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CONSUMERS BUYING DECISION PROCESS TOWARDS COSMETICS: A COMPARISON OF THE GENERATIONS X AND Y IN DURBAN.

By

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DECLARATION

I declare that this dissertation is being submitted in partial fulfilment of the requirement for the degree of Master of Commerce in Marketing Management and it has not previously been accepted for any other degree.

This dissertation is the result of my own work and investigations. Any words or information from other authors, as well as all tables and figures copied and pasted and used in this study were referenced.

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DEDICATION

I dedicate this work to my parents, Polydor Ilunga Kakoma and Marie-Jeanne Kaloba, to my brothers and sisters for their spiritual, financial and moral support. To my nieces and nephews. To brother-in-law Y. Kanyemesha, for his unconditional support.

Acknowledgements

Abstract

Understanding the factors influencing consumers through the buying decision process is of vital importance, most especially in recent times whereby marketing is more consumer-oriented. The main purpose of this study was to compare the behaviour of two different generations (X and Y) group consumers through the cosmetics-buying decision process. However, this study used the buying model, which includes five stages; needs recognition, information search, alternative evaluation, purchase decision and post-purchase evaluation. This study used a quantitative research approach. A sample size of 379 (Westville campus and Howard college students born between 1965-1999) was determined using the probability random sampling method. Furthermore, data was collected by means of a survey questionnaire, and a satisfactory return rate of 99 per cent, or 377 questionnaires, were submitted for statistical analysis. After analysis result revealed that out of 377 respondents, the majority of them was from the generation Y with 60.2 per cent (n=227) whereas the generation X was only 39,8 per cent (n=150). Furthermore, findings indicated that through the cosmetics-buying decision process, each generation (X and Y) consumers' needs are triggered by different motives. Most of the generation X consumers buy cosmetics products to satisfy the need to enhance beauty, whereas the generation Y is more likely to be driven by physiological needs than compared to generation X. Furthermore, the generation Y is more likely to be influenced by advertisements than compared to generation X. Findings suggested that during the cosmetics-buying decision process both generations (X and Y) consider social network platforms as a source of information, moreover the generation Y is also more likely to consider previous brands as a source of information than compared to the generation X. Findings suggested that loyalty, quality, and price are the basic criteria that generations X and Y consumers use during the cosmetics-buying decision process. However, generation Y is also partially likely to consider recommendations from sales persons. Finally, findings suggested that both generations (X and Y) use satisfaction as a basic criterion in the cosmetics-buying decision process. Nevertheless, statistical test results indicated that there are significant behavioural differences between the generation X and Y consumers during the cosmetics-buying decision process.

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CHAPTER 1: INTRODUCTION TO THE STUDY

1.1 Introduction

Understanding the factors influencing consumers through the buying decision process is of vital importance, especially nowadays whereby marketing is more consumer-oriented. However, consumer-orientated marketing is a contemporary marketing concept based on consumer needs and wants (Oladele, Omotayo and Taiye, 2016, p.2).

When purchasing items, a buyer passes through five stages which starts with need recognition, followed by information search, alternatives evaluation, purchase decision and finally post-purchase evaluation behaviour. Nevertheless, researchers have clearly shown that the buying process starts long before the purchase of an item and determines the effects long after.

Therefore, smart businesses need to study and deeply understand the buying decision-making process by considering each stage with the same level of importance. Nevertheless, the main objective of this study is to compare the behaviour of two different generations (X and Y) group consumers through cosmetics-buying decision process.

The purpose of this chapter is to provide a background to the research problem under study which will be followed by the description of the problem statement. It will also give an overview of the research objectives, and the research questions, provide the significance of the study, and the rationale to the study, and finally the limitations of the study and a conclusion.

1.2 Background to the Study

Generally, it is not easy to understand consumer behaviour. However, research has shown that the study of consumer behaviour does not exist as a given discipline, but it has always been linked to the study of human behaviour (MacInnis and Folkes, 2010, p.900). The study of humans is concerned with the total processes by which individuals act and interact in response to internal and external factors (Sayed, 2015). Thus, the purpose of studying consumer behaviour is not to generalise human behaviour but to consider it as a basic starter to understand consumers' thoughts, intentions and actions.

However, Brown (2012, p.185) argues that, everyone has his or her own way of conceiving reality which is based on personal experiences, needs and values, it is also linked to that individual's belief and perception related to all events that are taking place.

Research show that, nowadays consumers are more selective, which leads companies to become more responsible about the products they are manufacturing, supplying and selling. They also put more marketing efforts in place to attract consumers' attention and to make good impression to influence them through the stages of the buying decision process, to retain existing consumers as well as transforming non-consumers into consumers (Bain and Fill, 2014).

Furthermore, nowadays marketers are dealing with a multi-generational sandbox which are differentiated by names and characteristics. Concerning names and even characteristics, this study is going to focus on generation X also called 'baby busters', the population born between 1965s and 1980s (Kane, 2017), and generation Y also referred to as the millennials, population born between 1980s and 2000s (Main, 2013). From this differentiation, can we assume that a certain segment of people is shaped by its choice and decision making? We will explore the factors responsible for the contrast and similarities of consumers' choices and decision making between these the two generations.

1.3 Research Problem

The marketing concept emphasises that profitable marketing begins with the discovery and understanding of consumer needs (Oladele *et al*., 2016, p.2). Although this concept seems to be simple to state and understand, it is far from easy to put into practice. Keeping all factors constant, for example two consumers with the same needs might respond differently to a sales or marketing campaign than each other (Siddiqua, 2016).

However, studies have shown that some buyers display consistent purchasing orientations that can be diametrically opposed, or different purchasing motives, although this does not provide an accurate and precise explanation based on measuring consumer buying decision (Mandhlazi, 2011, p.4). The multi-generational sandbox does not make things any easier for marketers.

This study will specifically examine the cosmetics buying decision of the generations, X and Y in Durban. The researcher assumes that the study needs to be conducted, because it will contribute to the body of knowledge and serve as an insight and guideline for marketers,

which could help them understand how these two generations (X and Y) group 'consumers, behave through the buying decision process.

1.5 Research Objectives

- To understand the motivations that trigger the needs recognition of generations X and Y consumers during the cosmetics-buying decision process.
- To ascertain how and where generations X and Y consumers search for information during the cosmetics-buying decision process.
- To determine the basis criteria that generations X and Y consumers use to evaluate alternatives during the cosmetics-buying decision process.
- To determine the factors that influence the purchase decision of generations X and Y consumers during the cosmetics-buying decision process.
- To determine the basis criteria that generation X and Y consumers use in the post-purchase evaluation after the cosmetics-buying decision process.

1.6 Hypothesis

H1: Consumers within the generations X and Y display different behaviour during the cosmetics-buying decision.

H2: There is a significant behavioural difference between the generations X and Y during the cosmetics-buying decision process**.**

1.7 Definition of Keywords

1.7.1 Buying Decision Process

The buyer decision process can be considered as the decision-making process undertaken by consumers regarding a potential market transaction before, during, and after the purchase of a product or service (Johnstone, 2016).

1.7.2 Consumer

A consumer is a person who assesses, acquires and uses goods and services to satisfy his/her needs and wants (Alessia, 2013).

1.7.3 Generation X

Generation X also referred to as 'baby busters', the forgotten generation, the category of people born between 1965s and 1980s (Kane, 2017).

1.7.4 Generation Y

Generation Y is also called the millennials, boomerang or generation 'Me', the category of people born between1980s and 2000s (Main, 2013).

1.7.5 Cosmetics

Cosmetics are the radiance of science, packed in the service of elegance. These cosmetics are generally mixtures of chemicals or organic ingredients that improve and alter the appearance or odour without affecting the function or structure of the human body (Poranki, 2015).

1.8 Significance of the Study

This is the first study, to the researcher's knowledge, to analyse the generation X and Y consumers through their buying decision process towards cosmetics, which start from needs recognition to the post-purchase evaluation. However, it is important to point out, that many studies have been conducted on the generation Y or the millennials and only few studies have been conducted on generation X. This study will also include each generation characteristics, thus they will provide to marketers understanding in their buying decision process.

1.9 Rationale to the Study

It could be unfair to focus only on generation Y and neglect others. This study is focused on the comparison of the buying decision process of two generations group of consumers, however, one of the reliable ways to understand consumer buying decisions is through different individual group's characteristics. Failure to conduct this study, would create a gap of knowledge in the understanding of how consumers engage themselves in the buying decision process.

1.10 Limitations of the Study

This study encountered three limitations that prevented the researcher from laying a foundation for understanding the research problem being investigated.

- **First limitation**: Lack of sufficient and relevant information related to the study at hand as it is the first study conducted on the buying decision process of two mixed generations (X and Y) group 'consumers. Hence the researcher relies more on this study's findings.

- **Second limitation***:* There was more information on the generation X and little on the generation Y. Due to this limitation, the researcher has adopted an explorative and a descriptive research design to investigate the problem under study.

- **The third limitation and final**: The researcher found it difficult to determine the exact number of participants of each category group (generation X and Y). The reason was because the researcher did not have access to information such as age of each unit or individual targeted, which could ease the calculation of the exact number of each category group, as this fall under confidential information.

1.11 Scope of the Study

This study consists of five chapters which are as follows:

Chapter One: Introduction

This chapter gives an overview of the subject under study. It covers aspects such as the background to the study, the problem statement, research objectives, the significance of the study, the rationale for the study, finally the limitations and the scope of the study.

Chapter Two: Literature Review

This chapter gives a detailed description of both the generation X and the generation Y, provides an overview of the cosmetics market and discuss the consumer buying decision process model.

Chapter Three: Research Methodology

This chapter focuses on the research method used for this study which includes the data collection instruments, sampling method and sampling techniques. It also discusses the statistical analysis used for the study.

Chapter Four: Presentation of Findings and Analysis

This chapter presents and interprets the research results.

Chapter Five: Discussion, Recommendations and Conclusion

This chapter presents a summary of the research findings, provides recommendations for further research and gives a general conclusion of the study.

1.12 Conclusion

As mentioned in the introduction, this first chapter was intended to give an overview of the topic being studied. It has covered some important aspects of the study such as the background of the study as well as the problem statement. This chapter has also provided research objectives and put forward two hypotheses. Finally, it has provided the limitations to the study and the scope of the study which serves as a guideline towards the study.

The next chapter will provide the review of literature which will be considered as a provisional answer to the research problem under investigation.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

This chapter will provide provisional solutions and answers to the research problem under investigation which will be drawn from both online and offline published documentations (books, theses, journal articles, etc.) in relation to the topic under study that will serve as a guideline based on which findings will be associated and discussed. Subjects such as the characteristics of both generations (X and Y) will be discussed, both the global and local state of the cosmetic markets will be provided, and finally an overview of the notion of the buying decision process model.

2.2 General Characteristics of Generation X and Generation Y

2.2.1 General Characteristics of Generation X

Generation X also referred to as 'baby busters' or the 'middle child' of generations, is the category of people who were born between 1965s and 1980s (Kane, 2017. This generation comes after the generation of 'baby boomers', people were born after World War II and 1964 (Sandra, 2014). Some authors call generation X, the forgotten generation as all eyes are focused on the 'boomers' and the 'millennials' and seem to neglect the 'busters' (Klara, 2016). However, it is important to emphasise that compared to baby boomers and millennials, generation X is the smallest demographic group in terms of size (Dulaney and Edwards, 2015).

2.2.1.1 Generation X Personality

Research finds that generation X members grew in a more self-sustaining culture as children, they had to take care of themselves while both parents were at work (Quora, 2015). Furthermore, is the fact that they experienced a high parental divorce rate. However, generation X also experienced the global economic crisis in their childhood that pushed women to join the workforce in large numbers even shortly after giving birth, creating a 'lock' on the age of children. Hence, generation X members seem to be more independent, ingenious and self-sufficient (Williams, 2016).

Furthermore, they take a greater responsibility for raising themselves, they seem more mindful than other generation groups even to the smallest details of life. They are hardworking, ambitious and eager to learn new skills but distrustful as they went through

various situations such as terrorism, conflicts and the degradation of the environment (Sandra, 2014).

Researchers such as Lesonsky (2016) find that generation X members are very conscientious and responsible especially in the workplace, many members of this demographic group sometimes disregard structured work schedules and they do not like to be micro-managed but prefer to do things on their own terms.

Nevertheless, Brand (2017) finds that, the X generation adapt very well to change and seem to be tolerant towards the dynamism of lifestyles. The core concepts of this generation are as follows: a more visual generation, read less, diversity and think globally.

2.2.1.2 Generation X with Education

Researchers such as Claviera (2017) argue that generation X members are wise and well-educated and that they value the quality of their knowledge. Miller (2013) shows that over 40 per cent of baby-busters have at least a bachelor's degree and those living in cities are more likely to have reached a higher level of education than those living in small towns. Furthermore, nearly two million of X generation members are currently working on their masters, doctorates or other advanced degree studies.

2.2.1.3 Professional Characteristics of Generation X

Generation X also refers to as forgotten generation, this demographic group might be neglected as the name given to them insinuates, but the impact of their members on the workplace is hard to ignore (Claveria, 2017).

Additionally, Kane (2017) finds that in 2015, generation Y seemed to take over generation X on the labour force, trying to set them aside, but the impact of Xers should not be ignored because they tend to be more ethnically diverse and better educated than the previous generation as more than 60 per cent of the Xers attended university.

The generation X's legal professionals work in junior law firms, as senior associates, and intermediate paralegals. They also hold middle-management positions in government, corporate legal services and other legal practice environments.

However, baby busters are flexible as many of them had a difficult economic period in the 1980s and saw their parents, who were at work, losing hard-earned positions. As a result, they tend to be less committed to one employer and are more willing to change jobs and move forward (D'Vaughn, 2017). Additionally, Giang (2013) suggests that Xers tend to be

entrepreneurial thinkers and results-oriented, so they might not tell you how to do every step of the work. Thus, when working with a generation X manager, it is always wise to ask them to clearly define their expectations.

Allen (2017) asserts that generation X members are not used to receiving compliments, hence even as managers they hardly compliment their subordinates and when they do that means the work was indeed well done. Furthermore, baby busters grew up questioning every single detail, hence they always put forward advantages and disadvantages when giving their opinion even to the best ideas.

2.2.1.4 Generation X and Technology

Johnstone (2017), notes that Xers know technology as they have played a key role in its evolution. Not only do they understand technology, but they have also managed teams and set strategies that have led to the creation of some of the most innovative and reputable companies in the world.

This demography group has grown up with computers, therefore, technology is inextricably woven into their lives. While companies are integrating new technological tools, this group's members are easily learning and adapting (Quora, 2015). Contrary to popular belief, generation X members do not only swear by desktops but have also widely adopted the mobile, however to discover products and services, they favour emails and online research (Ramasubbu, 2017). Generation X are followers of what is called 'ROPO' (Research Online, Purchase Offline) as they spend more time on the web to learn about products and services that they are interested to before going to the store (Asghar, 2014).

2.2.1.5 The Generation X and the Media

Research confirms that generation X members are great consumers of media, but they are more adept at traditional media such as television, radio and print news.
Additionally, Oberlander (2017) identifies generation X as the MTV generation that has a visual style of media consumption. While the Internet and computers are widely distributed and becoming popular, traditional media is still alive for this demographic group.

Although communication and marketing via the internet can be a spectacular and exciting opportunity, marketing managers should not completely stop using traditional marketing. Nevertheless, baby busters respond well to both conventional marketing techniques and to digital media, so marketers have many options when it comes to reaching them (Kane, 2017).

In an additional study done by Nielsen (2016) it is demonstrated that generation X members spend more time on social networks compared to their counterparts.

Furthermore, Ramasubbu (2017) asserts that generation X members have always had a soft spot for email which was considered as their Facebook at the time. Nevertheless, for Xers email remains a privileged marketing channel to discover products and services, especially as the ROI of this channel is easy to measure as compared to social networks.

2.2.1.6 Generation X Spending Power and Pattern

Peralta (2015) indicates that, despite their small number, generation X have a higher spending power than any other generation as about half of the adults in their forties and fifties have a parent aged 65 or older and are raising a young child or funding an adult child 18 year of age or older. In fact, 70 per cent of members of this generation group provides financial support to both an elderly parent and a child.

However, Johnstone (2017) shows that although researchers seem to be more interested in millennials and boomers, busters are a demographic group who are not only in power but also have 'power of the purse' as they are running households and are in the centre of every decision. Nevertheless, Williams (2016) ascertains that generation X members are conscientious spenders as they purchase products or services only after ens

uring their full attributes and features.

2.2.1.7 Generation X as Consumers

Generation X has been influenced by significant changes in social patterns. For example, they moved from traditional families to nuclear families that included only parents and their children. Hence, they like marketers to treat them as family rather than consumers. Therefore, to keep them on track, traders must act more as a consultant instead of a shopkeeper (Page,William, Petrosky and Hernandez, 2010).

Research shows that as consumers, baby busters are more preoccupied by material possessions and shopping and tend to be strongly encouraged to make money and purchase products (Ospow, 2014). Furthermore, baby busters do not need to be told a story, what is more important for them is irreproachable customer service, and honest and transparent brand communication is also a good foundation for conquering the heart of this demographic group.

According to Page *et* al. (2010), generation X is price sensitive and are more concerned with the quality of products and services. However, Williams (2016) ascertained that as consumers 'baby busters' have an interest in the uniqueness of a product and the messages' design and

do not approve of the generic 'one size fits all' notion. In addition, generation X consumers like diversity and are known for their eclectic taste. Thus, they seem to support brands that reflect their diverse tastes, and these acknowledge that each consumer has his or her own preferences. Furthermore, Grime (2017) indicates that generation X consumers do not like being targeted, thus they will not buy a product until they have done extensive research, which means doing research on the internet and browsing online evaluation sites and social media networks.

Nevertheless, Siddique (2016) argues that baby busters are savvy, brand loyal consumers who pride themselves on making informed buying decisions. Thus, they are likely to know more about a product's details and are always satisfied with the products they purchase. From this point of view Williams (2016) adds that generation X members are less interested in trying out new brands compared to their older and younger counterparts (boomers and millennials). Instead, they prefer to remain loyal to brands they know and trust and are even willing to pay more money for them.

Generation X consumers are not part of demographic groups that fall into impulse purchasing. They are known as consumers who often compare products before taking a decision. Moreover, generation X shoppers are more down to earth as they seek quality products but at the right price (Grime, 2017).

2.2.1.8 Generation X and Cosmetics

Pearce, (2014), demonstrates that although marketers seem to raise their eyes on 'boomers', with their spending power, baby busters use the most cosmetic products than their counterparts. However, researchers such as Conley (2015) show that among the reasons why generation X members use cosmetic products the most, is the idea of preserving their current appearance as they want to remain young.

2.2.2 General Characteristics of the Generation Y

Generation Y also called millennials, boomerangs or generation 'Me', group of people born between the 1980s and 2000s (Main, 2013). This generation is called generation Y because it comes after the generation X. It is important to emphasise that they overtook the boomers and millennials are now the largest living demographic group (Fry, 2016).

2.2.2.1 Personality of Generation Y

Researchers such as Kraushaar (2016) argue that millennials are happy, family-oriented and like to be loved, they admire their parents but trust their grandparents even more. From the

pessimistic point of view, generation Y members are considered as being lazy, irresponsible, impatient, apathetic, selfish, and disrespectful and sometimes lost (Kane, 2017). Additionally, Yers are not able to pay attention for long periods of time as they get easily bored and often multitask. Hence, to reach this group the information sources should be instant (Jain and Pant, 2012).

From the optimistic point of view, millennials are described as, individualistic, optimistic, realistic, multi-taskers, forward thinkers, socially active, pressurised and achievers, team players as well as cooperative, communicators, confident, ambitious, and are likely to explore new paths which appear to challenge their lives (Lorreto, 2017). In support Kane (2017) finds that, Xers are smart, but they do not care about their clothing even when they show up at the office. Generation Y members, in general, do not read too much and comprehend monotonous textual information.

2.2.2.2 Generation Y and Education

As far as education is concerned, Culter (2014) indicates that most millennials value education compared to the previous generation. Additionally, generation Y members see themselves as consumers of education and seek personalisation as well as choice in their educational offerings. In support of this view Mandhlazi (2011, p.35) ascertains that millennials recognise that the key to success lies in advanced learning. They are characterised as a determined and motivated group that overwhelmingly believe that academic achievement is the key to accelerating life and they consider university as an opportunity for growth intellectually and spiritually.

Kane (2017) finds that requirements and expectations of generation Y on the learning environment are different from their predecessors and this is justified by different characteristics and attitudes towards career development that are attributed to them. Furthermore, Yers are active and visual learners who enjoy learning through social interactions, such as the social nature of 'Net Geners' as well as their desire for experiential learning.

2.2.2.3 Professional Characteristics of Generation Y

Generation Y is expected to make up 50 per cent of the workforce by 2020 and is considered a generation to count on to build the future professional landscape (Asghar, 2014). Furthermore, millennials were raised in a context where they could freely express their

opinion. Hence, this demographic group's members are likely to ask for clear explanations from their managers before executing orders.

Allen (2017) argues that millennials are more concerned about the future, as a result they often hunt for new opportunities and positions in such a way that even though the salary may be less the job is enjoyable and socially comfortable, and they can go for it. Moreover, for millennials, work activities must first help them develop their skills. Thus, the always have higher expectations and will work hard to achieve their goals.

According to Canteur (2016) for generation Y working is not the main means of life, they only work for their wellbeing and have managed to introduce the importance of having a break into their work pace. In the search for comfort, generation Y do not hesitate to change companies in so far as they are even willing to relocate for new opportunities.

2.2.2.4 Generation Y and Technology

Lorreto (2017) finds that generation Y members are 'techno-savvy' by virtue of the fact that they have associated their lives with technology since it has shaped the way the digital generation learns and the way they process information. Furthermore, Leboeuf (2017) ascertains that millennials have grown up in a digital world which has led them to become a generation of fact finders. They are often described as digital natives who spend their time on their smartphones and are accustomed to buying products or services online. Additionally, Wiley (2016) suggests that millennials are accustomed to using the internet as their main channel of gathering information and entertainment. Furthermore, for millennials a smartphone is the perfect tool which serves to discover products and services.

That,79 per cent of millennials discover new brands, new products and new services via their mobiles. It is mainly on Facebook, Instagram and now Snapchat that millennials find their inspiration in terms of fashion, lifestyle and culture. No wonder brands targeting millennials have heavily invested in these platforms.

Researchers such as Bailly (2015) ascertain that generation Y members often rely on computers, internet and online resources, for almost all they need to do or to achieve. Furthermore, most of them have never known life without the internet. Bauer (2016) adds that generation Y members view mobile phones as a symbol of choice, freedom and the use of technology, and these characterise their lifestyle. In support, Canteur (2016) finds that millennial students need technology, entertainment and enthusiasm in their learning and communication preferences especially in places of study such as universities, colleges and so on.

Nevertheless, Bailly (2015) that millennials are the new online audience target as they not only spend more time online, but they are also heavy buyers of online products and services. Digitalisation has also contributed to minimising the distance concept, in allowing instantaneous exchanges with the entire world. Having said that, it is important to note that technology has accustomed millennials to unprecedented flexibility that has a significant impact on their behaviour and consumption patterns.

2.2.2.5 Generation Y and Media

Researchers such as Kane (2017) show that the rate of media consumption of generation Y members is higher than that of their counterparts. However, Culclasure (2016) suggests that compared to previous generations (boomers and baby busters), technology has led generation Y to be less interested and less attracted to traditional media such as television, radio, mail, magazines and other printed publications and that they prefer more instant and personalised communications on the channels and devices they are used to.

Nevertheless, contrary to popular belief, millennials are not the only demographic group that spend a lot of time on social media. Nielson's (2016) recent study shows that Xers spend even more time on social media than Yers.

2.2.2.6 Generation Y Spending Power and Spending Pattern

Peralta (2015) found that although generation Y is a demographic group that seems to have more money and economic weight than their counterparts, their spending power is still less than previous generations. In support, Bloom (2017) found that some younger generation Y consumers make purchases for themselves but with money that has been provided by their parents and relatives. Parents are still financially supporting them. However, Elkins (2017) found that, generation Y consumers are very likely to spend their cash as quickly as they acquire it, usually on consumer goods and personal services. Additionally, Yers first prioritise three things namely; clothing, entertainment and food, and the other remaining things follow.

2.2.2.7 Generation Y as Consumers

Nahai (2013) argues that it is not easy for marketers to understand generation Y as consumers simply because they vary in their behaviour. According to Landrum (2017), millennials are sensitive to brands that are committed to social and environmental responsibility and want their purchases to have meaning. For example, buying two products of a cosmetic brand to help a child to go to school. Additionally, Smith (2015) asserts that generation Y members

are socially open, and that the community plays a major role in their buying motives. This demographic group is also known for impulsive purchasing.

William (2016) indicates that generation Y consumers are so impatient when it comes to long queues at the checkout and the delivery time of products and services ordered online. They like to have what they want when they want it. Technology has heavily shaped generation Y consumers, leading to behaviour such as multitasking, their need for immediacy and their belief that products should be tailored to them. From this point of view, Loretto (2017) adds that millennials prefer the latest trends in record time, which has led to the success of retailers who can meet their desires.

According to Mafini, Dhurup, and Mandhlazi (2014, p.1) generation Y consumers are quality conscious, brand conscious, novelty seeking, hedonistic and confused by over-choice. Although millennials seem to be brand conscious, they are not attached to a brand for a long period of time as they are adventurous and will try new and different brands. Furthermore, millennials have brand awareness, but are not brand loyal. Although they are more accepting of new brands than their counterparts, it is not easy for marketers to develop a sense of brand loyalty among members.

On the contrary Smith (2015) argues that as consumers millennials can be extremely loyal provided that the brand experience puts them first. They always want to be courted and pampered by brands to which they are loyal. Nevertheless, millennials often look for quality, ethical and affordable products and are responsive to brands that commit to social and environmental responsibility (Osipow, 2014).

2.2.2.8 Generation Y and Cosmetics

As previously mentioned in this study, millennials are the largest living generation, hence marketers in general are focused on them as they represent a great target audience. Sudipa (2015) ascertain that generation Y represents a huge and significant opportunity for the cosmetic industry. Thus, they are considered as the main target demographic group of cosmetics markets.

Yers are not only great buyers of cosmetic products, especially women, but also that their purchasing habits and behaviour transform this industry in terms of products, services, brand preferences, and methods of gathering information.

2.3 Cosmetics Market

According to Research and Markets' 2014 report, the global cosmetics market averaged 460 billion United States dollars (US$) in 2014 and is expected to reach 675 billion United States dollars (US$) by 2020, an increase of 6.4 per cent.

According to the Allia market 2016 report, body care and face care which include sun care, skin care, deodorant and makeup, hair care, colour cosmetics, and fragrances are the cosmetics products that are most predominantly used by individuals. Concerning the cosmetic distribution channel, the major ones are retailer stores, supermarkets, exclusive brand outlet i.e. Mag, and specialty stores. Online channels are also gaining popularity amongst consumers.

However, while Wischhover (2016) agrees that women are still leading the cosmetics market, there is a significant increase in men's consumption of cosmetics products as they are beginning to be more concerned about their personal appearance. Furthermore, marketers in general seem to be more focused on millennials than other generation groups as they represent a great opportunity for businesses because of their large number. The cosmetics market does not make an exception, it also tends to focus more on generation Y members. Moreover, the South African cosmetics market research shows that it is a flourishing market despite the downward economic fluctuations.

According to South Africa Cosmetics Products Market (2016) in 2014 the South African cosmetics market was valued at 20 billion American dollars or about 240 billion Rand, which is expected to grow by 10 per cent by 2020. The increase of women on the labour market and the growth of the middle-class, as well as the strong grooming trend, have significantly contributed to the development of the cosmetics market in South Africa.

2.4 Consumer Buying Decision Process

2.4.1 Type of Decision Making

Authors such as Plessis, Strydom, and Jooste (2012, p.82) found that some consumers may appear to make quick purchase decisions while others may take a lot of time considering various factors before making their decision. The speed and ease of buying decisions depend on the product or service, the buying situation and furthermore on how the consumer is involved in the purchase.

Researchers such as Bookins (2017) identify four types of consumer decision making behaviour which he listed and defined as are followed:

1. Impulse Decision Making

Impulse decisions are decisions that the consumer has not planned. These decisions are often made at the queue to the counter. i.e. A purchaser on his way to the counter, picks up items such as chewing gum, sweets, magazines, chocolate etc.

2. Routine or Habitual Decision Making

This type of decision is more appropriate for products that the consumer has purchased often without the need for advice from other friends, family members, etc. This type of decision is considered more by consumers who are brand-loyal.

3. Limited Decision Making

Limited decision making is a situation whereby the consumer needs to make a purchase for an unfamiliar product brand in a familiar product category. To take this decision the consumer will have to seek advice from others such as friends, family members or a recommendation from a salesperson.

4. Extensive Decision Making

Extensive decision making occurs in a situation whereby consumers need to invest a large amount of money to buy a product or service (insurance, cars, electronic equipment). This type of decision leads consumer to spend a lot of time looking for many potential options before buying.

Plessis *et al*. (2012, p.83-84) also identifies various behaviour that consumers display before making their buying decision which they listed and defined as are followed:

1. Complex Buying Behaviour

Complex purchasing behaviour is where consumers show and observe considerable differences between brands. The complex buying behaviour consumer is most noticeable when the product is high risk, high price, and an ineffective after-sale quality service. It is important to emphasise that this purchase also depends on consumer involvement in the purchase.

2. Dissonance-reducing Behaviour

Dissonance reducing behaviour is where the consumer is highly involved in the purchase but with fewer significant differences between brands. The consumer is then forced to buy what is available in the market and will hence reflect after the purchase, where after the consumer is likely to display dissonance post-purchase.

3. Variety-seeking and Behaviour

Variety seeking buying behaviour is where the consumer's involvement in the purchase is very limited but there are important differences between brands. In this case consumers often switch brand seeking for variety.

2.4.2 Stages of the Consumer Buying Decision Process

Researchers such as Munthiut (2009, p.27) found that before reaching any buying decision, consumers pass through several stages. Oladele *et al.* (2016, p.2) demonstrates that the buying process begins even before the actual purchase and continues throughout and after the purchase.

Nevertheless, it is important to emphasise that past studies done on the buying process model show variations on the development in terms of the stages. Some authors have developed a model with five stages, others have developed seven stages and finally eight stages. This study will focus on the buying decision process model that has been developed with five stages outlined as needs recognition, information search, alternative evaluation, purchase decision and post-purchase evaluation. **Figure 2.1** provides an overview of the consumers' decision-making process in the context of the various factors that may influence the buying process. The model is designed to bring together many ideas about consumer decision making and consumer behaviour in the marketplace.

Figure 2 1: Consumer decision-making process
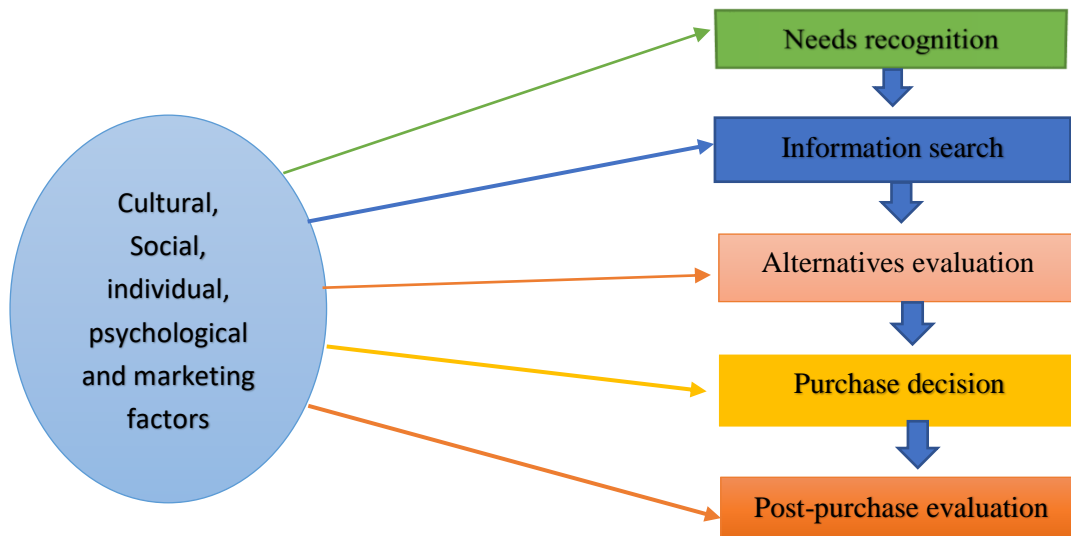
Source: Lamb, Hair and McDaniel (2013, p.85)

2.4.2.1 Needs recognition

Needs recognition, also called problems recognition, is the first step in the buying decision process. A situation whereby the consumer recognises the gap between the current level of satisfaction for a need and that which is desired (Munthiu, 2009, p.28). A need can be understood as a state of want of something desired, demanded and necessary to the individual to enable him to re-establish the broken equilibrium through satisfaction thereof. (Palmer, 2012, p.116).

Plessis *et al*. (2012, p.85) consider recognition of the problem as the result of a discrepancy between the desired situation and the current situation which is sufficient enough to trigger the decision-making process. The desired situation or state is the situation in which an individual' wishes or wants to be when the process of change ends, whereas the current situation is the way the individual perceives his or her feelings towards the situation to be now (Song, 2016).

According to Jordan (2016) the desire to resolve the recognised problem is determined by two factors, the magnitude of the discrepancy between the desired and the current state whereby the greater the difference, the higher the desire to satisfy the recognised need; and the relative importance of the problem where the more significant the problem is, the higher the desire to satisfy the need.

Santolo (2017) suggests two kinds of needs or problems, active problems and inactive problems. An active problem is a problem that the consumer knows or will experience in the normal course of events, whereas an inactive problem is the problem that the consumer has not acknowledged. Therefore, marketers should play a crucial role in helping the consumer to be able to discover the problem.

Lamb, Hair, and McDaniel (2013, p.83) indicate that stimuli are the causal elements of needs recognition and these can be internal or external.

A. Internal Stimuli

Refers to the basic individual needs typically illustrated by the hierarchy of needs by Maslow (1943), which he listed and defined are as followed:

1. Physiological Needs

Physiological needs are considered a primary need of humans and which an individual cannot deprive himself i.e. water, food, breathing, sleeping, sex etc.

2. Safety Needs

The need for safety is considered as the second need felt by the individual after the physiological needs. Safety needs include protection against an individual, external harm or disaster such as physical harm, economic disaster etc.

3. Belongingness and Love Needs

Cant, Strydom, Jooste, and Plessis (2010, p.76) found that psychological influences which include perception, attitudes, learning, self-concept are also part of the internal stimuli that trigger the needs recognition process.

Figure 2.2 1: Hierarchy needs according to Maslow
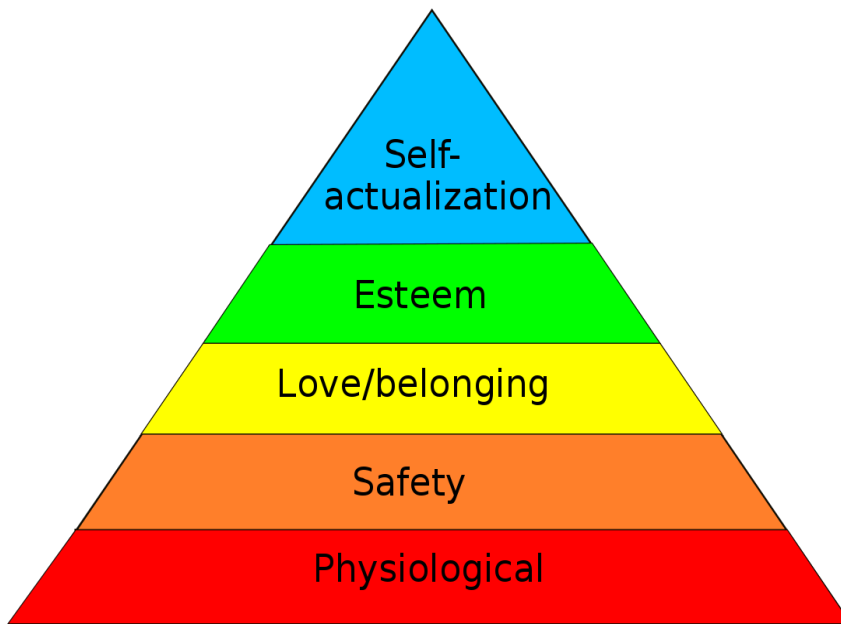
Source: Lamb, Hair and McDaniel (2013, p.85)

B. External Stimuli

Balagopal (2014, p.4) agrees that external stimuli refer to social cultural influences which include, family members, entourage, reference groups, and relevant advertising messages. Lamb *et al*. (2013, p.102) confirms that advertising cannot create a need, but it only attempts to reveal a latent need. It is important to note that these elements will be developed in detail in the second step of the buying decision process.

2.4.2.2 Information Search

The information search is the second step of the buying process. After identifying the need, consumers seek information on different alternatives that are applied to satisfy their needs. However, Plessis *et al.* (2012, p.87) illustrate five basic sources from which consumers can collect information which they listed and defined are as followed:

1. Internal Sources

Internal sources: consumers rely on the method used on previous experiences when searching for information on alternatives which can be applied to satisfy a need. Most of the time consumers use any information stored or experienced which crosses their mind. However, it

is important to note that most of the time consumers use internal sources for routine or habitual purchases.

2. Reference Groups

Reference groups always refer to family members, entourage, friends and peers. In short, reference groups can be considered as word of mouth. Therefore, consumers can make decision to purchase based only on the reference group, because this source of information is powerful thus marketers must find out what kind of information is spread about their product or service.

3. Marketing Sources

Marketing sources constitute the primary information about a product or service. These include advertising, packaging, and salesperson etc.

4. Public Sources

Public sources refer to all possible publications concerning a product or service online and offline. This includes newspapers, brochures, magazines, websites, social networks etc.

5. Experiential Sources

Experiential sources refer to handling, examining, and testing the product while shopping. This kind of source is often applied for products rather than services.

Furthermore, the magnitude to which an individual engages into an external search depends on the following factors:

- *Perceived risk: the higher the risk, the more extensive the search will be.*

- *The knowledge level of buyers: consumers who have more knowledge about the products, search for less information and spend less time in this phase of the buying decision process.*

- *Prior experience: consumers with no previous experience in purchasing a certain product are likely to spend more time in the information search process.*

- *Level of interest in the product: The search for information depends on the level of consumer interest in the product.*

2.4.2.3 Alternatives Evaluation

After conducting the information search, a consumer has certainly found several products or services that can help him solve his problem. However, Balagopal (2014, p.2-3), found that the criteria that influence this are the preferences and choice of alternatives which are established in relation to internal factors which are referred to as; perception, brand loyalty, personality, attitude, and external factors such as; product or brand, price, promotion, culture subculture etc. Furthermore, Munthiut (2009, p.29) identifies attributes as being the first aspect in the evaluation of alternatives and belief and attitude as being the second.

Johnstone (2016) suggests that involvement is also a factor that facilitates the evaluation process, as the more the consumer is involved the easier and simpler the process goes. Palmer, (2012, p.124) also demonstrates that during alternative evaluation process, consumers use the filtering method. The total available alternatives are filtered until the consumer obtains a manageable number that will facilitate evaluation. Thus, a choice will be made from the selected possibilities. See **Figure 2.3 for more details.**

Figure 2.3: Filtering of product option to reach the choice set

The total set

The consideration sets

The consideration sets

The choice sets

The chosen Product
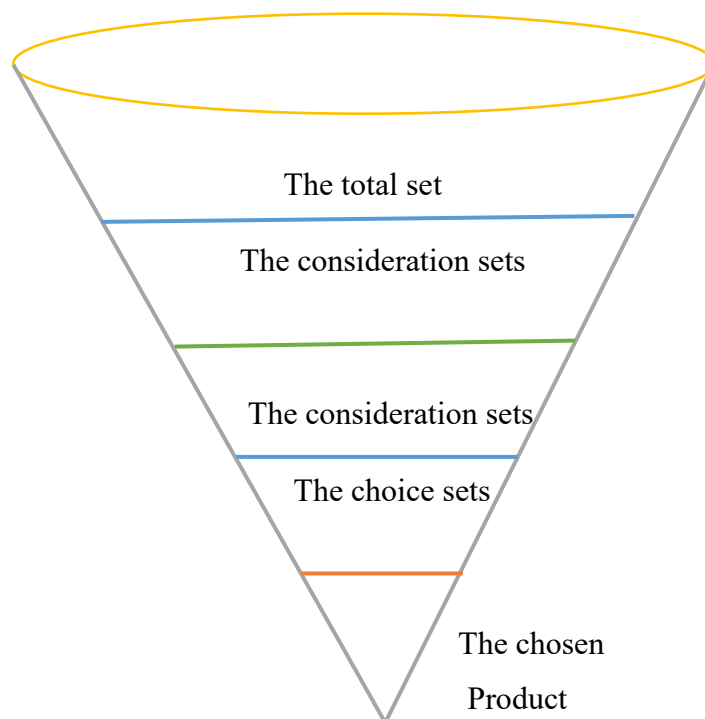
Source: Palmer (2012, p.125).

1. The total set: The total set includes the total number of available alternatives able to satisfy a need.

2. The awareness set: includes all alternatives that the consumer is aware of.

3. The consideration set: refers to all alternatives within the awareness set which the consumer considers buying.

4. The choice set: includes the set of all alternatives from which the final choice will be made.

5. Finally, the chosen product.

Griffiths (2012) also discusses two categories of models to evaluate alternatives, the which he listed and defined as are followed:

A. Compensatory Model

The compensatory model, also referred to the- expectancy-value model, consumer adopt certain attitudes towards different brands according to their attributes. However, consumers establish many beliefs about the attributes that each brand may have

and assess the products by comparing their positive and negative beliefs according to importance.

B. Non-compensatory Models

Non-compensatory is when the consumer tends to make his choice based mainly on the positive attributes. In other words, there is no attribute comparison, as a negative attribute can lead the consumer not to choose a brand.

However, Munthui, (2012, p.29) identified four types of non-compensatory models which he listed and defined as are followed:

1. Conjunctive Heuristic

Conjunctive heuristic consumers set a minimum level for each attribute and chooses the first alternative that corresponds to the minimum standard for all attributes. If a certain brand does not meet the minimum criteria for each attribute, that brand can therefore be dropped from the evaluation process. However, if all alternatives meet the minimum criteria the consumer can find no other option than revisiting the minimum criteria or considering another model.

2. Disjunctive Heuristic

With the disjunctive heuristic, consumers set certain minimum standards only for the brand's dominant attributes, the remaining attributes are of a lesser importance.

3. Lexicographic Heuristic

In the lexicographic model, the consumer classifies the attributes of the products in terms of importance. The consumer first evaluates all alternatives on the most important criteria and identifies the highest alternative based on this criterion.

4. Elimination by Aspect

The consumer compares brands on a probabilistic selection of attributes, where the probability of choosing an attribute is positively related to its importance, in which case, brands are eliminated if they do not meet the minimum acceptable thresholds.

2.4.2.4 Purchasing Decision

After evaluating all possible alternatives consumers will have to move to the next stage which is the purchase decision. However, research shows that consumers make their final choice based on the hierarchisation of established criteria, but also on unexpected situational factors which might sometime lead to consumers modifying, postponing or avoiding the purchase. For example, price increases, recommendation of reference groups or even a salesperson etc. Additionally, Shane (2014) found that consumers tend to make decisions that minimise risk based on the perceived definition of the purchase.

Plessis et al. (2012, p.91-92) suggest that after evaluation of the alternatives, consumers should then decide on whether he or she will buy it or not. If the decision is yes, in that case, the consumer must make a sequence of correlated decisions regarding the following elements:

> * *Brand: this concerns the product,*
> * *Vendor: this aspect refers to the place. For example, supermarket, department store, online, beauty salon etc.*
> * *Quantity: what quantity does the consumer need,*
> * *When: this might be the time of the day, day of the week or season etc.*
> * *Payment method: which manner of payment will be made? For example, cash, by credit, lay-buy etc.*

2.4.2.5 Post-purchase Evaluation

This is one of the important steps in the buying decision-making process, the 'moment of truth', as it determines future purchases. Consumers evaluate the difference between what he

or she expected from the product or service i.e. the perceived product performance, and what it really brought to him or to her (Shane, 2014). However, Munthiut and Mater (2009, p.30) identify two potential outcomes from this stage, satisfaction or dissatisfaction.

1. Satisfaction

According to the Cambridge English dictionary, satisfaction is the nice feeling which an individual has after receiving something he or she wanted or expected. Shane (2014) demonstrates that consumers will keep in their memory the information which helped him or her make the satisfactory purchase decision and is likely to remain loyal to that product or service.

2. Dissatisfaction

Dissatisfaction is the opposite of satisfaction, when consumers do not get what they expected from something. In this case consumers are more likely to switch to another product or service or once again go through the information searching stage (Munthiu, 2009, p.30). Nevertheless, Akers (2017) research reveals that consumers often experience cognitive dissonance after all purchases; the feeling that leads back to thinking about the choice made. For example, a consumer might think that the product bought could have less performance or attributes than the one he or she did not buy. Cognitive dissonance refers to the internal tension inherent in a person's system of thoughts, beliefs, emotions and attitudes when many of them conflict with one another (Plessis *et al*., 2012, p.94). The term also refers to the tension a person feels when a behaviour goes against their ideas or beliefs.

2.5 Conclusion

This chapter gave provisional answers to the research questions asked in the first chapter by virtue of the fact that it has provided some detailed characteristics of both generation X and generation Y related to some important areas such as technology, education, cosmetic products, to mention only a few, and it has also given an overview on the state of the global and the South African cosmetic market. According to previous studies, generation X and Y may display different behaviour faced with different situations. This chapter also discussed some important notions of the buying process from needs recognition, which is the first step of the buying decision process, to the post-purchase evaluation, which is the last.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction

Methodology is an important part of the research. It provides the design and research method that will be applied in the study. This chapter provides an overview of the research method that will be applied in this study and will describe the sampling method as well the sample size. Additionally, it will present the data collection instrument. Finally, it will provide the subsequent data analysis.

3.2 Research Approach Paradigm

This study used a quantitative research method because it allows the researcher to observe the relationship between variables. A quantitative research design is known for its capability of describing and producing detailed explanations about the research issue under study. Punch (2014) also finds that, a quantitative study enables the research to transform data into numbers using a statistical approach. Thus, this study described and produced a comprehensive explanation of the factors that influence consumers of each generation in their buying decision process towards cosmetics, from the needs' recognition to the post-purchase evaluation.

3.2.1 Sampling Method

This study used probability sampling. Probability sampling is based on the principle of random selection which means units or people are selected by chance (Ritchie, Lewis and Elam, 2013, p.111). It is important to note that the probability sampling method gives an equal chance for inclusion in the study. To select a sample, simple random and stratified sampling methods were used.

3.2.1.1 Simple Random Sampling

Simple random sampling is a method whereby each individual or unit from the entire target population has an equal chance of inclusion in the study (Fowler and Floyd, 2013, p.18). Random sampling facilitated the selection process as all individuals in the entire target population were given an equal chance of inclusion in the study.

3.2.1.2 Stratified Sampling

Stratified sampling consists of dividing the entire population into subgroups or strata by ensuring that each characteristic of the given population is proportionally selected according

to the total of the entire population (Crossman, 2017). Stratified sampling helped the researcher in targeting the two generation group students, generation X and generation Y, from which the final participants were selected.

3.2.1.3 Study Site

The study site refers to the physical place where the research is going to be conducted and where data will be collected (Simons 2009, p.89). The study site is the University of KwaZulu-Natal (UKZN) and the study was conducted on two campuses only, Westville campus located at 3629 University Road, and Howard College located at 243 King George V avenue, Glenwood. The reason for this decision is that it was more convenient for the researcher to conduct the study on these two campuses.

As it was possible to find students from other institutions on the campuses (Westville Campus and Howard College) that were chosen to conduct the research on, the researcher urges to notify that only students from those two campuses were given the chance and considered as the only qualified participants in this study.

.**3.2.1.4 Target Population**

Target population is the entire collection of units or people with specific characteristics the researcher is interested in (McLeod, 2014). For this study, the target population was all students of Westville campus and Howard College more precisely, born between 1965s and 1999s which includes both the generation X and Y.

3.2.1.5 Sample Size

A sample is a subset of the entire population from which data is collected by the researcher (Yin, 2009). Since this study is focused on the buying decision process of generation X and generation Y, the sample included only students from these two generations.

Table 3 1: Westville campus and Howard College total numbers of registered students 2017

College	Westville	Howard	Total
AGR, ENG & SCIENCS	4041	2792	6833
HELTH SCIENCES	2369	1338	3707
HUMANITIES	-	9351	9351
LAW & MANAGEMENT	6043	2125	8168
TOTAL	12453	15606	28059

Source: University of KwaZulu-Natal, Institution Intelligent report: Student registration (2017).

As demonstrated in **Table 3.1**, the 2017 total number of registered students from Westville campus and Howard College was 28059 which is around 30000. According to Krejcie and Morgan (1970) if the population's total number is 30000, the sample size should therefore be 379 (see appendix for more details). The research therefore found that it should be convenient to consider 379 as the study's sample size.

3.3 Data Collection

Denscombe (2010) defines data as information collected during research. This study used both secondary and primary data. Secondary data can be defined as all information that has previously been gathered and could be used for other studies or could be assessed by other researchers (Wiid and Diggines, 2015, p.84). Secondary data includes journal articles, organisation records, information collected by governments, and the internet. One of the greatest advantages of using secondary data is that it is economical in terms of time and money. According to Wiid and Diggines (2015, p.93) primary data refers to all information gathered by the researcher for the study at hand. Compared to secondary data, primary data is tailored to the research needs but it can be very costly in terms of time and money (Kumar, 2014, p.171).

3.3.1 Data Collection Instrument

Data collection instruments include devices used to collect data. The research found that it was convenient to use questionnaire as a data collection instrument for this study because it was the most appropriate for this study's approach. Kumar (2014, p.178) defines a questionnaire as a series of questions designed to facilitate the collection of desired

information. A questionnaire is an instrument adapted to collect precise information from many participants (Mckee, 2015).

It is important to emphasise that a questionnaire should always be designed in relation to the study objectives and must also be clear for an easy understanding by the respondents (Kumar, 2014, p.178). There are two types of questions, close-ended and open-ended. Open-ended questions do not induce pre-established answers and therefore allows an individual to express his or her thoughts, whereas closed-ended questions are questions whereby the respondent is given a choice of pre-established answers (Farrell, 2016). The choice can be unique or multiple depending on the kind of questions.

This study used a questionnaire with closed-end questions, as these types of questions ease the results processing. For data collection 379 questionnaires were randomly distributed around Westville campus and Howard College, but only 377 (99 per cent) questionnaires were subjected to testing as questions were well and completely answered.

It is important to emphasize that on the questionnaire was included the age's category (37-52 as the generation X and 18-36 as the generation Y) the researcher was interested with.

3.3.2 Data Analysis

The process of assessing the data using analytical and logical reflexion to examine each element of the data provided. To achieve the research objectives, the required data obtained via the survey questionnaire was further captured and codified using the SPSS application, which aided the researcher in ease of analysis. Hereafter the analysis of the data was done using both descriptive and inferential statistical procedures.

This study used a Likert scales questionnaire that involves 5 rating point scales, (1= strongly disagree, 2= disagree, 3= neutral/partial, 4= agree and 5= strongly agree). It should be important to notify that, to ease the data analysis process, these 5 rating point scales were compiled into three categories which are listed are as followed:

- Not driven, which includes negative points scale, strongly disagree and disagree
- Neutral/Partial
- Driven, which includes positive rating point scales, agree and strongly agree.

3.3.2.1 Descriptive Statistical Analysis

According to Hinton, Mcmurray and Brownlow (2014, p.35) descriptive statistics can accurately describe and summarise a large dataset quickly and easily. Descriptive statistics often use frequencies, ranges, means, modes, medians, and standard deviations, standard error and variance to effectively and graphically explain the central tendencies and dispersion amongst these variables. This study chose to utilise only frequencies, percentages, means and standard deviation to effectively and graphically explain the central tendencies and dispersion as it relates to this study.

In this case, these variables may include generations, gender, employment status, etc. Therefore, the use of descriptive statistics in this study is particularly significant to aid the visualisation and simplification of the data collected. By using charts, graphs and tables for graphical representations, the researcher has utilised the use of descriptive statistical procedures.

1. **Cross tabulations**

Cross tabulations, also referred to as a contingency table, is a technique of summarising the association between variables that have nominal or categorical data (Hinton *et al*., 2014, p.43). Furthermore, cross tabulation analysis is an appropriate quantitative research that allows the researcher to compare and analyse two or more variables (DeFranzo, 2012).

A crosstab presents the combination of results from different questions in a table with the results of one question as rows and the results of another question as columns (Hinton *et al*., 2014, p.43). In this study cross tabulations were used to descriptively compare and show the relationship between and within the dependent variable (respondents' generation) and its associated variables.

3.3.2.2 Inferential Statistics

1. **Multinomial Probit and Logit Model**

The multinomial probit model is a generalisation of the probit model used when there are several possible categories that the dependent variable can fall into (Dow, Jay and James, 2004). Furthermore, the model uses maximum likelihood estimation to evaluate the probability of categorical membership. It is an alternative to the multinomial logit model as a multiclassification method. The multinomial probit and logit model was used to specifically evaluate the relationship between and within the generation's behaviour during cosmetics-

buying decision process. Goodness of fit was explored by computing Hosmer-Lemeshow tests for each pair of groups and the test was not statistically significant, which means the model is fitting. It is important to emphasize during analysis the generation X was used as reference to the generation Y. **Table 4.2** illustrates more detail.

3.4 Reliability and Validity of the Research

Babbie, Halley, Wagner and Zainoa (2013, p.15) consider reliability as the ability that a measuring instrument must indicate the same value in the successive observation of a given case. Reliability refers to the consistency of the result (Kim, 2017), which simply means that a repeat data assessment should always give the same result whereas validity is considered as the extent to which an indicator measur1es what it is supposed to measured. According to Hofstee (2015, p.107) validity ensures that the data collection instrument truly measures what it was designed to measure. The Cronbach Alpha coefficient is the test which is most used to measure the reliability of an instrument utilised for data collection.

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N-1) \cdot \bar{c}}$$

Where:

    N = the number of items.

    $\bar{c}$ = average covariance between item-pairs.

    $\bar{v}$ = average variance.

Hinton *et al*. (2014, p.359) provides a list of Cronbach coefficient which is presented as follows:

- 0.90 and above shows excellent reliability;
- 0.70 to 0.90 shows high reliability;
- 0.50 to 0.70 shows moderate reliability;
  - 0.50 and below shows low reliability.

Table 3 2: **Cronbach's Coefficient Reliability Test**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	No. of Items
0.690	0.691	16
Scale Statistics		
Mean	Variance	Std. Deviation	No. of Items

To test the reliability of the instrument, a coefficient alpha test was conducted on 16 items (items were matched against the research objectives) on the respondents' perception on cosmetics which resulted in 0.69, that is considered as reasonable.

3.4 Ethical Consideration

Regarding ethical consideration, the researcher first got the ethical approval from the committee in charge that allowed her to conduct the research. Secondly, the researcher ensured that human dignity was maintained in this study by seeking informed consent from the participants and by allowing them to take decisions to participate in the study based on adequate knowledge of the issue under study provided for them. Thirdly, participants were reminded about privacy and confidentiality which includes the fact that they were free to keep from the public some information about themselves. Fourthly and finally, the researcher ensured that participants remain anonymous by not giving their names or any element that could enable to identify them.

3.5 Conclusion

This chapter concisely described the research methodology that was used in this research to achieve the defined research objectives and questions painted in chapter one of this study. In it, the researcher described the data collection procedures, population and sampling technique, the data collection instrument, and the subsequent data analysis. The next chapter of this study will focus on the summary of findings of the data analysed, the presentation and interpretation of results in line with the research objective.

CHAPTER 4: PRESENTATION OF FINDINGS

4.1 Introduction

This chapter presents an overview of the statistical findings from this research. Moreover, this study used a systematic constructed questionnaire, which was designed to comprehensively cover the necessary aspects of the generation X and Y behavioural attitudes towards cosmetics purchasing which is crucial to the research objectives. Thereafter, data from generations X and Y was collected and captured, which was later cleaned by means of SPSS software. The cleaned data of the dependable variables was then used to estimate the statistical values computed in this chapter against its associate variables. The results herein are presented based on the objectives of the study.

4.2 Study Objectives

- To understand the motivations that trigger the needs 'recognition of generation X and Y consumers during the cosmetics-buying decision process.
- To ascertain how and where generation X and Y consumers search for information during the cosmetics-buying decision process.
- To determine the basic criteria that generation X and Y consumers use to evaluate alternatives options during the cosmetics-buying decision process.
- To determine the factors that influence the purchase decision process of generation X and Y consumers during the cosmetics-buying decision process.
- To determine the basic criteria that generation X and Y consumers use in the post-purchase evaluation during the cosmetics-buying decision process.

4.3 Hypotheses

H1: Consumers within the generations X and Y, display different behaviour during the cosmetics-buying decision.

H2: There are significant behavioural differences between the generations X and Y during the cosmetics-buying decision process.

4.4 Descriptive Statistical Analysis

4.4.1. Demographic Assessments

The demographic data in this study presents the generation category of the respondents (generations X and Y), gender, respondents' racial/ethnic groups, respondents' residency, respondents' employment status, and respondents' campuses.

4.4.1.1 Respondents' Generation (X and Y) Category

Respondents' Generations

39.80%

60.20%

■ Generation X   ■ Generation Y
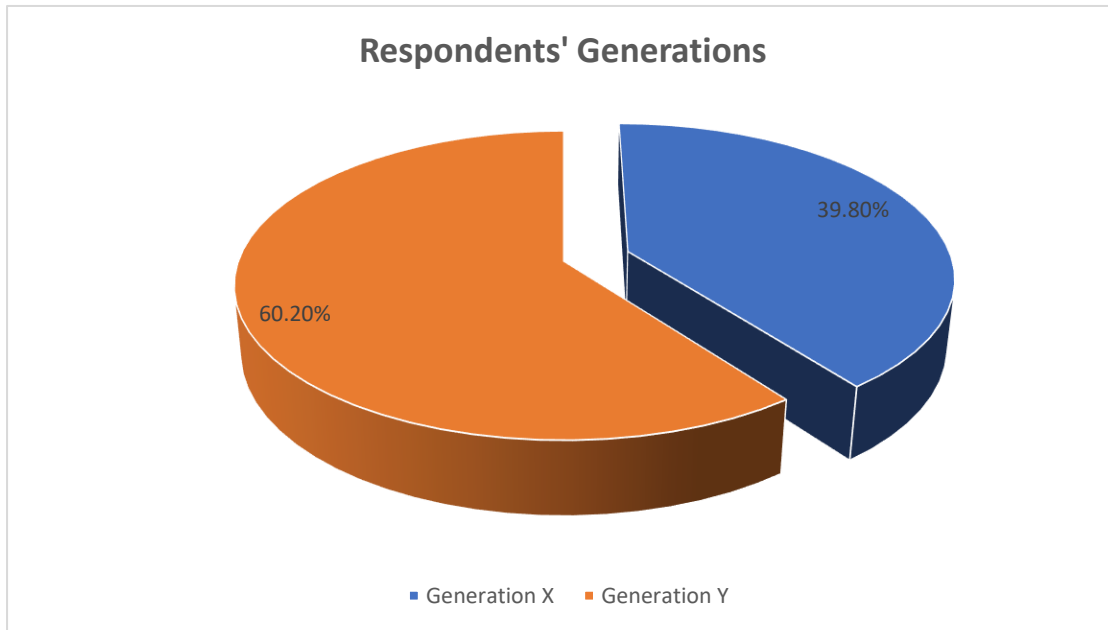
Figure 4.1 Respondents' generation (X and Y) category

Results reveal that out of the 377 respondents most of them were from generation Y 60.2 per cent (n=227) compared to generation X 39.8 per cent (n=150). (M=1.60; SD= 0.490).

4.4.1.2 Respondents' Gender
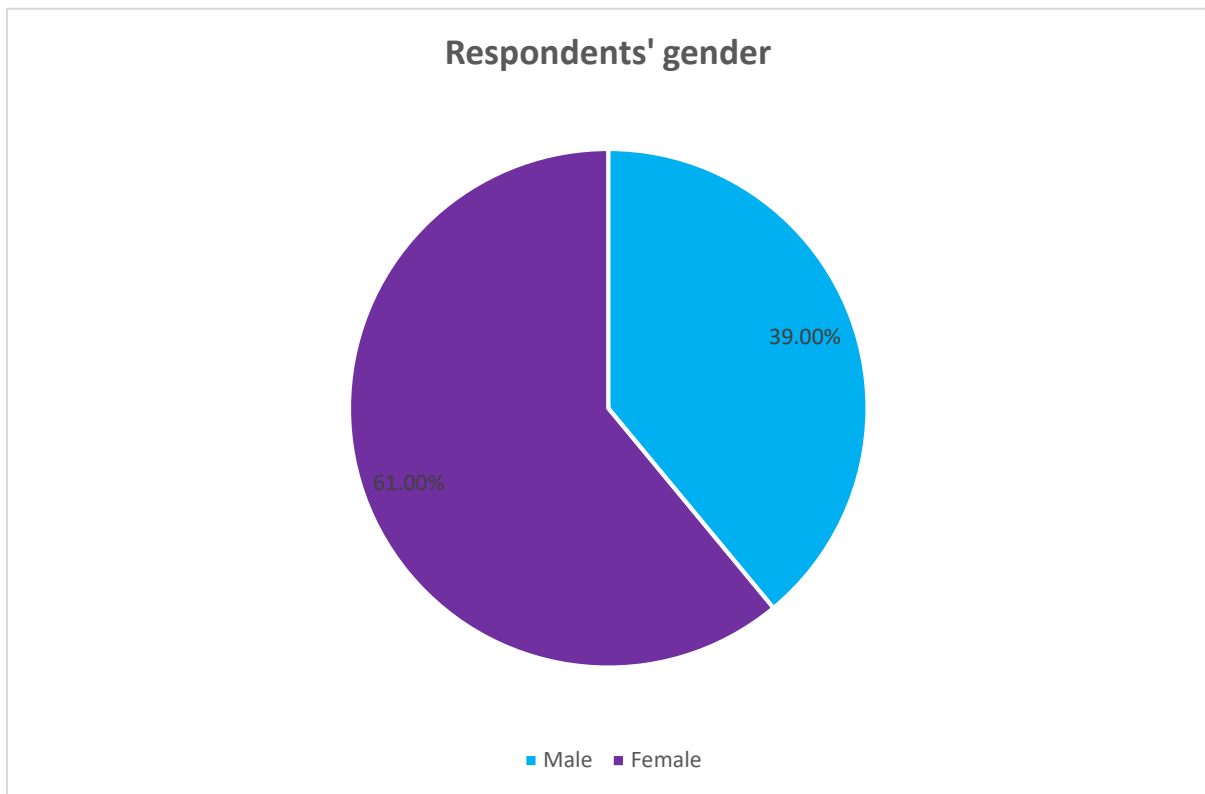
Figure 4.2: Respondents' gender

Concerning gender, results reveal that out of 337 respondents most of them were females with 61.0 per cent (n=230) compared to males with were 39.0 per cent (n=147. (M=1.61; SD= 0.488).

4.4.1.3 Respondents' Racial/Ethnic Groups
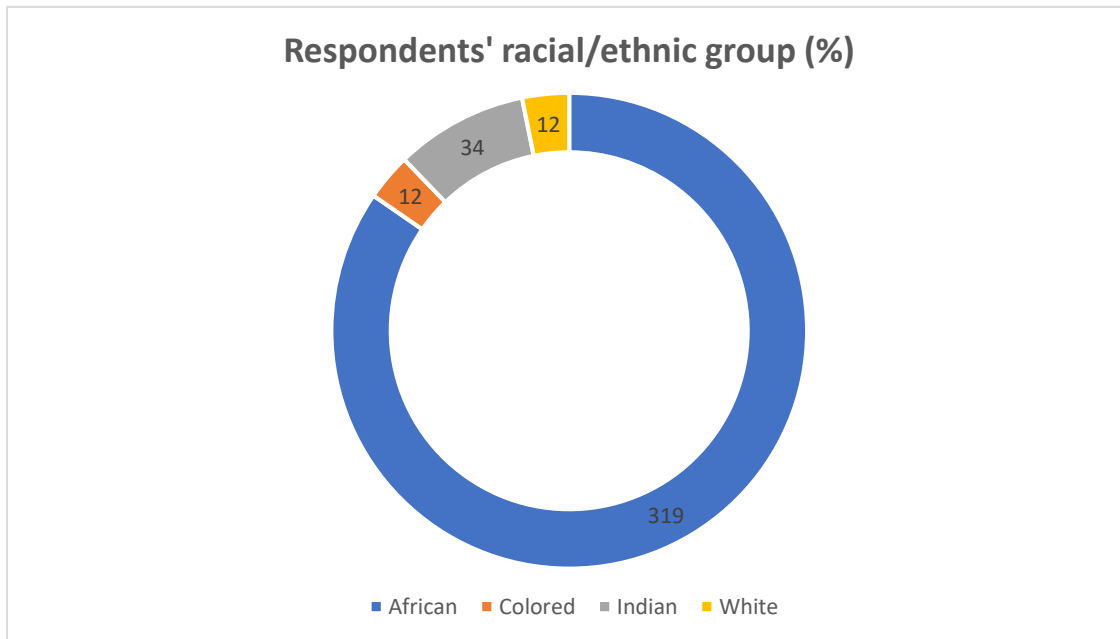
Figure 4 3: Respondents' racial/ethnic identity

With a mean value of (M=1.30) and a standard deviation of (SD=0.765), the analysis here indicates that out of 377 respondents, most were African with 84.6 per cent (n=319).   In addition, 9.0 per cent (n=34) as Indians, and both Coloreds and Whites have the same racial classification's value, with 3.2 per cent (n=12).

4.4.1.4 Respondents' Residency
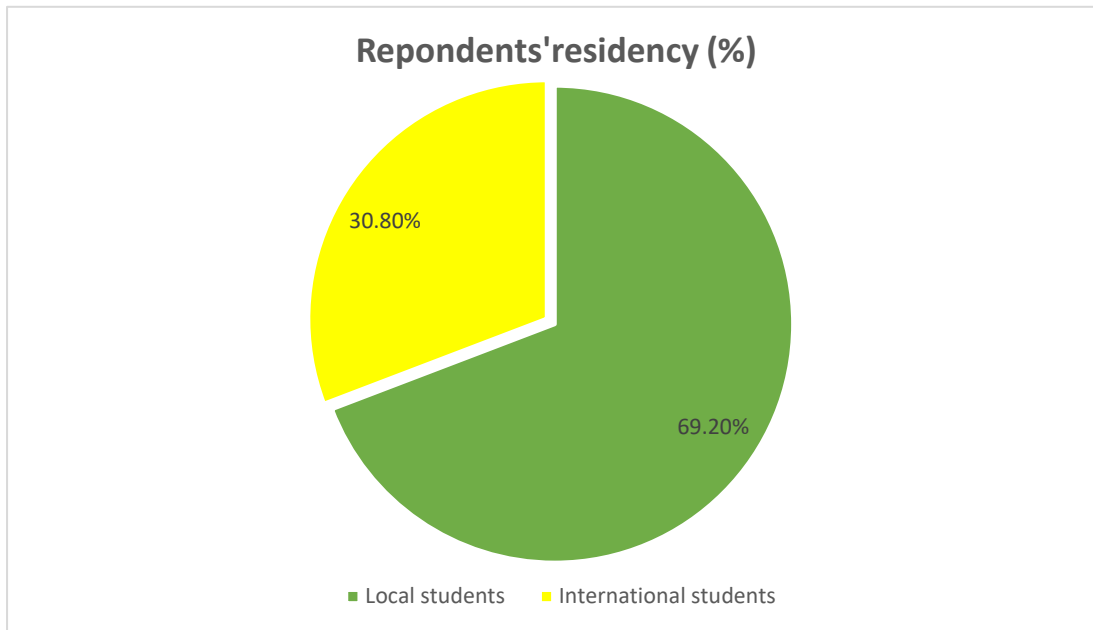
Figure 4 4: Respondents' residency

The statistical analysis here suggests that out of the 377 respondents, most of them were local students 69.2 per cent (n=261) as compared to international students 30.8 per cent (n=116). M=1.30; SD=0.462.

4.4.1.5 Respondents' Employment Status
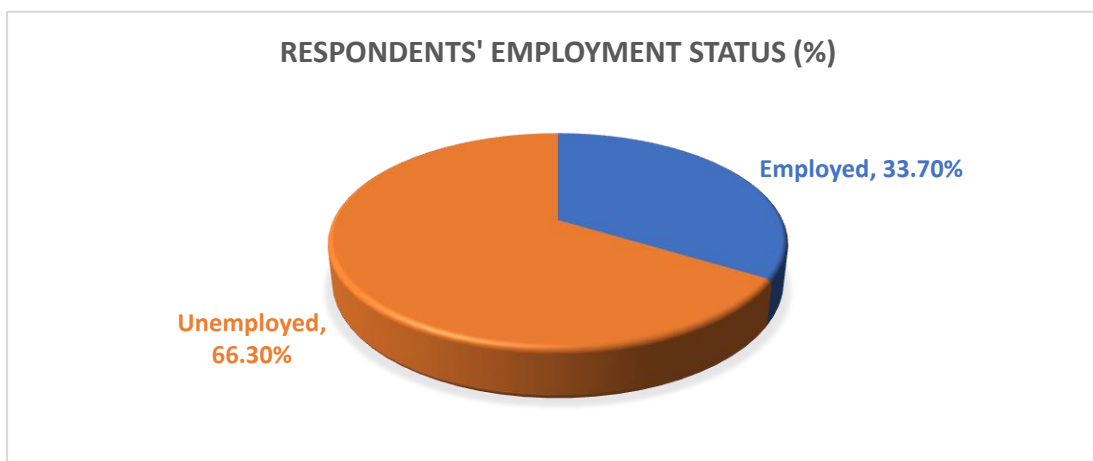
Figure 4 5: Respondents' employment status

Concerning employment status, the results indicate that out of 377 respondents most of the respondents are unemployed 66.3 per cent (n=250) as compared to those who are employed 33.7 per cent (n=127). M= 1.66; SD= 0.473.

4.4.1.6 Respondents' Campus
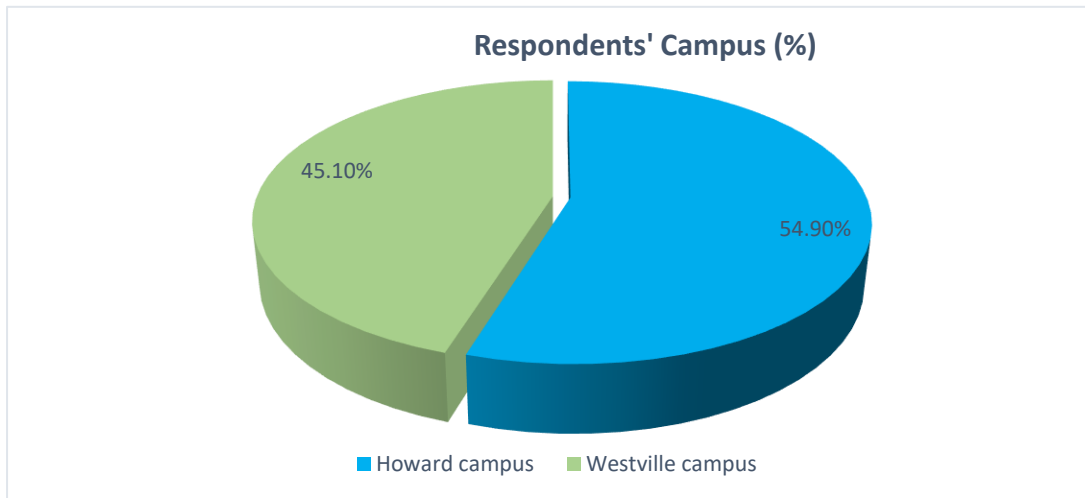
Figure 4 6: **Respondents' Campus**

After analysis, the results indicate that out of 377 respondents most of them were from Howard College 54.9 per cent (n=207) as compared to those from Westville campus 45.1 per cent (n=170). M= 1.45; SD 0.498.

4.4.2. Respondents' General Perception on Cosmetics mean values

Table 4 1: Frequency table with mean values

Testing Perceptions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	M	SD
Physiological needs drive me to buy cosmetic products.	47 (12.5%)	71 (18.8%)	82 (21.8%)	115 (30.5%)	62 (16.4%)	3.19	1.271
The need to improve my self-esteem is the factor that drives me to buy cosmetics.	71 (18.8%)	87 (23.1%)	80 (21.2%)	97 (25.7%)	42 (11.1%)	2.87	1.294
I buy cosmetic product to enhance my beauty.	43 (11.4%)	48 (12.7%)	92 (24.4%)	128 (34.0%)	66 (17.5%)	3.33	1.231
I use cosmetics for	97	143	79	43	15		

Testing Perceptions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	M	SD
medical reasons.	(25.7%)	(37.9%)	(21.0%)	(11.4%)	(4.0%)	2.29	1.092
The social-cultural factors drive me to buy cosmetics.	92 (24.4%)	124 (32.9%)	87 (23.1%)	62 (16.4%)	12 (3.2%)	2.41	1.119
The advice of my family members influences my need to buy cosmetic products.	96 (25.5%)	122 (32.4%)	74 (19.6%)	73 (19.4%)	12 (3.2%)	2.42	1.155
Advertising is the key factor which drives my need to buy cosmetic products.	80 (21.2%)	98 (26.0%)	80 (21.2%)	91 (24.1%)	28 (7.4%)	2.70	1.250
I gather information from previous cosmetic brands before making a purchase decision	50 (13.8%)	77 (20.4%)	69 (18.3%)	130 (34.5%)	49 (13.0%)	3.12	1.268
Before I buy, I gather information about various cosmetic products in the market, which I find on internet sites and social media platforms.	55 (14.6%)	79 (21.0%)	67 (17.8%)	128 (34.0%)	48 (12.7%)	3.09	1.279
Buying the same cosmetic brand is a habitual practice for	19 (5.0%)	32 (8.5%)	47 (12.5%)	161 (42.7%)	118 (31.3%)	3.86	1.102

Testing Perceptions	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	M	SD
me.							
I am always adventurous to try new cosmetic products.	80 (21.2%)	98 (26.0%)	93 (24.7%)	70 (18.6%)	36 (9.5%)	2.69	1.259
I believe expensive cosmetic products are synonymous with good quality.	45 (11.9%)	64 (17.0%)	74 (19.6%)	102 (27.1%)	92 (24.4%)	3.35	1.332
I base my purchase decision on recommendations made by the sales persons or beauty professionals.	64 (17.0%)	80 (21.2%)	103 (27.3%)	104 (27.6%)	26 (6.9%)	2.86	1.194
I only buy cosmetics which I am familiar with.	14 (3.7%)	28 (7.4%)	60 (15.9%)	171 (45.4%)	104 (27.6%)	3.85	1.024
I always switch to another cosmetic brands if I am dissatisfied	27 (7.2%)	27 (7.2%)	38 (10.1%)	164 (43.5%)	121 32.1%)	3.86	1.156

The perception of respondents on cosmetics was aimed to measure a true reflection of generation X and Y's perceptions towards the cosmetics buying decision, especially regarding the motives that trigger needs recognition, sources of information, the basic criteria they use to evaluate alternative purchasing options, factors that influence them to take purchase decisions, and finally, the basic criteria used in the post-purchase evaluation.

4.4.3 Cross tabulations Analysis

4.4.3.1 Demographic

1. Comparing Generations (X and Y) and Gender
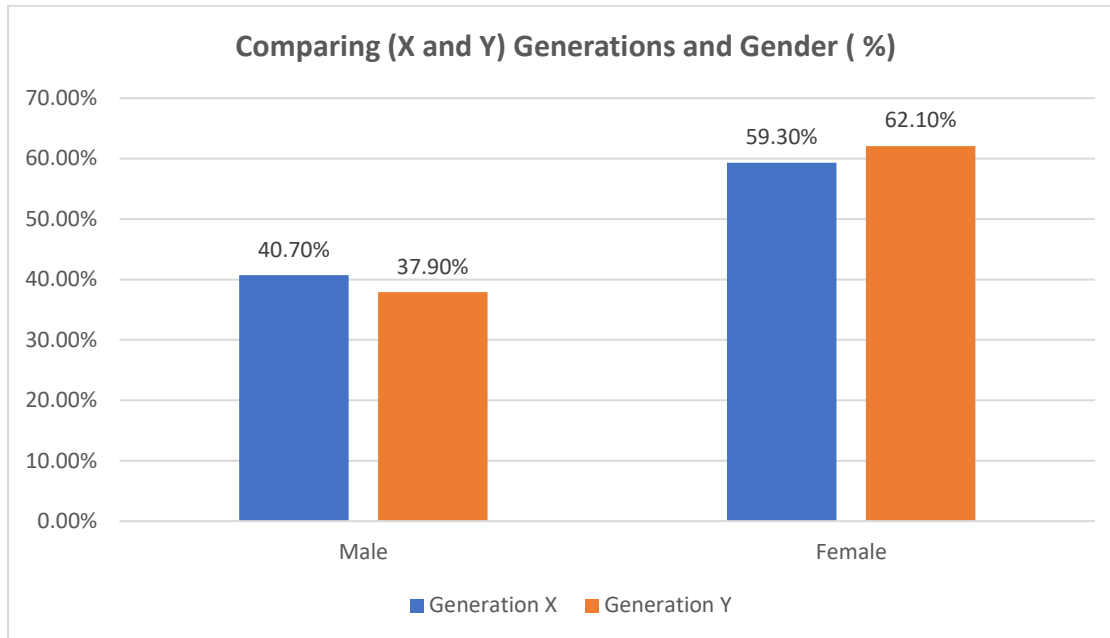
Figure 4 7: **Comparing gender and generation X and Y**

When comparing the respondents' generations and gender, the computation here suggests that out of 150 respondents from generation X, most of them were females (n=89; 59.3 per cent) and 40.7 per cent(n=61) males. Likewise, out of the 227 respondents from generation Y, most of them were females 62.1 per cent (n=141), while 37.9 per cent (n=86) were males.

4.4.3.2 Assessment of Respondents' Cosmetics Purchasing Attitudes

1. Comparing Generations (X and Y), and Cosmetics Purchasing Place
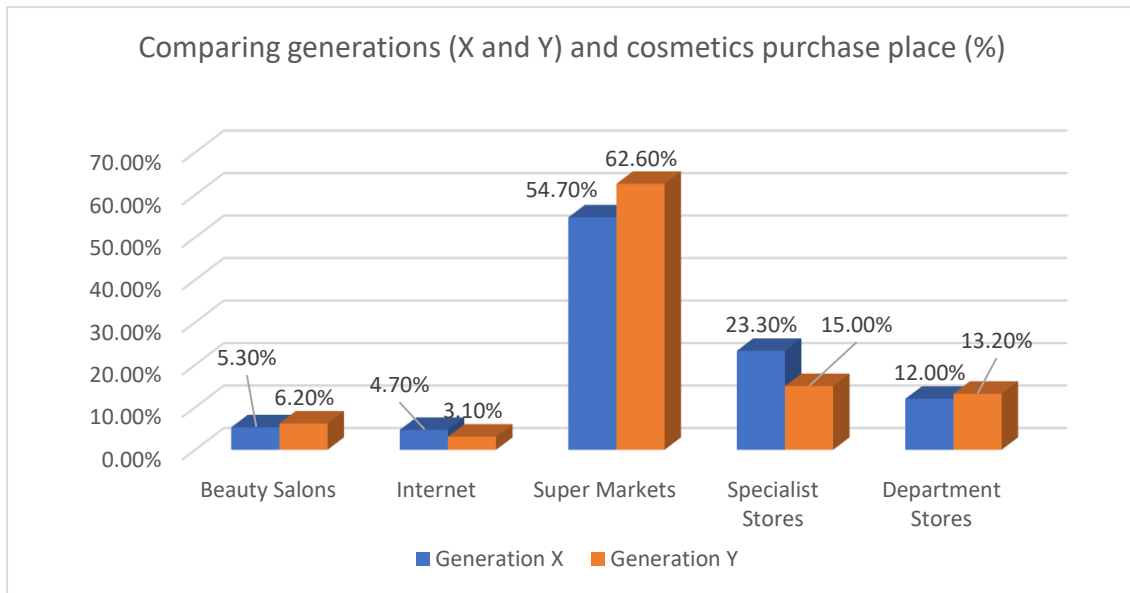
Figure 4 8: **Comparing Generations (X and Y) and Cosmetics Purchase**

Concerning purchase place, results indicate, that out of the 150 respondents from generation X and 227 of generation Y, most within each group do cosmetic products purchasing at a supermarket with 54.7 per cent (n=82) and 62.6 per cent (n=142) respectively.

2. Generations (X and Y) and Category of Cosmetics Purchased the Most
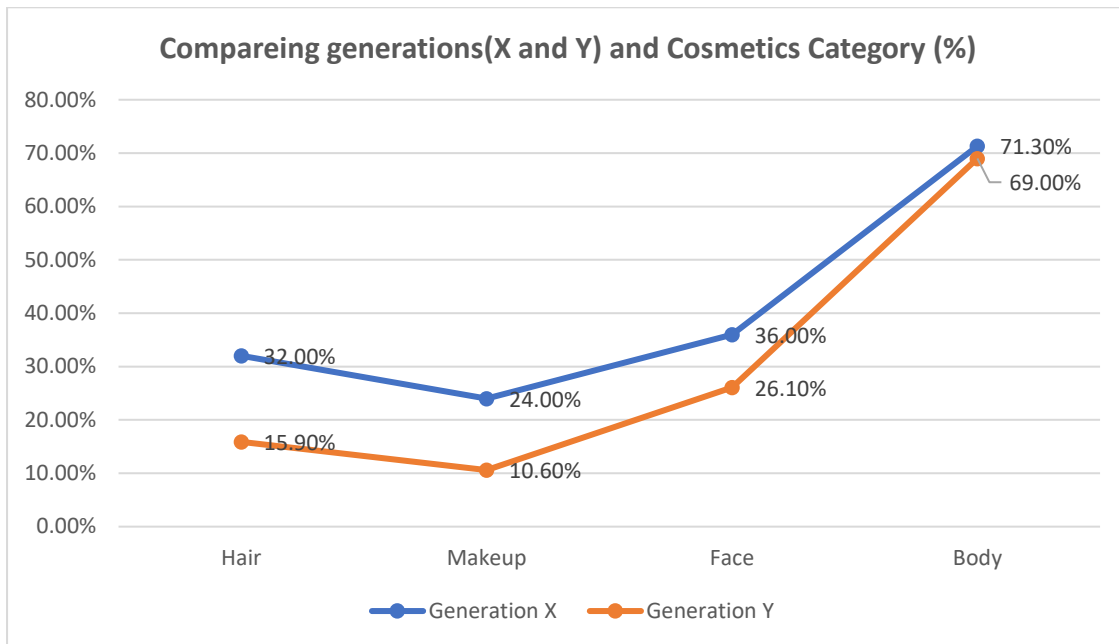
Figure 4.9: **Comparing cosmetics category and generation X and Y**

After analysis it is observed that out of the 150 generation X respondents and 227 in generation, most of them frequently buy body cosmetics, with X having 71.3 per cent (n=107), and Y having 69.0 per cent (n=156).

3. Generations (X and Y) and Total Amount Spent on Cosmetics
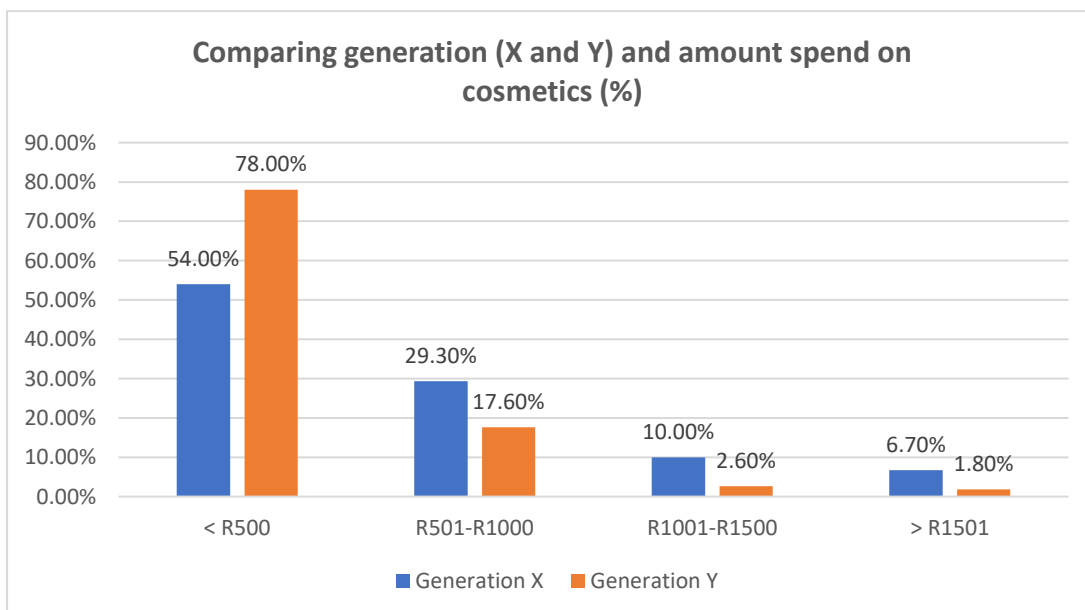
Figure 4.10: **Comparing cumulative money spent on cosmetics and generations X and Y**

Results here reveal that out of the 150 generation X, and 227 generation Y respondents, most of them spend a cumulative amount of less than R500 on cosmetics, with X having 54.0 per cent (n=81), and Y having 78.0 per cent (n=177).

4.4.3.3 Respondents' perception on cosmetics

Hypothesis One: Consumers within each generation (X and Y) display different behaviour during the cosmetics-buying decision process.

1. **Comparing Generations (X and Y) and Physiological Needs**
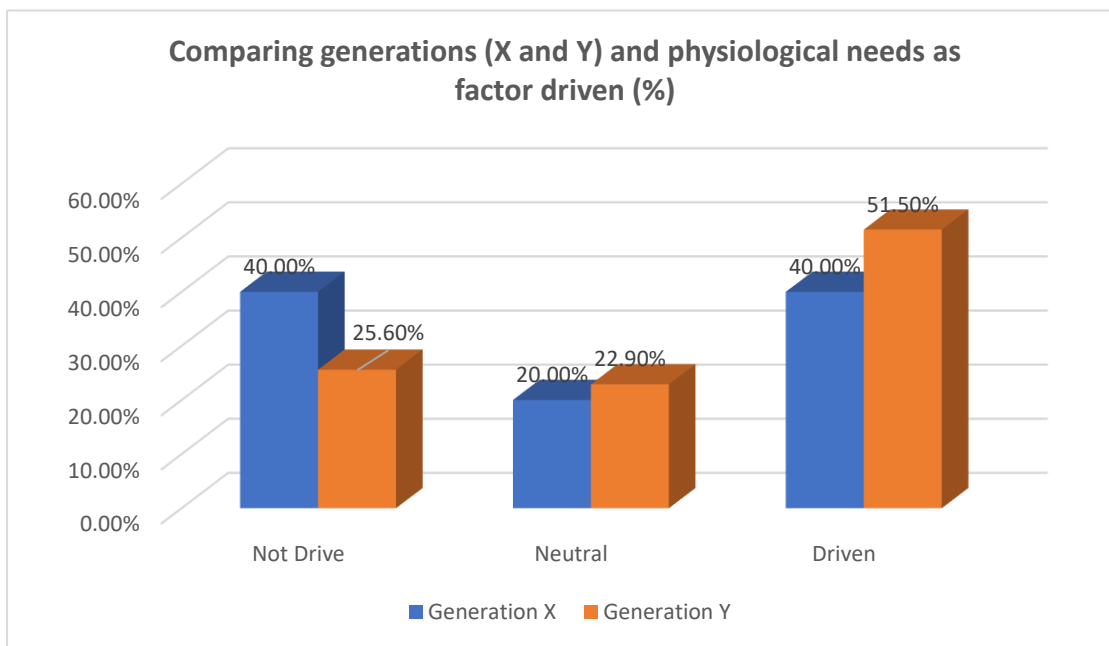
Figure 4.11: **Generation X and Y and physiological needs as factor driven**

Analysis suggests that out of the 150 respondents in generation X and 227 respondents in generation Y, 40.0 per cent (n=60) of generation X and most of generation Y51.5 per cent (n=117) are driven by physiological needs.

2. Comparing Generations (X and Y) and the Need to Enhance their Beauty as Factor Driven
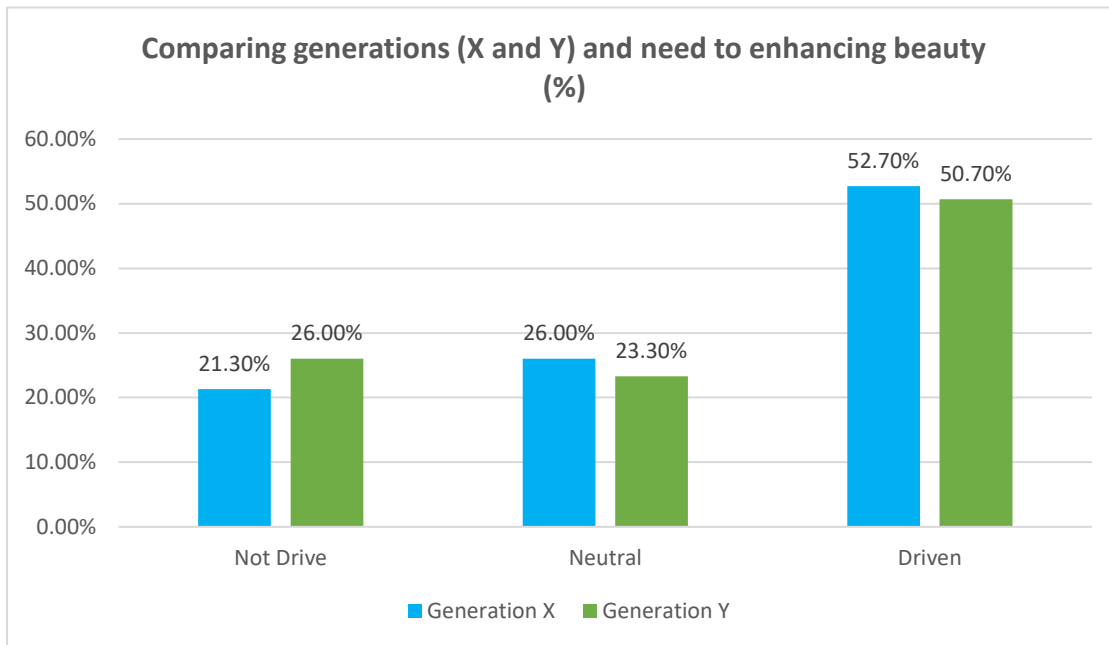
Figure 4.12: **Generation X and Y and the need to enhance their beauty as factor driven**

Results of the study suggest that out of the 150 respondents in generation X and the 227 respondents in generation Y, most of them buy cosmetics products to satisfy the need to enhance beauty, with X having 52.7 per cent (n=79), and Y having 50.7 per cent (n=115).

3. Comparing generations and Socio-cultural Factors as Key Drivers
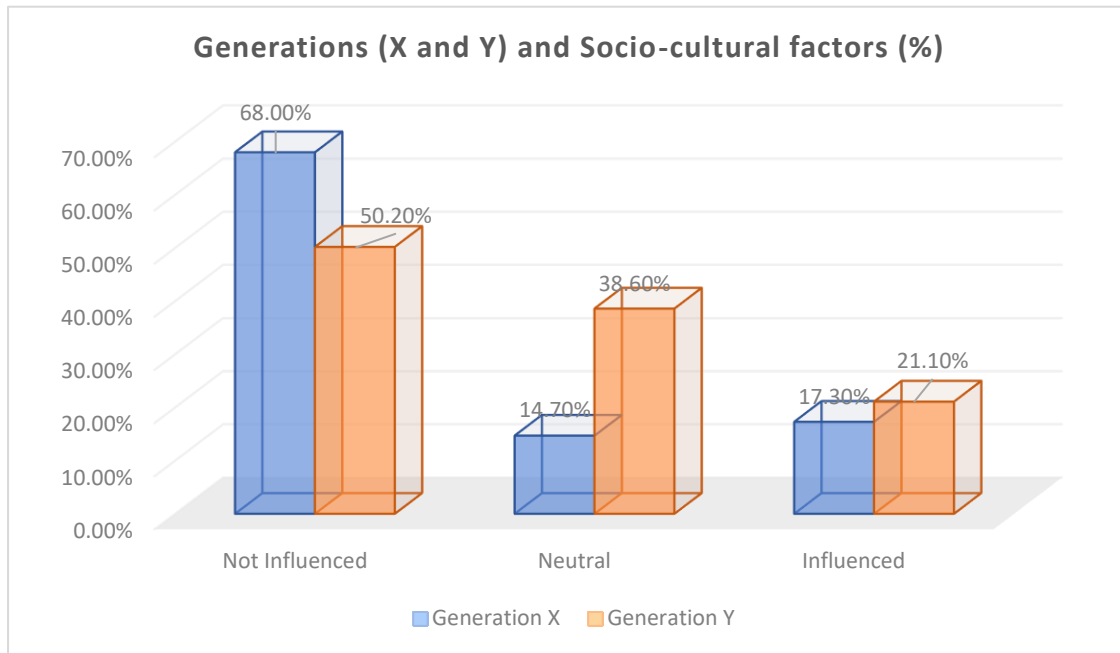
Figure 4.13: **Generation X and Y and socio-cultural factors**

After analysis it can be observed that out of the 150 respondents in generation X and the 227 respondents in generation Y, most of them are not influenced by socio-cultural factors during the cosmetics-buying decision process, with X having 68.0 per cent (n=102) and Y having 50.2 per cent (n=114).

4. **Comparing *Generations X and Y and Family Influence on Cosmetics***
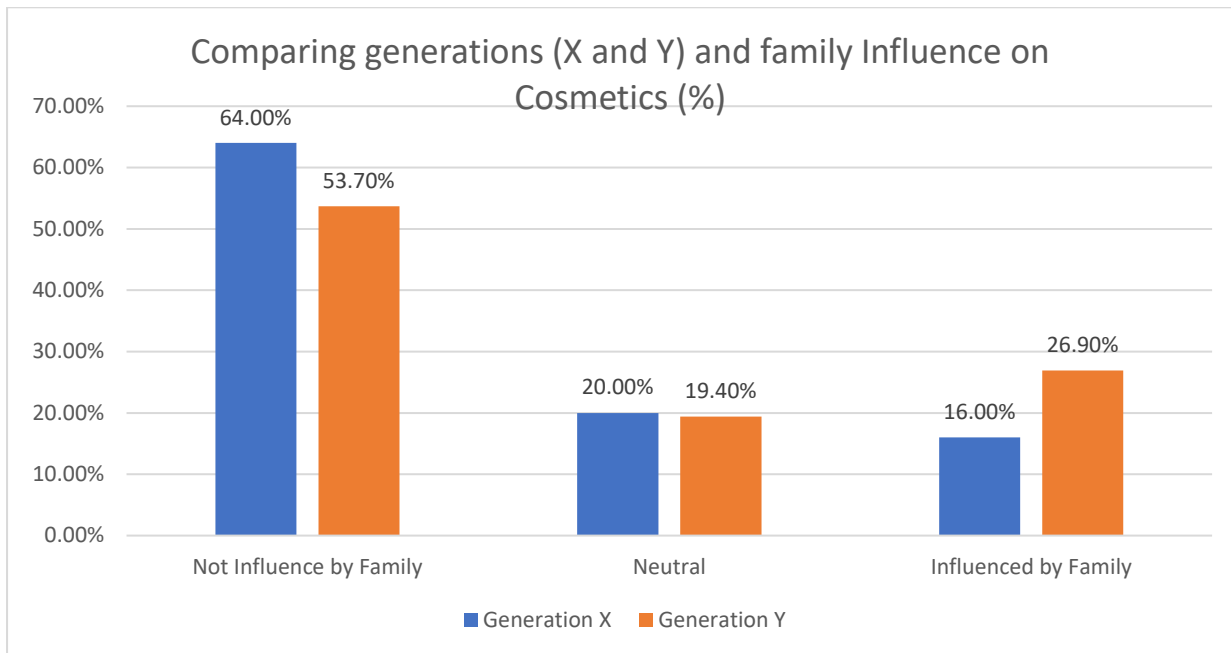
Figure 4.14: **Generation X and Y and family influence on cosmetics**

After analysis, results indicate that out of the 150 respondents of generation X and the 227 respondents of generation Y, most of both generations (X and Y) are not influenced by family during the cosmetics-buying decision process, with X having 64.0 per cent (n=96), and Y having 53.7 per cent (n=122).

5. Generations and Cosmetics Advertisements as Factor driven

Generations and Advertisements as factors driven (%)
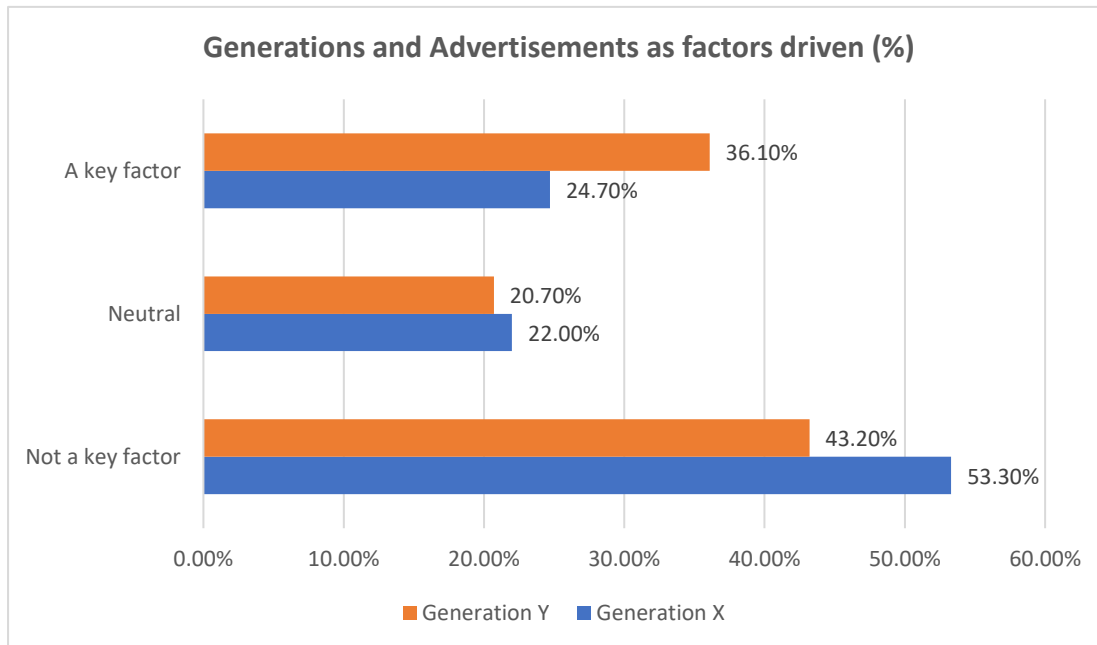
Figure 4.15: Generations X and Y and advertisements (cosmetics) as factor driven

Most of the respondents in generation X53.3 per cent (n=80) and 43.2 per cent (n=98) of the respondents in generation X are not influenced by advertisement factors.

6. Comparing Generations X and Y being Adventurous to Try New Cosmetic Products

Comparing generations (X and Y) and adventurous to try new cosmetic products (%)
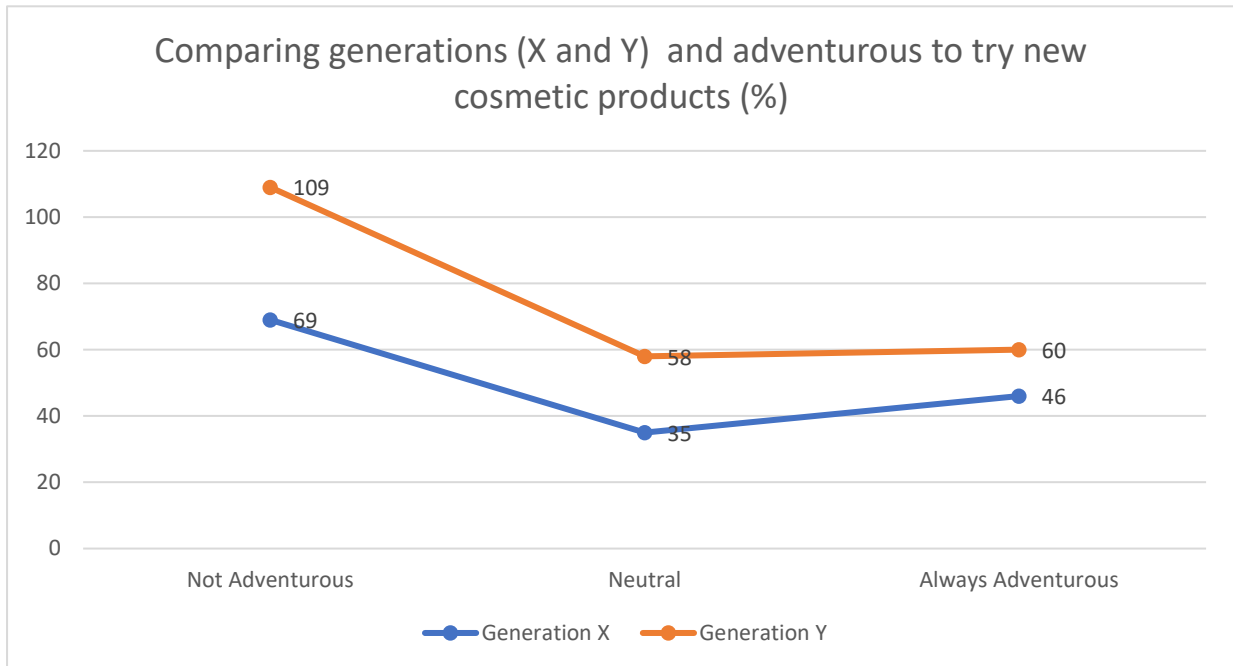
Figure 4.16: **Generation X and Y and adventurousness to try cosmetic products**

Results reveal that out of the 150 respondents of generation X and the 227 respondents of generation Y, 46 per cent (n=69) and 48.0 per cent (n=109) of them respectively, are not adventurous towards buying cosmetics.

7. Comparing Generations (X and Y) and Social Media as Source of Information
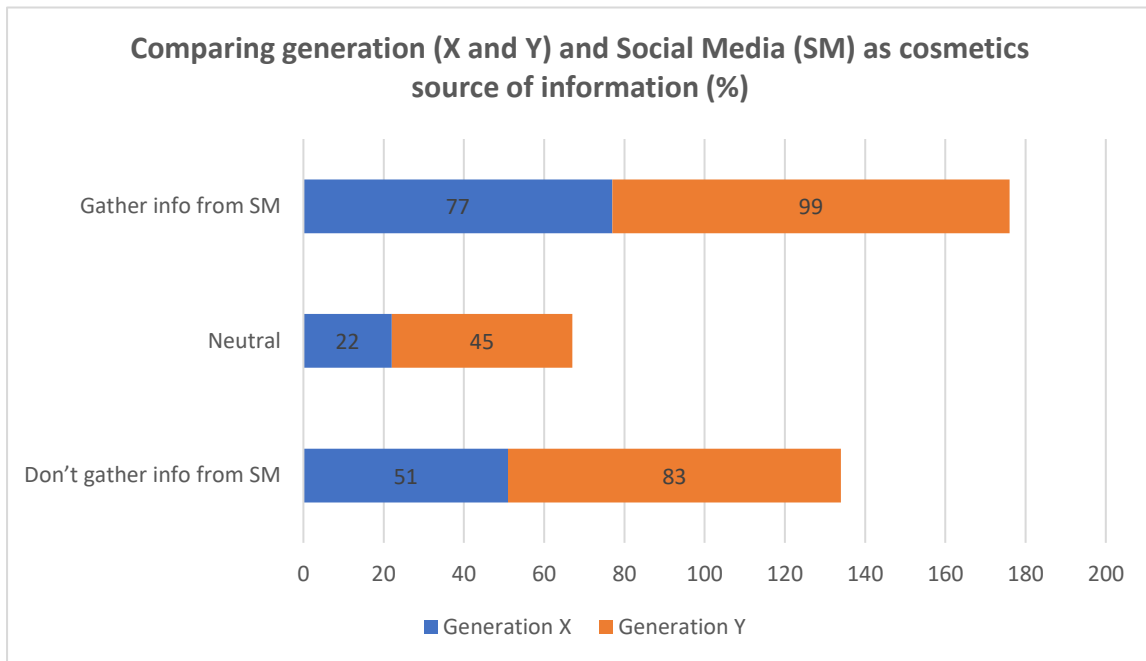
Figure 4.17: **generation X and Y social media as cosmetics source information**

Here, results reveal that out of the 150 generation X respondents and the 227 generation Y respondents, most 51.3 per cent(n=77) of the generation X consider social media platforms as a source of information, while only 43.6 per cent (n=99) in generation Y do consider as well.

8. **Comparing Generations (X and Y) and the Utilisation of Sales Persons' Recommendations**
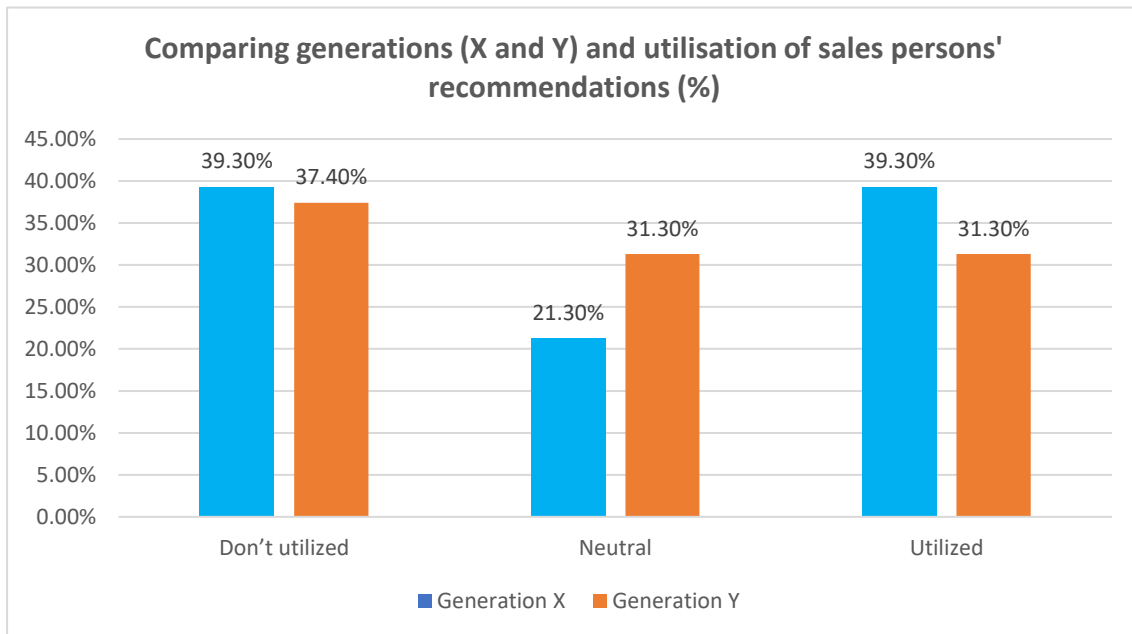
Figure 4.17: **Generation X and Y and sales persons' recommendations**

Here result says that out of the 150 respondents in generation X and the 227 respondents in generation Y, only respectively 39.3 per cent (n=59) And 31.3 per cent (n=71) do consider recommendations from sales persons during the cosmetics-buying decision process.

9. Comparing Generations X and Y Buying Familiar Cosmetics
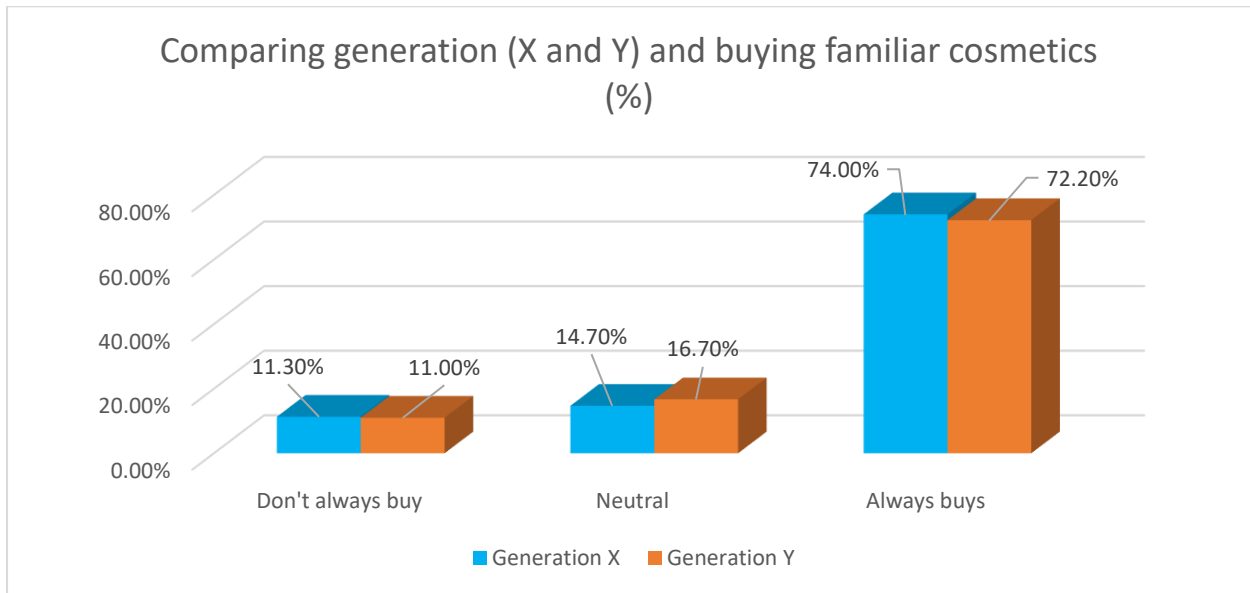
Figure 4.18: **Generation X and Y and buying perception on familiar cosmetics**

Results demonstrate that out of the 150 respondents of the generation X and the 227 respondents of generation Y, a significant number of them within each group (X and Y) buy cosmetics that they are familiar with. With X having 74.0 per cent (n=111), and Y having 72.2 per cent (n=164).

10. Comparing Generations (X and Y) and whether they Switch to Another Brand when they are Dissatisfied
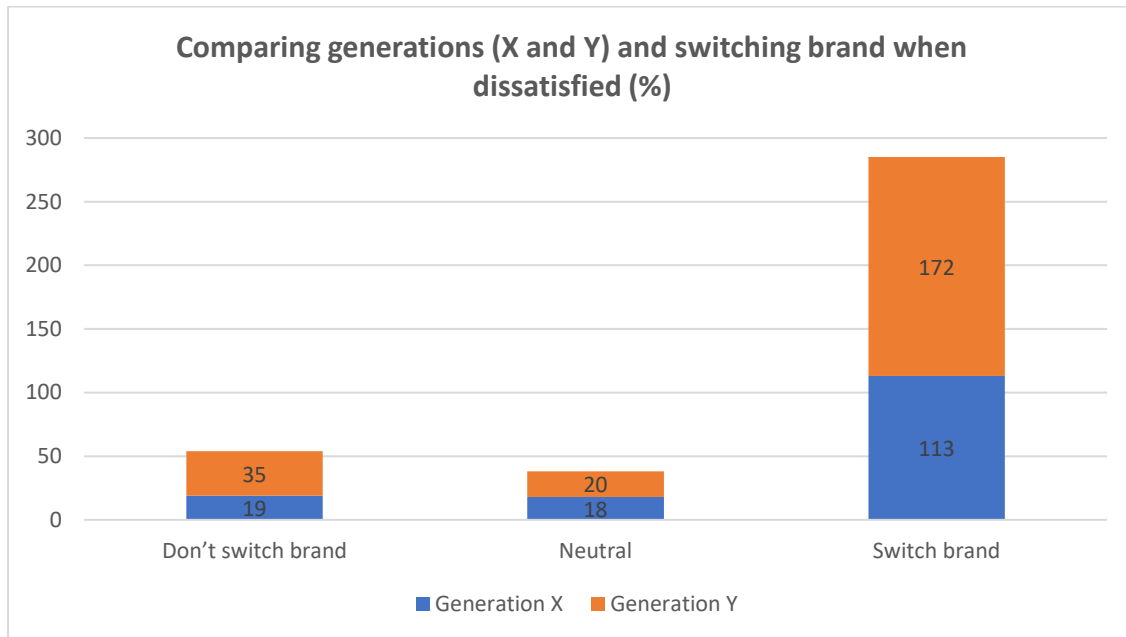
Figure 4.19: **Generation (X and Y) and switching brand when dissatisfied**

Results suggest that out of the 150 respondents in generation X and the 227 respondents in generation Y during the cosmetics-buying decision process most of them switch to another brand if they are dissatisfied. With X having 75.3 per cent (n=113), and Y having 75.8 per cent (n=172).

After observing the cross tabulations analysis, results confirm **H1 '**consumers within generation X and generation Y display different behaviour during the cosmetics-buying decision process'.

4.5 Inferential Statistics

4.5.1 Multinomial Probit and Logit Model

Hypothesis Two: There are significant behavioural difference between generation X and Y during the cosmetics-buying decision process

Table 4 2: **Predictors** unique contribution in the Multinomial Logistic Regression (n =377)

Number	Respondents' Generation	Perceptions	B	Std. Error	Wald	df	Sig./p-value	Exp(B)	95% CI for Exp(B)	
									Lower Bound	Upper Bound
1	Generation Y	Intercept	.999	.484	4.257	1	.039	.	.	.
2						Physiological needs				
		Not Driven	-.764	.288	7.059	1	.008**	.466	.265	.818
		Neutral/ partial	-.191	.314	.370	1	.543	.826	.447	1.528
		Driven	0^b	.	.	0	.	.	.	.
3						To improve self-esteem				
		Not Driven	.047	.302	.024	1	.876	1.048	.579	1.896
		Neutral/ partial	-.436	.328	1.769	1	.184	.646	.340	1.230
		Driven	0^b	.	.	0	.	.	.	.
4						Need to enhance beauty				
		Not Driven	.518	.327	2.511	1	.113	1.679	.885	3.187
		Neutral/ partial	-.074	.303	.059	1	.808	.929	.513	1.683
		Driven	0^b	.	.	0	.	.	.	.
5						Family advices				
		Not Driven	-.464	.330	1.975	1	.160	.629	.329	1.201
		Neutral/ partial	-.647	.390	2.746	1	.097	.524	.244	1.125
		Driven	0^b	.	.	0	.	.	.	.

Number	Respondents' Generation	Perceptions	B	Std. Error	Wald	df	Sig./p-value	Exp(B)	95% CI for Exp(B)	
									Lower Bound	Upper Bound
6		Social Factors								
		Not Driven	-.351	.314	1.248	1	.264	.704	.380	1.303
		Neutral/ partial	.580	.391	2.197	1	.138	1.785	.830	3.842
		Driven	0[b]	.	.	0	.	.	.	.
7		Medical reason								
		Not Driven	-.154	.349	.195	1	.659	.857	.432	1.700
		Neutral/ partial	.326	.411	.628	1	.428	1.385	.619	3.102
		Driven	0[b]	.	.	0	.	.	.	.
8		Advertisement as key factor								
		Not Driven	-.589	.287	4.228	1	.040**	.555	.316	.973
		Neutral/ partial	-.421	.345	1.492	1	.222	.656	.334	1.290
		Driven	0[b]	.	.	0	.	.	.	.
9		Information from previous brands								
		Do not consider	-.748	.338	4.883	1	.027**	.473	.244	.919
		Neutral/partial consider	-.205	.363	.320	1	.572	.814	.400	1.659
		Consider	0[b]	.	.	0	.	.	.	.
10		Social media platform as source of information								
		Do not consider	.615	.336	3.352	1	.067	1.850	.958	3.572
		Neutral/partial	.486	.360	1.821	1	.177	1.625	.803	3.291
		Consider	0[b]	.	.	0	.	.	.	.
	Generation Y	Intercept	.999	.484	4.257	1	.039	.	.	.
11		Recommendations from sale persons								
		Do not consider	.490	.302	2.629	1	.105	1.633	.903	2.953
		Neutral/partial	.691	.326	4.483	1	.034**	1.995	1.053	3.782
		Consider	0[b]	.	.	0	.	.	.	.

	Respondents' Generation	Perceptions	B	Std. Error	Wald	df	Sig./p-value	Exp(B)	95% CI for Exp(B)	
									Lower Bound	Upper Bound
12		Buying familiar cosmetic products								
		Do not consider	-.108	.391	.076	1	.782	.898	.417	1.931
		Neutral/partial	.246	.351	.493	1	.483	1.279	.643	2.543
		Consider	0^b	.	.	0	.	.	.	.
13		Adventurous to try new cosmetic brands								
		Do not consider	.505	.318	2.524	1	.112	1.658	.889	3.092
		Neutral/partial	.151	.341	.196	1	.658	1.163	.596	2.271
		Consider	0^b	.	.	0	.	.	.	.
14		Belief price as synonymous of quality								
		Do not believe	-.359	.295	1.484	1	.223	.698	.392	1.245
		Believe	-.418	.334	1.559	1	.212	.659	.342	1.269
		Believes	0^b	.	.	0	.	.	.	.
15		Recommendations from sale person								
		Do not consider	.490	.302	2.629	1	.105	1.633	.903	2.953
		Neutral/partial	.691	.326	4.483	1	.034**	1.995	1.053	3.782
		Consider	0^b	.	.	0	.	.	.	.
16		Switch to another brand if dissatisfied								
		Do not switched	.201	.360	.313	1	.576	1.223	.604	2.477
		Neutral/Partially	-.289	.398	.525	1	.469	.749	.343	1.636
		Switch	0^b	.	.	0	.	.	.	.

a. The reference category is: Generations X.

b. This parameter is set to zero because it is redundant

The addition of the predictors to a model that contained only the intercept statistically improved the fit between the model and data, X2(30, N = 377) = 56.716; Nagelkerke R2 = 0.189; Cox and Snell R2 = 0.140, with p = 0.002. As suggested in Table 3, a significant unique contribution was made by physiological needs, advertisements, information from previous cosmetics brands, and recommendations from sales persons. Additionally, goodness of fit was explored by computing Hosmer-Lemeshow tests for each pair of groups and the test was not statistically significant, which means the model is fitting.

Furthermore the (B) coefficient of "not driven" by physiological needs was -0.764, suggesting that generation Y is 0.764 times less likely not driven by physiological needs during the cosmetics-buying decision process as compared to generation X. In other words, generation X is 0.764 times more likely not driven by physiological needs when buying cosmetics products. Furthermore, the (B) coefficient for "not influenced" by advertisements was -0.589, entailing that the generation Y is less likely not driven by advertisements when buying cosmetics products as compared to generation X. Likewise, with a (B) coefficient of -0.748, the computation reveals that generation Y is less likely not to consider information from previous cosmetics brands as compared to generation X. On recommendations from sales persons, the (B) coefficient of 0.691 suggests that people in generation Y are more likely to be partially influenced by sales persons' recommendations during the cosmetics-buying decision process. When estimating the degree of relationship between respondents' generation and their perceptions towards the cosmetics-buying decision, it says here that the perceptions 'not driven by physiological needs', "not driven by advertisement', 'do not consider information from previous cosmetics brands', and 'partially consider sales persons recommendation', the coefficients were statistically significant. Hence this observation confirms **H2** "there is statistically significant behavioural differences between generation X and Y during the cosmetics-buying decision process.

4.6 Conclusion

In this chapter, detailed research results were presented, which bears in mind the study objectives. Focusing on the research objectives, this chapter statistically assessed consumers' buying decision process towards cosmetics: a comparison of generations X and Y. It also describes some of the factors that influence generations X and Y consumers through the cosmetics-buying decision process. Moreover, this chapter also tests two hypotheses which were confirmed to be true to generation X and Y consumers through their cosmetics-buying decisions towards cosmetics.

Furthermore, two main statistical analyses were done, the descriptive analysis which included crosstabulations analysis and the inferential statistic which included the multinomial logit and probit model. The next chapter will discuss the findings from this chapter, give some recommendations, and limitations. Finally, a general conclusion will be reached based on the research objectives.

CHAPTER 5: DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.1 Introduction

The previous chapter provided an overview of the research findings. Two main statistical analyses were undertaken; descriptive statistics which includes cross tabulation analysis and inferential statistics which include the multinomial probit and togit. These statistical analyses aided to reach the objectives of this study as well measured hypotheses put forward in the study. This chapter will hold the discussion of the research findings presented in the previous chapter, and also give recommendations. Finally, it will provide a general conclusion of the study.

5.2 Discussion

It is important to emphasise that the discussion will be based on the study findings and the review of literature. This discussion will follow the format of the objectives of this study. Which are as follows:

- To understand the motivations that trigger the needs recognition of generations X and Y consumers during the cosmetics-buying decision process.
- To ascertain how and where generations X and Y consumers search for information during the cosmetics-buying decision process.
- To determine the basic criteria that generations X and Y consumers use to evaluate alternatives during the cosmetics-buying decision process.
- To determine the factors that influence the purchase decision process of generations X and Y consumers during the cosmetics buying decision process.
- To determine the basic criteria that generation X and Y consumers use in the post-purchase evaluation after the cosmetics-buying decision process.

5.2.1 Demography

5.2.1.1 Generation Category of Respondents

This study involved two categories of respondents, generation X and generation Y. Results revealed that out of 377 respondents, most them where from generation Y with 60.2 per cent, of which 37.9 per cent were male and 62.1 per cent were female; whereas generation X had 39.8 per cent, of which 40.7 per cent were male and 59.3 per cent female. **Figure 4.7** showed more details.

5.2.2 Assessment of Respondents' Cosmetics Purchasing Attitudes

5.2.2.1 Generations and Cosmetics Purchase Place

Regarding cosmetics purchase place, results revealed that majority of both generations (X and Y) purchase cosmetics at the supermarket with 54.7 per cent for generation X (n=82), and 62.6 per cent (n=142) for generation Y (n=142) respectively. **Figure 4.8** showed more details. This means that both generations (X and Y) purchase cosmetics offline. This observation supports the study done by Asghar (2014) who suggested that generation X spend time online but purchase offline (ROPO). On the contrary, results disapproved the study done by Lincoln (2016) who found that millennials do not only spend time online but also spend their money in buying online. However, it might be confirmed that generation Y purchase online but considering this study's observation, it might also be possible to conclude that generation Y do not buy all the category of products online as is the case for cosmetics which they purchase offline.

5.2.2.2 Generations and Category of Cosmetics Purchase the Most

Concerning the category of cosmetic, which both generations (X and Y) purchase the most, this study results revealed that majority of both generations (Y and X) purchase the most body cosmetics with about 71 per cent (n=107) of generation X and 69.0 per cent (n=159) of generation Y. More details were illustrated in **Figure 4.9.**

However, looking to this study's detailed results, it was indicated that generation X seem to engage in buying at least all cosmetic categories than the generation Y. This observation disapproves the study done by Sudipa (2015) who found that, Yers are great buyers of cosmetic products, while detailed results demonstrate that generation Y are more focused on buying body cosmetics than other cosmetic categories. Furthermore, this observation supports the study done by Elkin (2017) who concluded that, concerning purchases pattern, Yers first priorities three things which are clothing, entertainments and foods while the other remaining things follow.

5.2.2.3 Generations and Total Amount Spent on Cosmetics

Regarding the amount spent on cosmetics, this study's general results revealed that majority of both generations (generation X and Y), spend less than 500 Rand. With about 54.0 per cent (n=81) for generation X and 78.0 per cent (n=117) for generation Y. **Figure 4.10** showed more details. However, as far as spending power is concerned, detailed results demonstrated

that generation X is more likely to spend more on cosmetics than the generation Y. This observation just confirms the study done by Peralta (2015) that generation Y is a demographic group that seems to have more money and economic weight than their counterparts, but their spending power is still less than previous generations.

Additionally, Pearce (2014) found that baby busters use their spending power and buy the most cosmetic products compared to their counterparts. Furthermore Johnstone (2017) opines that baby busters are a demographic group who is not only in power but also has "power of the purse" as they are running households and are in the centre of every decision.

5.2.3 Respondents' Perceptions on Cosmetics

5.1.3.1 Motives that trigger the needs recognition of generations X and Y consumers in the buying decision process towards cosmetics

Previous research demonstrated that a need or problem recognition is the first stage of the buying decision process. Lamb *et al.* (2013, p.83) indicated that the knowledge of the need or problem is often triggered by two sources called stimuli which can be internal or external as reported in detail in **section 2.3.2.1.**

1. **Internal stimuli**

This study's results demonstrated that the majority of the generation Y is driven by their physiological needs, out of 227 respondents of generation Y 51.5 per cent (n=117) compared to 60 out of 150 respondents in generation X 40.0 per cent(n=60) **Figure 4.11.** Additionally (B= -0.764; p=0.008) confirms that generation Y is more driven by physiological needs **Table 4.2.** However, results indicated that most of generation X is driven by the need to enhance their beauty out of 150 respondents (52.7 per cent) as compared to the generation Y out 227 respondents of generation Y 50.7 per cent(n=115). **Figure 4.12** illustrated more details.

This observation confirms the study done by Conley, (2015) who found that among the reasons why generation X members use the most cosmetic products, is the idea of preserving their current appearance as they want to remain young.

2. **External stimuli**

Regarding external stimuli, general results revealed that majority of both generations (X and Y) are not influenced by social-cultural factors, nor advertisements. Nevertheless, out of 150 generation X respondents and 227 generation Y respondents, generation Y is more likely to

be influenced by advertisements both cross tabulation analysis and multinomial logit model confirm with respectively 21.1 per cent (n=48) and 36.1 per cent (n=82) and (B=-0.589; p=0.040) against 17.3 per cent (n=26) and 24.7 per cent (n=37) for generation X. More details are illustrated in **Figure 4.13 and 4.14, also Table 4.2.**

Concerning the first objective of the study, findings concluded that during the cosmetics-buying decision process, each generation (X and Y) consumers' needs are triggered by different motives. Most of generation X consumers buy cosmetics to satisfy the need to enhance their beauty whereas most of generation Y are more likely to be driven by physiological needs.

5.2.3.2 Generations X and Y consumers' sources of information in their buying decision process towards cosmetics

Concerning the second objective, and results demonstrated that both generations (X and Y) do consider most social network platforms and previous brands as sources of information, but out of 150 generation X respondents, most of them 51, 3 per cent (n=77) use social media platforms compared to generation Y respondents where only 43.6 per cent (n=99) out of 227 use social media platforms. However, results indicated that generation Y is more likely to consider previous brands as a source of information (B=-0.748; p=0.027) **Table 4.2** illustrated more details. Hence, observations done for the second objective demonstrated that majority of generation X use social media platforms as a source of information on cosmetic products as compared to generation Y. This confirmed, the study done by Nielsen (2016) that generation X members spend more time on social networks compared to their counterparts.

Regarding the second objective of this study, the researcher concluded that throughout most of both generations (X and Y) use social network platforms as sources of information and the generation Y which is more likely to consider previous brand as source of information.

5.2.3.3 Basic criteria to evaluate alternatives and factors influencing the purchase decision of generations X and Y consumers through the cosmetics-buying decision process

Results revealed that majority of both generations (X and Y) buy cosmetic products that they are familiar with. With generation X (n=111, 74.0%) and the generation Y (n=164, 72.2%) see **Figure 4.19**. This indicates that both generations (X and Y) are more likely to be loyal towards cosmetic brands. Furthermore, both generations are quality conscious and believe that price is synonymous with quality. Furthermore, although results show that both generations (X and Y) do not consider recommendations from sales persons, the results

revealed that generation Y is partially likely to consider it with (B=0.69; p=0.034) as compared to the generation X see **Table 4.2**

Regarding the third objective, findings suggested that throughout the cosmetics-buying decision process, loyalty, quality, and price are basic criteria that generation X and Y consumers use during. Furthermore, the generation Y is partially likely to consider recommendation from sale persons.

5.2.3.4 Basic criteria that generation X and Y consumers use in the post-purchase evaluation after the cosmetics-buying decision process

Results revealed that majority of both generations (X and Y) switch brands when they are dissatisfied, with 150 respondents of generation X and 227 respondents of the generation Y, with X having 75.3 per cent(n=113) and Y 75.8 per cent(n=172).

About the fifth and last objective, findings suggested that both generations (X and Y) use satisfaction as basic criteria through cosmetics-buying decision process

5.3 General Review

This study included five chapters which were discussed as follows:

- Chapter one gave the overview of the study by providing a background to facilitate a better understanding of the topic under study. The research problem was also addressed to emphasise the importance of the study. From the problem statement it was revealed that some consumers display consistent purchasing orientations that can be diametrically opposed, or different purchasing motives (Mandazi, 2011, p.4). Keeping all factors constant, for example two consumers with the same need might respond differently to a sales or marketing campaign than another (Siddiqua, 2016).

- Chapter two provided the review of literature in which provisional answers to the research objectives were given. Previous studies and other documentations related to the topic and which aided in its understanding, constituted the chapter.

- Chapter three provided an overview of the research methods which were applied in this study, described the sampling method as well as the sampling size. Additionally, it presented the data collection instrument. Finally, it presented the subsequent data analysis.

- Chapter four presented the finding of the study. Two statistical analyses was undertaken, descriptive which included cross tabulation analysis and the multinomial

logistic regression model. These statistical analyses aimed to reach the objectives of this study as well as measure the hypotheses put forward in this study.

- Finally, chapter five discussed the findings presented in chapter four, provided a general review of the study, and gives recommendations as well as limitations to the study.

5.4 Recommendations

Results showed significant behavioural differences between generation X and Y during the cosmetics-buying decision process. Therefore, this study suggests some recommendations to cosmetic marketers.

Results revealed that while purchasing cosmetic products, the two generation (X and Y) consumer groups are driven by different motives. Generation X is driven by the need to enhance their beauty whereas generation Y is driven by physiological needs. Therefore, cosmetic marketers, need to design a marketing plan that combines these two aspects. For example, by elaborating their message to incorporate the impact of their cosmetic product in terms of the need to enhance beauty as well as physiological needs.

Results confirmed that both generations (X and Y) use the most social network platforms and previous brands as a source of information, therefore cosmetic marketers need to use effectively these two channels to convey necessary and adequate information, not only to attract but which is also able to generate interest and trigger the desire to have that cosmetic product or brand.

Both generation consumers (X and Y) use satisfaction as a criterion. Having found that, cosmetic marketers should not limit themselves to the fact that a consumer has purchased the product, but they must also create a mechanism that can enable them to do a post-purchase follow up to ensure whether the consumer was satisfied or dissatisfied.

In short, this study found that there are significant behavioural differences between generation X and Y during the cosmetics-buying decision process. Cosmetics marketers should take into consideration this multigenerational sandbox by seeking the behavioural characteristics of each generation group to elaborate a mechanism that will allow them to meet the desires of each generation group.

5.5 Future Research

This study focused on the purchase of two generations (X and Y) consumers' decision-making process towards cosmetics. Future research should include or study other group generations such as 'boomers' or generation Z, to obtain valuable information to segment markets and develop marketing communication strategies appropriately.

Furthermore, this study was focused on cosmetics. Other studies could look at other product types or services which require a decision-making process.

This study used a quantitative approach. Future studies can consider qualitative study or a mixed method approach, quantitative and qualitative, whereby the qualitative approach will focus only on the personality of both generations (X and Y) consumers.

Finally, the study concentrated on the University of Kwazulu-Natal. Future research could consider other study sites.

5.6 Limitations of the Study

During this study, the researcher encountered three limitations that prevent to lay a foundation to fully understand the research problem being investigated.
The first limitation was the fact that this is the first study conducted on the buying decision process of two mixed generation consumers, which are generation Y and generation X, the researcher was unable to find more peers scholarly publications.
The second limitation is that more studies have been done on generation X and fewer on generation Y. Due to this limitation, the researcher adopted an explorative and a descriptive research approach to investigate the research problem.
Finally, the third limitation is that the researcher found it difficult to determine the exact number of participants in each category (generation X and Y). The reason is that the researcher did not have access to information such as age of each unit or individual targeted as it falls into confidential information. This could ease the calculation of the exact number of each category group.

5.7 Conclusion

This study was focused on consumers' buying decision process towards cosmetics by generation X and generation Y. The discussion was geared to achieving the key objectives described in chapter one. Recommendations were provided based on results that could assist marketers and future researchers. Limitations of the study were addressed. This study used the buying decision process model which includes; needs recognition, information search, alternatives evaluation, purchase decision and post-purchase evaluation. The main thing to come from this study is the findings which indicated that through the cosmetics-buying decision process each generation (X and Y) consumers' needs are triggered by different motives. Majority of generation X consumers buy cosmetics to satisfy the need to enhance their beauty whereas majority of generation Y is more likely to be driven by physiological needs. Furthermore, through the cosmetics-buying decision process both generations (X and Y) consider social network platforms as a source of information, also generation Y is more likely to consider previous brands as a source of information as compared to generation X. Moreover, it was observed that generation X consumers were more likely to use social media platforms as a source of information. Additionally, findings suggested that during the cosmetics-buying decision process, loyalty, quality, price are basic criteria that generation X and Y consumers use. Additionally, generation Y is also partially likely to consider recommendations from sales persons as compared to the generation X. Finally, findings suggested that both generations (X and Y) use satisfaction as basic criterion during the cosmetics-buying decision process. Furthermore, analysis revealed that consumers within generations X and generation Y, display different behaviour during the cosmetics-buying decision process. Additionally, test results indicated that there are significant differences between generation X and Y consumers during the cosmetics-buying decision process.

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Appendix

Appendix 1:   Table for Determining sample size from a given population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	40	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	5550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
N	S	N	S	N	S	N	S	N	S

Source: Krejcie and Morgan (1970)

Note:

N= Population size

S= Sample size

Appendix 2: Crosstabulation of generations (X and Y)' perceptions towards cosmetics

	Driven by Physiological Needs			
Generations	Not Driven	Neutral	Driven	Total
Generation X	60 (40.0%)	30 (20.0%)	60 (40.0%)	150(100%)
Generation Y	58 (25.6%)	52 (22.9%)	117 (51.5%)	227(100%)
Total	118 (31.3%)	82 (21.8%)	177 (46.9%)	377(100%)
	Need to improve self-esteem			
	Not Driven	Neutral	Driven	Total
Generation x	64 (42.7%)	37(24.7 %)	49(32.6%)	150(100%)
Generation Y	94(41.4%)	53 (23.3%)	90 (39.6.4%)	227(100%)
Total	158(41.9%)	90(48%)	139(72.2%)	377(100%)
	Need to enhance beauty Driven by the Need to enhance Beauty			
	Not driven	Neutral	Driven	Total
Generation Y	32 (22.3%)	39 (26.0%)	79 (52.7%)	150(100%)
Generation X	59 (26.0%)	53 (23.3%)	115 (50.7%)	227(100%)
Total	59 (24.1%)	53 (24.4%)	194 (51.5%)	377(100%)
	Medical reasons			
	Not driven	Neutral	Driven	Total
Generation X	106 (70.7%)	24 (16.0%)	20 (13.4%)	150(100%)
	134(19.8%)	55(24.2%)	38(16.7%)	227(100%)
	212(63.6%)	79(40.2%)	58(15.4%)	377(100%)
	Social cultural factors			
Generation	Not influenced	Neutral	Influenced	Total
Generation X	102 (68.0%)	22 (14.7%)	26 (17.3%)	150
Generation Y	114 (50.2%)	65 (28.6%)	48 (21.1%)	227
Total	216 (57.3%)	87 (23.1%)	74 (19.6%)	377
	Family influences			
Generations	Not influence by family	Neutral	Influenced by family	Total
Generation X	96 (64.0%)	30 (20.0%)	24 (16.0%)	150
Generation Y	122 (53.7%)	44 (19.4%)	61 (26.9%)	227
Total	218 (57.8%)	74 (19.6%)	85 (22.5%)	377

Advertisement as key factors			
Generations	Not influenced	Neutral	Influenced	Total
Generation X	80 (53.3%)	33 (22.0%)	37 (24.7%)	150
Generation Y	98 (43.2%)	47 (20.7%)	82 (36.1%)	227
Total	177 (47.2%)	80 (21.2%)	119 (31.6%)	377

Previous brand as source of information			
Generation	Don't consider	Neutral	Consider	Total
Generation X	58(38.7%)	68(47.3%)	47(31.3%)	150
Generation Y	71(11.0%)	45(19.8%)	111(48.9%)	227
Total	129(34.2)	69(18.3%)	179(47.5%)	377

Social media as source of information			
Generations	Don't consider	Neutral	Consider	Total
Generation X	51 (34.0%)	22 (14.7%)	77 (51.3%)	150
Generation Y	83 (36.6%)	45 (19.8%)	99 (43.6%)	227
Total	134 (35.5%)	67 (17.8%)	176 (46.7%)	377

Buying same cosmetic brand as a habitual practice			
Generations	Don't consider	Neutral	Consider	Total
Generation X	17 (11.3%)	20(13.3%)	113(75.4%)	150
Generation Y	34(15%)	27(11.9%)	166(73%)	227
Total	51(13.5%)	47(12.5%)	279(74%)	377

Adventurous to trying new cosmetic products			
Generations	Not Adventurous	Neutral	Always Adventurous	Total
Generation X	69 (46.0%)	35 (23.3%)	46 (30.7%)	150
Generation Y	109 (48.0%)	58 (25.6%)	60 (26.4%)	227
Total	178 (47.2%)	93 (24.7%)	106 (28.1%)	377

Price as being synonymous of quality			
Generations	Don't consider	Neutral	Consider	Total
Generation X	45(30%)	31(20%)	44(49%)	150(100%)
Generation Y	64(28%)	43(18.9%)	120(52%)	227(100%)
Total	109(28.9%)	74(19.6)	142(51.5%)	377(100%)

Recommendations from sale persons			

Generations	Don't utilized	Neutral	Utilized	Total
Generation X	59 (39.3%)	32 (21.3%)	59 (39.3%)	150
Generation Y	85 (37.4%)	71 (31.3%)	71 (31.3%)	227
Total	144 (38.2%)	103 (27.3%)	130 (34.5%)	377
Always buy familiar cosmetics products				
Generations	Don't always buy	Neutral	Always buys	Total
Generation X	17 (11.3%)	22 (14.7%)	111 (74.0%)	150
Generation Y	25 (11.0%)	38 (16.7%)	164 (72.2%)	227
Total	42 (11.1%)	60 (15.9%)	275 (72.9%)	377
Switch to another brand if dissatisfied				
Generations	Don't switch brand	Neutral	Switch brand	Total
Generation X	19 (12.7%)	18 (12.0%)	113 (75.3%)	150
Generation Y	35 (15.4%)	20 (8.8%)	172 (75.8%)	227
Total	54 (14.3%)	38 (10.1%)	285 (75.6%)	377

UNIVERSITY OF
KWAZUL<u>U</u>•NATAL

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YAKWAZULU-NATALI

09 November 2017

Ms Kateta llunga (217079705)
School of Management, IT & Governance Westville Campus

Dear Ms llunga,

Protocol reference number: HSS/1819/017M
Project title: Consumers buying decision process towards cosmetic: Comparison of the Generation X and Y in Durban

Approval Notification — Expedited Approval In response to your application received on 28 September 2017, the Humanities & Social Sciences Research Ethics Committee has considered the abovementioned application and the protocol has been granted FULL APPROVAL.

Any alteration/s to the approved research protocol i.e. Questionnaire/Interview Schedule, Informed Consent Form, Title of the Project, Location of the Study, Research Approach and Methods must be reviewed and approved through the amendment/modification prior to its implementation. In case you have further queries, please quote the above reference number.

PLEASE NOTE: Research data should be securely stored in the discipline/department for a period of 5 years.

The ethical clearance certificate is only valid for a period of 3 years from the date of issue. Thereafter Recertification must be applied for on an annual basis.

I take this opportunity of wishing you everything of the best with your study.

Yours faithfully

....
Dr Shamila Naidoo (Deputy Chair)

/ms

Cc Supervisor: Dr Vannie Naidoo
Cc Academic Leader Research: Professor Isabel Martins
Cc School Administrator: Ms Angela Pearce

Founding   School

Humanities & Social Sciences Research Ethics Committee
Dr Shenuka Singh (Chair)
Westville Campus, Govan Mbeki Building
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UKZN HUMANITIES AND SOCIAL SCIENCES RESEARCH ETHICS COMMITTEE (HSSREC)

APPLICATION FOR ETHICS APPROVAL

For research with human participants

Information Sheet and Consent to Participate in Research

Date: 11 November 2017

Greetings,

My name is Concordia Kateta, Masters Student at the University of Kwazulu-Natal, College of Law and Management Studies, School of Management Information Technology and Governance. Westville campus.

You are being invited to consider participating in a study, which the study topic is, consumers buying decision process towards cosmetic: comparison of the generations X and Y in Durban. The aim and purpose of this research to compare two different generation consumers through the buying decision process towards cosmetic. The study is expected to include around 400 participants. It will involve the following procedure a questionnaire which includes two sections, section A refers as demographic and section A refers as expectation. The duration of your participation if you choose to participate and remain in the study is expected to be no more than 30 minutes. The study is funded by my family.

We believe that this study will not involve any risks and/or discomforts. We hope that the study will create the following benefits, serve for guideline to marketers and also the study will benefit to the body of knowledge.

This study has been ethically reviewed and approved by the UKZN Humanities and Social Sciences Research Ethics Committee (HSS/1819/017M).

I have enclosed a consent form for your review. May you please read the form and contact me in the event of any problems or concerns/questions you may contact the researcher at (**Researcher email address and Cell phone number)** the UKZN Humanities & Social Sciences Research Ethics Committee, contact details as follows:

Mrs Mariette Snyman

Humanities and Social Science Ethics (HSSREC) Research Office,

Govan Mbeki Building, Westville Campus, Private Bag X54001, DURBAN 4000

Tel: 031 260 8350 Snymanm@ukzn.ac.za

Researcher: Ms Concordia Kateta. Email address: Tel:

Supervisor: Dr Vannie Naidoo.

I want to stress that your participation in the study is voluntary and by participating, you are granting the researcher permission to use your responses. You may refuse to participate or withdraw from the study at any time with no negative consequence. There will be no monetary gain from participating in the study. Your anonymity will be maintained by the researcher and the School of Management, I.T. & Governance and your responses will not be used for any purposes outside of this study.

All data, both electronic and hard copy, will be securely stored during the study and archived for 5 years. After this time, all data will be destroyed.

If you have any questions or concerns about participating in the study, please contact me or my research supervisor at the numbers listed above.

NB: If you desire to receive feedback of the complete study, you are most welcome to please contact me. Above are my contacts details both cell phone and email address.

Sincerely

Kateta Concordia Ilunga

CONSENT TO PARTICIPATE

I (Name) have been informed about the study entitled (provide details) by (provide name of researcher/fieldworker).

I understand the purpose and procedures of the study (add these again if appropriate).

I have been given an opportunity to ask questions about the study and have had answers to my satisfaction.

I declare that my participation in this study is entirely voluntary and that I may withdraw at any time without affecting any of the benefits that I usually am entitled to.

I have been informed about any available compensation or medical treatment if injury occurs to me as a result of study-related procedures.

If I have any further questions/concerns or queries related to the study I understand that I may contact the researcher at (provide details).

If I have any questions or concerns about my rights as a study participant, or if I am concerned about an aspect of the study or the researchers then I may contact:

Mrs Mariette Snyman

Humanities and Social Science Ethics (HSSREC) Research Office,

Govan Mbeki Building, Westville Campus, Private Bag X54001, DURBAN 4000

Tel: 031 260 8350 Snymanm@ukzn.ac.za

Researcher: Concordia Kateta, 0760811335, cordiakateta792@gmail.com

Supervisor: Dr Vannie Naidoo, naidoova@ukzn.ac.za

Additional consent, where applicable

I hereby provide consent to:

Audio-record my interview / focus group discussion   NO

Video-record my interview / focus group discussion   NO

Use of my photographs for research purposes   NO

_____   _____

Signature of Participant   **Date**

_____   _____

Signature of Witness   **Date**

(Where applicable)

_____   _____

Signature of Translator   **Date**

(Where applicable)

QUESTIONNAIRE

TITLE: CONSUMER BUYING DECISION PROCESS TOWARDS COSMETIC:

COMPARISON OF THE

GENERATION X AND Y IN DURBAN.

Please tick the appropriate box for the questions below.

Section A: Demographics

Please tick one correct answer.

1. Are you generation X or generation Y?

X (37-52) years	Y (18-36) years

2. Are you male or female?

Male	Female

3. Which racial group do you belong to?

African	
Coloured	
Indian	
White	

4. Are you a post-graduate or undergraduate student?

Undergraduate	
Post-graduate	

6. Are you a local or international student?

Local	
International	

8. Are you employed?

Yes	No

9. Which campus are you based?

Howard College	
Westville Campus	

Section B: Purchase attitudes

10. How often do you buy cosmetic products?

Once a month	
2 times a month	
3 times a month	
More than 3 times a month	

11. Where do you buy your cosmetic products?

Beauty Salons	
Internet	
Super markets	
Specialists stores	
Department stores	
Specialist stores	

12. Which category of cosmetics do you buy the most?

Hair	
Makeup	
Face	
Body	

13. How much in rand do you spend on cosmetics?

Less than R500	
R501- R1000	
R1001- R1500	
Greater than 1501	

Section C: Perceptions

For each of the statements below, select one that best reflects your perception. Where:
1(strongly disagree), 2(disagree), 3(neutral), 4(Agree), 5(Strongly agree).

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Physiological needs drive me to buy cosmetic products.	1	2	3	4	5
The need to improve my self-esteem is the factor that drives me to buy cosmetics.	1	2	3	4	5
I buy cosmetic product to enhance my beauty.	1	2	3	4	5
I use cosmetics for medical reasons.	1	2	3	4	5
The social-cultural factors drive me to buy cosmetics.	1	2	3	4	5
The advice of my family members influences my need to buy cosmetic products.	1	2	3	4	5
Advertising is the key factor which drives my need to buy cosmetic products.	1	2	3	4	5
I gather information from previous cosmetic brand before making a purchase decision	1	2	3	4	5
Before I buy, I gather information about various cosmetic products in the market, which I find on internet sites and social media platforms.	1	2	3	4	5
Buying the same cosmetic brand is a habitual practice for me.	1	2	3	4	5
I am always adventurous to try new cosmetic products.	1	2	3	4	5

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I believe expensive cosmetic products are synonymous with good quality.	1	2	3	4	5
I base my purchase decision on recommendations made by the sale persons or beauty professionals.	1	2	3	4	5
I only buy cosmetics which I am familiar with.	1	2	3	4	5
I always switch to another cosmetic brand if I am dissatisfied	1	2	3	4	5

Thanks for your cooperation.