence customer satisfaction and purchase intention.

6.5.1.1 Age and gender

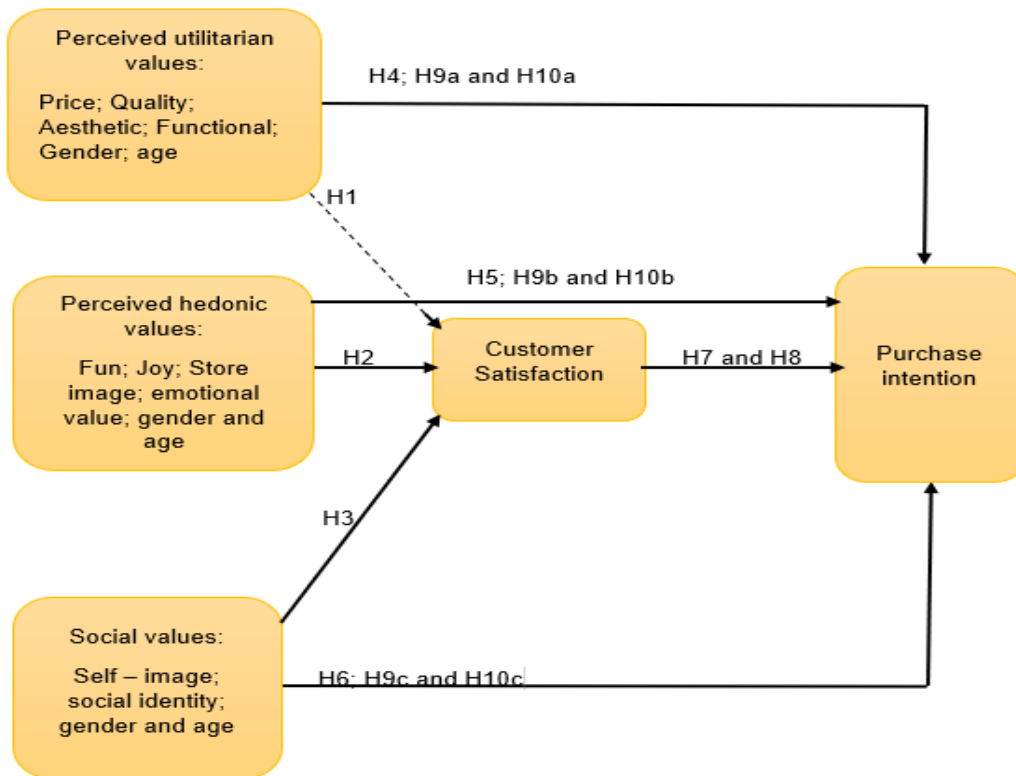
Age-related differences in the perception of utilitarian, hedonic, and social values are identified by the research findings, which contribute to the existing knowledge of consumer behaviour. Furthermore, the study has provided insight into the relationship between these dimensions of perceived value and consumer satisfaction and purchasing intention. The study's results suggest that gender does not have a significant influence on the perceived value dimensions, namely utilitarian, hedonic, and social value, in relation to their influence on consumer satisfaction and purchase intention. There was no significant disparity in the perception of price, quality, aesthetics, and functional value between genders that influenced their purchasing intention at small independent retailers. Additionally, there was a lack of statistical evidence indicating that factors such as joy, store image, and emotional value had an impact on the purchasing intention and satisfaction levels of individuals of different genders when making purchases from small independent retailers. Furthermore, gender was found to be not significant in relation to its influence on purchasing intention, resulting from differences in the perception of self-image and social self-identity.

The study revealed a significant difference in the perception of utilitarian value dimensions, namely price, quality, aesthetics, and functional value, among different age groups. Similarly, a significant difference has been discovered between different age groups regarding the research findings pertaining perception of hedonic values, namely fun/joy, store image, and emotional value.

The results depicted in Figure 6.1 indicate that various perceived value-related influences determine the satisfaction and purchase intention of young African consumers who make purchases from small independent retailers. The variables utilized to evaluate these hypotheses have undertaken statistical analysis and have been deemed acceptable.

Hypothesis 3 (H^3) indicates that the perceived social values (Self- image and social identity) exert a statistically significant positive influence on the satisfaction levels of young African adult consumers while making purchases at small independent retailers. Based on the findings pertaining to Hypothesis (H^6), there is a positive and statistically significant relationship between perceived social values (Self- image and social identity) and the intention of young African adult consumers to purchase products at small independent retailers. Thus, the results align with Huang et al.'s (2019) perspective, which posits a valid causal model that supports the study's exploration of a significant and positive relationship between social value and purchase intention. According to the data, hypotheses (H^7) indicate that the satisfaction of African young adult consumers at small independent retailers has a statistically significant positive influence on their intent to purchase. The data obtained support hypothesis (H^8) which indicate that satisfaction mediates the relationship between perceived values (utilitarian, hedonic, and social values) and African young adult consumers' intention to purchase from small independent retailers. In addition, hypotheses (H^{9a} , H^{9b} , H^{9c}), received statistical support from the analysed research data, indicating that gender does not exert a significant influence on the perceived dimensions of value (namely, utilitarian, hedonic, and social values) in relation to the extent of influence on purchasing intention. The obtained outcome was unforeseen as it deviates from the findings of Sullivan and Hyun's (2016) study, which suggests that gender plays a significant role in shaping the perceived values (namely, utilitarian, hedonic, and social values) that influence purchase intention. While the results obtained from Hypotheses (H^{10b}) indicate that age has an important influence on both the utilitarian and hedonic value dimensions of perceived value and its influence on purchasing intention. The findings of this study provide moderate support for the research conducted by Pencarelli et al. (2020), which suggests a clear association between age differences and the perception of value in purchasing behaviour. Notably, the study also highlights an exception in the significance of social value.

Figure 6. 1 *Conceptual Model with Tested and Supported Variables*



6.5.2 Practical contribution

The contribution of the research conducted in this study can be seen in the contribution made to the existing body of knowledge that influences young adults' purchase decisions. When choosing sales tactics, small businesses in Lephalale can benefit from an insight into how young adult African students perceive value when making purchase decisions. Small businesses in Lephalale may consider improving the shopping experience and enhancing the social and hedonic value that young African adult students enjoy in order to make them feel satisfied with their purchase decisions. The research study's findings may provide information for small retailers in Lephalale as they craft their marketing and sales strategies.

6.6 RECOMMENDATIONS OF THE FINDINGS

This section presents the recommendations based on results achieved by this study in addressing the research objectives.

6.6.1 Recommendations with respect to the influence of perceived values on purchasing young African adult consumers' satisfaction and purchase intention

The findings indicate that young African adult students' purchase intention is influenced by their perception of value attributed to products. It has been observed that the purchase decisions of students are influenced by different aspects of perceived value, namely utilitarian, hedonic, and social value. Price, quality, aesthetics, functional value, emotional value, store image, social identity, and social self-image are all dimensions investigated that influence the consumers' purchase intentions. The model of total effect path analyses indicated that utilitarian value dimensions (representing just 1%) had a negligible influence on consumer purchase intent. In contrast, hedonic value and social value exhibited important relationships. It was shown that both hedonic and social values directly influenced customers' inclination to purchase. According to research, the influence of the hedonic value dimensions on purchase intention is 17%. However, the dimensions of social value did show better results, with a 30% influence on purchase intention. Based on statistical evidence, it can be inferred that perceived values have a total effect of 16% on purchase intention. This result is in line with the idea that various dimensions of perceived values have an influence on purchase intention. In order to increase the purchasing intentions of young African adults, it is recommended that their social identity and self-image be improved. Evelina et al. (2020) highlight the significance of social value as an influential factor of purchase intention, which is affected by the influence of peer group pressure. Furthermore, since the investigated utilitarian, hedonic, and social value dimensions only contribute 16% of the influence that perceived value has on purchase intention, further research, including more dimensions of perceived value to determine the influence on purchase intention, is advisable.

6.6.2 Recommendations with respect to the influence of perceived values on young African adult consumers' satisfaction and purchase intention

The study's results indicate a significant relationship between perceived values and consumer satisfaction, revealing that perceived values exert a 23% impact on a consumer's level of satisfaction. As a result, how satisfied young adult African students are is somewhat influenced by perceived values. Furthermore, the relationship between perceived value as well as purchase intent revealed that perceived value influences purchase intent by 21%. Despite being modest, the influence is significant. The study conducted by Gan et al. (2017) revealed a noteworthy and positive relationship between perceived values and satisfaction,

in addition to between perceived values and purchase intent, which aligns with the results of this research. According to the research findings, it is recommended that small independent retailers in Lephalale develop strategies to improve young African adult students' perceptions of utilitarian, hedonistic, and social values, which in turn affect their satisfaction and purchase intent.

6.6.3 Recommendations with respect to the influence of utilitarian value on young African adult consumers' satisfaction and purchase intention

The study results reveal that the utilitarian value dimensions, namely price, price level value, quality, aesthetics, and functional value, do not exert significant influence on the purchase intention or satisfaction of young African adult students who reside in Lephalale. According to the results, perceived utilitarian value has a negligible 1% influence on purchase intention and a negligible 5% influence on customer satisfaction. According to Fang et al. (2016), the functional aspect of utilitarian value should not be ignored because it influences purchase intention, particularly among older adults. This stands in contrast to the study's findings, and the reality might explain that the participants in the various research studies were of different age categories. The study's researcher recommends small retailers in Lephalale to develop strategies that target the improvement of prices, quality, price level value, aesthetic value, and functional value. Due to perceived utilitarian value indicating the negligible influence on satisfaction and purchase intention, investing resources to influence young African adult students' satisfaction and improve their purchase intention is recommended.

6.6.4 Recommendations with respect to the influence of hedonic values on young African adult consumers' satisfaction and purchase intention

According to the study, when the perceived influence of hedonic values on purchase intention is measured directly, young adult African students' perceived hedonic values had no appreciable influence. Young adult African students' perceptions of hedonic values have a negligible 17% influence on their intention to purchase. Furthermore, young adult African students' satisfaction with purchases is only influenced by 14% due to their perceived hedonic values, which is likewise not substantial. According to the study, hedonic value does not influence young African adult students' satisfaction or purchase intention. Based on the study's findings, the researcher recommends that small independent retailers develop marketing strategies that emphasise the enhancement of store image, emotional value, and joy to improve customer satisfaction and purchase intention.

6.6.5 Recommendations with respect to the influence of social values on young African adult consumers' satisfaction and purchase intention

The research findings suggest that in situations in which customer satisfaction acts as a mediator for the influence of perceived utilitarian value on intent to purchase, the satisfaction of young African adult students has little influence on their perception of utilitarian value. Utilitarian value does not significantly influence purchasing intention, barely having a 1% influence. The researcher recommends that small independent retailers in Lephalale focus on marketing techniques that emphasise the improvement of price value, quality value, price level value, aesthetics value, and functional value of products in the context of the study's findings. Perceived hedonic values, when mediated by customer satisfaction, have a negligible 13% influence on purchase intention. When customer satisfaction is the mediating factor, perceived hedonic value does not significantly influence purchase intention. Accordingly, based on the study's findings, the researcher suggests that small independent retailers in Lephalale develop strategies that focus on improving the joy, emotional value, and store image of young African adult students to increase satisfaction and, consequently, purchase intention. Customer satisfaction improves perceived social value's influence when acting as a mediator to purchase intention. Based on the study's findings, the researcher recommends that small independent retailers include strategies to enhance young African adult students' perception of social identity and self-image to increase purchase intention. According to group affiliations, it is possible to analyse the social identities of young African adult students, and product features that support the consumer's self-image can increase satisfaction and, therefore, purchase intention. The researcher suggests further that methods for enhancing a range of social value dimensions be thoroughly investigated.

6.6.6 Recommendations with respect to the influence of gender differences on customer satisfaction and perceived values

The study's conclusions showed that gender disparities do not influence young African adult students' perceptions of utilitarian value or their intentions to make purchases. Young African adult students' satisfaction or purchase intentions are not significantly influenced by either gender's perception of pricing value, price level value, quality value, aesthetic value, or functional value. Thus, gender revealed that gender does not influence how young African adult students perceive utilitarian values to influence their satisfaction or intentions to purchase from small retailers in Lephalale. The study's findings, which are supported by Shokouhyjar et al. (2020), demonstrate that a variety of variables, rather than just one, like

gender, influence customer satisfaction. In addition, the male and female participants within the chosen population exhibited no noticeable distinctions in their perceptions regarding the bearing of hedonic values on their satisfaction and intention to purchase. Therefore, the perceived influence of hedonic values on satisfaction or purchase intention was not influenced by gender. This is reinforced by Shokouhyjar et al. (2020), who claim that due to differences in how hedonic values are perceived, gender alone does not influence customer satisfaction or purchase intent. Comparing the perceived social identity values with the perceived social self-image values reveals no statistically significant differences between the genders, according to statistical evidence. there is no statistically significant difference in the measurement between genders when comparing differences in the perceived social identity values and perceived social self-image values. No recommendations are offered because there is no statistically significant difference in how genders perceive social values influencing their satisfaction and purchasing intention.

6.6.7 Recommendations with respect to the age differences and perceived values

According to the study, young African adult students between the ages of 24 to 25 and 25 and 26 considerably differ when investigating the influence of perceived utilitarian values. The perceived utilitarian values of products influence young African adult students' purchase decisions at small independent retailers in Lephalale. The researcher has formulated recommendations based on the results of the study. It is recommended that small independent retailers devise strategies to augment the perception of utilitarian values among young African adult students aged 24 to 26. Fang et al. (2016) support the findings that older age groups perceive utilitarian value differently than younger groups mainly because older customers add more value to the functional aspects of products. Strategies to improve the perceived utilitarian value of products amongst young African adult students between 24 and 26 are required to increase their likelihood of purchasing products. Promoting techniques like improved product quality, lower prices, more aesthetically appealing futures, and products with usable, functional value may benefit the small retailer. It is, however, advised that small retailers conduct a thorough investigation on young African adults between the ages of 24 and 26's perceptions of more precise utilitarian values in order to ascertain what they perceive to be most essential when making purchasing decisions.

Furthermore, when compared to students between the ages of 18 and 23, who do not significantly differ between groups, young African adult students aged 24 to 25 and 25 to 26 suggested a variation in the perception of the hedonic value of products. Small retailers

are therefore advised to formulate strategies to improve how young African adult students between the ages of 24 and 26 perceive hedonic values. Small independent retailers can improve the emotional satisfaction experienced by young adult African students. Small retailers can create an atmosphere that makes young African student consumers joyful by using marketing and design techniques that promote pleasurable shopping experiences. However, it is recommended that Lephalale's small retailers conduct a thorough investigation into potential strategies to enhance how young African adult students perceive hedonic value. The study found no discernible differences in young African adult students of different age groups' perceptions of the social value of products purchased at small retailers in Lephalale. As a result, no recommendations were made.

6.7 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE STUDIES

This section presents the limitations and recommendations for future research studies.

Only participants from the Lephalale TVET College in the Limpopo province were included in this study. It is recommended that a study that includes TVET Colleges from other provinces of the country should be considered for any future recommendations. Additionally, only 202 respondents were included in this research study; a larger population may have yielded a different result. The study's expansion to other TVET colleges in other provinces can provide statistics that can be compared to the findings of this study and could offer broader insights. The study was carried out at a particularly challenging time in global history. The COVID-19 outbreak had its own set of difficulties, with varied protocols that made it difficult to approach the individuals being researched. This was a limitation all by itself. Further cutbacks in funding from the department of higher education resulted in fewer students enrolling in courses at the TVET College of Lephalale, reducing the population size. The recommendations are intended to act as a guide to enhance small, independent retailers' marketing sales and promotion strategies. This is done based on a deeper understanding of what young adult African students value when making purchase decisions. Understanding consumers' perceived values related to their purchase behaviour is underscored by Satar et al. (2019). This study's findings demonstrated the importance of perceived values in influencing consumers' intention to purchase. The findings did, however, also show that not all dimensions of perceived values have an equal impact on consumer behaviour. It was shown that customer satisfaction and social value strongly influence young African adult students' purchase intention. To conduct a comprehensive comparative analysis of the influence of perceived values on purchasing behaviour in the

Technical and Vocational Education and Training (TVET) sector, it is imperative to incorporate a broader range of hedonistic and utilitarian value dimensions. This can be used to compare and generalise results from various demographic groups and areas. The area of study can also be further expanded future studies could compare perceived values across different demographics, considering factors like economic conditions, exploring long-term effects, delving into cultural influences, and offering practical implications for small retailers.

6.8 SUMMARY

This section discussed the statistical analysis of the research project and the criteria for determining whether the study's central question was answered. The objectives and findings of this research were used to develop recommendations for influencing the purchasing behaviour of young African adult students at independent retailers in Lephalale. The purpose of the recommendations was to provide guidance to the small retail sector in Lephalale. The limitations and recommendations of the study were discussed. Based on the findings of this study, young African adult students' intentions to purchase at small retailers in Lephalale are influenced by varying degrees of utilitarian, hedonistic, and social values. The findings indicate that customer satisfaction exerts a substantial influence on the relationship between perceived values and purchase intent. Thus, it can be inferred that an increase in perceived value and emotional gratification would result in increased satisfaction and purchase propensity among young adult African students.

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APPENDICES

APPENDIX A: ETHICAL CLEARANCE CERTIFICATE



UNISA DEPARTMENT OF MARKETING AND RETAIL ETHICS REVIEW COMMITTEE

Date: 08 JULY 2021

Dear ~~Mr~~ ES Briedenhann

**Decision: Ethics Approval from
08 JULY 2021 to 7 AUGUST 2024**

NHREC Registration #: (if applicable)

ERC Reference #: 2021_MRM_003

Name: ~~Mr~~ ES Briedenhann

Student #: 31549489

Staff #: N/A

Researcher(s): ~~Mr~~ ES Briedenhann
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Working title of research:

Perceived values influencing young African student consumers purchasing decisions of products in small retailers in Lephalale.

Qualification: Master of Commerce (BMA) Business Management (Marketing and sales management) 98582

Thank you for the application for research ethics clearance by the Unisa DMRM Ethics Review Committee for the above-mentioned research. Ethics approval is granted for 3 years.

*The **low-risk application** was **reviewed** by the DMRM Ethics Review Committee on [08 July 2021] in compliance with the Unisa Policy on Research Ethics and the Standard Operating Procedure on Research Ethics Risk Assessment.*

The proposed research may now commence with the provisions that:



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1. The researcher(s) will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.
2. Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study should be communicated in writing to the DMRM Committee.
3. The researcher(s) will conduct the study according to the methods and procedures set out in the approved application.
4. Any changes that can affect the study-related risks for the research participants, particularly in terms of assurances made regarding the protection of participants' privacy and the confidentiality of the data, should be reported to the Committee in writing, accompanied by a progress report.
5. The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study. Adherence to the following South African legislation is important, if applicable: Protection of Personal Information Act, no 4 of 2013; Children's Act no 38 of 2005 and the National Health Act, no 61 of 2003.
6. Only de-identified research data may be used for secondary research purposes in future on condition that the research objectives are, similar to those of the original research. Secondary use of identifiable human research data requires additional ethics clearance.
7. No field work activities may continue after the expiry date (07 AUGUST 2024). Submission of a completed research ethics progress report will constitute an application for renewal of Ethics Research Committee approval.

Note:

*The reference number **2021_MRM_003** should be clearly indicated on all forms of communication with the intended research participants, as well as with the Committee.*

Yours sincerely,

Signature 
Chair of DMRM ERC
E-mail: kallism@unisa.ac.za
Tel: (012) 429-3758


~~Signature~~
Executive Dean: XXX
E-mail:
Tel: (012) 429-xxx

APPENDIX B: STUDY QUESTIONNAIRE

1. Small independent retailers in Lephhalale

Thinking of small independent retailers such as Alis and Zama Zama, how important is the following **Values** when choosing a store to buy electronic products such as cell phone batteries/ speakers or sound systems from? Rate the importance of the following values on a scale of 1 to 5, where 1 is completely disagree with the statement and 5 is completely agree with the statement. Rate each statement by ticking the applicable box 1 to 5 to insert an x, by clicking on the , only one tick per statement. Please do not mark anything in the column with the (V).

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
Utilitarian values						
Value for money/Price						
Electronic products are appropriately priced when compared to the value offered by the product.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V1
Electronic products are excellent value for the money.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V2
Electronic products are offered at good prices representing the performance of the products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V3
Products are overly priced for the value offered by the product.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V4

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
The price – performance ratios of electronic products on offer are very poor.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V5
Value associated with the Quality of products						
Electronic products that are available is consistent in their quality.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V6
The Electronic products available are well-made and offer value to customers.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V7
The standard of the quality of the electronic products offered are acceptable.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V8
Electronic products sold show signs of consistent performance standards.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V9
Electronic products sold are of good quality and outlive their best by date.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V10
The electronic products sold offer industry set safety standards associated with quality products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V11
The Aesthetic value of the products						
The electronic products available to purchase have beautiful designs with nice lines and curves.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V12

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
I like the aesthetics/look of products that are available to purchase.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V13
The products sold at small independent retailers provide my senses with joy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V14
The electronic products that are available for purchase provide me with a sense of superiority.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V15
The products sold at the small independent retailers are a symbol of my status.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V16
Price Level Perception						
The prices of products offered by small independent retailers are usually lower than that is the case with other stores.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V17
The prices asked by small independent retailers are usually very low compared to other shops.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V18
The prices asked by small independent retailers are usually quite high compared to other shops	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V19
You can easily purchase products quite cheap at small independent retailers.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V20
The price level at small independent retailers are generally quite high.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V21
Quality						

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
Products offered by the small independent retailers usually do not last.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V22
Small independent retailers sell products that are defective.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V23
The quality of goods sold by small independent retailers are suspicious.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V24
Goods sold at small independent retailers are usually of low quality.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V25
The quality of components used in products offered by small independent retailers are suspicious.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V26
Functional value						
Small independent retailer's offers well made products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V27
Products bought from small independent retailers perform consistently.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V28
The standard of products sold by small independent retailers are of acceptable quality.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V29
Purchasing products from small independent retailers are economical worth it.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V30

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
Purchasing products from small independent retailers offer wonder full products at well-priced prices	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V31
Hedonic Values						
Value offered through the joy/play fullness obtained from the products.						
I like the available products the products have the ability to make me happy and filled with joy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V32
When I see interesting electronic products they create a desire to use them.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V33
I feel quite relaxed when I get the opportunity to use electronic products.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V34
Some of the electronic products in still wonder full feelings in me making me feel good.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V35
Some of the available electronic products would give me great pleasure if I can possess them.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V36
Store image						
<i>Small independent retailers</i> provide exceptional levels of service and convenience.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V37
<i>Small independent retailers</i> provide an atmosphere that elicit a conducive shopping experience.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V38

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
<i>Small independent retailer's</i> shops offers visually pleasant layouts that is very appealing.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V39
The <i>small independent retailers</i> in Lephalale have a very good reputation.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V40
<i>Small independent retailers</i> in Lephalale sells products that I will love to buy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V41
Emotional value						
Purchasing products at small independent retailers is easy because they offer products that I really enjoy.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V42
I purchase products that small independent retailers offer because these products elicit feelings making me desire to use them.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V43
I will easily purchase products offered by the small independent retailers in town feeling comfortable with the products on offer.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V44
The products that I purchase at small independent retailers make me feel good about myself.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V45

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
The products that I purchased at small independent retailers is products that I find pleasure in when using them.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V46
Social Values						
Value obtained through the social self – image created by the products						
Using electronic products makes me feel accepted by peers whom are purchasing from the same store.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V47
Being associated with electronic product brands will improve the way that I am perceived by my peers.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V48
The electronic products that I bought have impressed my peers.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V49
The purchasing of electronic products provide the owner of such a product with social approval.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V50
Social value Identity						
Being in possession of products bought at small independent retailers make feel part of a group and therefore accepted.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V51

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
Using products that I bought at small independent retailers provide me with certain level of status and therefore improve the way I am perceived.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V52
Products bought at small independent retailers will definitely impress other people.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V53
Products purchased at small independent retailers create social approval to the benefit of the products owner.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V54

2. Generation Z TVET College Students as consumers

Thinking of your last purchase made at a small retailer, rate the following statements below using a scale 1 to 5 where 1 strongly disagree and 5 strongly agree. Rate how satisfied you are with purchasing products from small independent retailers in Lephalale. Tick the applicable box 1 to 5 to insert an x, by clicking on the , only one tick per statement. Please do not mark anything in the column with the (V).

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
Consumer Satisfaction						
I am very satisfied when purchasing products from small independent retailers.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V55
The shopping experience offered by small independent retailers are above my expectations.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V56
I am satisfied with service I received from the dealer.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V57
I had an overall satisfying experience purchasing at the small independent retailer.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V58
Small independent retailers in Lephalale make satisfactorily provision for my needs.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V59

3. Generation Z students TVET College Students intent to repurchase from small independent retailers.

Thinking of your previous purchasing experiences at independent small retailers, rate the following statements below using a scale 1 to 5 where 1 strongly disagree and 5 strongly agree. Indicate your consideration of purchasing again from small independent retailers in Lephalale by rating the following statements. Tick the applicable box 1 to 5 to insert an x, by clicking on the , only one tick per statement. Please do not mark anything in the column with the (V).

Statements	Disagree Completely	Disagree to some extent	Neutral Point	Agree to some extent	Completely Agree	Variable No.
Repurchase intention						
In the future I will first visit small independent retailers to purchase from before considering other shops	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V60
I will definitely buy electronic products from Ali and Zama again.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V61
I will also shop more often at other small independent retailers in the future.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V62
I am likely to make more often use of small independent retailers in the future.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V63
I plan to visit Ali's and/or Zama in the nearby future.	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	V64

Demographics:

1. Your Gender

V65	1. Male <input type="checkbox"/>	2. Female <input type="checkbox"/>
-----	----------------------------------	------------------------------------

2. Age

18 - 19	1 <input type="checkbox"/>	
20 - 21	2 <input type="checkbox"/>	

21 - 22	3 <input type="checkbox"/>	V66
23 - 24	4 <input type="checkbox"/>	
25 - 26	5 <input type="checkbox"/>	

3. What is your marital status

V67	1. Married	2. Divorced	3. Single
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Highest level of education

Did not complete High School	1 <input type="checkbox"/>	V68
Complete grade 12/ Matric	2 <input type="checkbox"/>	
Completed a post – school qualification other than offered by the TVET college	3 <input type="checkbox"/>	
Completed Level 2	4 <input type="checkbox"/>	
Completed Level 3	5 <input type="checkbox"/>	
Completed Level 4	6 <input type="checkbox"/>	
Completed N1	7 <input type="checkbox"/>	
Completed N2	8 <input type="checkbox"/>	
Completed N3	9 <input type="checkbox"/>	
Completed N4	10 <input type="checkbox"/>	
Completed N5	11 <input type="checkbox"/>	
Completed N6	12 <input type="checkbox"/>	

5. What is your income/ allowance/ bursary per month?

R 0 – R 500	1 <input type="checkbox"/>	V69
R 501 – R 1000	2 <input type="checkbox"/>	
R 1001 – R 1500	3 <input type="checkbox"/>	
R 1501 – R 2000	4 <input type="checkbox"/>	
R 2001 – R 2500	5 <input type="checkbox"/>	
R 2501 – R 3000	6 <input type="checkbox"/>	
More than R3000	7 <input type="checkbox"/>	

6. When last have buy electronic products such as cell phone accessories?

(Choose one).

3 months ago	1 <input type="checkbox"/>	V 70
6 months ago	2 <input type="checkbox"/>	
1 year ago	3 <input type="checkbox"/>	
More than a year ago	4 <input type="checkbox"/>	
Never	5 <input type="checkbox"/>	

6. What is your main form of transport daily? (Choose only one).

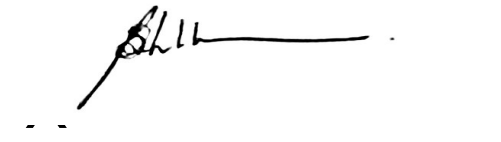
Own vehicle	1 <input type="checkbox"/>	V 71
Taxi	2 <input type="checkbox"/>	
Bus	3 <input type="checkbox"/>	
Walking	4 <input type="checkbox"/>	
Other: Please Specify	5 <input type="checkbox"/>	

THANK YOU FOR YOUR PARTICIPATION IN THIS SURVEY.

If interested in the result of the study, please feel free to contact me on:

Email: egmondtb@gmail.com

Cell no: 0836988289



E.S. Briedenhann
Student/ researcher

APPENDIX C: DECLARATION OF PROFESSIONAL EDITOR



Le Roux Academic Consulting

Editing & Proofreading Services

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10 May 2023

To whom it may concern

DECLARATION OF LANGUAGE EDITING: EGMONDT S. BRIEDENHANN

This letter confirms that I have proofread/edited the article of Mr Egmond S. Briedenhann titled "Perceived values influencing young African student consumers' purchase decisions of products in small retailers in Lephalale".

The editing service focused on improving the accuracy of language, overall readability, structure, and style, as well as checking spelling, grammar, and punctuation.

The editing service excluded re-writing any part of the article or re-editing after editor comments were addressed.

Yours sincerely

Dr Suzaan Le Roux



Contributing towards your success

Moneyline 1838 CC, Reg. No. 1999/056460/23, trading as *Le Roux Academic Consulting*
Members: S le Roux, PD le Roux

APPENDIX D: ORIGINALITY REPORT

Turnitin Originality Report

Processed on: 03-May-2023 15:14 SAST

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Word Count: 59065

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Egmond Briedenhann

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