# CONSUMER PERCEPTIONS OF CHARITY SHOPS IN THE DURBAN AREA

By

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**Dissertation submitted in compliance with the requirements for the**
**MASTERS DEGREE IN TECHNOLOGY: MARKETING**
**in the Department of Marketing at**
**Durban University of Technology**

**SEPTEMBER 2006**

SUBMISSION APPROVED FOR EXAMINATION

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# DECLARATION

This work has not been previously accepted in substance for any Master's Degree, and is not being concurrently submitted in candidature for any other and Masters Degree.

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This submission is the results of my own independent work/ investigation, except where otherwise stated. Other sources are acknowledged giving explicit references. A bibliography is appended.

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# ACKNOWLEDGEMENTS

## DEDICATION

I hereby dedicate this research study to the Head of the Marketing Department Mr P.J. Raap, to my mother and to my friend John Wu who have always inspired and motivated me to keep on studying.

To my Supervisor: Dr H.L. Garbharran for introducing me to this field of research and nurturing my academic development. Thank for being such an exemplary role model.

I would like to express my special gratitude to Dr J.P. Govender for having confidence in me and for his meticulous work standards.

**ABSTRACT**

Many people have used the term "charity shop" without having a clear understanding of it, even although there are numerous articles and a previous research survey about charity shops in the UK, Canada and Australia. It seems that no research has been done in South Africa on this particular topic. Also, the confusion that surrounds consumer perceptions of charity shops highlights the need for marketers to conduct more research on this particular area.

The following study was conducted within the South African marketplace, specifically in four Durban areas, using quantitative research methods. The sample for the study consisted of four hundred respondents between the ages of 18 and over 65. The respondents were selected using convenience sampling. Respondents were required to complete a six page questionnaire with an interviewer present to assist.

The main objective of the research was to determine consumer perceptions of charity shops in the Durban area and the factors influencing these perceptions. The results of the research revealed that there were some significant differences between the consumer perceptions in the UK charity retailing market and the South African charity retailing market. There were also key differences between the various social classes, race groups and age groups. This means that marketers in South African cannot simply apply the charity retailing market theory of the UK, Canada and Australia to the South African situation. It is also important for marketers to conduct more specific research studies to determine how these differences will affect consumer behaviour of South Africans in other provinces such as the Western Cape.

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**CHAPTER 1**


**INTRODUCTION**


**1.1 INTRODUCTION**

The purpose of this study is to determine consumer perceptions of charity shops in the South African retail market and to determine if South Africans know about charity shops and perceive charity retailing to be good business. Therefore, this chapter will include the following sections: problem statement, purpose statement, research objectives, rationale for the study, and delimitations and limitations of the study.


**1.2 RESEARCH PROBLEM**

Much research has been done to address consumers' perceptions of retailers' brands. Although this research concerned markets both locally and globally, no research has yet been done to address consumer perceptions of the charity retailing market in South Africa. Literature shows that charity retailing markets are growing rapidly in England and charity shops are popular in England (Parsons, 2002:588a). In South Africa, however, this is not the case. This problem could be due to a lack of knowledge and understanding relating to charity shops in the South African retailing market. Therefore, this research will concentrate on consumer perceptions of charity shops with specific reference to the Durban area.

**1.3 RESEARCH OBJECTIVES**

**MAIN OBJECTIVE:** To determine consumer perceptions of charity shops in the Durban area.

**SUB- OBJECTIVE 1:** To identify factors that influence consumer perceptions of charity shops.

**SUB- OBJECTIVE 2**: To determine the relationship between household income and perceptions of charity shops.

**SUB- OBJECTIVE 3:** To determine the relationship between gender and perceptions of charity shops.

**SUB- OBJECTIVE 4**: To determine the relationship between age and perceptions of charity shops.

**SUB- OBJECTIVE 5:** To identify the variables that discourage South Africans from supporting charity shops.

**1.4 RATIONALE FOR THE STUDY**

- The reason for doing this study is to contribute to the body of existing knowledge concerning the charity retailing market of South Africa. According to Diamond and Pintel (2005:368), South African retailers are now shifting their focus from manufacturers' brands onto retailers' brands, but they have not considered the charity retailing market. Charity retailing is a very important area for marketers and needs a lot more attention in the South African retail market. This study will be useful to people in the South African marketing and advertising industry because it

will determine if South African charity shops need more support from professional marketers concerning marketing communication strategy.

- Many people are undertaking studies on consumers' perceptions and their buying habits, without considering the charity retailing aspect (Johansson and Burt, 2004:799-824). This study will confirm if those in the field of marketing management are aware of the charity retailing market in South Africa, more especially in the Durban area.

- The study will be a necessary tool for all those who operate charity shops by providing the data on which to make informed decisions regarding marketing strategy.

- It is very important for any business or other organization to know its target market. Belch and Belch (2004:8-9) support the premise that companies must target the right people, with the right product, at the right time. Charity shops are not excluded from this approach. This study will help charity shop operators to understand why people do not support them as they do in England.

- This study will provide charity shop operators with some indication of why charity shops are not popular in the South African retail market.

These reasons justify the need for this study in marketing. At the end of this study, more meaningful and acceptable outcomes will have been devised in order to help marketers segment the market more accurately, rather than relying on assumptions.

## 1.5  RESEARCH METHODOLOGY

The following research methodology was used in order to obtain information to the above objectives.

- Questionnaires were designed in order to obtain descriptive data.
- A single cross-sectional design was used.

- The sample size consisted of four hundred respondents: one hundred respondents from each mall.
- The study was based on categorical variables that were measured on nominal or ordinal scales.
- Non-probability sampling, in the form of convenience sampling, was used in order to obtain the desired sample.
- The data were analyzed through the SPSS statistical programme using cross-tabulations, frequencies, chi-square tests and correlations.

## 1. 6 DELIMITATIONS/LIMITATIONS

### 1.6.1 Delimitation

This study was limited to the Durban area and not the entire country. This delimitation was applied due to financial, human resource, and time constraints.

### 1.6.2 Limitation

Because the research conducted was confined to the Durban area the results of the study cannot be generalized to the South African population.

## 1.7 OUTLINE OF THE STUDY

The report on this study is made up of five chapters, in addition to this introductory chapter. These chapters cover the following.

### 1.7.1 Chapter 1: Introduction

This chapter introduces the reader to the problem statement of the study. The reader would be informed of the intentions of the study, the limitations of the study, and the

aims and objectives of the study. This chapter will guide the reader through the reasoning behind the problem and outline the intention of the researcher to solve the problem.

### 1.7.2 Chapter 2:  Literature review

The literature review provides an overview of the literature on consumer perceptions of charity shops. The chapter goes on to examine what people think of charity shops, who buys from charity shops, why they buy from them and how they buy in the South African charity retailing market as compared to the market in England and other parts of the world.

### 1.7.3    Chapter 3: Research Methodology

The research methodology chapter shows how the data were gathered. It will also contain the critique of the research investigation, including an indication of areas where errors could have occurred. It will provide insight into the sampling method, the questionnaire and techniques used to analyze the results of the study.

### Chapter 4: Analysis and results

The purpose of this chapter is to present the statistical analysis of the data obtained through questionnaires. The data are then processed into meaningful results that the reader is able to interpret and understand. The analysis shows whether charity shops exist in South Africa and if so, what consumer perceptions of charity shops are.

**Chapter 5: Conclusions and Recommendations**

This final chapter of the dissertation contains the conclusions that are drawn from the findings in chapter four. It also contains the various recommendations that should be undertaken for further research.

**CHAPTER 2**

**LITERATURE REVIEW**

**2.1 INTRODUCTION**

The purpose of this literature review is to investigate the literature related to consumer perceptions of charity shops. The research will cover information on the main objective and sub objectives that have been described in detail and factors that surround the topic will also be discussed. The researcher aims to identify issues that have been omitted by previous researchers who were researching similar topics in other parts of the world.

The literature review will cover charity-retailing markets in general and more especially charity shops retailing in the Durban area. Other aspects of charity shops which will be examined include consumer behaviour regarding charity shops, consumer perceptions, consumer knowledge, and consumer awareness of charity shop and consumer expectations. Consumer perception regarding quality of charity shop goods, perceived risk of charity goods, perceptions of price, level of charity shop brand awareness, marketing practice of charity shop operators, factors that influence perceptions of charity shops and donors' trust in charity shop operators will also be examined. Particular attention will be given to consumer perceptions since this is the key aspect in this study.

## 2.2 DEFINITION OF A CHARITY SHOP



**Figure 1: An illustration of a charity shop**

(http://www.evoit.co.uk/beacon/charityshops.asp)

A charity shop is defined by the Charity Commission as "a shop which sells donated goods where the profit is used for charitable purpose" (Blume and Jordan, 1995, in Parsons, 2002:589a). However, charity shops also fulfill a wider range of roles in a local community. These include:

- providing a contact point between the parent charities;
- providing useful employment, support and training for a range of volunteers;
- recycling unwanted household items; and
- providing affordable second hand clothes and household goods for customers (Parsons, 2002:589a).

An illustration of a charity shop is presented in Figure 1.

## 2.3 FUNCTIONS OF CHARITY SHOPS

Horne (2000, in Parsons, 2002:590a) notes that charity shops are important as the charity's 'face on the high street'. The image and décor of the shops is important in what it says, or fails to say, about the organization to the public at large. Their presence on local high streets means that the shops are ideal advertising spaces and many shops display posters in their windows promoting charity fund-raising events. Some charities use their shops as a point of contact for the relevant client group, using display units in their shops to distribute advice and information leaflets and instructing volunteers on the best ways to offer help and advice.

Parsons (2002:590a) argues that charity shops' central function is to make a profit. They have also built a reputation for providing clothes and household items cheaply. Many customers visit the shops primarily to buy items cheaply or to 'find a bargain' and the ensuing contribution to the charity's fund is merely a by-product of their purchase. Customers regard the charity shops as providers rather than fund-raisers. Complaints about inflated prices are commonplace in charity shops. In addition, for some customers the shops play an important social function. Many of the more elderly customers visit the shops with the purpose of having a chat and passing the time of day as much as anything else.

According to Parsons (2002:590a), the distinctive function of charity shops is their importance in the lives of volunteers. While the relation between the volunteers and the shops is a reciprocal one, the shops often have particular significance for older retired volunteers and younger volunteers who are disadvantaged in the labour market. This importance can be stressed in two main senses: firstly, in providing social contact and a supportive and non-threatening environment in which to re-build lost confidence, and secondly, in providing useful employment and training. A range of individuals benefit from these features: the elderly and the long-term unemployed, in particular. For elderly volunteers, their contribution to the life of the shop can provide them with reassurance and confidence as the social benefits of such work are usually central for these volunteers. Charities are employing those on social benefits and a variety of government

rehabilitation and training schemes. For these latter groups, the shops' charitable purpose is often incidental and there is some debate as to whether they should be classed as volunteers at all.

Furthermore, Schlegelmilch and Tyanan (1987) highlight that in some countries such as Australia, Scotland, and Canada, charity shops perform a range of significant recycling functions, some more visible than others. Used items (donations) are either re-sold through the shops to individual customers and directly enter another cycle of use, or, if not deemed saleable in this way, they are sold to textile reclamation merchants to be re-used at a later point. In these cases, the charity shops act as an entry point into a much wider series of flows for unwanted goods. Field (1999) states that in the second-hand clothing trade in Zimbabwe describes how much of the Southern African clothing sold in local markets originates from UK charity shops. Textile reclamation merchants process unwanted clothing and sell 'textile bales' to commercial importers in Southern Africa. These bales are then sold into the local market to traders. Most charities sell clothing that cannot be sold directly to reclamation merchants, but Oxfam reclaim items themselves before selling them off. They launched their Waste Save Centre, a textile-recycling warehouse, in 1975, in Huddersfield, West Yorkshire. They received clothing that the shops were unable to sell and processed the clothing either for re-sale in Oxfam surplus shops, or for sale to textile reclamation merchants.

## 2.4 HISTORY

Charity retailing is thought to have originated with the Salvation Army (Parsons, 2002b) when, in 1890, William Booth, the Salvation Army founder, saw what he perceived as a crisis in the social conditions of the working class at that time. He saw that there was a large amount of waste in 'well-to-do' homes. His response was to set up 'collection centers,' or 'salvage stress' as they were known, to recycle quality used goods to the less well off. The goods were sold in London and provincial centers. However, the first charity shop in the United Kingdom was opened in 1947 by Oxfam (Horne and Broadbridge, 1993). The Sale Ryder Foundation quickly followed in the 1950s, opening

shops in London, Birmingham, Hull, Manchester and Liverpool (Horne and Broadbridge, 1993).

Since then there has been rapid expansion and in the 1980s the present day charity shop emerged. In 1990 there were 3,480 charity shops, in 1998 there were 5,530, and in 2002 there were 6,220 charity shops (Charity finance, 2002:5). In the year 2000, there were in excess of 2,740 sales with a turnover of approximately 426, 6 million pounds sterling (Goodall, 2000). The operation of the charity shops has ceased to be run by the well meaning amateur unpaid volunteer (although the unpaid volunteer continues to be the backbone of the volunteer movement). Charity shops are now professional shops that have introduced high street retailing methods and compete head on with other retailers.

According to Sargeant (1999:125), charity shops and their associated fundraising activity have a long history in the United Kingdom retail market. Their origins can be traced to the seventeen-century and to the Charitable Uses Act of 1601, which introduced the term charity into the legal and fiscal framework of the UK for the first time. Since then charities have been responsible for providing a range of societal supports. Interestingly, the preamble to the 1601 Act is still the starting point in determining charitable status and what causes may be considered charitable in nature. Over the years the law has been amended and clarified, but the original Act still remains a valid starting point in determining whether an activity can be deemed charitable or not (Sargeant, 1999:125).

Furthermore, the Corporate Intelligence Group Report (1997, in Parsons, 2002:589a) highlights that, in England, charity retailing has grown over the last five years into a thriving and expanding sector and shopping in charity shops has increased in popularity. The report further adds that charity retailing has become de-stigmatised as shop numbers multiply and charities become more professional in their retail activities in England. However, Sargeant and Jay (2001) point out that in South Africa there is still only a small number of charity shops. This figure is very small in relation to the total number of people in South Africa. Although the literature indicates that the issue of consumer perception has been examined in a number of studies in England, this is not the case in

South Africa where there is a need to undertake such research. Therefore, this study undertakes to provide greater insight into some of the reasons influencing consumer perceptions of charity shops.

## 2.5 CHARITY RETAIL IN THE WIDER RETAIL CONTEXT

According to Parsons (2002b), retailing has been, and always will be, an ever-evolving process. He further adds that the closing decades of the twentieth century have seen particularly remarkable structure changes in European retailing. Morganosky (1997, in Parsons, 2002b) indicates that charity shops have thrived for a number of reasons. Charity shops have certainly benefited in a climate where the patronage habits of consumers have become increasingly diverse. Consumers have become increasingly sensitive to a complex array of retail formats. Also, increased environmental awareness has boosted both donations and custom in those outlets. Donations may also have been boosted by an increased surplus of used items from the early 1980s period of affluence. Charity shops have played a pivotal role in the move to out of town shopping, filling in vacated premises in high streets and shopping precincts in town centers up and down the UK. The recent downward trend in charitable giving has also generated growth in the charity shop sector because it has forced charities to work harder to raise funds (NCVO, 1998, in Parsons, 2002b). Alongside this downward trend in giving charities have taken on a increased role in service provision, expanding the scope and scale of their activities within the new contract culture of the shops for funding and have concentrated more of their resource into developing retailing.

Changes within charity retail have also attracted attention in a number of corners of academia. According to Parsons (2002b), those active in researching  this area include retail and marketing academics (such as Broadbridge and Horne, 1994, 1996, 1998, 2000; Horne and Broadbridge, 1995; Paddison, 1996; Parsons, 2000) sociologists and social policy academics (such as Chattoe, 2000; Whithear, 1999) and geographers (such as Goodall, 2000; Gregson et al, 2000; Maddrell, 2000). Work particularly pertinent to this

study by Horne (2000) has begun to highlight the contribution such seemingly marginal retail formats can bring to debates on retail change. Horne uses the admittedly contested or wheel of retailing along with a continuum adapted from the non-profit literature, which highlights the move within the sector from an initial entry phase through a trading up phase to reach a mature phase in their cycle of development. The trading up phase involves improvement in store appearance and quality of goods.

Throughout the 1990s shops moved to improved locations, merchandise was presented to a higher standard and there was an overall rise in professional standards across the sector. At the mature phase, aggressive corporate marketing and expansion are evident and 'eventually the retail institution emerges as a high cost, high –status establishment whose sales' policy is based on quality and service rather than price' (Horne, 2000). Charities' movement around the wheel of retailing is undoubtedly tempered by the uncertain identity of charity retailers. In many cases tensions exist between their profit making motive and their charitable activity, between their commercial orientation and their social service orientation. This tension between commercial and social service orientation has implications for management in the charity retail sector. As will be discussed below the dual role of the charity shop manager in meeting sales targets while providing support and training for what is often an elderly volunteer cohort is a task that requires careful negotiation. The purpose of this study is to look at charity retailing more deeply particularly in the South Africa retailing market.

## 2.5.1 CHARITY TRADING

Weisbrod (2000:119) defines 'Trading' as charging for goods or services, or being paid for them. Grants are not trading, but the provision of services under a contract is. The status of services provided under a service agreement depends on the nature of the agreement.

According to Association of charity shops (2003), over 90% of sales in charity shops are from donated *(or 'second hand')* goods - mainly clothes, and also books, toys, CDs and bric-a-brac. These items are re-sold generating over £90m in valuable funds for their parent charities every year. Therefore, marketers need to understand that charity shops are a type of social enterprise. They usually sell second-hand goods donated by members of the public, and are often staffed by volunteers. This means that because the items for sale were obtained for free, they can be sold at very low prices. Wikipedia (2006) states that a charity shop (UK), thrift store (US) or op shop (Australia/NZ, from opportunity shop) is a retail establishment operated by a charitable organization for the purpose of fundraising. All the profits from the sales go towards the charity, apart from the cost for overheads such as lighting, electricity and the lease.

Wikipedia (2006) indicates that charity shops are often popular with the poor and with college students on a fixed income, but they are also popular with various subcultures. For example, clothing from charity stores was often modified by early punk rockers. In the United States shopping at a thrift store has become popular enough to earn a slang term, thrifting. Some thrift stores also sell a limited range of new goods which may have some connection with the cause the charity supports. Oxfam stores, for example, sell fair trade food and crafts. Other stores may sell new Halloween supplies and decorations where old vintage clothes are popular for use as costumes. Some stores specialize in selling books, music, or bridal wear. It is the goal of this study to find more about charity trading in the South Africa context.

Horne (1998) claims that charity retailing has been a successful sector of the retail market since the late 1980s. Charity shops have blossomed on the streets of towns and cities in the UK to become a feature of interest for retail academics and of concern from the conventional retailer. They have the potential to serve four purposes in that they offer a social service, enable the recycling of goods, help to raise awareness of the charity and provide a fundraising medium. With increased professionalism in their operations, competition has escalated for customers, goods and volunteers, both with other charities and with established retailers in terms of business rates relief. The increased competition from within and without poses the problem of retail strategy for the future. Therefore, future marketers need to define proper marketing strategy that will be suitable for the charity-retailing sector. The purpose of this study is to come up with some suggestions that could help the South Africa charity retailing sector to gain popularity.

## 2.6 MARKETING

According to Foxall, Goldsmith and Brown (2001), the increasing pressures of highly competitive marketing environments make it imperative that shop owners understand consumers, and in particular, consumer decision-making as they seek to gain competitive advantage. In a competitive economic system, the survival and growth of charity shops requires accurate knowledge about consumers: how they buy, why they buy, and where they buy as well as what they buy. Foxall, Goldsmith and Brown (2002) indicate that modern marketing stresses the need for business managers to know who their customers are and why they choose their products rather than those of rival shops. In addition, marketing is not just about finding or inducing someone to buy whatever the shop happens to sell. Nowadays successful management depends more than ever on matching every aspect of the business-product advertising and after-sales service, to the satisfaction of consumer needs. This is the essence of consumer-orientation as an integrated approach for charity operators.

However, Kotler (2003) points out that without customers there can be no business. In today's world of increasing choice and product availability, consumers are expecting

more from retailers with whom they do business. This makes marketing an even more vital business tool. Therefore, Kotler (2003) begins by tracing the evolution of marketing and what constitutes the 'good marketing' concept, particularly for lower market products such as those available in charity shops. Finally, he concludes by stating the reasons why marketing is such an important philosophy in today's corporate world. It is important to understand how marketing and segmentation have evolved, in order to understand the importance of charity trading because without a solid understanding of marketing and segmentation, charity shop operators cannot correctly identify who their target market is and how their consumers make decisions in the marketplace. The 'good marketing' concept assumes that the aim of a charity shop owner is to have a satisfied customer and that profit is not a meaningful objective in itself but rather the reward for delivering societal support within the entire community (Bearden, Ingram and Lafarge, 2004). The study conducted by Sargeant and Jay (2004) highlights that this concept enabled the charity retailing sector and charity organizations to understand the nature and the mission of their business from the point of view of the consumer. According to Weisbrod (2000:47), marketing encourages the organization to recognize the priority of satisfying needs, but the ability to satisfy them depends upon the capabilities embedded throughout the charity donors. This study will try to look at the ways in which charity shops are marketed in the particular context of the South African retailing market. Furthermore, this study will look at the donor perceptions of charity shops with regard to their support mechanisms. Marketers should be able to identify and segment both potential donors and potential buyers in the charity shop sector.

## 2.7 SEGMENTATION

In order for retailers to have a more effective understanding of their target markets it is important that they determine who their customers are and what specific needs they might have. Most market researchers have found that there are customers whose needs are not being met by products that have mass-market appeal. One of the tools that enables marketers to develop a better sense of their markets is the segmentation process. Market

segmentation also helps to identify the differences and similarities that exist between shops (Jobber, 2004:236). Therefore, future marketers need to understand the segmentation process for the charity retailing sector.

Segmentation, according to Kotler (2003), refers to the idea that the consumer market is made up of sub-groups, each with their own wants and needs. Typically, members of each sub-group are identified by one or more characteristics such as demographic or socio-cultural variables. Market segmentation is truly shown when a product appeals strongly to some people within a market and not to others. Kotler (2003) takes the idea further to examine product segmentation. He argues that where market segmentation concentrates on differences among people who make up markets, product segmentation concentrates on differences among products that comprise markets. Kotler (2003) points out that product segmentation is threefold: firstly, screening how customers differentiate products and brands that they see as making up a market; secondly, building descriptions of possible new products from varying combinations of new and old characteristics, and then evaluating consumer preferences from these descriptions over current brands; and, thirdly, selecting new product descriptions that have the desired level of preference. The one limitation of this method is that it does not look at understanding consumer behaviour towards charity shops.

Marketers must define their markets in as much detail as possible. Peter and Donnelly (2004:43) claim that the most popular methods such as demographic and socio-cultural variables are often not good predictors of brand preference, but are useful in predicting sales potential. Thus, marketers should not use demographic variables alone, as they only help to locate a market, but they should also try to determine consumer lifestyles and habits. Therefore, lifestyles and habits of charity shop consumers should be well known by charity shops owners.

Miller (1974, in Sargeant, 1999:131) however, used a statistical tool known as 'regression' to identify demographic and socio-economic variables associated firstly with a propensity to donate to the US Lung Foundation and secondly to predict the size of the

individual donations. Areas containing large populations and numerous families with high income and interest from dividends were found to be the most lucrative donors.

Similarly, in the UK, the Charities Aid Foundation (1994:14-15) has carried out an extensive survey of charity donors. They highlight that charity donors are slightly more likely to be female (81 percent of women give donations to charity shops as compared with 77 per cent of men) and that the propensity to donate is highest among the 25-34 year age group. The 35-44 year age group gives the highest average amount. The study also indicates that the propensity to give was highest amongst the sick and disabled (93 per cent made a donation) with retired people less likely to donate. In terms of socio-economic grouping the researchers indicate that the propensity to donate is highest among upper managerial and professional groups. According to the survey, the propensity to donate has also been seen to increase with the level of household income.

Recently, attention has also focused on the use of psychographics or lifestyle variables. For example, Yavas, Reiecken and Paremeswaren (1980: 45) in a study of donors in the United States of America conclude that 'donors appear to be more sympathetic, loving and helpful than non-donors'. In addition, Schlegelmilch (1979:31-40) shows that perceptual and lifestyle variables improve the prediction of whether an individual will give or not. Similarly, also in the United States, Yankelovich (1985) reports that the most important characteristics of the generous buyer are all related to the donor's perceptions and values. Perceptions of financial security, the availability of discretionary funds, attendance at religious services, and whether an individual volunteers time to charity were all shown to be good indicators of a propensity to give.

Hansler and Riggin (1989, in Sargeant, 1999:132) cite the example of the Arthritis Foundation in America, about the recent vision used to improve the response rate to its volunteer recruitment campaign. There are thus a variety of different variables, which can be used to select segments of individuals who would be statistically more likely to give time or money to charity than others. The charity shop owner could then conceivably

target these individuals with a direct mail shot or telemarketing campaign, secure in the knowledge that they are more likely to respond.

In all these studies, however, the only distinction that has been drawn is that between donors and non-donors. No attempt has been made to differentiate between those who might choose to support one category of cause and those who might choose to support another, particularly for charity shops. There is a good reason for this; a healthy debate at the present time surrounds this issue. Writers such as Schlegelmilch and Tyanan (1987:127-34) who carried out a survey of 800 Scottish households containing known donors, demonstrated that "specific types of charities are not associated with specific segments". They therefore concluded that charities are providing a commodity product, since donors' needs appeared to be largely similar. It should be noted, however, that the authors tested only a limited number of psychographic variables and that these were not closely related to the consumer perceptions of charitable products.

Pagan (1994: 43) for example, reports that the RNID (Royal National Institute for the Deaf) has recently increased the response from its direct mail campaigns quite significantly by recognizing that their donors tend to have a religious interest and enjoy both gardening and reading the Daily Telegraph! Building these lifestyle variables into the criteria for donor selection from lists has increased the response rate to 'cold' direct mail from 0.6 per cent to 3.3 percent. Lansdale, in Sargeant (1999:132) quotes the further example of the Terrence Higgins Trust whose potential donors appear to be predominantly young to middle-aged male, with a high disposable income, and a propensity to enjoy helping others. This also needs to be investigated in the South African charity retailing market.

More recent work by Sargeant and Bater (1996:132) resolves this apparent contradiction by demonstrating empirically that charities may indeed segment the market very successfully on the basis of lifestyle variables. The authors also argue that in reality the scope for demographic segmentation of the charity market will depend on the nature of the cause. Charities, which exist to serve the needs of a very narrow set of recipients, are

likely to find it easier to segment the market on demographic grounds. However, Sargeant and Jay (2002) point out that in the Commonwealth countries such as South Africa the number of charity retailing outlets is still very small to be compared with countries such as the United Kingdom, Australia, Canada and Scotland. Literature indicates the gap that may be needed to be filled by future marketers (Broadbridge and Parsons, 2002). The professional marketers need to find out who the potential charity shop donors and supporters could be and what their demographics are.

According to Du Pless and Rousseau (2003:11), marketers often segment consumers according to factors such as age, gender, income, stage of life, and geography. Another innovative approach is to group groups of individuals who were born and travel life together and experience similar external events during their late adolescent/early adulthood years. These events influence people to create values, perceptions, and preferences that remain with them for their lifetime (Sargeant and Jay, 2004:50-65).

In order for segmentation to be a useful tool for marketers, it should have a proven relationship with a market's consumer behaviour and perception. Marketers need to keep in mind that unless they understand their customers and are able to predict how these consumers are likely to react to a particular shop or business marketing strategy they are unlikely to be successful. This perception significantly informs the present study in its scrutiny of charity shops in the South African retailing sector to help gain insight into consumers' perceptions towards charity shops, specifically those in the Durban area.

## 2.8 CONSUMER PERCEPTION

According to Schiffman and Kanuk (2000:147), perception may be defined as "a complex process by which people select, organise and interpret sensory stimulation into a meaningful picture of the world". From the multitude of stimuli that constantly bombard the sensory organs, people select and organise certain stimuli so that they become understandable. However, this is a dynamic process that is as much influenced by perceptions, beliefs, motives and past experiences as it is by the character of the stimuli

themselves (Etzel et al., 2001:108; Gilbert, 2003:290-1). According to Schiffman and Kanuk (2000:157), understanding the perceptual process is vital because it relates to a customer's decision to purchase a product. A customer is influenced by the way he/she perceives the product. On the other hand, Jobber (2004: 80) argues that perception will be affected not only by the quality of the product itself, but also by the attributes which successful marketers are able to lend to the product through pricing, advertising, packaging and other promotional techniques.

Sheth, Mittal and Newman (1999:298) believe that there are three steps which are of central importance of the perceptual process:

- Sensation – attending to an object or an event in the environment with one or more of the five senses: seeing, hearing, smelling, touching and tasting.
- Organization – categorizing by matching the sensed stimulus with similar object categories in one's memory.
- Interpretation - attaching meaning to the stimulus and forming a "ruling as to whether it is an object you like and of what value it would be to you, the perceiver" (Sheth, Mittal and Newman, 1999:298).

The main thing about perception is that no two customers can see a product in the same way. This is one challenge that marketers are faced with particularly regarding the charity-retailing sector. Jobber (2004:80) suggests that retailers must constantly expose consumers to secondary marketing stimuli. He goes on to say that the ultimate determinant of future consumer action is experience with the primary stimulus. Consumers are not merely passive receptors of stimuli, but actively process and reorganise the information they receive. Cognition is the term given to the mental processes that enable people to give meaning to their environment and experiences. These mental processes are of prime importance during learning and perception of charity shops services although Drummond and Ensor (2001:50) conclude that the way an individual perceives an external stimulus will influence their reaction towards charity shops. Individuals can have different perceptions of the same stimulus due to the process of selective attention, selective distortion and selective retention. A study of volunteers in

the arts highlights that both men and women volunteers indicated that their belief in the arts as a national resource was the number one reason for volunteering (Sargeant, 1999)**.** However, women reported their second and third motives as the ability to meet people, and a desire to help others. Men reported their second and third motives as the need to perform a patriotic duty and to receive psychological rewards. The reasons are not clearly stated particularly for charity goods in South African retailing.

## 2.8.1 SENSATION AND PERCEPTION

Perception is not solely influenced by the direct input of immediate sensory data, but is conditioned by the manner in which stimuli are presented and by other cognitive influences such as past experiences and learning (Foxall, Goldsmith and Brown, 2001: 216). There is, for example, a great deal of research to show that for a number of products exhibiting strong brand loyalty, where taste would appear on face value to have a strong influence on buying decisions (beer, cigarettes, cold drinks), there is little noticeable sensory difference. For instance, Husband and Godfrey, in Johansson and Burt (2004: 799-824) indicate that identification of brands of beer under blind test conditions (a research technique where the test subject is given no information regarding brand names, packaging, pricing) was little better than could be expected by chance.  This suggests that the stimulus factors excluded by the blind test technique (brand names, packaging and pricing) have a more important effect on product perception and buying decision in such cases than the factor of taste taken in isolation. Sensation and perception need more attention for product categories such as charity shop goods.

Often the brand manager's (marketer's) job is to emphasise those differences between products that may not be immediately apparent to the consumer or to minimise unfavourable comparisons. Branded goods' marketers often do this by creating an image for their product or by convincing the consumer that there is a difference between his/her products and others by themes such as "Sheer Driving Pleasure," and "The Difference You Can Taste". To do this effectively, marketers take advantage of the complexity of

the perceptual process and the factors influencing the way in which sensory stimuli are perceived. The above partially or in full, confirms that the people who perceive charity shops goods as being cheaper also perceive them as being inferior. This is due to the communication and images that people are presented with and which they store in their minds. Therefore, marketers need to understand the manner in which people form their perceptions of charity shops and what those perceptions are. Moreover, marketers have to develop marketing strategies that will help charity shop owners to work more effectively and efficiently.

## 2.9 CHARITY SHOP PERCEPTIONS

According to Blume and Jordon (2000:35), perceptions of charity shops vary according to gender, age, social class, income, education and other social demographics variables. They further add that people perceive charity shops based on their socio-economic and demographic associations. In England, for example, people believe that charity shops are for old people and poor people (Parsons, 2002b). However, Newman and Cullen (2002:263-4) indicate that how a charity shop looks plays an important role in how consumers see or even perceive the products on offer.

A study conducted in England by Parsons (2002b) indicates that charity shop image will vary across different consumer segments and particularly in relation to age. Older consumers are likely to exhibit patterns of behaviour that differ from those of younger consumers. For instance, older consumers are more likely to be prepared to buy cheaper goods than younger consumers are. The ageing process can transform a consumer's needs and abilities to function in retail environments and as a result can change perceptions of what constitutes a positive charity shop image.

According to Sheth, Mittal and Newman (1999:44) and Du pless and Rousseau (2003: 229-231), the other aspect of consumer behaviour is psychological ageing, which refers to the continuous change in cognition and personality over time. This takes into account the development of personality throughout life, and therefore of how experiences

developed during early life can affect an individual's evaluation of charity shop image. The retail implications of these factors are that an individual may retrospectively favour aesthetic stimuli from earlier in life and thus be predisposed towards objects that were common when they were younger.

Foxall, Goldsmith and Brown (2001:51) state that marketers must always remember that perception is a process and that it is not only affected by sensory cues but also influenced by the individual's past experiences, learning and attitudes. Consumers' patronage of charity retail can be influenced not only by their perception of charity shop image but also by their personality. Marketers of today also need to know that brand reputation accounts for a lot of consumer behaviour particularly towards charity brands. Many charity shop owners are now hoping to cultivate long-term relationships with consumers through proper marketing and promotional strategies.

## 2.10 DEMOGRAPHIC FACTORS

## 2.10.1 RACE GROUPS

According to Sargeant and Jay (2004:75), it may be possible to segment a market on the basis of variables such as age, gender, socio-economic group, family size, family lifecycle, income, religion, race, occupation or education. Collectively, these are referred to as demographic variables. In most cases, a combination of some or all of these demographic variables will be used in building a profile of existing and prospective donors. Demographic data have been collected over many years and a great deal is known about the behaviour of each grouping in terms of the likely needs, wants, sympathies and preferences of each.

One of the major challenges facing marketers is the ability to successfully reach members of all race groups. A research study conducted by Green (1995: 632) also identifies the African American as the largest group in the United States. Their current purchasing power is in the region of $294 billion. The Hispanics have been identified as the fastest

growing group in America. Mowan (1995) estimates that by the year 2010 the number of Hispanics living in America will double. They are the fastest growing minority group in America with a current purchasing power in the region of $150 billion. However, marketers need to look if this situation might be similar to South Africa in terms of different racial purchasing behaviour.

In South Africa the major groups are Blacks, Whites, Indians, and so-called Coloureds. Among these consumer groups there are differences in lifestyle and consumer spending patterns. Du Plessis, Rousseau and Blem (1995) state that in comparison to the United States of America where African Americans are in a minority, Blacks in South Africa constitute the largest racial group in the country. Information from the Urban Foundation shows that the South African population consists of 75 per cent Blacks, 13 per cent Whites, 9 per cent Coloureds and 3 per cent Asians. On the other hand, according to Masito, in Radebe (2006:73), AMPS and Consumer Scope indicated that the LSM 6-8 target market makes up 25% of households (2.6 million) and is dominated by blacks (80%). The broad definition of black is African, India and coloured. The population and households are expected to grow until 2010. L.S.M. 6-8 is responsible for 30% of income and expenditure, with L.S.M. 9-10 representing 13% of households and 50% of income and expenditure. Clearly, there are still huge income disparities, even between L.S.M. 6-8 and L.S.M. 9-10. Average disposable income of L.S.M. 6 is R5 500, per month with L.S.M. 8 at R8 500. Therefore, it is necessary for this study examine the variable of race to see which race group could be more likely to donate to charity shops in the South African context, more especially in the Durban area.

## 2.10.2 AGE

Recent analysis of the Family Expenditure Survey in the UK indicated that for every increase of ten years in the age of the head of the household there is an increased likelihood of giving of 3 percent, and an increase in the value of donations of 30 percent (Bank and Tanner 1997, in Sargeant and Jay, 2004:76). Marketers need to know that age tends to be a reliable indicator of the sources of information an individual is likely to use,

and the social influences they are likely to be susceptible to ( Philips and Sternthal 1977, in Sargeant and Jay, 2004:76).

Consumers' purchasing decisions change with age. For example, a 30-year-old woman who is single and has a professional job is likely to have different needs from a 30-year-old woman who is married with three children and has chosen not to work outside the home. The report indicates that both will have different needs from a 30-year-old unemployed woman who is single with a child. In England, people believe that charity shops are for old people and poor people (Parsons, 2002:590a). Drummond and Ensor (2001:54) argue that age alone has limitations as a method of breaking a market down into useful segments.

However, Statt (2003:17) points out that from the consumer's point of view the issue of age is not quite so straightforward and that there is a psychological dimension to this variable that marketers would do well to bear in mind.  People do not always look like, feel like, or act like they are supposed to at their chronological age. The period of 'old age', for example, is generally assumed to begin when people start to receive official retirement benefits, often around 65 years of age. Drummond and Ensor (2001:78) similarly note that many people aged 70 or more still consider themselves 'middle-aged' and behave and consume as though they are. But it is this age that charity shop marketers have to deal with, at the risk of insulting their target market if they fail to do so. The converse is apparently true of many younger people. Up to the age of about 30, many people consider themselves, or wish to be considered, older than they are.

### 2.10.3 GENDER

Many studies of giving have demonstrated that women and men give differently. It appears that women tend to spread their giving among a greater number of charities, and so tend to give smaller amounts to each (Sargeant, 1999). Most non-profit donor database are weighted markedly towards females. Studies for non-profit marketing have shown that the manner in which women respond to information is radically different from men,

and that the sexes respond very differently, for example, to direct marketing communications.

Social changes due to an increase in women's average education level and their massive incorporation into the workforce have brought about a transformation in the traditional shopping roles within the household unit (Sargeant and Jay, 2004). Specifically, men and women share household chores more frequently and children participate more often as well. Therefore, the traditional role of the housewife has become increasingly diluted. Consequently, it would be reasonable to predict that gender would not generate significant differences in price knowledge of charity shops (Braus, 1994).

However, according to Marx (2000), women have a better knowledge of price than men. A possible explanation for this finding could be that women continue to assume more responsibility than men for household chores including shopping and for volunteering services for charities even though the differences have lessened – at a different rate depending on the culture (Marx, 2000).

Gender, as a variable, has similar limitations to age. However, this variable by itself only narrows the market down by 50 per cent. There are still major differences within the gender category. Young women may have different needs from older women. Many previous researchers believe that age and gender variables can be used together to help define a segment, even in the South Africa retailing market. Market researchers need to see if is the right assumption for the charity shop segment.

## 2.10.4 FAMILY SIZE

Drummond and Ensor (2001:54) state that the influence of family size offers the easiest prediction. Irrespective of income or education, the larger the size of the family, the fewer resources there are available to make ends meet. Therefore, it is reasonable to

expect that the greater the size of the household, the higher the proportion of the budget goes to charity shop goods rather than local store goods (Burnett, 2002:86).

When comparing heavy buyers of store brands with light buyers in terms of demographics, socio-economic and perceptual variables, results indicated that unmarried and smaller sized households tend to avoid charity shop goods. Light buyers of charity shop goods are also less familiar with them and perceive charity shop goods to be of lower quality, less value for money, and a riskier choice (Burnett, 2002:87). Similarly, Martin (1998, in Bennett and Gabriel, 2000) notes that it would be expected that single people would be less knowledgeable about prices given that for the most part, they meet the following two conditions: they are young and they live with their parents, who are the providers for the household.

## 2.11 SOCIO-ECONOMIC FACTORS

According to Statt (2003:200), a person's socio-economic status (SES) is determined by education, income and occupation. Though there are many exceptions, these three factors are often in alignment. More highly educated people tend to do managerial and professional jobs that bring in a relatively high income, and vice versa. For obvious reasons most marketers are more interested in people with high rather than low SES. On the other hand, Bennett and Gabriel (2000) state that although the causes of decisions to support charities are known to be highly complex, a number of variables appear to be especially critical. The main factors have been identified as household income, self-perceived financial security, educational level, whether a person has children under age five, and attitudes towards religion (Schlegelmilch, Love, and Diamantopoulos , 1997).

Arguably, people who donate heavily to charity will also be more favourably inclined towards charity products. Another possible source of influence on a customer's rating of the acceptability of a non-traditional charity product might be the person's level of psychological involvement with charitable organisations. A high level of involvement could cause the individual to process charity marketing messages more deeply, intensely,

and hence to be more receptive to communications (Martin 1998, in Bennett and Gabriel, 2000). Thus, people who regard the act of giving to (or otherwise supporting) charities as personally relevant, important, interesting and necessary may be more likely to be willing to purchase charity products. Such individuals might have greater confidence in the integrity of the charity sector. According to Bennett and Gabriel (2000), it is relevant to note, moreover, that a number of empirical studies have concluded that supporters of charities tend to place more importance on prosocial personal values than others, especially values connected with social responsibility. Therefore, the goal of this study is to investigate more about the relationship of these factors and support of charity shops in the South African charity retailing sector, particularly in the Durban area.

## 2.11.1 EDUCATION

The level of education an individual has achieved has also received attention in the literature of charity support (Bennett and Gabriel, 2000). The level of education attained by the head of the household impacts both on the likelihood that donations will be offered. Those individuals who have achieved a college/university degree are the most likely both to participate in giving and to give the highest sums (Sargeant, 2004:97). The reason could be that highly educated people generally have more favourable job situations and a higher level of support for charities.

Moreover, Parsons (2002:589a) points out that, in England, charity shop operators indicate that most people who support charity shops are better educated, older, and have higher incomes than people who buy from non-charity stores. Similarly, recent research that was conducted by Broadbridge and Parsons (2002) indicates that charity shop buyers are better educated, older, and have higher incomes than ordinary store brand buyers. Because education may act as a surrogate measure of income, all things being equal, more highly educated individuals may have greater incomes. Therefore, these arguments

need to be investigated in order to establish peoples' opinions or perceptions in the South African charity retailing market.

## 2.11.2 INCOME

According to Perreault and McCarthy (1997:112), profitable markets require income as well as people. The amount of money people can spend affects the products they are likely to buy. However, in Australia, Scotts (2004:343) argues that where the popularity of both charity shops and ordinary stores transcends occupation and education, income will probably be the deciding factor.

Moreover, Smith (1997, in Broadbridge and Parsons, 2002) points out that, in England, charity shop operators indicate that most people who support charity shops are better educated, older and have high income than people who by from non-charity stores. Similarly, recent research that was conducted by Blume and Jordon (2000:35) indicates that education may act as a surrogate measure of income. This means that more highly educated individuals may have greater excess income to donate for charity shops. According to Parsons (2002:589a), considerations of sustainability, thrift and value for money make charity shops popular with a broad cross-section of society; not just those on low incomes, as may have originally been the case. Therefore, these arguments need to be investigated in order to establish people's opinions or perceptions in the South African charity retailing market.

Consumer studies conducted in the United States of America, by Mogelonsky (1995), identified the typical person likely to be a heavy charity donor in order to gain recognition and prestige. They live with a family earning an annual household income of between 20000 and 40000 dollars. They are likely to be blue-collar workers and are typically aged between 35 and 44 years. They have a high school education, and possibly work full time. Hankinson and Cowking (1993) also say that the typical store brand buyer is between 35 and 44 years old with children, and certainly not strapped for cash.

Rice (1997) agrees that income is correlated with brand preference. The lower income customers become more committed regardless of product categories. This is because the poorer the consumer the fewer risks they take. Parsons (2002b) however, highlights that the charity goods consumer is in the middle and lower income bracket. Evidence also indicates a mass appeal that cuts across various income groups. Regular charity goods purchasers are stores oriented rather than products oriented and are older. Consumers are people who have money and are willing to buy products (Kotler, 2003). Income has always been associated with brands, and plays a major role in the demand for products and services (Kotler and Keller, 2006). This has a direct effect on the demand for goods which are commonly consumed by individuals.

The 1991 Census in South Africa showed 38 per cent of the population was economically active. Studies conducted by the Human Sciences Research Council identified that the average household income of Blacks increased by almost 40 per cent in South Africa. This larger disposable income has a direct effect on the purchase of charity goods (Du Plessis, Rousseau and Blem, 1995). Income is a good predictor of buying behaviour. Lower income consumers have less product information and rely more on store displays. Those with higher incomes tend to have a higher level of education and more upscale occupations and are likely to use price as an indicator of quality when considering purchasing charity shop goods (Mowan, 1995).

## 2.12 OTHER FACTORS INFLUENCING PERCEPTIONS

## 2.12.1 PERCEIVED RISK OF CHARITY GOODS

According to Solomon (2004:304), a highly self-confident person would be less worried about the social risk inherent in a product, whereas a more vulnerable, insecure consumer might be reluctant to take a chance on a product that peers might not accept. Moreover, perceived risk is a multi-dimensional construct (Mitchell, 1999: 163) which implies that consumers experience pre-purchase uncertainty regarding the type and degree of

expected loss resulting from the purchase and use of a product (Peter and Donnelley, 2004:52). Perceived risk is usually conceptualised as a two-dimensional construct (Schiffman and Kanuk, 1997:183, Mitchell, 1999:163):

- Uncertainty about the consequences of making a mistake
- Uncertainty about the outcome.

Consumers often believe that high quality goods have less risk (Rao and Monroe, 1988). A brand, which is extended into a new product category, offers a new alternative to consumers, but also impacts on consumers' perceptions of risk. Some authors indicate that a well-known brand is a risk reliever and enhances the likelihood of product trial.

Dowling and Staelin, in Davies and Ward (2002:240-3) define the first type of risk as the person's perception of the first buying of goods, while the second type of risk reflects the perceived risk of the specific alternatives being considered. When consumers evaluate products both types of risk are relevant. The study shows that the brand can serve as a credible risk reliever, signalling an acceptable quality level, and thus increasing its likely acceptance. It could also be argued that there is a distinction between goods and services when it comes to perceived risk. Services are associated with greater degrees of intangibility, simultaneously of production and consumption, provider-consumer contact and non-standardization (Zeithaml, 1993). In view of these characteristics, the amount and quality of comprehensible information for consumers is diminished, and this level of perceived risk is anticipated to be elevated (Peter and Donnelley, 2004:53). Reliance on a recognised brand is a popular way of reducing risk (Elliott, 1994:13). However, even though some authors indicate that the charity sector is a growing business in some parts of the world, consumers perceived charity goods as high risk in terms of quality. This study would anticipate that perceived risk increases when buying charity goods.

## 2.12.2 PERCEIVED QUALITY OF CHARITY SHOP GOODS

Perceived quality has been defined as consumers' perception of the overall quality or superiority of a product or service relative to relevant alternatives and with respect to its intended purpose (Keller, 2003:238). Moreover, according to Rosen (1984), the term quality implies a level of performance that is provided by the product on average, which is potentially important to the consumer. The major reason is to enable the satisfied customer to repeat purchase on the expectation of the same quality and satisfaction. This repeat purchase builds customer loyalty. Quality perceptions are critical elements in purchase decisions. Consumers judge quality in terms of product performance and consistency of performance over time (Richardson, Jain and Dick, 1996).

Tellis and Gaeth (1990:301-4) define quality as a product's outcome or performance, which is based on specifications and information. Consumers generally purchase products with incomplete information. Information may also be imperfect because of the proliferation of competing brands. Although price and quality are the most general attributes on which brands are chosen, information about quality becomes a problem, because quality is difficult to assess. Richardson, Jain and Dick (1996) indicate that quality is a critical element of purchase decision. In the case of consumer durables, product quality is judged in terms of product performance and consistency of performance.

Ten years ago, in the United Kingdom, a distinct gap existed in the level of quality between ordinary store goods and charity shop goods. This gap has narrowed since then. Quality levels of charity shop brands are much higher than before in the UK retail market (Horne and Broadbridge, 1995). Early research conducted by Bennett and Gabriel (2000), found that consumers generally believed that charity shop goods are comparable in quality to ordinary store brands. This study also indicated that consumers are said to evaluate product quality on the basis of price rather than physical product attributes. Sivakumar and Raj (1997) point out that the assessment of the quality of charity shop

goods versus ordinary store brands must focus on consumer perceptions rather than the objective assessment of quality. Apart from a few exceptions, ordinary store brands are considered to be equal or superior to charity shop goods.  On the other hand, Quelch and Harding (1996) argue that the majority of consumers perceive that ordinary store brands offer more comfort, security and value. Charity shop goods are perceived to be of lower quality.  "When we say private label, store brand, a consumer sees a high quality brand, not a cheap brand as compared to charity shop goods. That means all brands have to satisfy an equation balancing price and quality to form a perceived value" (Elliott, 1994:13). Retailers are beginning to adopt the same perception as the brand manufacturers.  In Canada, quality standards of charity shop goods are being lifted, so that they can compete with ordinary store brands (Schlegelmilch and Tyanan, 1987).

## 2.12.3 PRICE PERCEPTIONS

Jobber (2004:815) indicates that price is a key marketing tool for three reasons: first, as it is often difficult to evaluate a service before purchase, price may act as indicator of perceived quality. Second, price is an important tool in controlling demand. Third, a key segmentation variable with service is price sensitivity. On the other hand, Baker (1996:324) supports the view that of particular interest in terms of the psychology of pricing is the case where the price itself becomes of major importance in influencing the prospective buyer's perception of the quality of the offering. Consumers might use price as an indicator for charity shop goods.  According to Clodfelter (2003:422), marketers should know that price is the value placed on what is exchanged. In other words, price quantifies the value of products or services and is a major determinant of the amount of merchandise that will be sold by store. Moreover, price is usually the element of retail strategy that can be changed quickly in response to changes in economic and market conditions.

Consumers often rank goods according to price category (Keller, 2003:248). Furthermore, De Netto (1995) reckons that price is one of the primary considerations of

buyers in most product categories. When consumers make brand choices, their first decision is how much money they have to spend. How this purchase decision ranks in their personal hierarchy of needs compared with issues such as product features, product packaging, and customer service is not mentioned (Sampson, 1997 ). The price of charity shop goods was 60 % lower than that of ordinary store goods (Hankinson and Cowking, 1993). However, Bearden, Ingram and LaForge (2004:259) highlight that numerous consumer studies have indicated that price is a very important indicator of product quality. Therefore, the low price of charity shop goods should provide a perception of low quality. This would exist irrespective of the actual quality differences.

According to Rosen (1984), other consumer research also indicates that the difference between charity shop goods and ordinary store goods is the price. This converted to substantial savings for the consumer, inducing many consumers to shift from using established ordinary store goods to charity shop goods (Bennett and Gabriel, 2000). Rosen (1984) indicates that store pricing, store selection, and store atmosphere attract the consumer to that store, to buy products. However, for a consumer to purchase store goods, low-priced products unique to the store must develop customer loyalty. Customers return to that store for repeat purchases.

In the 1990s in the Australian retail market, manufacturers of consumer goods increased their prices way ahead of inflation to achieve bottom line profit in the short term. These trends resulted in a consumer shift to charity shop goods (Quelch and Harding, 1996). Studies conducted by Sivakumar and Raj (1997) indicated that the effect of price promotions has become important especially with the growing success of store brands. Price reductions for high quality store brands induced consumers to purchase these brands. Price reductions for low quality charity shop goods did not have the same effect. D' Souza and Allaway (1995) state that promotions are the main reasons for reduced brand loyalty, because the consumer has become more price sensitive. Marketers of both charity shop and ordinary store goods are now aware that customers' choices are based on the price of the product and the quality of the product. Studies conducted by Rinformation Resources Incorporation identified that sales of charity shop goods in the

British retail market increased by 20% in 1998-2001 compared with previous years (Weinstein and Steve, 2000:145).

According to Horne and Broadbridge (1995), charity shop goods have moved closer to ordinary store goods in quality. Some retailers have increased their margins to give their store brands a different image. These trends have cropped up across the UK in the last few years. Pricing strategy is responsible for bringing ordinary store brands and charity shop goods closer in consumers' minds. Low pricing strategy has become the ascending position for consumer products in the retail area. Markets behave as if price is the only consideration driving brand preference, by ignoring profit margins and equity. Lambert (2002: 842) argues that price is often used as an indicator in brand choice and also in good choice decision, particularly in the perception of quality. He also stresses that, although micro-economic theory suggests that the lower the price, the greater the satisfaction or utility obtained by the consumer, studies have shown that consumers judge the quality of some products by their price: a higher price being related to higher quality. The price-quality relationship however, varies between products and appears to have the most influence where the risk of the consumer making a wrong decision is great and where the consumer is least able to judge directly the quality of competing brands.

According to Patterson (1999:409-426), the price-quality relationship appears to be less important in the case of products where there are established brand names and where there is a high degree of product experience. Marketing managers have long recognised the importance of projecting a favourable image for their product, as they recognise that perception involves more than rational evaluation of sensory data. Increasingly, however, companies are beginning to realise that their corporate image can be just as important in securing sales, particularly where new products are involved. A great deal of time and money may have to be spent by a retailer in establishing a reputation for quality and reliability for its various products. Marketers should understand that the price-quality relationship is still of great concern in the charity sector in the South African retailing market as there has been no comprehensive study addressing this issue yet.

On the other hand, in the study conducted in Spain on consumers' socio-demographic characteristics, Rosa-Diaz (2004:451) argues that consumers who perceive prices more accurately are the ones who place a higher degree of importance on them. This premise has been largely confirmed by studies in which the importance of price in purchase decisions was operationalised indirectly, through other related variables: the attention consumers pay to price (Newman and Cullen, 2002). One of the working premises of the present study (consumers' perceptions of charity shops) is that, if one pays attention to price, makes an effort to compare prices and uses this information to make purchase decisions, it must be because price is 'important.'

Consumer knowledge of prices plays an important role in price retail management since it not only determines how price is perceived and valued but also influences consumers' purchase decisions (Newman and Cullen, 2002). A key assumption in economic theory is that consumers tend to know with a reasonable degree of certainty the price accuracy of the products they buy. Furthermore, they add that prices are evaluated, codified and integrated in memory. However, previous research in this area shows that this assumption is not always correct, particularly for the lower market goods such as charity shop goods (Diamond and Pintel, 2005).

## 2.12.4 LOCATION OF THE SHOP

The retailer is perceived as the last link in the distribution chain linking the manufacturer to the final consumer. According to Belch and Belch (2004:8-9) and Fernie, Fernie and Moore (2004:84), in this process the retailer provides the products or services needed by the consumer, in the right place, at the right time and in the right quantity. Due to the rapid growth of retail shopping centers over the past three decades, researchers and practitioners have conducted mall patronage research from varied perspectives but without considering patronage of charity shops. However, marketers should understand that location has always been an important factor in attracting patrons to a shopping area including charity retailers.

According to Zimmerman and Lehman (2004:59), similarly to charity malls otherwise known as "shop-to-give", are websites that allow visitors to make a purchase from a variety of business and donate a part of the sale to the nonprofit of their choice. Instead of doing directly to the website of on-line bookseller, for example, a charity –minded customer about to place a large book purchase right visit the charity malls first to see if the mall is linked to the book site. Charity shops could be promoted through the use of the website.

The most widely accepted location theory is central place theory (Craig, Ghosh and McLafferty, in shim and Eastlick, 1998:141), which views shopping areas as commerce centres to which consumer households must travel to obtain needed goods and services. In general, central business districts and regional shopping centres that offer higher-order goods and services or an agglomeration of both have demonstrated an ability to draw customers from greater distances than neighborhood centres that offer only lower-order goods and services. According to Craig, Ghosh and McLafferty, in Shim and Eastlick (1998:141), factors such as distance or travel time express the relationship between costs and benefits of shopping area choice (Huff, in Shim and Eastlick, 1998). However, no specific study has been conducted concerning the perceptions of charity shops in terms of location in the South African retailing market.

Over the years, some researchers have challenged the basic utilitarian premise of location models by arguing that the attraction of a retail facility involves dimensions other than distance and mass. Bucklin (1998) argues that the drawing of a retail site is also influenced by socio-economic and demographic consumer characteristics and by consumers' image perceptions of the charity shop or shopping area. Gentry and Buns, in Bucklin (1998: 142) conducted extended site location research by incorporating image as a component of attraction to shopping area. Therefore, there is a need to find out if associations of characteristics are important for influencing shopping intentions and behaviour more especially regarding the South African context and charity shops in particular. However, according to Bellenger, Robertson and Barnett (1977), other

researchers examined the cognitive processes of consumers as underlying determinants of retail patronage. For instance, studies showed that based on perceptions of shopping centre attributes, consumers who patronized shopping malls fell into two shopping orientation groups: recreational and economic/convenience (Bellenger,Robertson and Barnett,1977). Although much research has focused on shopping orientation and image perceptions to gain insight into mall shopper characteristics, there are few studies investigating the role of location as an influencing factor on consumer behaviour, particularly regarding charity shops in Australia, England, Scotland and South America. The situation in South Africa needs investigation.

## 2.13 PERCEIVED VALUE

Researchers have posited that value is an evaluation that balances what consumers receive in an exchange versus what they give up (Dodds, Monroe, Barker and Grewal, 1991). Thus, essential components of value perceptions include the price promotion (or the selling price associated with the price offer) and the perceptions of quality of the brand. Blattberg and Neslin (1990) state that in the presence of a discount the presentation of a reference price creates a perception of store products. Recent research has suggested that an additional value driver is the internal reference price (Grewal, Monroe and Krishnan, 1998). Grewal et al. (1998) argue that if the price paid is less than an individual's reference price, it enhances the buyer's value perceptions. The literature review supports that further studies should be done. Marketers are required to do more research on the perceived value of charity shop goods in the South African retailing market.

## 2.13.1 VALUE DIMENSIONS ARE INTER-RELATED

Sheth et al, in Sweeney and Soutar (2001:205) argued that value dimensions are independent as they "relate additively and contribute incrementally to choice." However,

prior research suggests that the hedonistic and utilitarian components of perception may be related. For example, the purchase of an attractive carpet is likely to increase the chances of a favourable emotional as well as a favourable functional response. Consequently, value dimensions may not be independent.

Perceived value has been widely discussed at a generic level (e.g. providing value), particularly in the practitioner literature and can easily be confused with satisfaction (e.g. meeting customers' needs). However, these constructs are distinct, while perceived value occurs at various stages of the purchase process, including the pre-purchase stage (Wooddruff, in Sweeney and Soutar, 2001:206). Satisfaction is universally agreed to be a post purchase and post use evaluation. As a consequence, value perceptions can be generated without the product or service being bought or used, while satisfaction depends on experience of having used the product or service. In addition, satisfaction has been conceptualized as a unidimensional construct evaluated along a continuum of unfavourable to favourable (Westbrook and Oliver, in Sweeney and Soutar, 2001: 206). In contrast, this might have value as a multidimensional construct in the charity-retailing sector.

## 2.13.2 ANTECEDENTS OF PERCEIVED VALUE

Value is very important to marketers (Salter, 1995, in Bucklin, 1998) especially in the 21$^{st}$ Century. It can be defined in several ways. Zeithaml (1988) defines value as "what you get for what you pay." This is similar to the utility per dollar measure of value used by Hauser and Urban, in Bucklin (1998). In this definition of value for money, there is an implicit trade off between money and 'benefit' components of the exchange. Value, in the context of charity shop goods, consists of several benefit components such as variety, service, quality and convenience (Doyle, 1984). Superior service quality has been described as the third ring of perceived value (Clemmer, 1990), the first two being the basic product/service and the extended support services. The presence of service can reduce the non monetary sacrifices made by shoppers (e.g. time) and also increase the

benefits of shopping (e.g. convenience through accessible location). Perceived service quality has been found to have a positive impact on perceived service value (Bolton and Drew, 1991). Therefore, it is reasonable to consider whether or not consumers take value for money into account while forming their perceptions of charity shops, particularly in the South African retail market.

## 2.14 EXTRINSIC CUES ON PRODUCT QUALITY PERCEPTIONS

Schiffman and Kanuk (2004:189) state that consumers often judge the quality of product or service on the basis of a variety of informational cues that they associate with the product. Marketers should note that in the absence of actual experience with a product, consumers often evaluate quality on the basis of cues that are external to the product itself, such as price, brand image, manufacturer's image, retail store image or even the country of origin. On the other hand, Garvin, in Du Pless and Rousseau (2003:187) suggests that the nature of product quality could be captured in eight dimensions, performance, features, reliability, conformance, durability, service ability, aesthetics and perceived quality image. Marketers need to look at these in terms of charity shop goods. According to Parsons (2002b), it is important for charity operators to understand the effects of extrinsic cues on shoppers' perceived merchandise quality. The degree of importance associated with extrinsic cues depends on the effect of perceived merchandise quality on shoppers.

Charities' observed activities generate public knowledge, feelings and beliefs about them that help create an overall organizational image McLean (1998), in Bennett and Gabriel, (2000). Thus, an individual's familiarity with charities (gained perhaps via personal experience of their work or through exposure to their marketing communications or general media coverage of their operations) will contribute to the formation of an image of charities which might be based on pre-assumed philanthropic and altruistic traits powerful enough to influence buyer behaviour (Bennett and Gabriel, 2000). According to the study conducted by Bennett and Gabriel (2000), a good's charity affiliation could represent an important focal point around which mental associations revolve. In

particular, an auspicious charity image could generate "halo effects" *vis-à-vis* the supply of charity branded items, i.e. customers who lack detailed knowledge about product attributes might assume that because charities are "worthy" organisations then the goods they sell must be sound, reliable, and excellent value for money. Hence, the cue of a charity affiliation may be used as a predictor of product quality and acceptability. On the other hand, familiarity with conventional charity products might cause consumers to form summary beliefs about any product supplied by a charity, irrespective of whether it is similar or different from charity products previously purchased. In addition, products supplied by a charity might be perceived as "popular", and it is known that brand popularity can act as an extrinsic cue for product quality, thus enhancing customer confidence in branded goods (Aaker 1991, in Bennett and Gabriel, 2000).

Service quality may also be used as an extrinsic cue in consumers' evaluations of the overall merchandise quality in charity shops. The three "service quality'' constructs of perception of store operations (SOP), perception of store appearance (SAP) and perception of personal service (PSP), all provide distinct cues about service quality (Parauraman, Zeithaml and Berry, 1985). According to Kent and Omar (2003:447), consumer perceptions of quality and value for money (price) are considered pivotal determinants of shopping behaviour and brand choice. Service quality and the definition of service quality has recently been a matter of some lively debate in service operations. Perceptions of charity shops' appearance, which are essentially perceptions of physical attributes of the service delivery of the charity service, might provide tangible cues about service quality of charity shops (Schlegelmilch, Love and Diamantopoulos, 1997). Similarly, perceptions about personal service formed during service encounters have been found to have an impact on evaluations of charity shop service quality and value (Bolton and Drew, 1991). Focus-group research (Sweeney et al., 1999:59), has shown that those aspects of service which contribute to product knowledge can have a positive effect on perceptions of merchandise quality. This effect can work in several different ways. For example, good service quality can improve a shopper's perceptions of the image of the store, which, in turn, can improve the shopper's perceptions of overall merchandise

quality. However, to the best of the researcher's knowledge, such an effect has not yet been demonstrated in the South African charity-retailing sector.

## 2.15 RELATIONSHIP MARKETING

According to Reynolds and Beatty, in Bucklin (1999: 509), marketers need to understand that managing customer relationship is extremely vital to the success of many types of retailers. Cartwright (2000:74) maintains that as businesses increasingly stress the importance of cooperation and collaboration with customers, relationship marketing is emerging as the 'core' marketing activity. A good service is necessary to retain the relationship (McDonald, Roger and Woodburn, 2001). However, relationship marketing is the practice of transforming repeat business from customers into long-term relationships based on an understanding of customer needs and the delivery of promises concerning the value elements of the solution required. With relationship marketing, marketers attempt to transcend the simple purchase exchange process with consumers to make more meaningful and richer contacts, personalized brand experience to create stronger consumer ties (Keller, 2003: 243). This means that charity shop marketers need to build or create stronger bonds with consumers and maximize brand resonance. More recently, retailers have started to develop the concept relationship (Kotler, 2003:204). Marketing here is concerned with more than just making a sale; it requires a more long-term commitment both on the part of the retailers and on the part of the customer involved. The responsibility for marketing differs depending on the retailers and business structure. It is management's responsibility to ensure that every aspect of the business is focused on delivering value to the customer within the competitive environment in which the firm operates.

According to Maggs (1989), personal selling involves direct contact between customers and charity shop operators. The interpersonal communication aspect of charity shop operators makes it unique amongst the four elements that make up the promotions mix. Sargeant and Jay (2004) identified the traditional incentives that are designed to assist the sales force to meet objectives, such as improving distributions of service by increasing

the number of charity shops. What is of importance is the fact that charity shop operators involve a buyer-seller relationship, regardless of whether other ordinary shops adopt the same strategy. Operators having better understanding of what factors buyers consider important enhance this relationship. Ganesan (1994:58-20) suggests that long-term orientation in a buyer-seller relationship is a function of two main factors: mutual dependence and the extent to which they trust one another. Dependence and trust are related to satisfaction in a buyer–seller relationship. The previous studies tested with some charity shop operators, showed results which indicated that trust plays a key role in the retail buyers' evaluation and will often nurture a long-term relationship. In order to keep pace with the needs of an ever-changing business environment, success in selling today requires a radical departure from conventional thinking. Changes in the early 1990's have resulted in selling requiring a new set of skills. Charity shop operators now need to acquire 'relationship management' skills (Zaiss and Gorden, 1997).

More than any other, the role of customer service is seen as a potential source of differentiation and competitive advantage in the marketplace (Morris and Davis, in Bucklin, 1999). This is due to the changing behaviour and new expectation of customers. Charity retailers do not succeed in selling mere products but they succeed in selling value. Customers consider the value of products/services by quality and price. According to Treacy and Wierseman (1993), customers have expanded their notion of value and take into account convenience of purchase, after–sale service, dependability and delivery for their purchasing decision-making. The study indicates that charity shop operators need to engage in a close relationship with their customers. This relationship enables charity shop operators to collect large amounts of data on customers' needs and preferences.

The augmented delivery of service is important in order to exceed a customer's expectations and produce customer delight, which involves satisfying customers at deeper emotional levels (Beatty et al., 1999:15-37). Superior customer service is an essential marketing tool for charity shops, especially in retailing markets where quality and price are perceived by customers to be the most important factor. It is necessary for charity shop operators for gaining a competitive advantage (Shemwell, Yavas and Bilgin,

1998:47)**.** Therefore, charity shop operators have to deliver superior value in operational excellence, customer intimacy or product leadership. Operational excellence means that the charity shop offers reliable products/services at competitive prices. Customer intimacy refers to tailored services/ products in highly targeted markets to fit in exactly with the demand. Product leadership means providing customers with leading-edge products/ service in the charity retailing markets.

## 2.16 VARIABLES THAT MIGHT DISCOURAGE CONSUMERS FROM VISITING CHARITY SHOPS

## 2.16.1 THE IMPACT OF WORD OF MOUTH ON CHARITY SHOPS

Jobber (2004: 814) believes that word of mouth is critical to the success of services because of their experiential nurture. This means visiting charity shop is more convincing than talking to people about charity shop goods and services. Arndt, in Bucklin (1999:16) states that: "Informal conversation is probably the oldest mechanism by which opinions on charity shop goods and brands are developed, expressed, and spread". Recommendations 'by word–of-mouth' have been found to be very important in consumers' decision-making regarding a variety of products and services (Freiden and Goldsmith, in Bucklin, 1999:16). On the other hand, according to Schiffman and Kanuk (2000:229), marketers should understand that consumers often rely on informal communications sources; the sender is perceived as having nothing to gain from the receiver's subsequent actions. For that reason, informal word-of-mouth communications tend to be highly persuasive. Therefore, this study will look at the impact of word-of-mouth on consumer perceptions of charity shop particularly in the Durban area.

It has been suggested that customers may engage in word-of-mouth communications about the various, separate dimensions of the retail experience (Price et al., in Bucklin, 1999:16). Thus, this study will distinguish between word-of-mouth information regarding charity shop operators and word-of-mouth information regarding charity retailing in

general. This study will also look at the impact of word-of-mouth (WOM) on South African charity shops.

The influence that a source's word-of-mouth information exhibits on the receiver has traditionally been explained by models of interpersonal influence (Bansal and Voyer, 2000:166-77). Research in social psychology (Lascu and Zinkhan, 1999:1-12) and marketing (Gilly et al., 1998:204), suggests that perceived characteristics of the information source and perceived product category-level variables are important determinants of normative and informational influence. In the present study, consistent with prior work by Price et al. (1989), the view adapted was of a moderating role of product-category–level variables (e.g. perceived risk) on the effect of communicator characteristics.

It seems obvious that information obtained from an expert should be especially influential. Gilly et al. (1998: 83-100)  and Zinkhan (1999) argue that someone who is an expert in a particular product category should dispose of more product purchase–related information in this field and therefore his/her opinion will be sought more often than the opinion of others. Furthermore, the greater knowledge base of experts should enable them to convince others more effectively of their opinion on products and brands. Empirical studies show that experts are more often opinion leaders in a product category than others (Jacoby and Hover, 1981:299-303). Others often copy their decisions, because they are perceived to be of higher quality (Gilly et al., 1998: 83-100). However, marketers should know that people communicate with their families, friends and their work mates about retailers' offerings. This means that they can say whatever they want about any retailers including charity retailers.

## 2.16.2 THE PRODUCT IMAGE OF CHARITY SHOP GOODS

The study conducted by Bennett and Gabriel (2000) points out that for decades consumers have purchased certain types of product from charities, typically via Christmas brochures and mail order catalogues promoting relatively low value gifts, trinkets and memorabilia. The purpose of this study is to assess the extent to which the charity image attributes that customers attach to familiar products which they have always bought from charities particularly in the South African charity retailing sector (Christmas cards, leather wallets, T-shirts or coffee mugs for example) are transferred by them to fresh and different types of product supplied by the same organizations.

Similarly, Donnellan (2002:118) indicates marketers need to understand that retail stores, like consumer products, are position. Image is a term used in retailing that is closely allied to positioning. Store's image is the way it is perceived by the public. References to a store's image include value-oriented, fashion-forward and prestigious. Therefore, it is very important for marketers to know how consumers perceived charity shop's image. Furthermore, Horne (1998:155-161) suggests that for future development marketers should include developing a strong brand image in order to attract and secure customer loyalty, and joint ventures with other retailers and charities. There is no doubt that the charity shop can provide a very successful means of raising funds.

According to Sullivan and Adcock (2002:119-132), three important components that could appear to be key to charity patronage decisions are the store image, quality of the merchandise/brands sold and store price. Consumers use certain cues as signals for these components; store name, brand name and price (Newman and Gullen, 2002:178; Foxall, Goldsmith and Brown, 2001:211). Charity shop operators who understand these components, and the role of external cues that represent them, can influence charity shop patronage decisions and improve their competitive situation (Findlay and Sparks, 2002: 82).

In Scotland, many charity shop operators who have not understood the importance of these components have had to file for bankruptcy and/or close their charity shops. Their efforts to upgrade the charity shop image from that of a vendor of inexpensive offerings to one of style and quality have been slow to take hold. Cuneco (2001:24) faults their inability to project their charity shop name and image as the main reason for the failure. However, in Scotland, industry publications have been calling for radical restructuring of charity shops' offerings and their formats to reconnect with the potential consumer (Horne and Broadbridge, 1995). This study will investigate problems of charity retailing in the South African retail market.

Clearly, store image is an important input in the customer decision-making process (Nevin and Houston, in Grewal et al. 1998: 331-333). Store image encompasses characteristics such as the physical environment of the shop, service levels and merchandise quality (Baker, Grewal and Parasuramman, in Grew et al. 1998-332). Retailer's name, as a cue to shop image, provides a tremendous amount of information to consumers. As an example, the name "Nordstrom" evokes an image of a luxurious shop environment, high levels of customer service and high quality merchandise. All these factors need to be tested in order to see whether they are very relevant to charity shops as well.

Today consumers can find a lot of information about products, prices and shops through the Internet. As a result of the increased awareness, they are likely to become more price sensitive. Thus, the role of charity shop reputation, brand name and price is likely to become more pronounced in the next decade. Embracing these retailing opportunities via the proliferation of Internet technology, Oxfam charity entered on-line retailing and the associated positive image will help them to gain a significant share of the charity retailing market (Grewal et al. 1998:333). The effect of this activity is not clear in the South African retailing market.

Store brands sales will continue to gain market share, as retailers fine tune their approaches to meeting consumer needs (Walker, 1991). Similarly, the study conducted by

broadbridge and Parsons (2002) indicates that charity retailing sector also stated to professionalism in the UK.   This implies that charity goods selection is very important, as it will affect shop image. The quality of products offered by charity shops influences customer patronage behaviour (Bennett and Gabriel, 2000). Brand name has been shown to be a critical cue for customer perceptions of product quality in a number of studies (Grewal et al. 1998). Therefore marketers should understand that the role of merchandise and brand names that charity shop operators carry is important for a better understanding of charity shop patronage decisions.

Price and special promotions have been used to attract consumers to a retail store and to generate an increased level of store traffic Grewal, Monroe and Krishnan, in Grew et al. 1998). It is necessary for marketers to note if price and special promotions are more important factors for charity shop goods in the Durban area.  However, Doug Raymond, president and CEO of Retail Advertising and Marketing in the USA argues that retailers cannot depend on these price promotions to attract customers as this and the desire to maintain margins have always been at odds with each other. The conflict has become more acute as price promotions have failed to build sales (Progressive Grocer (1992), in Grewal et al. (1998). Additionally, while low price may generate traffic in a charity shop, such low price may have negative effects on the goods quality and internal reference prices of the consumer. Low price may even hurt a shop's overall image. These issues warrant further investigation particularly for charity shops in South Africa.

Sirgy (1982) states that products and services can be conceptualised as having personality images, just as people do. These personality images, or product images, can be described in terms of "a set of attributes such as friendly, modern, youthful and traditional." These personality attributes associated with the product are distinguished from functional attributes of the product (e.g. quality or price) and are not just determined by the physical characteristics of the product but also by a host of factors (e.g. advertising and stereotyping) and other marketing and psychological associations (Arnould, Price and Zinkhan, 2004:165). From a marketing perspective, culture exerts considerable influence on two determinants of market behaviour, e.g. consumer behaviour (Kanji**,** 2003:767). In

consumer behaviour literature, culture has long been "recognised as a powerful force shaping consumers' motivation, lifestyle and product choice." (Du Plessis, 2003:162). The influence of culture is not clear in aspects of charity retailing particularly in the South African retailing market.

In addition, as societies become more multi-cultural, ethnicity becomes an increasingly important consumer characteristic. Ethnicity can affect a range of consumer behaviour such as "style of dress, tastes in music and leisure time pursuits, or in food and drink consumption," (Bocock, 2002:819). Despite the importance of acknowledging the concepts of ethnicity and identity, they have received scant attention in the European marketing literature. A study conducted in Canada by Joy et al. (2001:75) examined the link between ethnicity and the used product (ordinary store products and charity shop products) and suggested that ethnicity should be considered as a construct having strong potential impact on consumption.

Lewis (1995) in a study of an international comparison of consumers' expectations and perceptions of product quality in the UK and the USA indicated very high expectations of product quality. However, quality of charity shop goods needs to be looked at in the South African retailing sector. Laroche et al. (1996) examined factors influencing product choice in Canada. Findings indicated the importance of location convenience, speed of services, competence and friendliness of retailers. However the study did not examine the impact of these factors in the charity shop retailing market.

## 2.16.3 CONSUMER KNOWLEDGE AND AWARENESS OF CHARITY SHOPS

Aaker (1998:174) states that brand awareness is often taken for granted, but it can be a key strategic asset. On the other hand, Monroe, Grewal and Compeau, in Gewal et al. (1998:338) noted that " research on the issue of reference prices must consider the external factors that individuals have different degrees of familiarity with the charity shop goods category and with the different prices charged for various charity shop goods''. Du Plessis (2003) argues that the price-quality relationship is influenced by consumer price

awareness and the ability to detect quality variation in a product class. Consumers who are more knowledgeable about product and price information may make different decisions than consumers who are less knowledgeable. Specifically, those who are knowledgeable should be less willing to pay prices that do not reflect the quality of the product compared to those who lack knowledge (Rao and Sieben (1992), in Grewal et al. 1998). On the other hand, Grewal and Compeau, in Gewal et al. (1998:338) did model category–level variations many of these factors. They also examined the effect consumers' willingness to pay a reasonable price for charity goods" had on these category-level variables. The study did not evaluate if these could be the reasons why people are not supporting charity shops as they do ordinary stores.

Rao and Monroe (1988) found that product knowledge moderates the effects of price. Also consumers' perceptions of quality–price had a greater effect for the low knowledge group as compared to the high knowledge group. Similarly, Biswas and Blair (1991) found that an unfamiliar brand affected internal reference prices. On the other hand, a study by Rao and Sieben (1992), in Grewal et al. (1998) discovered that the upper and lower limits of the acceptable price range increased, and then levelled off as knowledge increased. They also found that the extent to which the intrinsic product features versus extrinsic (e.g. price, brand name) information was used to evaluate quality, varied according to the subject's knowledge levels.

Laroche et al., (1996) discovered that familiarity with brand creates greater confidence, which, in turn, affects intention to buy the same brand. All these studies, taken together, suggest that consumer product knowledge may moderate the effects of price and other cues (such as charity shop brand name and shop name) on consumers' internal reference price, product evaluations and purchase intentions. Thus, knowledge of charity shop products still needs to be tested within the South African context because past research in a different social context may not necessarily be relevant.

The concept of brand knowledge could be distinguished in terms of two dimensions, brand awareness and brand recall (Keller, 2003:67). Aaker (2004:540) reckons that brand awareness refers to the strength of a brand's presence in the consumer's mind.  Rossiter

and Percy (1987:32) as cited by Keller (2003:67) assert that brand awareness refers to the strength of the brand in the memory of consumers as reflected by the ability to identify the brand under different circumstances or conditions. Keller (2003:67) points out that brand awareness relates to the likelihood that a brand name will come to mind with ease when customers try to recall it. On the other hand, Keller (2003:67) states that brand recall could be defined as the ability to retrieve information about the brand as a cue.

## 2.16.4 CONSUMER EXPECTATIONS OF CHARITY SHOPS

The route to customer satisfaction is to raise the experience of shopping above the expectation of the experience of shopping, to maintain a state of customer delight (Percy, 1997, in Fernie, Fernie and Moore, 2004: 228). Then the retailer has to take care to substantially raise service quality levels periodically, or to continuously improve service quality levels. This means that charity shop operators need to improve service quality levels.

According to Adcock (2000:131), consumers will pursue only those products which they expect to fulfill their needs. Thus the expectation, not the need, is what influences the consumer in making a purchase. He focuses on the function of expectations within the satisfaction response and standard of comparison as the key concept in the function of expectations. However, Kotler and Keller (2006) point out that people usually see what they expect to see and what they expect to see is usually based on familiarity and previous experience. In a marketing context, people tend to perceive charity shop goods and those charity goods' attributes according to their own expectations (Horne, 1998:155-161).

The Lekha Klouda Report (2002) cites the example of the Association for the Aged and Disabled People. The report adds that charity shops can be seen to 'care' for their key customer groups and that there is a general expectation that sales may be enhanced as a result. Horne (1998:155-161) cites the example of the Highway Hospice charity shops,

which have recently assisted the main hospitals to introduce a new programme for the aged. Therefore, this thesis will help charity shop owners by highlighting some consumer expectations of charity shops in the particular context of the South African retailing market.

## 2.16.5 C0NSUMER PREFERENCE

Kivetz and Simonson (2000:427) state that consumer preferences are often unstable and ill defined and that consumers construct their evaluations and preferences when faced with the need to make a decision. They believe that accessing the value of an individual option or a marketing offer is particularly challenging when consumers do not have readily available reference points, such as similar, previously encountered options or offers.

Kivetz and Simonson (2000:427-448) argue that consumers often assess alternatives and marketing promotions on the basis of their idiosyncratic fit with the offer; that is, they tend to attach great significance to whether the offer provides a better 'fit' for them than another offer does. Consumers may conclude that this alternative is particularly attractive for them.  In other words, the idiosyncratic fit indicates that the consumers have a relative advantage with respect to that option, which is often, though not always, an indicator of an attractive opportunity (Schindler, in Bucklin, 1998). Marketers also need to be clear about the important of choice of the charity shop goods.

According to Kivetz and Simonson (2000:427-448), because most consumers do not have expertise in assessing the efforts and rewards associated with participating in product choice, they are likely to rely on cues, such as various quality and value cues.

## 2.17 THE ROLE OF THE VIRTUAL COMMUNITY FOR CHARITY SHOPS

The charity retail format has experienced significant growth over the last 30 years to a situation where charity shops have now become a taken for granted feature of local high streets across the UK. Traditionally charity shops have played an important service role in their local communities by providing low cost goods and employing voluntary staff. However, alongside the growth of the sector, charities have become increasingly professional in their approach to managing their shops. Changes include the introduction of paid managers and shop assistants and an overall ''trading up'' of the charity retail environment (Broadbridge and Parsons, 2003). According to Ellen, Mohr and Webb (2000:283), Public opinion polls indicate that consumers, in their buying and patronage decisions do consider the actions a company undertake for its community. The attribution and gift-giving literature suggest four donation situation, congruency of the "gift'' with the retailer's core business. Therefore, this study will look on the role of charity shops in their local communities and speculate on the likely future for charity retail in South Africa in the Durban area.

As noted by Rheingold (1993), the virtual community represents one of the most interesting developments of the information age. A number of diverse businesses, including flower vendors, auction houses, household appliance sellers, booksellers, charity retailers, have formed virtual communities of customers because they recognize that these communities have the potential to increase customer loyalty (Rheingold, 1993). In operational terms, this will measure community–related initiatives in terms of the extent to which customers are provided with the opportunity and ability to share opinions among themselves through comment links, buying circles, and chat rooms sponsored by the charity.

There are several reasons why a community could potentially affect customer loyalty. Hagel and Armstrong (1997) point out that communities are highly effective in facilitating word-of-mouth. Koening, Schouten and McAlexander (2002: 38-54) discerned that the customer's ability to exchange information and compare product

experiences could add to customer loyalty. Many consumers regularly turn to other consumers for advice and information regarding products and services that they wish to purchase (Koening, Schouten. and McAlexander, 2002). By facilitating this informational exchange among customers through the community, charity shop retailers (operators) can further increase charity shop loyalty among customers. In particular, some customers may remain loyal because they value the input of other community members, and others may be loyal because they enjoy the process of providing such input to the community.

Communities also enable individual customers to identify with a larger group. According to Bhattacharya, Rao and Glynn (1995), identification is "the perception of belonging to a group." Customers who identify with a retailer or a brand within the context of a community can develop strong, lasting bonds with those entities (Mael and Ashforth, in Bhattacharya, Rao and Glynn, 1995). For instance, Harley Davidson customers, who call themselves, "hogs," frequently develop bonds with their community members that act as strong deterrents to buying any other motorcycle brand.

Even random social interactions facilitated within virtual communities can be valuable to consumers (Koening, Schouten and McAlexander, 2002:38-54). Communities also affect charity shop loyalty through their effect on social relationships that customers build among themselves, usually based on a shared interest (Oliver, in Bhattacharya, Rao and Glynn, 1995). For example, a retailer of recycled paper products can host a community that is focused on protecting the environment. Members of this community can be loyal because they value the social interaction and because the retailer's way of doing business is aligned with their own values. This study will provide a detailed analysis of how the social core of the virtual community can be leveraged to achieve economic objectives through charity trading.

## 2.17.1 SOCIAL INFLUENCE

Etzel et al. (2001:101) indicate that the way people think, believe, and act are determined to a great extent by social forces, and individual buying decisions, including the needs

people experience, and the ways in which people evaluate them are affected by the social forces that surround them. Hawkins, Best and Coney (1998) state that marketers should notice that social influence is a significant free acting on peoples' behaviour, since individuals tend to comply with group expectations, particularly when the behaviour is visible.

According to Burnett (2002:85), social influence has long been recognized as an important force shaping an individual's consumer behaviour regarding charity shop goods. Reference groups may exert influence in a number of ways: by proving information in ambiguous situations (i.e., informational influence), by setting normative standards of conduct, and/or by enhancing an individual's self-image (i.e. normative influence). These influences may occur before purchase (e.g. through WOM communication and patterns of information–seeking), during purchase (e.g. when others are present in purchase settings), and after purchase (e.g. when others are present in consumption contexts). Therefore, it is very important for marketers to understand social behaviour particularly with regard to low-end market goods such as charity shop goods.

Two primary types of social influence have been identified in the literature: informational and normative social influence (Bearden et al., 1993:31). Informational social influence is "an influence to accept information obtained from another as evidence about reality" (Deutsch and Gerard, 1955:629). Informational influence occurs through a process of internalization. The second type of influence is normative in nature. Normative social influence is "influence to comply with the positive expectations of another" (Deutsch and Gerard, 1955: 629).

In marketing, researchers have distinguished between two forms of normative influence: utilitarian and value-expressive influence (Bearden et al., 1993:31). Utilitarian influence is operative when individuals conform to the expectations of others in order to receive rewards or avoid punishments. This type of influence occurs through a process of compliance, which is particularly likely if behaviour can be observed by others and others have the ability to mediate rewards and punishments (Bearden et al., 1993:32). The

second form of normative influence is value-expressive influence, which arises when another has relevance for the consumer's self-concept (Bearden et al., 1999:147). Value–expressive influence occurs through a process of identification whereby individuals attempt to associate themselves with positively evaluated groups and distance themselves from negatively evaluated groups. Such actions serve to maintain or enhance the individual's self-concept (Bearden et al., 1993:32).

Gilbert (2003:83) refers to consumers' tendencies to interpersonal influence as "the need to identify or enhance one's image with significant others through the acquisition and use of products and brand (value-expressive influence). The willingness to conform to the expectations of others regarding purchase decisions (utilitarian influence), and/or the tendency to learn about products and brands by observing others and/or seeking information from others (informational influence)." Therefore, the three manifestations of social influence (value-expressive, utilitarian, and informational) are embodied in the concept of consumer susceptibility to interpersonal influence.

In attempting to measure consumer susceptibility to interpersonal influence, however, Bearden et al. (1999:147) found that value-expressive and utilitarian influence were not measurably distinct. Consequently, they collapsed items measuring susceptibility to utilitarian and value-expressive influence into a single measure of susceptibility to "normative influence''. There may be some conceptual justification for combining value-expressive and utilitarian influence in this manner. Perhaps an individual must identify with another in order for the other to mediate rewards and punishment in accordance with the individual's values (Bearden et al., 1999:149). They conceptualize normative influence as composed of both value–expressive and utilitarian components. In conclusion, teens may be susceptible to influence from friends because friends, as peers, provide needed information and/or because friends can reward desirable behaviour and help teens to construct positive self–identities.

**2.18 CONCLUSION**

The information gathered and interpreted in this literature review will be used to recommend ways in which charity shop operators can improve the image of their charity shops and of their promotional methods to attract consumers.

According to the literature, the following aspects have been identified as being important regarding consumer perceptions of charity shops:

- Consumer knowledge and understanding of charity shops.
- Consumer perceptions of charity shops.
- Demographic factors of charity shop consumers.
- Socio-economic factors of charity shop consumers.
- Other factors influencing perceptions:
  -Perceived risk of charity shop goods.
  - Perceived quality of charity shop goods.
  -Price perceptions of charity shop goods.
  -Location of charity shops.
  -Perceived value of charity shop goods.
  -Value dimensions of charity shop goods.
  -Antecedents of perceived value of charity shops goods.
  -Extrinsic cues on quality perceptions of charity shops goods.
- Relationship marketing.
- Variables that might discourage consumers from visiting charity shops:
  -The impact of word-of-mouth on charity shops.
  -Image of charity shop goods.
  -Consumer knowledge and awareness of charity shops.
  -Consumer expectations of charity shops.
  -Consumer preference.
  -Role of the virtual community for charity shops.
  -Social influence on charity shop goods.

Based on the literature, this study concludes that these factors are the most important regarding consumer perceptions of charity shops. The following chapter describes the research design, methodology and data collection methods that will be used for this study.

**CHAPTER 3**

**RESEARCH METHODOLOGY**

**3.1 INTRODUCTION**

The purpose of this chapter is to explain how the data were collected and analyzed. The first section deals with the research design and questionnaire design. The second section deals with different types of analyses that were conducted on the data. The third section covers the issue of validity and reliability of the data as well as the potential for error in the methods chosen. The control of these errors is of critical concern in research and every effort has been made by the researcher to reduce them.

**3.2 RESEARCH DESIGN**

According to Welman and Kruger (2002:107), research design is defined as 'a set of guidelines and instructions to be followed in addressing the research problem'. The main function of research design is to enable the researcher to anticipate what the appropriate research decisions should be so as to maximize the validity of the eventual results.  A closed ended questionnaire (questionnaire that provides a number of alternatives answers from which the respondent is instructed to choose) was used to collect primary data. The interview guides were structured in such a way that "Yes/No" answers could be recorded (see Appendix B) while some questions were structured along the likert scale rating, for example,

  ▪ Do you believe that people perceive charity goods as high-risk goods in terms of quality?

| Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|:---:|:---:|:---:|:---:|:---:|
| 1 | 2 | 3 | 4 | 5 |

Space was also provided to record comments and opinions as questions were asked. The questionnaire consisted of questions developed from a review of relevant literature on the area of research. The list of questions was so designed to gain the most pertinent facts regarding aspects of charity shops in the South African retailing sector. The questionnaire contained all the questions for which data were required for the topic of research. Consumers were interviewed to gain data on the following aspects:

- Consumer knowledge of charity shops
- Frequency visits to charity shops
- Media used to get information regarding charity shops
- Motivation of consumers
- Quality of products offered by charity shops
- Perceived risk of charity shop goods
- Familiarity of charity shops
- Support of charity shops
- Marital status
- Employment
- Work categories
- Income
- Age group
- Gender
- Race group
- Education

Question 1: was used to determine knowledge of South Africa consumers about charity shops in the KZN.

Question 2: was used to determine how often they visit charity shops.

Question 3: was used to determine the media from which they get information.

Question 4: was used to determine what motivates consumers to visit charity shops.

Question 5: was used to determine quality of products offered by charity shops.

Question 6: was used to determine whether consumers perceived charity shop products as high-risk products.

Questions 7: was used to determine if consumers are familiar with charity shops in other areas rather than selected areas.

Question 8: was used to determine what people do to support charity shops.

Question 9: was used to determine marital status of people who support charity shops.

Question 10: was used to determine employment of people who support charity shops.

Question 11: was used to determine work category of people who support charity shops.

Question 12: was used to determine monthly income of those who support charity shops.

Question 13: was used to determine age group of people who support charity shops.

Question 14: was used to determine gender

Question 15: was used to determine race group

 Question 16: was used to determine level of education of people who support charity shops.


 Therefore, in this study, primary data were collected through the use of questions and personally administered questionnaires. A personally administered questionnaire was used for the following reason.

- The interviewer was able to explain any questions that the interviewee did not understand.
- It enables the interviewer to do a visual check as to whether the interviewee fitted the sample population.


A questionnaire was designed and pre-tested in order to obtain the desired information. Data were collected through the use of the mall intercept. The interviews were conducted

in the following shopping malls: Umlazi Mall, Musgrave Centre, Chatsworth Mall and Overport City. The reason for choosing these malls was that wide cross sections of people visited these places especially over the weekend and therefore, the interviewers will be able to find a wide selection of people to interview. Cross-sectional design was used. The single cross-sectional method was used, where one sample of respondents was drawn from the target population and information was obtained from this sample once (Babbie et al, 2002: 92)

## 3.3 TARGET POPULATION

Although charity shops have been regarded as shops for everybody (Collins, 2002:35), there is still some doubt in the literature as to whether this is true more especially in the South African retailing market. However, in this study, the target population was confined to people of all races aged between 18 and 65 years residing in the Durban area.

### 3.3.1 Sample size

Struwing and Stead (2001:125) state that it is not possible to identify whether an ideal sample size is good or bad, but the researcher must rather consider the purpose and goals of the study. According to AMPS (2000:71) and Lamb et al. (2000:40), a random sample of four hundred respondents will be large enough for this study. A hundred respondents were chosen from each of the four Durban Malls (Umlazi Mall, Musgrave Centre, Chatsworth Mall and Overport City) resulting in four hundred respondents being interviewed. The reason for selecting four hundred respondents as the size of the sample is that the research is based on categorical variables that measure perception on nominal and ordinal scales.

### 3.3.2 Sampling Method

Whatever the research questions and objectives are, the researcher will need to collect enough data to answer them (Saunders, Lewis and Thornhill, 2003:280-326). If one collects and analyses data from every possible case or group member, this is called a census. However, for many research questions and objectives it will be impossible to either collect or to analyse all the data available to the researcher because of limited time and costs of the research. Sampling techniques provide a range of methods that will enable the researcher to reduce the amount of data one needs to collect by considering only data from a sub-group rather than all possible cases. Sampling provides a valid alternative to a census when:

- It would be impractical for one to survey the entire population;
- One's budget constraints prevent surveying the entire population;
- One's time constraints prevent surveying the entire population;
- One has collected all the data but needs the results quickly (Saunders, Lewis and Thornhill, 2003:489).

There are two types of sampling design: probability and non-probability sampling (Neuman, 1997, Saunders, Lewis and Thornhill, 2003:150-170). In probability sampling, selection is based on a true random procedure, while in non-probability sampling the selection is not based on a random procedure. However, for the purpose of this study a non-probability sampling method was used in the form of convenience sampling. This technique does not use chance selection procedures but rather relies on personal convenience for the researcher. The reason for using this method is that there is not an adequate sampling frame available for the population and, therefore, probability sampling cannot be utilized.

## 3.4 DATA ANALYSIS

Once the data were collected, the information obtained was then captured using SPSS (Statistical Programme for Social Sciences) version 13.0. The data capture was double checked in order to ensure that there were no capturing errors. Once this had been done, a number of analyses were undertaken including descriptive analysis in the form of frequencies and bi-variate analysis which involved running chi-square tests.

## 3.5 FREQUENCIES

Frequencies were used to determine how often a respondent made a certain response to a particular question, and were also used to cross check the coding of data (see Appendix C2). If the responses did not equal the sample total then it meant that the data were not correctly captured (Babbie et al., 2002:298). The information gathered from the frequencies thus allowed for a comparison between South African consumer perceptions and consumer perceptions from other parts of the world regarding charity shops. For example, respondents were asked to indicate how often they visit charity shops. As shown on the frequencies table below, 184 respondents indicated that they did not visit charity shops at all, six indicated that they do visit charity shops daily, two respondents indicated that they do visit charity shop weekly, 48 respondents indicated that they do visit charity shops monthly, while 46 respondents they do visit charity shop quarterly and 111 respondents indicated that thy do visit charity shops yearly. For more information regarding full frequencies analysis, see appendix C2.

**Table 12**                                **Visit**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not at all | 184 | 46.0 | 46.3 | 46.3 |
| | Daily | 6 | 1.5 | 1.5 | 47.9 |
| | Weekly | 2 | .5 | .5 | 48.4 |
| | Monthly | 48 | 12.0 | 12.1 | 60.5 |
| | Quarterly | 46 | 11.5 | 11.6 | 72.0 |
| | Yearly | 111 | 27.8 | 28.0 | 100.0 |
| | Total | 397 | 99.3 | 100.0 | |
| Missing | System | 3 | .8 | | |
| Total | | 400 | 100.0 | | |

## 3.6 Chi-SQUARE TESTS

According to Struwing and Stead (2000:481), the chi-square test is frequently used to test significance in social sciences. It is based on the null hypothesis: the assumption that there is no relationship between the two variables in the total population given the observed distribution of values on the separate variables. The test of significance assesses the strength of the evidence against the null hypothesis in terms of probability. The null hypothesis states that there is no significant association between the dependent variable and the factor whose strength is being tested. The hypothesis is rejected at the alpha level of significance, which is 0.05 that is 5%, otherwise the null hypothesis is accepted (Diamantopoulos and Schlegemilch, 1997:140). When alpha is 0.05, it means that there are 5 chances in 100 that the hypothesis would be rejected. In this study objectives were used to determine the relationships of variables. The chi-square tests were conducted on questions 9, 12, 13, 15 and 16 more specifically because there are testing relationships for this study. Therefore, in this study, chi-square test was used to compute the conjoint distribution that would be expected if there were no relationship between variables (See Appendix C4 for more analysis on Chi-square tests).

## 3.7 CORRELATION

Babbie et al. (2002:331) point out that the purpose of a correlation coefficient is to show how much two variables "go together" or co-vary. Ideally, the variables have a rational level of measurement. In this study, correlation analysis was used to measure the relationship between variables such perceived quality of charity shop goods, perceived risk of charity shop goods and other related variables to determine the significant level of variables (See Appendix C3).

## 3.8 VALIDITY AND RELIABILITY

Validity refers to the extent to which the measurement process is free of both systematic and random error. It refers to how well the data measure what they are supposed to measure (Goddard and Melville, 2001:41). Reliability of the measurement refers to the extent to which the measurement process is free from random errors. Reliability refers to the extent to which obtained scores may be generalized to different measuring situations. The relationship between validity and reliability is as follows: A test can be reliable but not valid, but a test cannot be valid without first being reliable (Leedy and Ormrod, 2001:31). Reliability decreases as error increases. In order to increase the reliability of the findings, the sample was fairly large with four hundred respondents participating and a pre-test was done. According to Saunders, Lewis and Thornhill (2003:308-309), the purpose of the pilot test is to refine the questionnaire so that respondents will have no problems in answering the questions and there will be no problems in recording the data. In addition, it will enable the reader to obtain some assessment of the questions' validity and the likely reliability of the data that will be collected. Preliminary analysis using the pilot test data can be undertaken to ensure that the data collected will enable the investigative questions to be answered. This means that the questionnaire was checked to make sure that it was easily understood by the respondents. The pre-test thus enabled the researcher to correct errors prior to the survey being conducted. The questionnaire was considered in terms of its length as this could result in people being reluctant to take part

in the study. In order to standardize the conditions under which the questionnaires were completed, the interviewers were well trained and briefed on the topic. The interviews were also conducted at the same time at the selected areas (Umlazi Mall, Musgrave Centre, Chatsworth Mall and Overport City) in order to try to standardize the effect of external events.

In order to increase the respondent's ability to answer the questionnaire, a number of instructions were provided throughout the questionnaire and the interviewer was at hand to explain any parts of the questionnaire that the respondent did not understand. The instructions were exactly the same on all the questionnaires. To prevent inconsistency in coding, all questionnaires were pre-coded.

 In order to establish the validity, the following questions regarding the study were asked:

- Does the research actually measure consumer perceptions regarding charity shops?
- Do the findings of the research agree with the research objectives?

Answers to these questions will be provided in Chapter 4.

## 3.9 CONCLUSION

The purpose of this chapter was to explain how the data were collected and analysed. The research design was clearly defined, the target population was also defined, the sample size which has been used for this study including the intercept malls within Durban area was explained, the sampling method to be used was explained and the reasons for choosing the particular method.  The research tool (SPSS) that has been used and how it has been used was clearly explained. Frequencies were used to determine how often a respondent made a certain response to a particular question, and were also used to cross check the coding of data. Chi-Square test was used to test the relationship between two variables (indepent variable and dependent variable). Chi-Square test was used to

measure the relationship between variables such as age, education level and household income and to determine the significant level of variables. Validity and reliability including the pre-test which was done for this study were properly defined in this chapter. The main focus of this chapter was on research methodology. In the next chapter the analysis of results of the actual findings made during the field study will be provided.

**CHAPTER 4**


**PRESENTATION OF THE RESULTS**


**4.1 INTRODUCTION**

As stated in Chapter 1, the study reported here examined in detail consumer perceptions of charity shops in the Durban area. This chapter is organized in terms of specific research objectives and research problems posed in Chapter 1. Roberts (2004:168) supports the view that organizing data by research question is a good way to clearly discuss the findings and to maintain consistency among chapters. The research questions become the heading – not necessarily the question itself, but rather a heading that describes the question. Then under each heading all the findings related to that question and the various statistical analyses, are presented. Therefore, research questions were used for this study to analyze the results.

The questionnaire includes some demographic descriptors of the participants in terms of monthly income, age, gender, residential areas and marital status. Results are presented in table formats and pie charts.


**4.2 PRESENTATION OF THE RESULTS**

The questionnaire has demographic sections such as gender, age, level of education and degree of consumer support of charity shops which will be presented in bar charts and pie charts. The relationship of variables regarding those demographics of the respondents will be demonstrated by using cross tabulation and chi-square tables.

## 4.2.1 LEVEL OF EDUCATION

Sargeant and Jay (2004:97) state that the level of education attained by the head of the household impacts both on the likelihood that donations will be offered and on the level at which the gift will be made. He further adds that those individuals who have achieved a college/university degree are the most likely both to participate in giving and to give highest sums. The results of this study are shown in Table 1 and Figure 2 below to see if a similar situation does occur in the South African charity-retailing sector.

**Table 1: Level of education of respondents**

|  | <Matric | Matric | Diploma | Degree | Post-grad | Total |
|---|---|---|---|---|---|---|
| Donate | 9 | 76 | 76 | 27 | 20 | 208 |
| Purchase | 3 | 29 | 21 | 11 | 9 | 73 |
| Volunteer | 2 | 40 | 24 | 19 | 6 | 91 |
| Door-to-door | 3 | 5 | 2 | 5 | 2 | 17 |
| Skills | 0 | 0 | 7 | 0 | 0 | 7 |
| Total | 17 | 150 | 130 | 62 | 37 | 396 |

**Figure 2: Level of education of respondents**
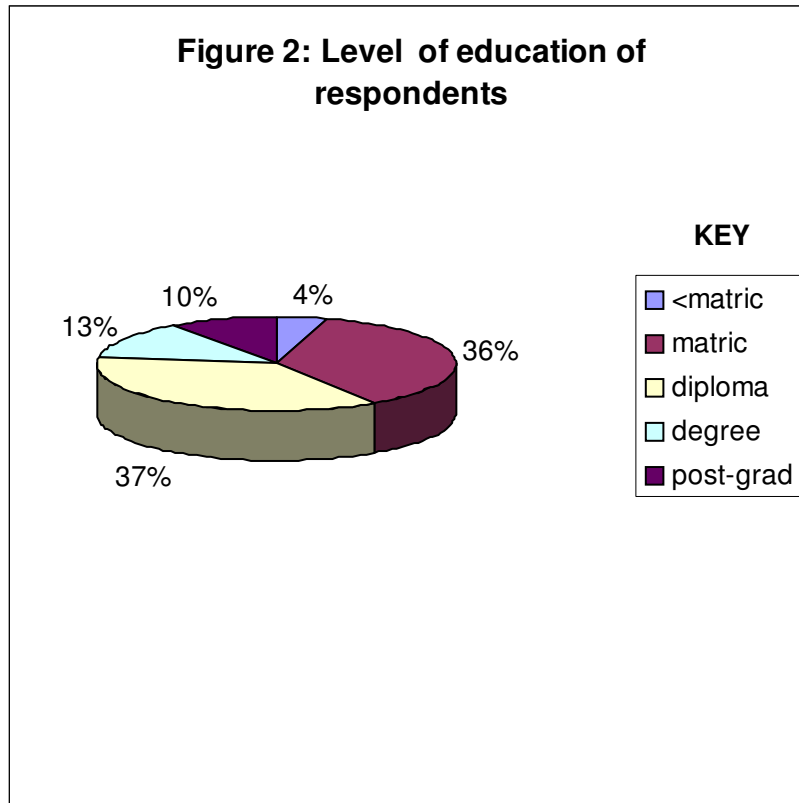


Table 1 and Figure 2 above, indicate that 400 respondents were interviewed where 396 respondents answered the question regarding the level of education. Four percent of respondents had less than matriculation, 36% were matriculated, 37% had diplomas, 13% had degrees and 10% were post-graduates.

## 4.2.2 RACE

According to Sargeant and Jay (2004:75), it may be possible to segment a market on the basis of variables such as race. In most cases, demographic variables such as race will be used in building a profile of existing and prospective donors. Therefore, in this study, it is necessary to analyse racial support of charity shops in the South African charity retailing market as shown below in Table 2 and Figure 3.

**Table 2: Race group of respondents**

|  | Black | White | Coloured | Indian | Total |
|---|---|---|---|---|---|
| Donate | 101 | 35 | 27 | 45 | 208 |
| Purchase | 29 | 21 | 9 | 14 | 73 |
| Volunteer | 33 | 18 | 19 | 20 | 90 |
| Door-to-door | 4 | 6 | 1 | 6 | 17 |
| Skills | 5 | 0 | 0 | 2 | 7 |
| Total | 172 | 80 | 56 | 87 | 395 |

## Figure 3: Race group of respondents
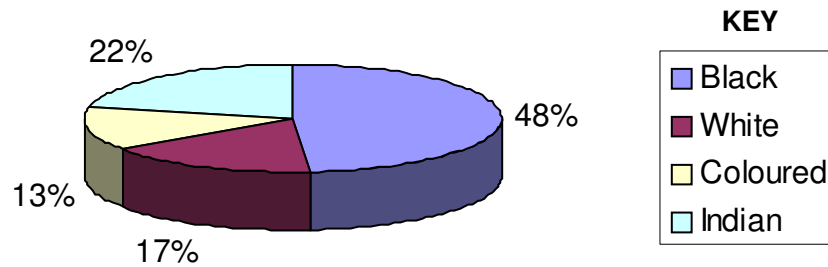


All respondents were asked to indicate their race group. The results indicated that 48% of the respondents were Black, 17% were White, 13% were Coloured and 22% were Indian.

## 4.2.3 GENDER

A study conducted in March, involved over 1,000 face-to-face interviews across England, Wales, Scotland and Northern Ireland by the Association of Charity Shops National Consumer Survey (2003). The study indicates that the majority of buyers and donors in charity shops are women (64%), with a bias towards the mature age groups (45+). Therefore, it is important to analyse the similar situation in the South Africa charity retailing market. The analysis is shown in Table 3 and Figure 4 below.

**Table 3: Gender of respondents**

|  | Male | Female | Total |
|---|---|---|---|
| Donate | 98 | 110 | 208 |
| Purchase | 28 | 45 | 73 |
| Volunteer | 37 | 54 | 91 |
| Door-to-door | 4 | 13 | 17 |
| Skills | 1 | 6 | 7 |
| Total | 168 | 228 | 396 |

**Figure 4:  Gender of respondents**
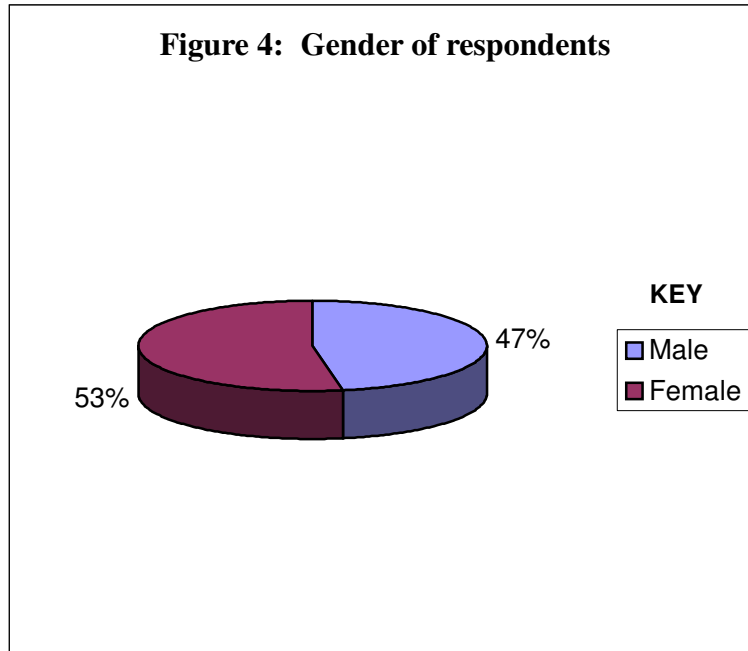


With regard to Table 3 and Figure 4, out of the 400 questionnaires distributed, the results indicate that 47% of the respondents were male and 53% were female.

**4.2.4 AGE**

Analysis of the Family Expenditure Survey in the UK indicated that for every increase of ten years in the age of the head of the household there is increased likelihood of giving of an increase in three percent and an increase in the value of donations of 30 percent (Bank and Tanner (1997), in Sargeant and Jay (2004:76)). Table 4 and Figure 5 below show the analysis of the results regarding age of the respondents in the South African context.

**Table 4: Age of respondents**

| | 18-25 | 26-35 | 36-45 | 46-55 | 56-65 | >65 | Total |
|---|---|---|---|---|---|---|---|
| Donate | 89 | 65 | 28 | 18 | 6 | 2 | 208 |
| Purchase | 29 | 14 | 8 | 13 | 7 | 2 | 73 |
| Volunteer | 20 | 21 | 25 | 19 | 5 | 1 | 91 |
| Door-to-door | 6 | 3 | 3 | 0 | 4 | 1 | 17 |
| Skills | 3 | 2 | 2 | 0 | 0 | 0 | 7 |
| Total | 147 | 105 | 66 | 50 | 22 | 6 | 396 |



Figure 5: Age of respondents
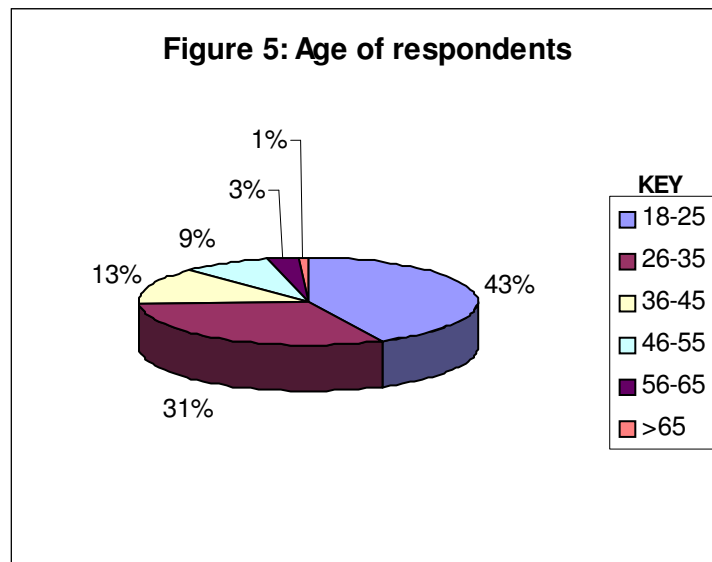
The respondents were asked to indicate their age in the boxes provided on the questionnaire. These boxes were divided into six categories. Table 4 and Figure 5 show that 43% of the respondents were between 18-25 years of age, 31% were between 26-35 years of age, 13% were between 36-45 years of age, 9% were between 46-55 years of age, 3% between 56-65 years of age and 1% was 65 years of age or older.

**4.2.4   INCOME**

According to Blume and Jordon (2000: 35), perceptions of charity shops vary according to income. Therefore, it is very important for this study to analyse this variable to see if it

has impact on the South African charity-retailing sector. The analysis of the results for this variable are shown Table 5 and Figure 6 below.

**Table 5: Income of respondents**

| S. African Rand | 0-900 | 1000-3000 | 3001-5000 | 5001-7000 | 7001-9000 | >9000 | Total |
|---|---|---|---|---|---|---|---|
| Donate | 93 | 25 | 17 | 23 | 24 | 26 | 208 |
| Purchase | 26 | 11 | 7 | 8 | 9 | 12 | 73 |
| Volunteer | 27 | 12 | 6 | 10 | 9 | 27 | 91 |
| Door-to-door | 9 | 0 | 3 | 1 | 1 | 3 | 17 |
| Skills | 6 | 1 | 0 | 0 | 0 | 0 | 7 |
| Total | 161 | 49 | 33 | 42 | 43 | 68 | 96 |



Figure 6: Income of respondents
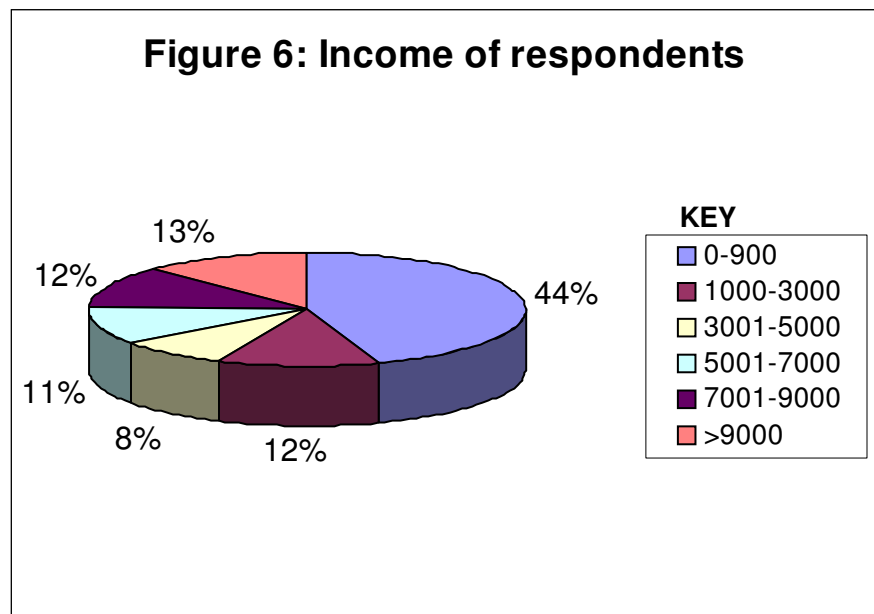
Household income was one of the variables included in the sub-objectives and it was important to categorize income broadly in order for respondents to feel free to indicate their income. Income can have a major effect on people's behaviour towards charity shop goods. Therefore, from Table 5 and Figure 6 above, it can be established that 44% of respondents earned between R0-900, 12% earned between R1000-3000, 8% earned

between R3001-5000, 11% earned between R5001-7000, 12% earned between R7001-9000 and 13% earned R9000 or more**.**

### 4.2.5   WORK CATEGORY

 According to Parsons (2002:590), charity shops often have particular significance for older retired volunteers and young volunteers who are disadvantaged in the labour market. Table 6 and Figure 7 below show the results for this study regarding work.

**Table 6: Work category of respondents**

|  | Part time | Full time | Self-employed | Retired | Not working | Total |
|---|---|---|---|---|---|---|
| Donate | 45 | 69 | 11 | 4 | 79 | 208 |
| Purchase | 15 | 31 | 3 | 4 | 20 | 73 |
| Volunteer | 16 | 39 | 11 | 2 | 23 | 91 |
| Door-to-door | 1 | 6 | 1 | 4 | 5 | 17 |
| Skills | 1 | 1 | 0 | 0 | 5 | 7 |
| Total | 78 | 146 | 26 | 14 | 132 | 396 |

**Figure 7: Work category of respondents**
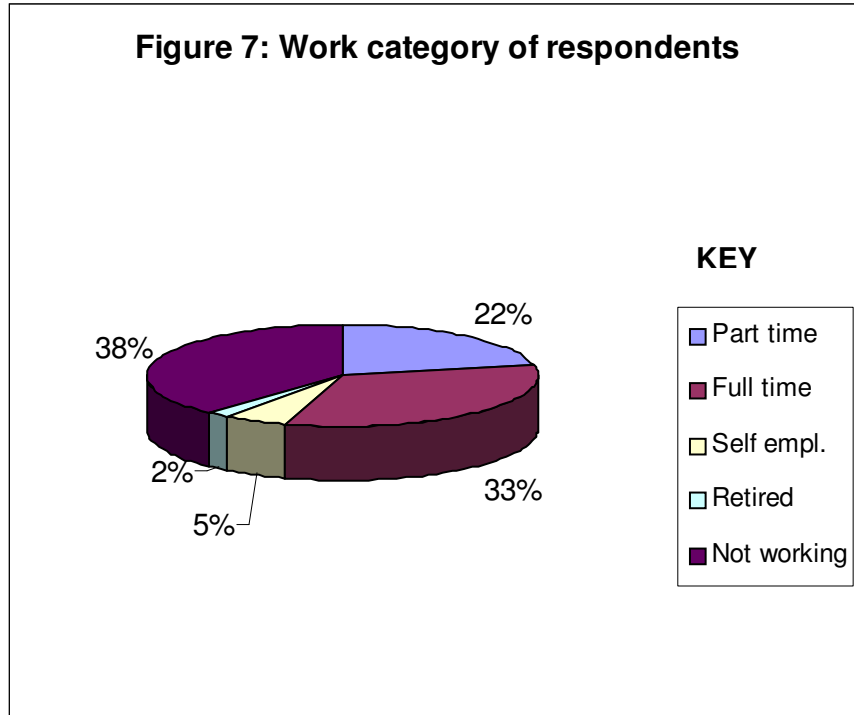


It was very important for the researcher to look at work category as household income influences consumer behaviour. Therefore, with regard to Table 6 and Figure 7 above, 22% of the respondents were part-time workers, 33% were full-time, 5% were self-employed, 2% were retired and 38% were unemployed.

## 4.2.6   EMPLOYMENT STATUS

Statt (1997:16) states that a person's socio-economic status (SES) is determined by occupation. More highly educated people tend to do managerial and professional jobs that bring a relatively high income. Therefore, most marketers are more interested in people with high rather than low SES. Table 7 and Figure 8 illustrate results for this variable regarding South African charity-retailing sector.

**Table 7: Employment status of respondents**

| | Employed | Unemployed | Total |
|---|---|---|---|
| Donate | 121 | 87 | 208 |
| Purchase | 46 | 27 | 73 |
| Volunteer | 67 | 23 | 90 |
| Door-to-door | 9 | 8 | 17 |
| Skills | 2 | 5 | 7 |
| Total | 245 | 150 | 395 |



Figure 8: Employment status of respondents
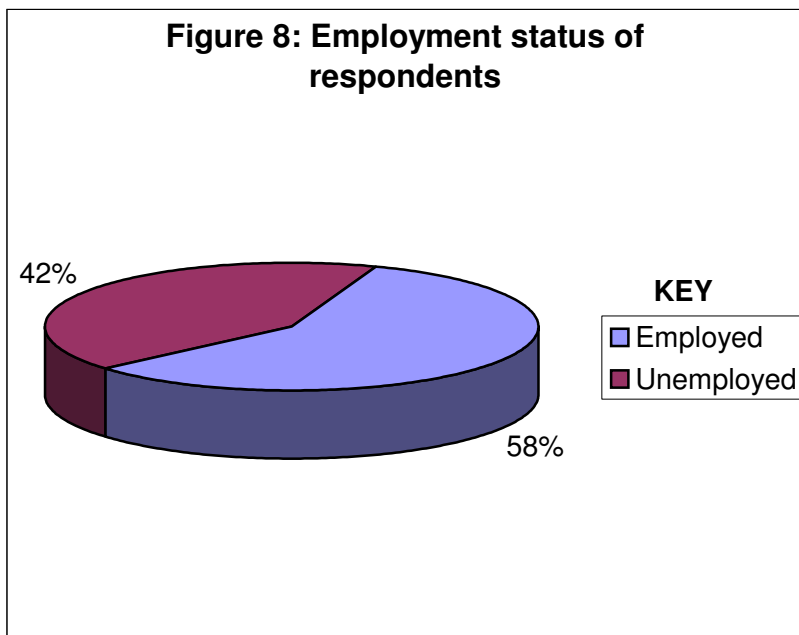
People who were unemployed behave differently to those who were working in terms of buying behaviour. The results indicated that 58% of respondents were employed, while 42% were unemployed.

**4.2.8   MARITAL STATUS**

When comparing heavy buyers of store brands with light buyers in terms of demographics, socio-economic and perceptual variables, results indicated that unmarried

and smaller sized households tend to avoid charity shop goods (Martin, in Sargeant, 1999). Table 8 and Figure 9 below show analysis of results regarding this variable.

**Table 8: Marital status of respondents**

|  | Married | Single | Widowed | Divorced | Total |
|---|---|---|---|---|---|
| Donate | 46 | 156 | 4 | 2 | 208 |
| Purchase | 35 | 35 | 2 | 1 | 73 |
| Volunteer | 60 | 29 | 0 | 2 | 91 |
| Door-to-door | 8 | 7 | 1 | 1 | 17 |
| Skills | 2 | 5 | 0 | 0 | 7 |
| Total | 151 | 232 | 7 | 6 | 396 |

**Figure 9: Marital status of respondents**

1%

2%

22%

75%

**KEY**
- Married
- Single
- Widowed
- Divorced
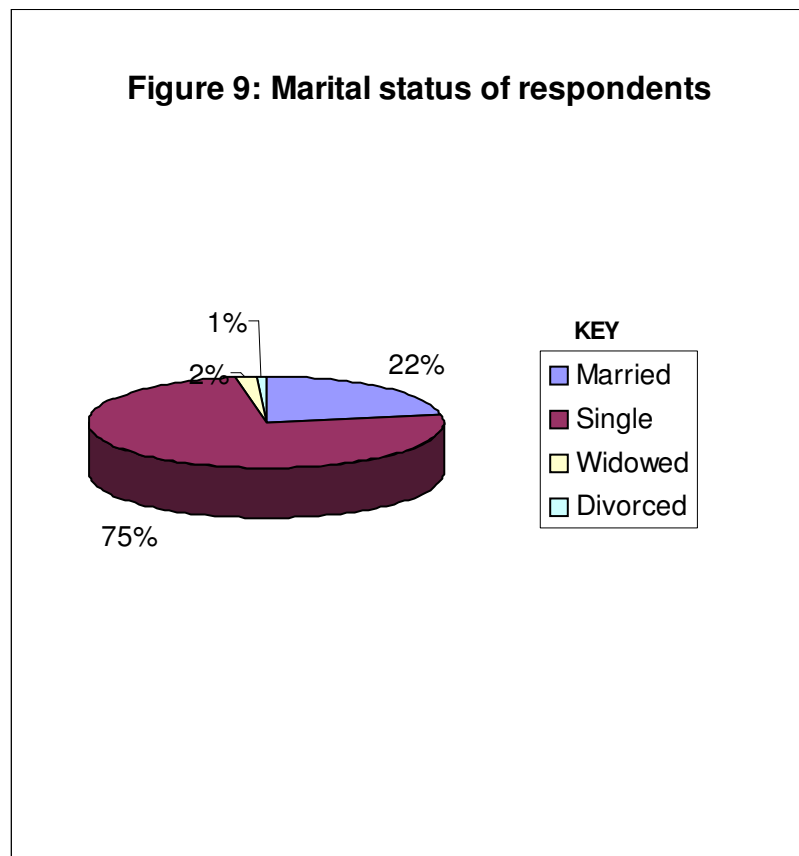
Regarding the marital status of the respondents, Table 8 and Figure 9 above show that 22% of the respondents were married, 75% were single, 2% were widowed and 1% was

divorced. This was worth looking at because it may specify the status of consumers who are likely to support charity shops.

## 4.2.9 WHAT DO RESPONDENTS DO TO SUPPORT CHARITY SHOPS?

According to the Association of Charity Shops National Survey (2003), the majority of buyers also donate items to charity shops. Their support of charity shops reflects support for charity generally-being more likely to make regular financial donations and to do voluntary work. Almost half of donors (46%) use more than one method of donating. However, it is a concern of this study to analyse results regarding the support of charity shops in the South African context as shown in Table 9 and Figure 10 below**.**

**Table 9: Kinds of charity shop support**

|  | Total |
| --- | --- |
| Donate | 73 |
| Purchase | 91 |
| Volunteer | 17 |
| Door-to-door | 7 |
| Skills | 1 |
| Don't support | 208 |
|  |  |
| Total | 397 |

**Figure 10: Kinds of charity shop support**
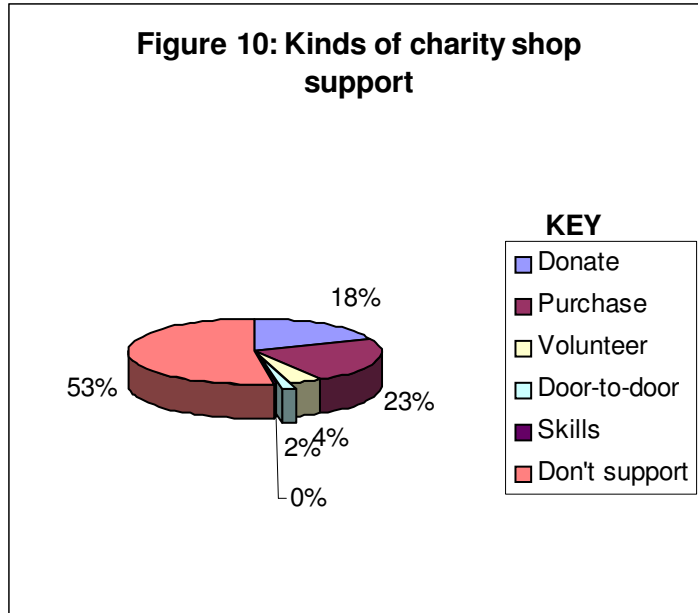
The respondents were asked to indicate the kind of support they give charity shops by choosing one of the answers provided in the questionnaire. Table 9 and Figure 10 above show that 18% of respondents said they donate to charity shops, 23% said they purchase charity shop goods, 4% said they volunteer at charity shops, 2% said they do door-to-door collections for charity shops, 0% indicated a contribution of skills and 53% said they do not support charity shops at all.

**4.2.10 DO RESPONDENTS BELIEVE THAT OTHER PEOPLE ARE FAMILIAR WITH CHARITY SHOPS IN THEIR AREA?**

The Corporate Intelligence Group Report (1997, in Parsons (2002:589a) highlights that, in England, charity retailing has grown over the last five years into a thriving and expanding sector and shopping in charity shops has increased in popularity. Table 10 and Figure 11 below will show the analysis of the results in terms of familiarity in the South African charity-retailing sector.

**Table 10: Familiarity with charity shops**

|  | Total |
|---|---|
| Yes | 171 |
| No | 223 |
|  |  |
| Total | 394 |



Figure 11: Familiarity with charity shops

43%

57%

KEY

- Yes
- No
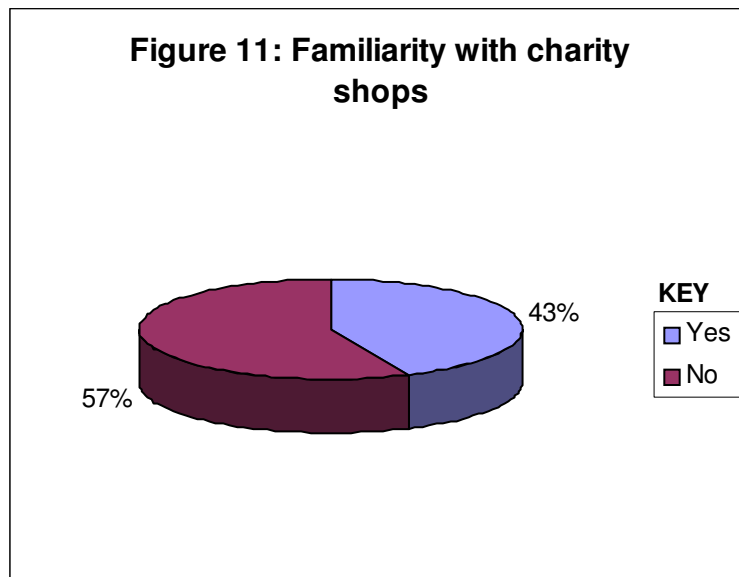
Table 10 and Figure 11 above show the responses of respondents when asked if they believe that other people are familiar with charity shops in their area. Their responses indicate that 43% of them believed that other people are familiar with charity shops, while 57% believed that people are not familiar with charity shops in their area.

**4.2.11 DO RESPONDENTS PERCEIVE CHARITY SHOP GOODS AS HIGH-RISK IN TERMS OF QUALITY?**

Consumers often believe that high quality goods have less risk (Schiffman and Kanuk, 1997). The analysis in Table 11 and Figure 12 below indicates the response to this situation.

**Table 11: Charity goods are high risk in terms of quality**

|  | Total |
|---|---|
| Strongly agree | 17 |
| Agree | 97 |
| Neither | 179 |
| Disagree | 91 |
| Strongly disagree | 12 |
|  |  |
| Total | 396 |

**Figure 12:Charity goods are a high risk in terms of quality**

| KEY |
|---|
| ■ Strongly agree |
| ■ Agree |
| □ Neither |
| □ Disagree |
| ■ Strongly disagree |

3%
4%
23%
24%
46%
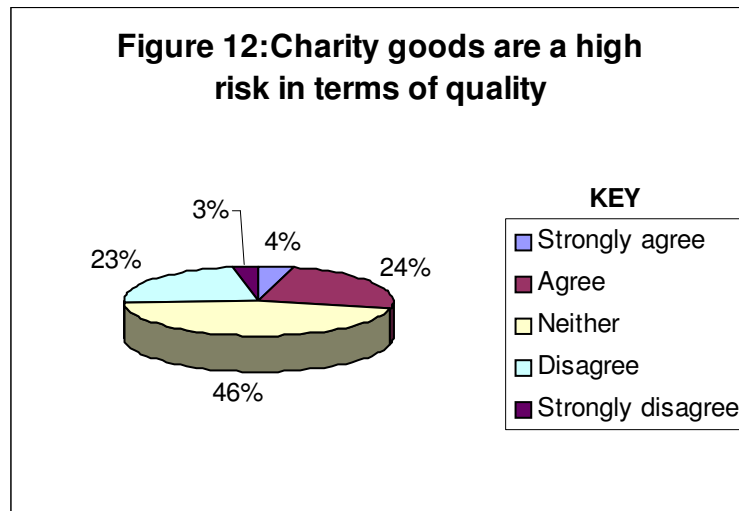
Table 11 and Figure 12 above show a comparison of the respondents' responses as to whether they agree or disagree that they perceive charity shop goods as high-risk goods in terms of quality. The pie chart shows that 4% of the respondents strongly agree that charity shop goods are high-risk in terms of quality, while 24% agree that they are high-risk goods, 46% believe that they are not sure, 23% of the respondents disagree that charity shop goods are high-risk goods in terms of quality and 3 % strongly disagree that charity shop goods are high-risk goods.

### 4.2.12  WHAT MOTIVATES RESPONDENTS TO VISIT CHARITY SHOPS?

According to Kotler and Keller (2006:184), a motive is a need that is sufficiently pressing to drive the person to act. Therefore, it is necessary for this study to analyze the motive for South African charity shop goods as shown in Table 12.

**Table12: Motivation to visit charity shops**

|  | Black | White | Coloured | Indian | Total |
|---|---|---|---|---|---|
| Price | 38 | 0 | 0 | 0 | 38 |
| Good quality product at low price | 68 | 0 | 0 | 0 | 68 |
| Accessible place | 11 | 0 | 0 | 0 | 11 |
| Variety of products | 34 | 0 | 0 | 0 | 34 |
| Good service | 21 | 5 | 0 | 0 | 26 |
| Desire to be charitable | 0 | 75 | 56 | 25 | 156 |
| Other | 0 | 0 | 0 | 5 | 5 |
| Total | 172 | 80 | 56 | 30 | 338 |

According to the frequency table, the results of which are provided in Table 12 above, white people are motivated by the quality of products offered by charity shops and Indian people are motivated to be charitable and are not motivated by the quality of charity shop goods.  Unemployed people are motivated by price and service and part-time workers are motivated by price. Self-employed/retired people are motivated by quality.

### 4.2.13  QUALITY OF PRODUCTS OFFERED BY THE CHARITY SHOPS

Perceived quality has been defined as consumers' perception of the overall quality or superiority of a product or service compared with relevant alternatives and with respect to its intended purpose (Keller, 2003). This means that quality perceptions are critical

elements in purchase decisions. Table 13 and Figure 13 below show the analysis of results.

**Table 13: Rating of quality according to respondents' gender**

|  | Male | Female | Total |
|---|---|---|---|
| Strongly agree | 12 | 34 | 46 |
| Agree | 71 | 94 | 165 |
| Neither | 78 | 89 | 167 |
| Disagree | 7 | 10 | 17 |
| Strongly disagree | 0 | 1 | 1 |
| Total | 168 | 228 | 396 |

**Figure 13: Ratings of quality according to respondents' gender**



26%

74%

KEY
- Male
- Female
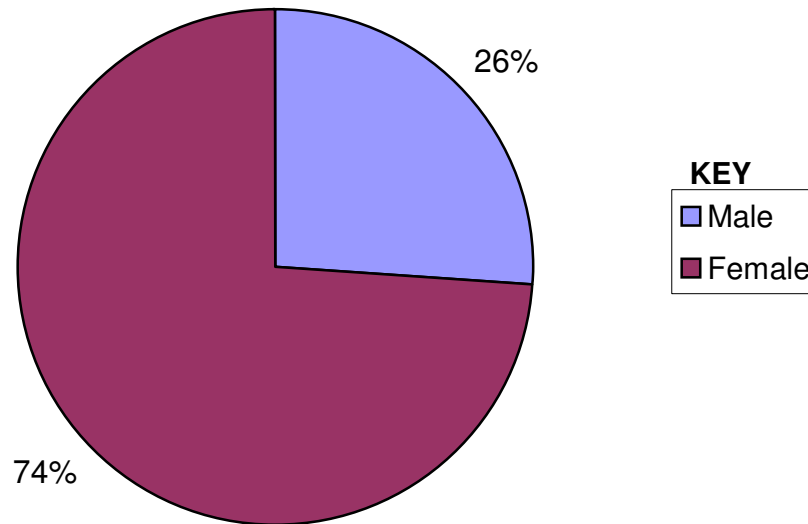
Table 13 and Figure 13 above show that 74% of the female respondents believe that the quality of goods offered by charity shops is very good while only 26% of the male respondents believe that the quality of goods offered by charity shops is very good.

**4.2.14 HOW DID THE RESPONDENTS COME TO KNOW ABOUT CHARITY SHOPS?**

Kotler and Keller (2006:574) state that media selection is finding the most cost-effective media to deliver the desired number and type of exposures to the target audience. On the other hand, according to Schiffman and Kanuk (2000:42), insights on media preferences

tend to support the close relationship among income, occupation, and education. Specifically, prime-time TV watching appears to be strongest in households whose members have incomes of less than $20,000, no high school diploma, and are unemployed, whereas newspaper readership is strongest among those with household income of $75,000 or more, among college graduates and among those in managerial professions. The above statement supports that charity shop operators need to choose the right media. Table 14 and Figure 14 analyze media that have been used by the respondents for this study.

**Table 14: Source of information about charity shops**

|  | Total |
| --- | --- |
| Radio | 82 |
| Newspaper | 56 |
| Internet | 5 |
| TV | 26 |
| Word-of-mouth | 200 |
| Other | 28 |
| Total | 397 |

**Figure 14: Source of information about charity shops**

7%  21%

**KEY**
- ☐ Radio
- ☐ Newspaper
- ☐ Internet
- ☐ TV
- ☐ Word-of-mouth
- ☐ Other

50%  14%

1%

7%
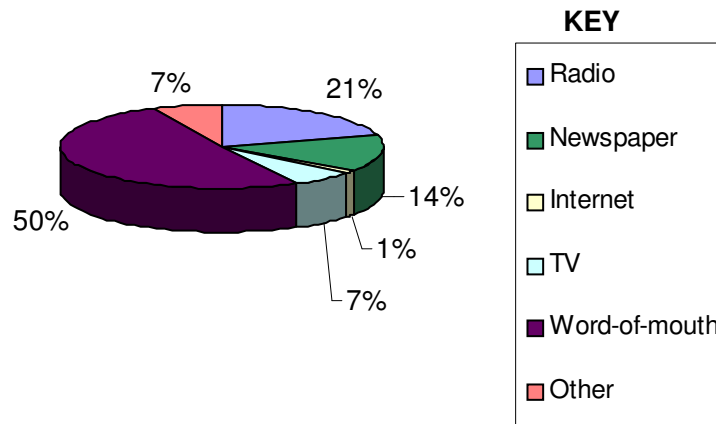
In the questionnaire, respondents were asked to indicate the mode of media by which they received information about charity shops. Alternative answers were provided in order for respondents to choose or to indicate any media from which they receive information. The responses indicate that 21% of the respondents received information about charity shops from the radio, 14 % said they found information in newspapers, 1% said they obtained information from the Internet, 7% said they obtained information from TV, 50% received information by word of mouth and 7% of the respondents obtained information from other sources.

**4.2.15 HOW OFTEN DO RESPONDENTS VISIT CHARITY SHOPS?**

Association of Charity Shops National Consumer Survey (2003) indicated that many charity shop buyers visit regularly once a week or more often, even if they do not actually buy anything. The survey adds that most people, however, donate to charity much less

frequently (47% once or twice a year), highlighting sales opportunities in gaining frequent donations. Table 15 and Figure 15 below show the same analysis in the South Africa charity retailing market.

**Table 15: Frequency of visits**

|  | Total |
|---|---|
| Daily | 6 |
| Weekly | 2 |
| Monthly | 48 |
| Quarterly | 46 |
| Yearly | 111 |
| Never | 184 |
|  |  |
| Total | 397 |



**Figure 15: Frequency of visits**

KEY
- Daily
- Weekly
- Monthly
- Quarterly
- Yearly
- Never
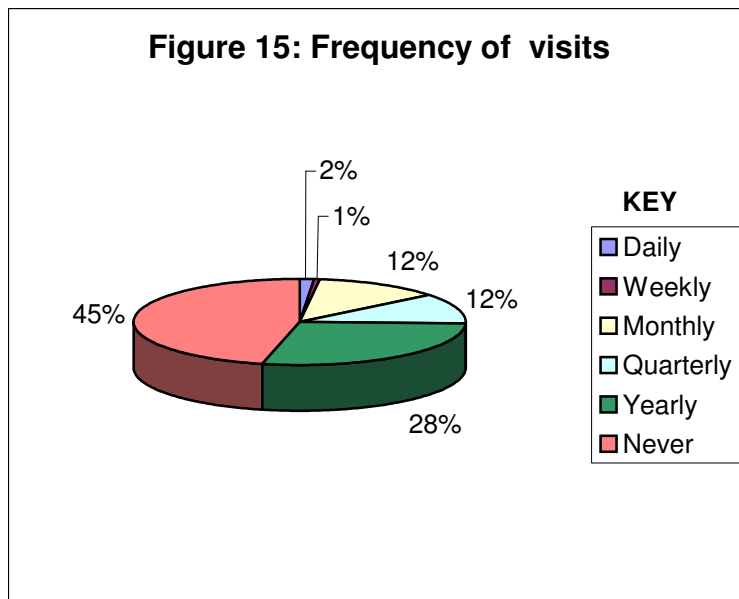
The number of visits to charity shops as shown in this study will provide a clear indication as to whether it determines consumer perceptions of charity shops in the Durban area. With regard to Table 15 and Figure 15 above, which show the frequency of visits to charity shops. 2% of the respondents visited charity shops daily, 1% visited

charity shops weekly, 12% visited monthly, 12% visited quarterly, 28% visited them once a year and 45% never visited charity shops.

### 4.2.16  DO THE RESPONDENTS HAVE KNOWLEDGE OF CHARITY SHOPS?

Awareness status encompasses the notion of consumer awareness of the product, interest level in the product, readiness to buy the product, or whether consumers need to be informed about the product (Schiffman and Kanuk, 2000: 47). Table 16 and Figure 16 below show the results of level of awareness that the respondents had regarding charity shops in the South African retailing context.

**Table 16: Respondents' knowledge of charity shops**

|  |  | Total |
|---|---|---|
| Known | 389 | 389 |
| Not known | 11 | 11 |
| Total | 400 | 400 |

**Figure 16: Respondents' knowledge of charity shops**

3%

KEY
- Known
- Not known

97%
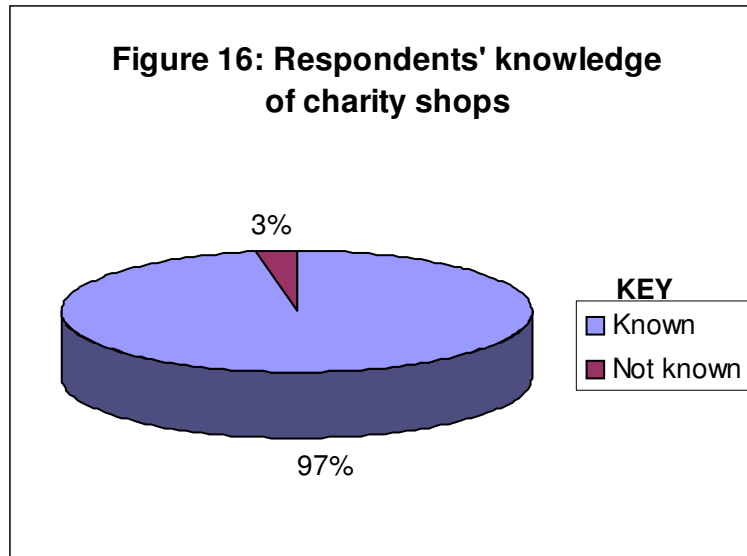
Figure 16 shows that when asked whether they had knowledge of charity shops, 97% of the respondents replied in the affirmative. Only 3% of the respondents indicated that they had no knowledge of charity shops.

## 4.3 RELATIONSHIP OF VARIABLES

Frequency tests (Appendix C2) were used in order to test whether the differences between observed and expected values are caused by random sampling errors or whether they indicate a real difference in behaviour according to differences in age group, gender, household income, race, marital status and level of education with regard to how often charity shops are visited. These tests were done in the form of Chi-Square test and cross tabulation (Appendix C1).

## 4.3.1 TO DETERMINE THE RELATIONSHIP BETWEEN HOUSEHOLD INCOME AND PERCEPTIONS OF CHARITY SHOPS

The cross-tabulation (Appendix C1) was constructed to analyse the results in order to see whether, in terms of household income, people really know about charity shops and

support charity shops. This was done using responses obtained from the questionnaires whereby out of four response alternatives there was only one response was taken.

According to the results, it appears that 44% of the respondents have a household income of nine hundred rand or less (R900 or less); the assumption is that these are consumers who cannot afford to buy from exclusive shops. On the other hand, 13% of respondents have a household income of nine thousand rand and more (R9000 and more) and may be those consumers who can have access to funds to donate to charity shops. It seems that the people in the middle-income bracket (R 5001-7000, R7001-9000) who constitute 12% of the respondent group do support charity shops but not very much as it may be that they can manage to buy from other shops rather than charity shops.

However, the Chi-square test indicates that there is a relationship between household income and perceptions of charity shops (Appendix C4). (The Chi-Square Test $X^2$=26.655 at 0.032 significance level with n=397). In this study, respondents in the lower income level and in the upper income level were more likely to support charity shops than those in the middle-income level (See Appendix C2). This means that level of household income influences the perception of charity shops in the South African charity retailing market. Therefore, the hypothesis is accepted.

**4.3.2 TO DETERMINE THE RELATIONSHIP BETWEEN GENDER AND PERCEPTIONS OF CHARITY SHOPS**

According to the results of Chi-Square Test, there is a relationship between gender and perceptions of charity shops, (The Chi-Square Test $X^2$=13.400 at 0.009 significance level with n=396) at 53% for female. Appendix C4 shows that there is a strong relationship between male and female in terms of charity shop support. That means gender could influence which shop to choose. There are many other factors that may be accountable for the selection of shops, which could include the kinds of sales promotions, advertising and other incentives aimed to induce people to act in a particular way. Given the results

of this test, it means that it can be accepted that gender does influence the perception of charity shops. Therefore, the hypothesis is accepted.

### 4.3.3 TO DETERMINE THE RELATIONSHIP BETWEEN AGE AND PERCEPTIONS OF CHARITY SHOPS.

There is a significant relationship between age and perceptions of charity shops. The people who are aged 35-45 years and those aged 45 years and older strongly agree with the statement that the quality of products offered by charity shops is very good; while the people aged 18-25 years agree with the statement (Appendix C4). This means that how old or young a person is does not influence which shop will be preferred. This is depicted by (Chi-Square Test $X^2$=30.946 at 0.00 significance level with n= 397). In the light of the above information, the hypothesis is rejected.

### 4.4 OTHER VARIABLES

### 4.4.1 MARITAL STATUS

According to the chi-square test (Appendix C 4), marital status has a positive relationship (The Chi-Square Test $X^2$=50.800 at 0.000 significance level with n=396). This means that married people tend to strongly agree that the quality of products offered by charity shops is very good. They disagree that people perceive charity shop goods as high-risk goods in terms of quality.

### 4.4.2 RACE GROUP

There is a relationship between race and perceptions of charity shops. (The Chi-Square Test $X^2$=20.147 at 0.017 significance level with n=395). According to the results from respondents, black people disagree that the quality of products offered by charity shops is very good. White people are divided in their perceptions, while Indian people agree with

the statement generally that the quality of products offered by the charity shops is very good and coloured people are very neutral about the statement but they disagree that people perceive charity goods as high-risk goods in terms of quality (Appendix C4).

### 4.4.3 EDUCATION

There is a relationship between education and perceptions of charity shops. (The Chi-Square Test $X^2$=23.442 at 0.013 significance level with n= 396) (Appendix C4). The results indicate that post-graduate respondents disagreed that people perceive charity shop goods as high-risk goods in terms of quality and lower educated respondents tended to agree that people perceive charity goods as high-risk goods in terms of quality.

### 4.4.4 OTHER FINDINGS

Perceived quality is one of the key aspects of brand loyalty. This study found that quality is a very important aspect in selection of charity shop goods. A two tailed Chi-Square Test ($X^2$=35.306 at 0.00 significance with n=396) indicates that there is a relationship between perceived quality of charity shop goods and age of respondents who select charity shop goods. The results also indicate that there is significant difference between males and females in terms of their perceptions of image projected by the charity shop goods. This means that if a charity shop brand is perceived to project a certain image, those perceptions are likely not to be the same for both males and females. The chi-square test to illustrate this point appears at the end of the report in the Appendices section.

With regard to the relationship between race support and perceived risk of charity shop goods in terms of quality, a two tailed Chi-Square Test ($X^2$=20.147 at 0.017 significance level with n=395) shows that there is a relationship. This means that consumers are not

considering quality of charity shop goods when they decide to support charity shops in the South African retailing market.

The respondents were asked to indicate what motivated them to use charity shops in the Durban area. A two-tailed Chi-Square Test ($X^2$=18.959 at significance level 0.026 with n=267) indicates that there is positive relationship between the variables that motivate consumers to support charity shops. This means that people are not motivated by their age in order to visit charity shops.

## 4.5 CONCLUSION

In this chapter the main focus was on the analysis and interpretation of results presented graphically. There were a number of differences found between the dependent and independent variables, indicating that the hypotheses were correct in stating that there would be a difference between the South African charity retailing sector and the sector in other countries such as the UK with regard to consumer perceptions of charity shops. The important thing to note, however, is that there were also a number of similarities between consumer knowledge of charity shops in UK and South Africa. Marketers need to take these differences into account when marketing to the various age, race and social class groups. The following chapter will provide conclusions for the entire research based on the main objective and sub-objectives of the research. It will also include recommendations by the researcher.

# CHAPTER 5

## CONCLUSIONS AND RECOMMENDATIONS

## 5.1 INTRODUCTION

This chapter is going to discuss the summary of the study, findings related to the literature, unanticipated outcomes, conclusions, recommendations, recommendations for further study, important conclusions drawn from the data presented in Chapter 4 and a brief conclusion of this chapter.

## 5.2 SUMMARY OF THE STUDY

Literature shows that charity retailing markets are growing rapidly in England. Charity shops are more popular in England and in many other parts of the world such as Australia, Scotland and Canada than they are in South Africa. This problem could be due to a lack of knowledge and understanding relating to charity shops in the South African retailing market. Therefore, this research concentrated on consumer perceptions of charity shops with specific reference to the Durban area. The purpose of this study is to contribute to the body of existing knowledge concerning the charity retailing market of South Africa. Charity retailing is a very important area for marketers and needs a lot more attention in the South African retail market. This study will be useful to people in the South African marketing and advertising industry. The major findings of the study are:

- White people know about charity shops and visit them;
- Indian and Coloured people know about charity shops but the majority of them do not visit charity shops; and

- Black people know about charity shops but most of the black respondents indicated that they do not visit charity shops as, unlike the other race groups, they do not believe that the quality of products offered by charity shops is very good.

Personally administered questionnaires were used in order to obtain descriptive data. A single cross-sectional design was used. The sample size consisted of four hundred respondents - one hundred respondents from each of the four shopping malls selected in the Durban area. The study was based on categorical variables that were measured on nominal and ordinal scales. Non-probability sampling, in the form of convenience sampling was used in order to obtain the desired sample. The data were analysed through SPSS using cross-tabulations, frequencies, bi-variate correlations and Chi-square tests. The results were presented in tables, pie charts and two-dimensional graphs.

## 5.3 FINDINGS RELATED TO THE LITERATURE

According to Blume and Jordon (2000:35), perceptions of charity shops vary according to gender, age, social class, income, education and other social demographic variables with some people believing that charity shops are only for old people and poor people. On the other hand, according to Sargeant and Jay (2004), highly educated people generally accept the value of supporting charities and this proves favourable for charity shop operators as these people are likely to donate their money and unwanted clothes to charity associations for the aged, the needy and disabled people. Parsons (2002b) points out that, in England, charity shop operators indicate that most people who support charity shops are better educated, older and have higher incomes.

Therefore, the findings of this study are likely to be the same as those in the literature referred to in the previous paragraph. The results of the present study show that respondents aged 35-45 years and older strongly agree with the statement that the quality of goods offered by charity shops is very good. The respondents aged 18-25 years are

uncertain whether the quality of goods offered by charity shops is very good. In respect of education level, current results show that post-graduates disagree with the statement that people perceive charity goods as high-risk goods in terms of quality, therefore, they are more likely to support charity shops. In respect of gender, the results show that 53% of the female respondents support charity shops by buying from them, donating more and giving their time to help charity shops. The results show that both lower and higher income people support charity shops more than middle-income people (Appendix C2).

## 5.4  UNANTICIPATED OUTCOMES

The Charities Aid Foundation (1994:14-15) highlights that charity donors are slightly more likely to be female and that the propensity to donate is highest among the 25-34 year age group. The 35-44 year age group gives the highest amount. Their study also indicates that the propensity to give was highest amongst the sick and disabled (93 % made a donation) with retired people less likely to donate. In terms of socio-economic grouping, the researchers reckon that the propensity to donate is highest amongst upper managerial and professional groups. According to the survey, the propensity to donate has also been seen to increase with the level of household income. However, in the South African charity-retailing sector, it seems that race is the dominating factor. In terms of race groups, this study indicates that 17% of whites and 22% of Indians seem more supportive of charity shops. While 48% of blacks know about charity shops they do not visit them. The results produced the surprising information that 53% of females support charity shops in the South African charity-retailing sector as compared to 47% of males. .

## 5.5 CONCLUSIONS

According to Blume and Jordon (2000:35), perceptions of charity shops vary according to gender, age, social class, income, education and other social demographic variables. After analyzing, synthezing and evaluating the results of the survey, it appears that 37% of the respondents had diplomas, constituting the largest percentage in this study regarding level of education, as compared to 10% of those who had post-graduate qualifications as illustrated in Figure 2. With regard to gender, 53 % of the respondents were female and 47% were male, thus indicating a slight difference in gender support of charity shops.

The conclusions of this study are based on the statistical analysis, and more especially on the Chi-Square test. The purpose of Chi-Square was to measure the relationship variables such as gender, age, and income education and other social demographic variables and consumer perceptions of charity shops. This survey has indicated that consumers are continuously considering their gender when purchasing charity shop goods. Consumers that select charity shop goods perceived quality of charity shop goods differently. This study has indicated that there is no difference between consumers that purchase charity shop goods and the level of employment of respondents. Consumers do not associate charity shop goods with quality. The results reveal that price and quality are not the most general attributes when choosing to support charity shops in the South African charity retailing market particularly in the Durban area (See Appendix C1).

The survey indicated that people desire to be charitable. Since South Africa has many different race groups particularly in the Durban area, it was very important for this study to analyse race as a variable. The results of this study show that black respondents are not sure about the quality offered by charity shops. Coloured and Indian respondents seem to believe that quality offered by charity shops is good while white respondents are divided in terms of quality offered by charity shops. The majority of the white group believes that charity shops offered good quality (See Appendix C1). Therefore, this study concludes that marketers need to take the issue of race groups into consideration when segmenting

the market for charity shops particularly in the Durban area. According to the results, marketers should concentrate on promoting charity shops to people of between 16 and 35 years particularly black, as they cover the largest numbers, as compared to other age groups and racial groups (See Table 4 and Figure 5). This does not mean that marketers should ignore other consumers. Instead marketers must try to encourage them to purchase charity shop goods.

Based on the above analysis, this study concludes that, in the South African charity retailing market, perceptions do not vary according to demographic factors. In terms of support, of those who responded to the question of what people do to support charity shops 18% said they donate clothes to charity shops, and only 2% of the respondents said they volunteer, while one respondent said he/she contributes skills to a charity shop as illustrated in Table 9 and Figure10. Therefore, the study concludes that these are some of the problems for South African charity shops that need more attention. Finally, this study concludes by suggesting that a solution could be reached through marketing promotions that will show the benefit of supporting charity shops.

Furthermore, questions in the questionnaire were phrased in such a way that they should provide clarity on whether the research objectives adequately support the problem statement that was discussed in Chapter 1. The findings and the discussion of the results are presented according to the specific questions of the research (Walliman, 2001:11). In order to ensure validity in this study, the researcher used a pre-test and final data collection through the use of the questionnaire. This method means that the researcher used triangulation of data. Edwards and Talbot (1999:188) describe the triangulation of data as a process in which two or more data collection methods are used to observe the same event in the study. The reason for this is to establish the trustworthiness of data collected.

This study indicates that South Africans do know about charity shops particularly in the Durban area where the study was conducted. The findings indicate that black South Africans do know about charity shops but they do not support them. According to the

results, black South Africans disagree that the quality of goods offered by charity shops is very good. This could possibly be their reason for not visiting charity shops. The majority of South Africans seem to obtain information by word-of-mouth. It is likely that cultural background and the great importance attached to oral communication is one of the underlying factors in this situation.

White and Indian South Africans seem to support charity shops more than expected considering the relative population demographics. It is apparent that coloured people support charity shops even if they are unable to indicate the reasons why they do so. Therefore, this study encourages more research that will cover more aspects in terms of understanding charity retailing in the South African market.

The historic roots of the charity shop show that the underlying philosophy of the sector is grounded in social service. However, since those early days, the sector has developed and changed in character, encompassing diversity of approach in the business of charity retailing. This diversity has implications for understanding the ethos, retail practices, management systems and customer base of charity shops individually and collectively.

In recent years, charities have increasingly recruited retail directors from the commercial retail world who bring with them commercial retail practices. Charity shops provide work experience for adults and young people pursuing a career in retail and customer service. Therefore, in response to Question 4, (What motivated you to visit charity shops instead of other shops?), respondents indicated that they desire to be charitable. This means that ultimately they will also benefit from the work experience. This study will have positive implications for charity shop operators in the South African retailing market, for the people of South Africa and particularly for those who live in the Durban area.

## 5.6 RECOMMENDATIONS

Based on the research findings, it would appear that South Africans are not sure about the quality of goods offered by charity shops as 46% of the respondents believe that they are neither high-risk nor low–risk goods as indicated in Figure 12. Therefore, this study recommends that charity shop operators should implement more promotional campaigns. The researcher believes that this could improve the image of charity shops and greatly increase knowledge of charity retailing.

 The survey reveals that 74% of the female respondents believe that the quality of goods offered by charity shops is very good. This study, therefore, recommends that females should be recruited as volunteers to work for charity shops as it seems they already know about charity shops as illustrated in Figure 13. On the other hand, more customer education should take place among black South Africans, as indicated in Table 12, because more black people seem reluctant to purchase charity shop goods.

The response to the question of how people know about charity shops shows that the majority of South African consumers obtain information by word-of-mouth. This is evidence that the marketing communications strategy of charity shop operators appears to be lacking in aspects of professionalism. Therefore, it can be concluded that the 'bring and buy' promotional concept should be implemented by charity shop operators in order to build greater awareness of charity shops among South Africans and contribute to a better reputation for this sector of the retailing market.

On the basis of this study, the researcher would encourage charity shops throughout the Durban area to display a promotional poster seasonally throughout the year in order to promote sales and invite donations.  The promotional poster (Figure 17) with its headline 'Bring and Buy', aims to promote the donation of pre-owned goods for resale in the shop, with benefits all round – providing bargain price items for those looking to buy, vital funds for the charity and a positive contribution to re-use and recycling in the charity shop retailing sector. This study also encourages South African charity shop operators to

form an association of charity shop operators whereby all shops displaying the poster are required to be part of the association which aims to promote donations to charities rather than to unauthorised house-to-house collectors claiming to collect goods for charity. The recycling symbol shown on the poster and also on collection bags means the charity operates within recognized regulations and good practice guidelines for charity shops.

It is the researcher's opinion that the concept of 'Bring and Buy' makes valuable sense all round – value for money goods for customers, valuable funds for charities and valuable support of the environment and that this could ultimately be a valuable concept for South Africans in the Durban area.

**FIGURE 17: PROMOTIONAL POSTER FOR CHARITY SHOPS**
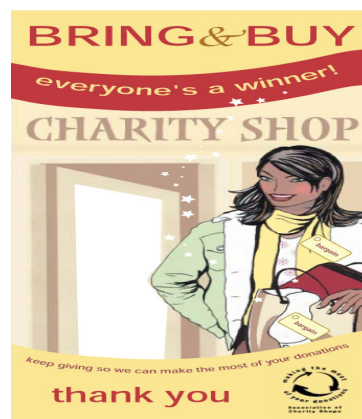


## 5.7 RECOMMENDATIONS FOR FURTHER RESEARCH

This study set out to establish a basis for knowledge and professionalism within the South African charity-retailing sector. This research project it is hoped to provide information for charity shop operators or managers and the people who are in the field of marketing and advertising in the South African retailing sector because there is, in the researcher's opinion, a large relatively untapped market for the charity retail sector. As a result, this study recommends further research on the challenges of managing in the charity-retailing sector of South Africa.

## 5.8  CONCLUSION

The main focus for this chapter was to provide a summary of the study, findings related to the literature, conclusions, recommendations and recommendations for further research for this study.

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**APPENDIX A**

**LETTER OF CONSENT**

> Durban Institute of Technology
> C/O Student Village
> Mansfield Road
> Durban
>
> 22nd March 2005

Dear Respondent

I am currently conducting research for my Master's Degree in Marketing at the Durban Institute of Technology. In terms of the programme, a research project needs to be conducted.

I have chosen to conduct research on consumer perceptions of charity shops in the Durban area. I believe it is of prime importance for the people of the Durban area to get a better understanding of charity retailing. I will therefore be interviewing people living in various areas of Durban including your area. Once the research is complete, I will then submit it to the institution for approval and I will be in a position by then to make it available to all interested parties by lodging a copy in the Durban Institute of Technology Library at the ML Sultan Campus.

I hereby request your support in conducting this research by asking you to consent to participating in the completion of the attached questionnaire. Your responses will be treated as highly confidential.

Thank you for your co-operation and assistance.

Yours sincerely,

**Lawrence M. Lekhanya**

**APPENDIX B**

**DECLARATION BY RESPONDENT**

I hereby agree to participate in the completion of this questionnaire.

--------------------------------
Signature of respondent

**QUESTIONNAIRE**

**Instructions: Please tick one answer or write answers in the space provided**

1. Which of the following charity shops is/are known to you?

| | |
|---|---|
| Saint Giles | |
| TAFTA | |
| Highway Hospice | |
| Durban Children's Welfare Association | |
| Blind Society | |
| Other: Specify----------------------------------------------------------- <br><br> ------------------------------------------------------------------------------- | |

2. How often do you visit charity shops?

| | |
|---|---|
| Not at all | |
| Daily | |
| Weekly | |
| Monthly | |
| Quarterly | |
| Yearly | |

3. How did you come to know about charity shops?

| | |
|---|---|
| Radio | |
| Newspaper | |
| Internet | |
| Television | |
| Word-of-mouth | |
| Other: Specify------------------------------------------------------------- ------------------------------------------------------------------------------ | |

4. What motivated you to visit charity shops instead of other shops?

| | |
|---|---|
| Price | |
| Good quality product at low price | |
| Accessible place | |
| Variety of products | |
| Good service | |
| Desire to be charitable | |
| Other: Specify------------------------------------------------------<br><br>------------------------------------------------------------------------ | |

5. Do you think that the quality of products offered by the charity shops is very good?

| Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

6. Do you believe that people perceive charity goods as high-risk goods in terms of quality?

| Strongly agree | Agree | Neither | Disagree | Strongly disagree |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |

7. Do you think people are familiar with charity shops in you area?

| YES | |
|---|---|
| NO | |

If yes, go to (Q 8), if no go to (Q 9)

8. What do they do to support charity shops?

| | |
|---|---|
| Donate old clothes | |
| Purchase charity shop goods | |
| Volunteer | |
| Door-to-door collections | |
| Skills contribution | |

9. Please indicate your marital status?

| | |
|---|---|
| Married | |
| Single | |
| Widowed | |
| Divorced | |

10. Are you employed?

| | |
|---|---|
| Yes | |
| No | |

If yes, go to (Q 11), if no go (Q 13)

11. Category of your work.

| | |
|---|---|
| Part time | |
| Full time | |
| Self-employed | |
| Pensioner | |

12. Which of the following categories best describes your monthly income?

| | |
|---|---|
| Under R1000 | |
| R1000-3000 | |
| R3001-5000 | |
| R5001-7000 | |
| R7001-9000 | |
| Over R10000 | |

13. Please indicate your age group

| | |
|---|---|
| 18-25 | |
| 26-35 | |
| 36-45 | |
| 46-55 | |
| 56-65 | |
| Over 65 | |

14. Please indicate your gender

| | |
|---|---|
| Female | |
| Male | |

15. Please indicate your race group

| | |
|---|---|
| Black | |
| White | |
| Coloured | |
| Indian | |
| Other: Specify------------------------------------------------<br><br>------------------------------------------------------------------ | |

16. What is the highest level of education you have achieved?

| | |
|---|---|
| Less Than Matric | |
| Matric (High School) | |
| Diploma (Tertiary) | |
| Bachelors' Degree | |
| Post-Graduate (Honours, Masters, PhD) | |
| Other: Specify----------------------------------------------<br><br>------------------------------------------------------------------ | |

17. In which area do you live?

| | |
|---|---|
| Musgrave | |
| Chatsworth | |
| Overport | |
| Umlazi | |
| Westville | |
| Other: Specify------------------------------------------------ ------------------------------------------------------------------ | |

Thank you for participating in this research project

**APPENDIX C1**

**CROSS-TABULATIONS**

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Marital status * Support | 396 | 100.0% | 0 | .0% | 396 | 100.0% |

**Marital status * Support Crosstabulation**

| | | | Support | | | Total |
|---|---|---|---|---|---|---|
| | | | Donate | Help | Purchase | |
| Marital status | Married | Count | 46 | 70 | 35 | 151 |
| | | Expected Count | 79.3 | 43.9 | 27.8 | 151.0 |
| | Sin/Wid/Div | Count | 162 | 45 | 38 | 245 |
| | | Expected Count | 128.7 | 71.1 | 45.2 | 245.0 |
| Total | | Count | 208 | 115 | 73 | 396 |
| | | Expected Count | 208.0 | 115.0 | 73.0 | 396.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Age * Frequency of visit | 397 | 100.0% | 0 | .0% | 397 | 100.0% |

**Age * Frequency of visit Crosstabulation**

| | | | Frequency of visit | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Daily/Weekly | Monthly | Never | Quarterly | Yearly | |
| Age | .45 | Count | 1 | 19 | 14 | 13 | 31 | 78 |
| | | Expected Count | 1.6 | 9.4 | 36.2 | 9.0 | 21.8 | 78.0 |
| | 18-25 | Count | 4 | 9 | 90 | 9 | 35 | 147 |
| | | Expected Count | 3.0 | 17.8 | 68.1 | 17.0 | 41.1 | 147.0 |
| | 26-35 | Count | 3 | 9 | 50 | 12 | 32 | 106 |
| | | Expected Count | 2.1 | 12.8 | 49.1 | 12.3 | 29.6 | 106.0 |
| | 36-45 | Count | 0 | 11 | 30 | 12 | 13 | 66 |
| | | Expected Count | 1.3 | 8.0 | 30.6 | 7.6 | 18.5 | 66.0 |
| Total | | Count | 8 | 48 | 184 | 46 | 111 | 397 |
| | | Expected Count | 8.0 | 48.0 | 184.0 | 46.0 | 111.0 | 397.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Age * 'know about' | 396 | 100.0% | 0 | .0% | 396 | 100.0% |

**Age * 'know about' Crosstabulation**

| | | | 'know about' | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Int/TV | Newspaper | Other | Radio | word-of-mouth | |
| Age | 18-25 | Count | 20 | 22 | 13 | 33 | 58 | 146 |
| | | Expected Count | 11.4 | 20.6 | 10.0 | 30.2 | 73.7 | 146.0 |
| | 26-35 | Count | 6 | 15 | 8 | 13 | 64 | 106 |
| | | Expected Count | 8.3 | 15.0 | 7.2 | 21.9 | 53.5 | 106.0 |
| | 36-45 | Count | 3 | 6 | 5 | 18 | 34 | 66 |
| | | Expected Count | 5.2 | 9.3 | 4.5 | 13.7 | 33.3 | 66.0 |
| | 46+ | Count | 2 | 13 | 1 | 18 | 44 | 78 |
| | | Expected Count | 6.1 | 11.0 | 5.3 | 16.2 | 39.4 | 78.0 |
| Total | | Count | 31 | 56 | 27 | 82 | 200 | 396 |
| | | Expected Count | 31.0 | 56.0 | 27.0 | 82.0 | 200.0 | 396.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Age * Motivation | 267 | 100.0% | 0 | .0% | 267 | 100.0% |

**Age * Motivation Crosstabulation**

|       |       |                | acc/var/sv | Charitable | Price | Quality | Total |
|-------|-------|----------------|------------|------------|-------|---------|-------|
|       |       |                | **Motivation** | | | | |
| Age   | 18-25 | Count          | 20         | 45         | 16    | 12      | 93    |
|       |       | Expected Count | 16.4       | 45.6       | 11.5  | 19.5    | 93.0  |
|       | 26-35 | Count          | 12         | 32         | 9     | 17      | 70    |
|       |       | Expected Count | 12.3       | 34.3       | 8.7   | 14.7    | 70.0  |
|       | 36-45 | Count          | 11         | 19         | 2     | 7       | 39    |
|       |       | Expected Count | 6.9        | 19.1       | 4.8   | 8.2     | 39.0  |
|       | 45+   | Count          | 4          | 35         | 6     | 20      | 65    |
|       |       | Expected Count | 11.4       | 31.9       | 8.0   | 13.6    | 65.0  |
| Total |       | Count          | 47         | 131        | 33    | 56      | 267   |
|       |       | Expected Count | 47.0       | 131.0      | 33.0  | 56.0    | 267.0 |

**Case Processing Summary**

|                         | Valid N | Valid Percent | Missing N | Missing Percent | Total N | Total Percent |
|-------------------------|---------|---------------|-----------|-----------------|---------|---------------|
|                         | **Cases** | | | | | |
| Age * Quality perception | 396     | 100.0%        | 0         | .0%             | 396     | 100.0%        |

**Age * Quality perception Crosstabulation**

|       |       |                | 1-StAgree | 2-Agree | 3-Neither | 4-Dis/StDis | Total |
|-------|-------|----------------|-----------|---------|-----------|-------------|-------|
|       |       |                | **Quality perception** | | | | |
| Age   | 18-25 | Count          | 11        | 65      | 63        | 8           | 147   |
|       |       | Expected Count | 17.1      | 61.3    | 62.0      | 6.7         | 147.0 |
|       | 26-35 | Count          | 3         | 52      | 45        | 5           | 105   |
|       |       | Expected Count | 12.2      | 43.8    | 44.3      | 4.8         | 105.0 |
|       | 36-45 | Count          | 12        | 21      | 33        | 0           | 66    |
|       |       | Expected Count | 7.7       | 27.5    | 27.8      | 3.0         | 66.0  |
|       | 46+   | Count          | 20        | 27      | 26        | 5           | 78    |
|       |       | Expected Count | 9.1       | 32.5    | 32.9      | 3.5         | 78.0  |
| Total |       | Count          | 46        | 165     | 167       | 18          | 396   |
|       |       | Expected Count | 46.0      | 165.0   | 167.0     | 18.0        | 396.0 |

**Case Processing Summary**

|               | Valid N | Valid Percent | Missing N | Missing Percent | Total N | Total Percent |
|---------------|---------|---------------|-----------|-----------------|---------|---------------|
|               | **Cases** | | | | | |
| Age * Support | 397     | 100.0%        | 0         | .0%             | 397     | 100.0%        |

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**Age * Support Crosstabulation**

| | | | Support | | | |
|---|---|---|---|---|---|---|
| | | | Donate | Help | Purchase | Total |
| Age | 18-25 | Count | 89 | 29 | 29 | 147 |
| | | Expected Count | 77.0 | 42.6 | 27.4 | 147.0 |
| | 26-35 | Count | 65 | 26 | 15 | 106 |
| | | Expected Count | 55.5 | 30.7 | 19.8 | 106.0 |
| | 36-45 | Count | 28 | 30 | 8 | 66 |
| | | Expected Count | 34.6 | 19.1 | 12.3 | 66.0 |
| | 45-55 | Count | 18 | 19 | 13 | 50 |
| | | Expected Count | 26.2 | 14.5 | 9.3 | 50.0 |
| | 56+ | Count | 8 | 11 | 9 | 28 |
| | | Expected Count | 14.7 | 8.1 | 5.2 | 28.0 |
| Total | | Count | 208 | 115 | 74 | 397 |
| | | Expected Count | 208.0 | 115.0 | 74.0 | 397.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Education * High Risk Perception | 396 | 100.0% | 0 | .0% | 396 | 100.0% |

**Education * High Risk Perception Crosstabulation**

| | | | High Risk Perception | | | | |
|---|---|---|---|---|---|---|---|
| | | | 1-StAgree | 2-Agree | 3-Neither | 4-Dis/StDis | Total |
| Education | <matric | Count | 0 | 8 | 6 | 3 | 17 |
| | | Expected Count | .7 | 4.2 | 7.7 | 4.4 | 17.0 |
| | degree | Count | 5 | 9 | 37 | 11 | 62 |
| | | Expected Count | 2.7 | 15.2 | 28.0 | 16.1 | 62.0 |
| | diploma | Count | 3 | 33 | 60 | 35 | 131 |
| | | Expected Count | 5.6 | 32.1 | 59.2 | 34.1 | 131.0 |
| | matric | Count | 7 | 39 | 67 | 37 | 150 |
| | | Expected Count | 6.4 | 36.7 | 67.8 | 39.0 | 150.0 |
| | postgrad | Count | 2 | 8 | 9 | 17 | 36 |
| | | Expected Count | 1.5 | 8.8 | 16.3 | 9.4 | 36.0 |
| Total | | Count | 17 | 97 | 179 | 103 | 396 |
| | | Expected Count | 17.0 | 97.0 | 179.0 | 103.0 | 396.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Familiarity(Q7) * Employed(Q10) | 394 | 100.0% | 0 | .0% | 394 | 100.0% |

**Crosstab**

| | | | Employed(Q10) | | Total |
|---|---|---|---|---|---|
| | | | Employed | Unemployed | |
| Familiarity(Q7) | No | Count | 129 | 94 | 223 |
| | | Expected Count | 138.7 | 84.3 | 223.0 |
| | Yes | Count | 116 | 55 | 171 |
| | | Expected Count | 106.3 | 64.7 | 171.0 |
| Total | | Count | 245 | 149 | 394 |
| | | Expected Count | 245.0 | 149.0 | 394.0 |

**Crosstab**

| | | | Employed(Q10) | | Total |
|---|---|---|---|---|---|
| | | | Employed | Unemployed | |
| Familiarity(Q7) | No | Count | 129 | 94 | 223 |
| | | Expected Count | 138.7 | 84.3 | 223.0 |
| | Yes | Count | 116 | 55 | 171 |
| | | Expected Count | 106.3 | 64.7 | 171.0 |
| Total | | Count | 245 | 149 | 394 |
| | | Expected Count | 245.0 | 149.0 | 394.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Gender * Frequency of visit | 396 | 100.0% | 0 | .0% | 396 | 100.0% |

**Gender * Frequency of visit Crosstabulation**

| | | | Frequency of visit | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Daily/Weekly | Monthly | Never | Quarterly | Yearly | |
| Gender | Female | Count | 7 | 29 | 89 | 29 | 74 | 228 |
| | | Expected Cou | 4.6 | 27.6 | 105.4 | 26.5 | 63.9 | 228.0 |
| | Male | Count | 1 | 19 | 94 | 17 | 37 | 168 |
| | | Expected Cou | 3.4 | 20.4 | 77.6 | 19.5 | 47.1 | 168.0 |
| Total | | Count | 8 | 48 | 183 | 46 | 111 | 396 |
| | | Expected Cou | 8.0 | 48.0 | 183.0 | 46.0 | 111.0 | 396.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Income * Frequency of visit | 397 | 100.0% | 0 | .0% | 397 | 100.0% |

**Income * Frequency of visit Crosstabulation**

| | | | Frequency of visit | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | 1-Daily/ Weekly/mo nth | 3-Quarterly | 4-Yearly | 5-Never | |
| Income | 0-999 | Count | 23 | 14 | 33 | 92 | 162 |
| | | Expected Count | 22.9 | 18.8 | 45.3 | 75.1 | 162.0 |
| | 1000-3000 | Count | 6 | 5 | 13 | 27 | 51 |
| | | Expected Count | 7.2 | 5.9 | 14.3 | 23.6 | 51.0 |
| | 3001-5000 | Count | 3 | 2 | 12 | 15 | 32 |
| | | Expected Count | 4.5 | 3.7 | 8.9 | 14.8 | 32.0 |
| | 5001-7000 | Count | 4 | 8 | 16 | 14 | 42 |
| | | Expected Count | 5.9 | 4.9 | 11.7 | 19.5 | 42.0 |
| | 7001-9000 | Count | 7 | 8 | 15 | 13 | 43 |
| | | Expected Count | 6.1 | 5.0 | 12.0 | 19.9 | 43.0 |
| | 9000+ | Count | 13 | 9 | 22 | 23 | 67 |
| | | Expected Count | 9.5 | 7.8 | 18.7 | 31.1 | 67.0 |
| Total | | Count | 56 | 46 | 111 | 184 | 397 |
| | | Expected Count | 56.0 | 46.0 | 111.0 | 184.0 | 397.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Marital status * Frequency of visit | 397 | 100.0% | 0 | .0% | 397 | 100.0% |

**Marital status * Frequency of visit Crosstabulation**

| | | | Frequency of visit | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | D/W | Monthly | Never | Quarterly | Yearly | |
| Marital status | Married | Count | 2 | 25 | 46 | 23 | 55 | 151 |
| | | Expected Cou | 3.0 | 18.3 | 70.0 | 17.5 | 42.2 | 151.0 |
| | Sin/Wid/Di | Count | 6 | 23 | 138 | 23 | 56 | 246 |
| | | Expected Cou | 5.0 | 29.7 | 114.0 | 28.5 | 68.8 | 246.0 |
| Total | | Count | 8 | 48 | 184 | 46 | 111 | 397 |
| | | Expected Cou | 8.0 | 48.0 | 184.0 | 46.0 | 111.0 | 397.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Familiarity(Q7) * Marital St(Q9) | 394 | 100.0% | 0 | .0% | 394 | 100.0% |

**Familiarity(Q7) * Marital St(Q9) Crosstabulation**

| | | | Marital St(Q9) | | Total |
|---|---|---|---|---|---|
| | | | Married | S/W/D | |
| Familiarity(Q7) | No | Count | 55 | 168 | 223 |
| | | Expected Count | 84.9 | 138.1 | 223.0 |
| | Yes | Count | 95 | 76 | 171 |
| | | Expected Count | 65.1 | 105.9 | 171.0 |
| Total | | Count | 150 | 244 | 394 |
| | | Expected Count | 150.0 | 244.0 | 394.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Race * Motivation | 266 | 100.0% | 0 | .0% | 266 | 100.0% |

**Race * Motivation Crosstabulation**

| | | | Motivation | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | acc/var/sv | Charitable | Price | Quality | |
| Race | Black | Count | 28 | 45 | 14 | 21 | 108 |
| | | Expected Count | 19.1 | 53.2 | 13.4 | 22.3 | 108.0 |
| | Coloured | Count | 4 | 19 | 6 | 8 | 37 |
| | | Expected Count | 6.5 | 18.2 | 4.6 | 7.7 | 37.0 |
| | Indian | Count | 6 | 39 | 5 | 7 | 57 |
| | | Expected Count | 10.1 | 28.1 | 7.1 | 11.8 | 57.0 |
| | White | Count | 9 | 28 | 8 | 19 | 64 |
| | | Expected Count | 11.3 | 31.5 | 7.9 | 13.2 | 64.0 |
| Total | | Count | 47 | 131 | 33 | 55 | 266 |
| | | Expected Count | 47.0 | 131.0 | 33.0 | 55.0 | 266.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Race * Quality perception | 395 | 100.0% | 0 | .0% | 395 | 100.0% |

**Race * Quality perception Crosstabulation**

| | | | Quality perception | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | 1-StAgree | 2-Agree | 3-Neither | 4-Dis/StDis | |
| Race | Black | Count | 14 | 70 | 80 | 8 | 172 |
| | | Expected Count | 19.6 | 71.8 | 72.7 | 7.8 | 172.0 |
| | Coloured | Count | 6 | 25 | 23 | 2 | 56 |
| | | Expected Count | 6.4 | 23.4 | 23.7 | 2.6 | 56.0 |
| | Indian | Count | 6 | 45 | 33 | 3 | 87 |
| | | Expected Count | 9.9 | 36.3 | 36.8 | 4.0 | 87.0 |
| | White | Count | 19 | 25 | 31 | 5 | 80 |
| | | Expected Count | 9.1 | 33.4 | 33.8 | 3.6 | 80.0 |
| Total | | Count | 45 | 165 | 167 | 18 | 395 |
| | | Expected Count | 45.0 | 165.0 | 167.0 | 18.0 | 395.0 |

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## Case Processing Summary

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Frequency of visit * Work category | 396 | 100.0% | 0 | .0% | 396 | 100.0% |

## Frequency of visit * Work category Crosstabulation

| | | | Work category | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | Fulltime | Not empl | Parttime | Self/Ret | |
| Frequency of visit | Daily/Weekly/Monthly | Count | 19 | 12 | 14 | 10 | 55 |
| | | Expected Count | 20.4 | 18.2 | 10.8 | 5.6 | 55.0 |
| | Never | Count | 63 | 80 | 34 | 7 | 184 |
| | | Expected Count | 68.3 | 60.9 | 36.2 | 18.6 | 184.0 |
| | Quarterly | Count | 17 | 11 | 9 | 9 | 46 |
| | | Expected Count | 17.1 | 15.2 | 9.1 | 4.6 | 46.0 |
| | Yearly | Count | 48 | 28 | 21 | 14 | 111 |
| | | Expected Count | 41.2 | 36.7 | 21.9 | 11.2 | 111.0 |
| Total | | Count | 147 | 131 | 78 | 40 | 396 |
| | | Expected Count | 147.0 | 131.0 | 78.0 | 40.0 | 396.0 |

## Case Processing Summary

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Work category * 'know about' | 399 | 100.0% | 0 | .0% | 399 | 100.0% |

## Work category * 'know about' Crosstabulation

| | | | 'know about' | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Int/TV | Newspaper | Other | Radio | word-of-mouth | |
| Work category | Fulltime | Count | 3 | 20 | 10 | 32 | 85 | 150 |
| | | Expected Count | 11.7 | 21.1 | 10.2 | 32.0 | 75.2 | 150.0 |
| | Not empl | Count | 15 | 24 | 11 | 23 | 58 | 131 |
| | | Expected Count | 10.2 | 18.4 | 8.9 | 27.9 | 65.7 | 131.0 |
| | Parttime | Count | 9 | 7 | 5 | 23 | 34 | 78 |
| | | Expected Count | 6.1 | 10.9 | 5.3 | 16.6 | 39.1 | 78.0 |
| | Self/ret | Count | 4 | 5 | 1 | 7 | 23 | 40 |
| | | Expected Count | 3.1 | 5.6 | 2.7 | 8.5 | 20.1 | 40.0 |
| Total | | Count | 31 | 56 | 27 | 85 | 200 | 399 |
| | | Expected Count | 31.0 | 56.0 | 27.0 | 85.0 | 200.0 | 399.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Work category * Motivation | 266 | 100.0% | 0 | .0% | 266 | 100.0% |

**Work category * Motivation Crosstabulation**

| | | | Motivation | | | | Total |
|---|---|---|---|---|---|---|---|
| | | | Acc/Var/Ser | Charitable | Price | Quality | |
| Work category | Fulltime | Count | 14 | 55 | 4 | 24 | 97 |
| | | Expected Count | 16.8 | 47.8 | 12.0 | 20.4 | 97.0 |
| | Not empl | Count | 20 | 34 | 16 | 12 | 82 |
| | | Expected Count | 14.2 | 40.4 | 10.2 | 17.3 | 82.0 |
| | Parttime | Count | 8 | 26 | 10 | 9 | 53 |
| | | Expected Count | 9.2 | 26.1 | 6.6 | 11.2 | 53.0 |
| | Self/ret | Count | 4 | 16 | 3 | 11 | 34 |
| | | Expected Count | 5.9 | 16.7 | 4.2 | 7.2 | 34.0 |
| Total | | Count | 46 | 131 | 33 | 56 | 266 |
| | | Expected Count | 46.0 | 131.0 | 33.0 | 56.0 | 266.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Familiarity(Q7) * Employment | 394 | 100.0% | 0 | .0% | 394 | 100.0% |

**Familiarity(Q7) * Employment Crosstabulation**

| | | | Employment | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | Fulltime | Parttime | Retired | Selfempl | Unemploy | |
| Familiarity(Q7) | No | Count | 75 | 47 | 5 | 11 | 85 | 223 |
| | | Expected Count | 82.6 | 43.6 | 7.9 | 14.7 | 74.1 | 223.0 |
| | Yes | Count | 71 | 30 | 9 | 15 | 46 | 171 |
| | | Expected Count | 63.4 | 33.4 | 6.1 | 11.3 | 56.9 | 171.0 |
| Total | | Count | 146 | 77 | 14 | 26 | 131 | 394 |
| | | Expected Count | 146.0 | 77.0 | 14.0 | 26.0 | 131.0 | 394.0 |

**Case Processing Summary**

| | Cases | | | | | |
|---|---|---|---|---|---|---|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Familiarity(Q7) * Age(Q13) | 394 | 100.0% | 0 | .0% | 394 | 100.0% |

**Familiarity(Q7) * Age(Q13) Crosstabulation**

| | | | Age(Q13) | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | >65 | 18-25 | 26-35 | 36-45 | 46-55 | 56-65 | |
| Familiarity(Q7) | No | Count | 2 | 100 | 67 | 28 | 20 | 6 | 223 |
| | | Expected Count | 3.4 | 82.6 | 58.9 | 37.4 | 28.3 | 12.5 | 223.0 |
| | Yes | Count | 4 | 46 | 37 | 38 | 30 | 16 | 171 |
| | | Expected Count | 2.6 | 63.4 | 45.1 | 28.6 | 21.7 | 9.5 | 171.0 |
| Total | | Count | 6 | 146 | 104 | 66 | 50 | 22 | 394 |
| | | Expected Count | 6.0 | 146.0 | 104.0 | 66.0 | 50.0 | 22.0 | 394.0 |

**APPENDIX C2**

**FREQUENCY**

### Known

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Known | 389 | 97.3 | 97.3 | 97.3 |
|  | Not known | 11 | 2.8 | 2.8 | 100.0 |
|  | Total | 400 | 100.0 | 100.0 |  |

### Visit

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Not at all | 184 | 46.0 | 46.3 | 46.3 |
|  | Daily | 6 | 1.5 | 1.5 | 47.9 |
|  | Weekly | 2 | .5 | .5 | 48.4 |
|  | Monthly | 48 | 12.0 | 12.1 | 60.5 |
|  | Quarterly | 46 | 11.5 | 11.6 | 72.0 |
|  | Yearly | 111 | 27.8 | 28.0 | 100.0 |
|  | Total | 397 | 99.3 | 100.0 |  |
| Missing | System | 3 | .8 |  |  |
| Total |  | 400 | 100.0 |  |  |

### Source

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Radio | 82 | 20.5 | 20.7 | 20.7 |
|  | Newspaper | 56 | 14.0 | 14.1 | 34.8 |
|  | Internet | 5 | 1.3 | 1.3 | 36.0 |
|  | Television | 26 | 6.5 | 6.5 | 42.6 |
|  | Word-of-mouth | 200 | 50.0 | 50.4 | 92.9 |
|  | Other | 28 | 7.0 | 7.1 | 100.0 |
|  | Total | 397 | 99.3 | 100.0 |  |
| Missing | System | 3 | .8 |  |  |
| Total |  | 400 | 100.0 |  |  |

## Motivation

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Price | 38 | 9.5 | 11.2 | 11.2 |
| | Quality of product at low price | 68 | 17.0 | 20.1 | 31.4 |
| | Accessible place | 11 | 2.8 | 3.3 | 34.6 |
| | Variety of products | 34 | 8.5 | 10.1 | 44.7 |
| | Good service | 26 | 6.5 | 7.7 | 52.4 |
| | Desire to be charitable | 156 | 39.0 | 46.2 | 98.5 |
| | Other | 5 | 1.3 | 1.5 | 100.0 |
| | Total | 338 | 84.5 | 100.0 | |
| Missing | System | 62 | 15.5 | | |
| Total | | 400 | 100.0 | | |

## Quality

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 46 | 11.5 | 11.6 | 11.6 |
| | Agree | 164 | 41.0 | 41.4 | 53.0 |
| | Neither | 168 | 42.0 | 42.4 | 95.5 |
| | Disagree | 17 | 4.3 | 4.3 | 99.7 |
| | Strongly | 1 | .3 | .3 | 100.0 |
| | Total | 396 | 99.0 | 100.0 | |
| Missing | System | 4 | 1.0 | | |
| Total | | 400 | 100.0 | | |

## Perceived

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Strongly agree | 17 | 4.3 | 4.3 | 4.3 |
| | Agree | 97 | 24.3 | 24.5 | 28.8 |
| | Neither | 179 | 44.8 | 45.2 | 74.0 |
| | Disagree | 91 | 22.8 | 23.0 | 97.0 |
| | Strongly disagree | 12 | 3.0 | 3.0 | 100.0 |
| | Total | 396 | 99.0 | 100.0 | |
| Missing | System | 4 | 1.0 | | |
| Total | | 400 | 100.0 | | |

## Support

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Donate old clothes | 73 | 18.3 | 18.4 | 18.4 |
| | Purchase charity shop goods | 91 | 22.8 | 22.9 | 41.3 |
| | Volunteer | 17 | 4.3 | 4.3 | 45.6 |
| | Door-to-door collections | 7 | 1.8 | 1.8 | 47.4 |
| | Skills contribution | 1 | .3 | .3 | 47.6 |
| | Total | 397 | 99.3 | 100.0 | |
| Missing | System | 3 | .8 | | |
| Total | | 400 | 100.0 | | |

## Familiar

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 171 | 42.8 | 43.4 | 43.4 |
| | No | 223 | 55.8 | 56.6 | 100.0 |
| | Total | 394 | 98.5 | 100.0 | |
| Missing | System | 6 | 1.5 | | |
| Total | | 400 | 100.0 | | |

## Employed

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 245 | 61.3 | 62.0 | 62.0 |
| | No | 150 | 37.5 | 38.0 | 100.0 |
| | Total | 395 | 98.8 | 100.0 | |
| Missing | System | 5 | 1.3 | | |
| Total | | 400 | 100.0 | | |

## Marital

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | married | 151 | 37.8 | 38.1 | 38.1 |
| | Single | 232 | 58.0 | 58.6 | 96.7 |
| | Widowed | 7 | 1.8 | 1.8 | 98.5 |
| | Divorced | 6 | 1.5 | 1.5 | 100.0 |
| | Total | 396 | 99.0 | 100.0 | |
| Missing | System | 4 | 1.0 | | |
| Total | | 400 | 100.0 | | |

## Work

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Part time | 78 | 19.5 | 19.7 | 19.7 |
| | Full time | 146 | 36.5 | 36.9 | 56.6 |
| | Self-employed | 26 | 6.5 | 6.6 | 63.1 |
| | Pensioner | 14 | 3.5 | 3.5 | 66.7 |
| | Not working | 132 | 33.0 | 33.3 | 100.0 |
| | Total | 396 | 99.0 | 100.0 | |
| Missing | System | 4 | 1.0 | | |
| Total | | 400 | 100.0 | | |

## Income

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Less 900 | 151 | 37.8 | 38.7 | 38.7 |
| | 1000-3000 | 53 | 13.3 | 13.6 | 52.3 |
| | 3000-500 | 33 | 8.3 | 8.5 | 60.8 |
| | 5000-7000 | 42 | 10.5 | 10.8 | 71.5 |
| | 7000-9000 | 43 | 10.8 | 11.0 | 82.6 |
| | more than 9000 | 68 | 17.0 | 17.4 | 100.0 |
| | Total | 390 | 97.5 | 100.0 | |
| Missing | System | 10 | 2.5 | | |
| Total | | 400 | 100.0 | | |

## Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 18-25 | 147 | 36.8 | 37.1 | 37.1 |
| | 26-35 | 105 | 26.3 | 26.5 | 63.6 |
| | 36-45 | 66 | 16.5 | 16.7 | 80.3 |
| | 46-55 | 50 | 12.5 | 12.6 | 92.9 |
| | 56-65 | 22 | 5.5 | 5.6 | 98.5 |
| | Over 65 | 6 | 1.5 | 1.5 | 100.0 |
| | Total | 396 | 99.0 | 100.0 | |
| Missing | System | 4 | 1.0 | | |
| Total | | 400 | 100.0 | | |

## Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Female | 168 | 42.0 | 42.4 | 42.4 |
| | Male | 227 | 56.8 | 57.3 | 99.7 |
| | 6.00 | 1 | .3 | .3 | 100.0 |
| | Total | 396 | 99.0 | 100.0 | |
| Missing | System | 4 | 1.0 | | |
| Total | | 400 | 100.0 | | |

## Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Black | 172 | 42.9 | 43.0 | 43.0 |
| | White | 80 | 20.0 | 20.0 | 63.0 |
| | Coloured | 56 | 14.0 | 14.0 | 77.0 |
| | Indian | 67 | 16.7 | 16.8 | 93.8 |
| | Other | 25 | 6.2 | 6.3 | 100.0 |
| | Total | 400 | 99.8 | 100.0 | |
| Missing | System | 1 | .2 | | |
| Total | | 401 | 100.0 | | |

**Education**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Matric (High School) | 17 | 4.3 | 4.3 | 4.3 |
|  | Diploma ( Tertiary) | 150 | 37.5 | 37.9 | 42.2 |
|  | Bachelors' | 130 | 32.5 | 32.8 | 75.0 |
|  | Post-Graduate (Masters, PhD) | 62 | 15.5 | 15.7 | 90.7 |
|  | Other | 37 | 9.3 | 9.3 | 100.0 |
|  | Total | 396 | 99.0 | 100.0 |  |
| Missing | System | 4 | 1.0 |  |  |
| Total |  | 400 | 100.0 |  |  |

# BI-VARIATE CORRELATION

| | | Known | visit | Source | Motivation | Quality | Perceive | Support | Familiar | Marital |
|---|---|---|---|---|---|---|---|---|---|---|
| Known | Pearson Correlation | 1 | -.146** | .183** | a | .308** | .313** | .132** | .099* | .498** |
| | Sig. (2-tailed) | | .004 | .000 | . | .000 | .000 | .008 | .049 | .000 |
| | N | 400 | 397 | 397 | 338 | 396 | 396 | 397 | 394 | 396 |
| visit | Pearson Correlation | -.146** | 1 | -.550** | -.434** | -.704** | -.520** | -.710** | -.683** | -.551** |
| | Sig. (2-tailed) | .004 | | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 397 | 397 | 397 | 338 | 396 | 396 | 397 | 394 | 396 |
| Source | Pearson Correlation | .183** | -.550** | 1 | .965** | .814** | .831** | .919** | .902** | .880** |
| | Sig. (2-tailed) | .000 | .000 | | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 397 | 397 | 397 | 338 | 396 | 396 | 397 | 394 | 396 |
| Motivation | Pearson Correlation | a | -.434** | .965** | 1 | .825** | .866** | .905** | .869** | .918** |
| | Sig. (2-tailed) | . | .000 | .000 | | .000 | .000 | .000 | .000 | .000 |
| | N | 338 | 338 | 338 | 338 | 338 | 338 | 338 | 338 | 338 |
| Quality | Pearson Correlation | .308** | -.704** | .814** | .825** | 1 | .824** | .843** | .777** | .785** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | | .000 | .000 | .000 | .000 |
| | N | 396 | 396 | 396 | 338 | 396 | 396 | 396 | 394 | 396 |
| Perceive | Pearson Correlation | .313** | -.520** | .831** | .866** | .824** | 1 | .773** | .724** | .795** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | | .000 | .000 | .000 |
| | N | 396 | 396 | 396 | 338 | 396 | 396 | 396 | 394 | 396 |
| Support | Pearson Correlation | .132** | -.710** | .919** | .905** | .843** | .773** | 1 | .955** | .812** |
| | Sig. (2-tailed) | .008 | .000 | .000 | .000 | .000 | .000 | | .000 | .000 |
| | N | 397 | 397 | 397 | 338 | 396 | 396 | 397 | 394 | 396 |
| Familiar | Pearson Correlation | .099* | -.683** | .902** | .869** | .777** | .724** | .955** | 1 | .829** |
| | Sig. (2-tailed) | .049 | .000 | .000 | .000 | .000 | .000 | .000 | | .000 |
| | N | 394 | 394 | 394 | 338 | 394 | 394 | 394 | 394 | 394 |
| Marital | Pearson Correlation | .498** | -.551** | .880** | .918** | .785** | .795** | .812** | .829** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 396 | 396 | 396 | 338 | 396 | 396 | 396 | 394 | 396 |
| Employed | Pearson Correlation | .159** | -.799** | .642** | .561** | .753** | .718** | .725** | .683** | .611** |
| | Sig. (2-tailed) | .002 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 395 | 395 | 395 | 338 | 395 | 395 | 395 | 394 | 395 |
| Work | Pearson Correlation | .174** | -.776** | .778** | .737** | .848** | .827** | .829** | .765** | .698** |
| | Sig. (2-tailed) | .001 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 396 | 396 | 396 | 338 | 396 | 396 | 396 | 394 | 396 |
| Income | Pearson Correlation | .080 | -.819** | .805** | .786** | .845** | .842** | .863** | .827** | .798** |
| | Sig. (2-tailed) | .117 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 390 | 390 | 390 | 338 | 390 | 390 | 390 | 390 | 390 |

| Age | | Known | visit | Source | Motivation | Quality | Perceive | Support | Familiar | Marital |
|---|---|---|---|---|---|---|---|---|---|---|
| | Pearson Correlation | .367** | -.705** | .802** | .809** | .822** | .866** | .783** | .761** | .826** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000! | .000 | .000 | .000 | .000 |
| | N | 396 | 396 | 396 | 338 | 396 | 396 | 396 | 394 | 396 |

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

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

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**APPENDIX C4**

**CHI-SQUARE TESTS**

**Marital status support**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 50.800[a] | 2 | .000 |
| Likelihood Ratio | 51.624 | 2 | .000 |
| N of Valid Cases | 396 | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.84.

**Age frequency of visit**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 53.779[a] | 12 | .000 |
| Likelihood Ratio | 57.324 | 12 | .000 |
| N of Valid Cases | 397 | | |

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 1.33.

**Age know about**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 28.384[a] | 12 | .005 |
| Likelihood Ratio | 30.887 | 12 | .002 |
| N of Valid Cases | 396 | | |

a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.50.

## Age motivation

### Chi-Square Tests

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 18.959[a] | 9 | .026 |
| Likelihood Ratio | 20.552 | 9 | .015 |
| N of Valid Cases | 267 |  |  |

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.82.

## Age quality perception

### Chi-Square Tests

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 35.306[a] | 9 | .000 |
| Likelihood Ratio | 37.962 | 9 | .000 |
| N of Valid Cases | 396 |  |  |

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 3.00.

## Age support

### Chi-Square Tests

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 30.946[a] | 8 | .000 |
| Likelihood Ratio | 30.885 | 8 | .000 |
| N of Valid Cases | 397 |  |  |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.22.

## Education high-risk perception

### Chi-Square Tests

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 25.442[a] | 12 | .013 |
| Likelihood Ratio | 25.106 | 12 | .014 |
| N of Valid Cases | 396 |  |  |

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .73.

**Employed**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 4.106[b] | 1 | .043 | | |
| Continuity Correction[a] | 3.693 | 1 | .055 | | |
| Likelihood Ratio | 4.135 | 1 | .042 | | |
| Fisher's Exact Test | | | | .047 | .027 |
| N of Valid Cases | 394 | | | | |

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 64. 67.

**Gender frequency of visit**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 13.400[a] | 4 | .009 |
| Likelihood Ratio | 13.911 | 4 | .008 |
| N of Valid Cases | 396 | | |

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.39.

**Income frequency of visit**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 26.655[a] | 15 | .032 |
| Likelihood Ratio | 26.775 | 15 | .031 |
| N of Valid Cases | 397 | | |

a. 4 cells (16.7%) have expected count less than 5. The minimum expected count is 3.71.

**Marital status frequency of visit**

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 26.900(a) | 4 | .000 |
| Likelihood Ratio | 27.369 | 4 | .000 |
| N of Valid Cases | 397 | | |

a  2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.04.

**Familiarity (Q7) Marital status(Q9)**

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | 39.175(b) | 1 | .000 | | |
| Continuity Correction(a) | 37.875 | 1 | .000 | | |
| Likelihood Ratio | 39.475 | 1 | .000 | | |
| Fisher's Exact Test | | | | .000 | .000 |
| N of Valid Cases | 394 | | | | |

a  Computed only for a 2x2 table
b  0 cells (.0%) have expected count less than 5. The minimum expected count is 65.10.

**Race motivation**

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 18.829a | 9 | .027 |
| Likelihood Ratio | 18.462 | 9 | .030 |
| N of Valid Cases | 266 | | |

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.59.

**Race quality perception**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 20.462[a] | 9 | .015 |
| Likelihood Ratio | 18.350 | 9 | .031 |
| N of Valid Cases | 395 | | |

a. 3 cells (18.8%) have expected count less than 5. The minimum expected count is 2.55.

**Frequency of visit work category**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 29.641[a] | 9 | .001 |
| Likelihood Ratio | 30.232 | 9 | .000 |
| N of Valid Cases | 396 | | |

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.65.

**Work category know about**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 22.119[a] | 12 | .036 |
| Likelihood Ratio | 24.532 | 12 | .017 |
| N of Valid Cases | 399 | | |

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 2.71.

**Work category motivation**

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 21.281[a] | 9 | .011 |
| Likelihood Ratio | 22.207 | 9 | .008 |
| N of Valid Cases | 266 | | |

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.22.

**Familiarity (Q7) Employment**

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 10.553[a] | 4 | .032 |
| Likelihood Ratio | 10.576 | 4 | .032 |
| N of Valid Cases | 394 | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.08.

**Familiarity(Q7) Age (q13)**

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 31.031[a] | 5 | .000 |
| Likelihood Ratio | 31.281 | 5 | .000 |
| N of Valid Cases | 394 | | |

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.60.