

## How do Tshwane consumers make shopping decisions?

Decision-making is more complex and even more important for consumers today than it was in the past. Decision-making styles are important to marketers because they determine a consumer's behaviour and are thus relevant for market segmentation. Different consumers employ different decision-making styles when they evaluate alternative products and services. This is because consumer decision-making styles are supposed to represent an enduring reasoning orientation towards shopping and purchasing that dominates consumer choices.

An article was written by [Dr Melanie Wiese](#), [Ms Danita Potgieter](#) (staff members in the [Department of Marketing Management](#)) and Dr Arien Strasheim to ascertain whether factors of the Consumer Style Inventory (CSI) could be confirmed in the South African context, and also explore the decision-making styles of adults when buying general household items. The study also investigated possible differences in decision-making styles of adults, based on their demographic variables such as gender, age, education and ethnic grouping. The total sample of this study was 344 respondents.

The results from this study suggest that the majority of the factors of the CSI are useful within the South African context; but within a more mature adult (over 60) context. The adult consumers in Tshwane take time to search for the best buys in terms of value for money; and they also keep a watchful eye on their spending. Consumers that are value-conscious are looking for "value-for-money" products and "best buys". Males are slightly more perfectionist or quality-conscious than females, yet females are more prone to recreational shopping and more fashion-conscious than men. These results provide useful information to marketers who are interested in the decision-making styles of South African adult consumers, in order to be more successful in their marketing and segmentation efforts. Consumer decision-making styles can be useful as they offer insights into underlying product and service preferences. For example, recreation-focused female shoppers present an attractive target group, as they like shopping just for the fun of it, and are more likely to respond positively to up-market shopping centres with different stores, leisure activities and restaurants. These women are also likely to respond to recreational facilities. The study confirmed that relatively few men associate shopping with enjoyment and recreation.

The full reference for this study is:

Potgieter, D., Wiese, M. & Strasheim, A. 2013. Demographic differences in adult consumers' decision-making styles in Tshwane, South Africa. *Journal of Family Ecology and Consumer Sciences*, 41:12-32.