



UNIVERSITY OF THE WESTERN CAPE

FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

SCHOOL OF BUSINESS AND FINANCE

**Post-COVID-19 retail customers' switching behaviour: A
Case Study of Cape Town**

by

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A research dissertation submitted in fulfilment of the requirement of the degree of Master of Commerce in the School of Business and Finance, Faculty of Economic and Management Sciences, University of the Western Cape.

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Abstract

Shopping patterns of customers in South Africa since the outbreak of COVID-19 has shifted in more ways than one way. For instance, where and when consumers purchase household items. Because of COVID-19, many consumers continue to reassess their shopping preferences and behaviour. This research aims to determine the switching behaviour of consumers in Cape Town concerning the choices of retail outlets for groceries and household items. To date especially given the novelty of COVID-19 and the unprecedented lockdowns, the factors informing consumers' choices and the resultant behaviours remain largely unknown. The research opens the opportunity for further research into the phenomena that the pandemic has revealed. Also, the research adds to the body of knowledge of switching behaviour within the retail industry. The dissertation adopts the Theory of Planned Behaviour as a conceptual framework for the research. To more realistically test the effect of independent variables on the dependent variable (change in a retail outlet), the moderating effects of gender were also investigated. A survey design in which 158 respondents participated in the study was conducted. Quantitative data collection using a questionnaire was employed using Google Forms to comply with social distancing requirements and limit the possible transmission of COVID-19 between researcher and participants and among participants themselves if pen and paper questionnaires were used. Furthermore, several data analytic techniques were used, namely, multiple regression, multinomial regression, factor analysis in addition to basic descriptive statistics and the ANOVA statistical technique. The results reveal a shift from large retail chains to online stores for both grocery and household goods. Education was found to be a huge factor in consumer decision-making. Consumers with higher levels of education seemed to have shown the most variance in consumer choice. Furthermore, gender was found not to be a moderating variable for consumer switching behaviour.

Keywords: Consumer behaviour, Consumer switching behaviour, Retailing, Retail channels, COVID-19.

Declaration

I, Maxine Chloe Norman, declare that this research report is my own work that is submitted as part of the requirements of the Masters of Commerce at the School of Business and Finance at the University of the Western Cape, Cape Town, South Africa. I declare that ***Post-COVID-19 retail customers' switching behaviour: A Case Study of Cape Town*** is my own work, that it has not been submitted before for any degree or assessment in any other university, and that all the sources I have used or quoted have been indicted and acknowledged by means of complete references.

Signed: *M. Norman*

Date: *16/10/2021*

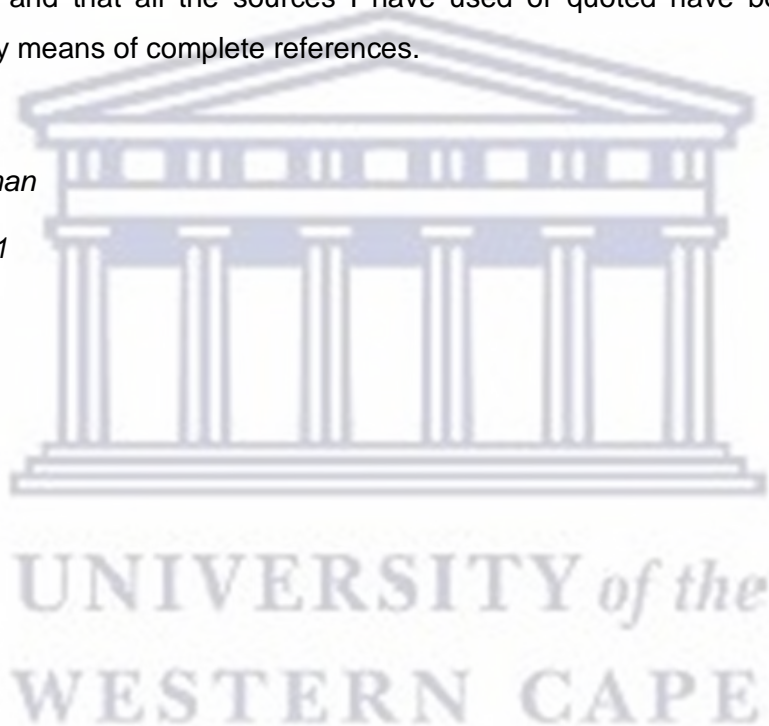


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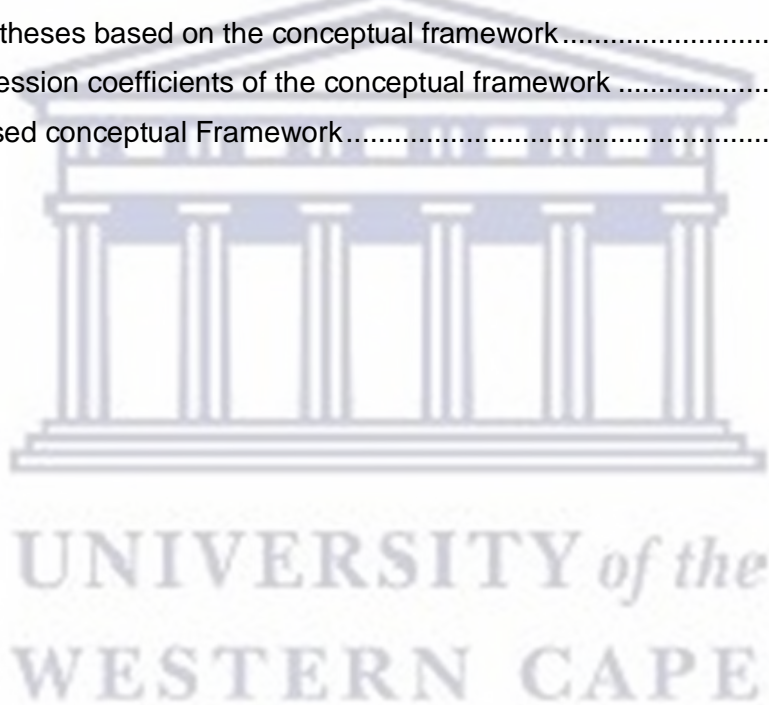
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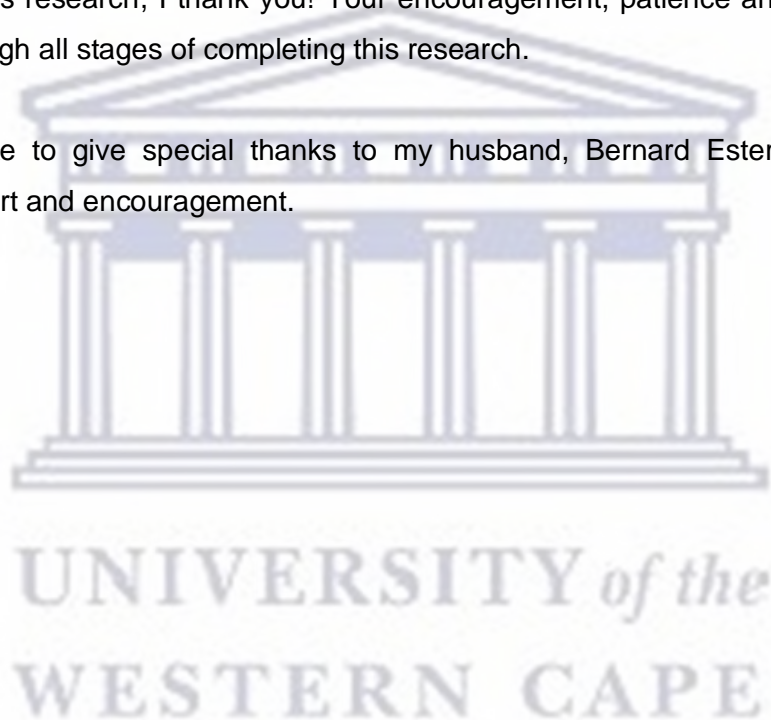


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CHAPTER 1:

INTRODUCTION

1.1. Introduction and Background to the Study

Consumers decide what to buy and where (Cummins, Findlay, Petticrew & Sparks, 2007; Valaskova, 2015). These decisions are informed by various factors, from exogenous variables, such as culture, price, retailer and product availability, to endogenous variables, such as individual taste, attitudes, and brand preference (Westbrook, Angus, Robles, MacKinnon & Singal, 2021). Because of COVID-19, some of these decisions have changed how consumers decide to shop for their grocery and household items. Thus, the onset of COVID-19 has altered consumers' shopping patterns.

Since the Corona Virus Disease (COVID-19) pandemic, shopping patterns of retail customers in South Africa have significantly changed. One noticeable change in behaviour among South African shoppers is their choice of retail outlet for food and household items. In pre-COVID-19 shopping, big supermarket chains and malls were the preferred choices for many consumers. However, because of COVID-19 and the lockdown restrictions, shoppers have since switched to online and small neighbourhood convenience shops. For instance, foot traffic in shopping malls has declined by 56 per cent (Business Insider, 2020; Smidt & Maiguira, 2020). Initially, the lockdown and social distancing restrictions could explain this switching behaviour; but even after the progressive relaxation of lockdown rules, evidence suggests that a significant proportion of retail customers have entirely switched to online outlets and local convenience stores (Business Insider, 2020). It is, therefore, opportune for this study to investigate which factors most influence retail customers' switching behaviour. This research aims to determine the switching behaviour of consumers in Cape Town concerning the choices of retail channels for groceries and household items.

1.2. Literature Review

1.2.1. Defining Consumer Switching Behaviour

Understanding consumer switching behaviour requires understanding the elements of consumer switching behaviour. Switching behaviour is of great significance to marketers

where attention has been given conceptualising switching behaviour. Defining consumer switching behaviour has been done in several ways.

For this study, consumer switching behaviour will be defined as consumers' forsaking a product or service partially or totally favouring an alternative product or retailer.

1.2.2. Customer Motivations for Switching Behaviour

There are triggers that aid in the development of switching behaviour. A trigger can be identified as points of interest that cast concentrated energy for further action by the customer (Gustafsson, Johnson & Roos, 2005; Gee, Coates & Nicholson, 2008). Three types of switching behaviour triggers were identified that apply in most current circumstances (Roos et al., 2004; Gie et al., 2008). In the following sections, these triggers are explained.

- i. **Influential Triggers** are described as factors that have a strong bearing on consumer behaviour and how their actions will prevail, typically categorised as competitor driven reasons (Gee et al., 2008). There are two prominent influential triggers, prices and competitors' actions. In terms of price, unfavourable price perceptions of consumers often lead to consumers switching retailers or certain brands perceived to be expensive or unfairly priced. Competitor actions and retail competitiveness are critical, especially with recent events within the global and local economy. Marketing actions undertaken by an organisation are aligned with that what the customer expects in their shopping experience.
- ii. **Situational Triggers relates to changes** in consumers' personal life circumstances. In this regard, a situational trigger is not necessarily related to the service provider (Gee et al., 2008). For instance, A family of four becomes a family of two due to children moving out. That is a demographic change in the family. When COVID-29 hit globally, consumers' pockets were negatively affected by having less disposable income, especially those vulnerable before the outbreak in South Africa.
- iii. **Reactional Triggers are described as** triggers that can occur in the exchange between customers and service providers. This trigger does have immediate relevance to the service provider, but it does not exclude that a combination of other triggers can be involved. For example, dissatisfaction becomes a reality when customers do not feel their needs and expectations are met during their experience with a service provider. The dissatisfaction of a customer can cause the customer to exit the relationship in an attempt to solve their problem (Hirschman, 1970).

1.2.3. Switching Behaviour Typologies

Switching behaviour is classified into external switching and internal switching (Roos et al., 2004). However, it is essential to note that the overall evaluation of factors that trigger switching behaviour determines the decision ultimately decided by the customers on whether to end the relationship or not with the product/ service provider.

- i. **External Switching:** Signifies the end of one relationship and the beginning of a new relationship with a service provider. External switching is known as switching between service providers, creating either a partial or total switch. This switch can be categorised as voluntary or involuntary (Wieringa & Verhoef, 2007).
- ii. **Internal Switching:** This type of switching is most common in non-competitive industries, and there are no alternatives for the consumer to switch between, so the consumer ultimately expresses their frustration in other methods (Roos et al., 2004; Gee et al., 2008; & Nimako & Ntim, 2015). Internal switching is done when external switching is not an option, and the customer could react internally to a change in behaviour.

1.2.4. COVID-19 and Switching behaviour in the retail sector in SA

Fabius et al. (2020) further explain that consumers' behaviour is not linear. The customer's intention to switch is highly relative to their new experiences and the satisfaction derived from those experiences. Before the onset of COVID-19, the state of South Africa was already in an economic recession (Frederick, Hattingh, Ramlakan & Spies, 2020). The negative effect of the lockdown that ensued in South Africa caused a complete disruption. The shift in consumer behaviour was evident already in early 2020, with stockpiling behaviours demonstrated by consumers. Before COVID-19, many consumers shopped in-stores. COVID-19 has altered consumers' shopping patterns. Approximately 79 per cent of consumers in South Africa have tried a new way of shopping where many intend to stick with their new method (Frederick et al., 2020). The latter indicates that there has been a significant shift. The various retail channels in which customers can use to do their shopping is not a new phenomenon. At the onset of COVID-19, for instance, many resorted to online shopping to avoid queues, save on time, and limit contact (Prasad & Srivastava, 2021). Additionally, the need to lessen in-person contact when shopping combined with health concerns from customers has forced the desire to seek consumers to get their goods through another means (Pantano et al., 2020).

The use of omnichannel by retailers became vital as many brick and mortar stores were closed due to restrictions. As a result, there was a complete disruption in the supply chain with continued bottlenecks (Frederick et al., 2020). Customers' shopping behaviour shifted with retailers and manufacturers trying to keep up with the shift and demand. Consequently, retailers must assess these new behaviour patterns to formulate effective strategies. Notably, consumer switching of retail channels in South Africa has been noted quite significantly ever since the enactment of the lockdown. Whether the customer has completely or partially switched between a brand or retail channels, consumer behaviour changes continue to evolve.

Moreover, the changes linked with the triggers described earlier include a change in income available, decreasing impulse purchases, and fewer trips to the shops (Euromonitor, 2020; Frederick et al., 2020). Additionally, predominantly influential and situational triggers have a role in this current phenomenon that COVID-19 has caused. For instance, discretionary spending remains passive because South Africans' income is still not stable and attempting to save money wherever possible. Additionally, about 41 per cent of consumers indicate they have been affected personally by job losses since the onset of COVID-9 in South Africa (Maggs, 2020). Euromonitor's (2020) report revealed that the interest in e-commerce has subsequently also surged despite the somewhat low base of 1.9 per cent of retailing in South Africa. However, the e-commerce channel in South Africa remains strained to keep up with continuous demand and limited access to lower-income groups.

1.2.5. Theories Explaining Switching Behaviour

It was instructive to consult the various theories explaining switching behaviour to explain the switching behaviour described in the preceding section. Numerous theories explain switching behaviour and the associated switching behaviour process. In total, there are 11 most-cited theories (Nimako, 2012). This study considered three theories (i.e. the Model of Consumers Service Switching Behaviour (Morgan & Dev, 1994), the Catalytic Switching Model (Roos, 1999), and The Theory of Planned Behaviour (Ajzen, 2002) to be relevant to understanding the retail industry in South Africa for the following reasons:

1.2.6. Justification for selecting models for model for this research

- i. These three theories are based on the fact that they identify triggers that create the intention to switch.
- ii. These triggers all align with common determinants as to why consumers switch between products or service providers.
- iii. These are the Model of Consumers Service Switching Behaviour (Morgan & Dev, 1994), the Catalytic Switching Model (Roos, 1999), and The Theory of Planned Behaviour (Ajzen, 2002; Farah, 2017).

1.3. Theoretical Framework: Theory of planned behaviour

The skeletal of the theoretical framework can be broken down into attitude, subjective norms and perceived behavioural control. These constructs all determine the intention of the individual, which subsequently generates the behavioural action (Ajzen, 2002, Habullah, Mhajar and Salleh, 2014, Farah, 2017). Therefore, in the context of an individual, we can break down the different constructs of the Theory of Planned Behaviour (TPB). Firstly, attitude can be classified as a trait derived from various interactions leaving a distinct individual perspective. Secondly, subjective norms are highly influenced by pressures experienced in an individual's social environment, whether with family or friends.

Furthermore, it is important to understand that significant others in an individual's life influence the various decisions made and set the standard and respective expectations for that person. Lastly, perceived behavioural control deals with the individual's perceptions in completing a particular behaviour in any specific circumstance. In addition, the intention to switch becomes superior when it is believed the appropriate amount of opportunities and resources is available to act out the intention. Therefore, it is important to note that these constructs should be more favourable for the individual to act out intention (Ajzen, 2002).

1.3.1. Selection and Justification of the Conceptual Framework for this study

The theory of planned behaviour is well known for its versatility in research. Therefore, TPB will be adopted in this study for the primary purposes that are the most cited theoretical framework, ease of use; a questionnaire is available to adapt and use. Furthermore, there is the opportunity to replicate this study based on the parameters being adapted from previously reviewed research.

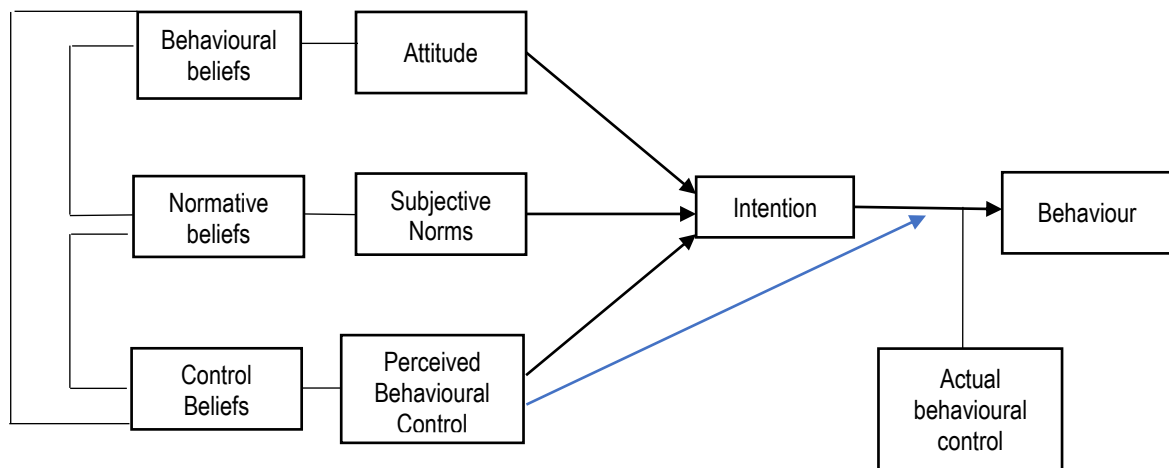


Figure 1.2: Theory of Planned behaviour

Source: Ajzen (2002)

1.4. The development of the research gap, problem statement, research question, respective hypotheses and the research objectives

The world is grappling with the effects of COVID-19. This has forced businesses to reshape and adapt to the changes as a result of Covid-19. Retailers, therefore, have to adapt their strategies to consider consumers' needs and behaviour in a 'new normal' post-COVID-19 environment (Nielsen, 2020). Currently, there are still very few studies that identify the switching behaviour of South African retail consumers since the onset of COVID-19 (Zwanka & Buff, 2020, Nielsen, 2020, Sheth, 2020, Rifkin, 2020, Grimmelt, Kim, Robinson, Lu, Mayank, Ortega and Yamkawa, 2020).

1.4.1. Problem Statement

In line with the above-mentioned research gap, the problem statement of this dissertation is stated to read:

Although it can clearly be identified that there is a switch among consumers' choice of retail outlets, there is no clear understanding as to which individual factors influence this behaviour change.

1.4.2. Research Question

The research question for the dissertation is, therefore, formulated as follows:

Which individual factors most influenced consumers' switching behaviour with respect to the different choices of retail channels in Cape Town since the onset of COVID-19?

1.4.3. Hypotheses

Considering that the theoretical framework underpinning the study is the TPB, the hypotheses are formulated to read:

H₁: There is a positive relationship between a customers' attitude toward switching and their switching intention in the context of retail outlets.

H₂: There is a positive relationship between customers' subjective norms toward switching and their switching intention in the context of retail outlets.

H₃: There is a positive relationship between customers' PBC over switching and their switching intention in the context of retail outlets

H₄: There is a positive relationship between customers' switching intention and their switching of retail outlets.

H₅: Customers' gender moderates the relationship between customers' switching intention and their switching of retail outlets.

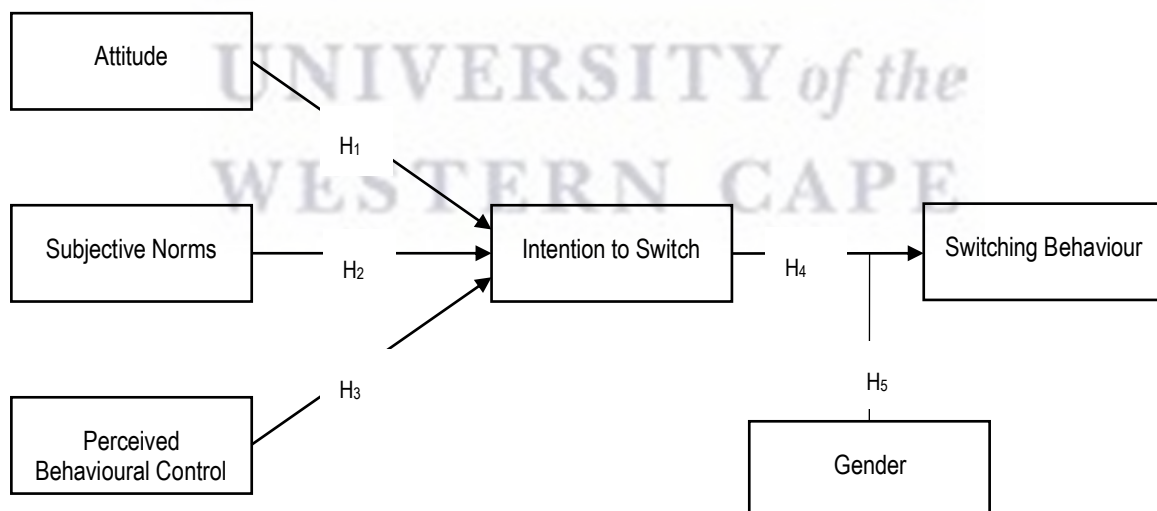


Figure 1.1: Hypotheses based on a conceptual framework

Source: Ajzen (2002)

1.4.4. Research Objectives

The research objectives of this dissertation are to:

- i. To investigate the attitude consumers have towards retail outlets post COVID-19.
- ii. To determine the level of influence important people have in the consumers' decision to switch retail outlets.
- iii. To examine the extent consumers have switched between retail outlets.
- iv. To determine the extent demographics such as gender moderates the intention to switch retail outlets.

1.5. Chapter outline of the dissertation

The research will adopt a 5-chapter dissertation that gives an overview and discussion on all aspects of the research.

- i. **Chapter 1** includes the introduction to the research but also a coherent background of the topic. The chapter will also incorporate the research problem, research questions, research objectives, and the research design. Further on from that, the research is outlined by a conceptual framework.
- ii. **Chapter 2** reviews the literature that exists on the topic and the themes associated. The literature discusses consumer switching, what causes consumer switching and the relevant theories on consumer switching, which ultimately aids the research's conceptual framework.
- iii. **Chapter 3** outlines the study's strategy and design employed. Moreover, an evaluation is done of the research's methodology in its entirety, including sampling, data collection, and analysis.
- iv. **Chapter 4** incorporates the analysis of the study's results with an in-depth discussion of the data gathered and the concluded findings.
- v. **Chapter 5** concludes the study in its entirety. Furthermore, relevant recommendations for other researchers and gaps for future studies are identified.

1.6. Conclusion

This chapter outlined the necessary context and background to the study, which sets the rationale behind carrying out the research. The research set out to investigate what factors were most influential in causing customers to switch since the onset of COVID-19. Furthermore, considering the research questions at hand, it was decided that the research will be underpinned and derived from an existing theoretical framework that governs the intentions for the study, ultimately enhancing the reliability and validity aspect. With that being said, the hypotheses which aided the formulation of the research objectives was listed. Moreover, the research will take the structure of a five-chapter dissertation to outline, analyse and discuss the topic at hand.



CHAPTER 2:

LITERATURE REVIEW

2.1. Introduction

This chapter reviews the literature related to post COVID-19 retail customers' switching behaviour. This includes defining consumer switching behaviour, the triggers associated with consumer switching, typologies and the theories underpinning consumer switching. Furthermore, the chapter discusses how COVID-19 has influenced much switching behaviour in the South African retail environment.

2.2. Defining Consumer Switching Behaviour

According to Nimako (2012), consumer switching is "a process by which a consumer abandons their relationship with a current service or product provider and then replaces it with a competitor." Such a switch can either be partial or complete (Stewart, 1998; Van der Merwe, 2015). The switch is complete when the entire relationship is severed and starts using the old service/ product providers competitor (East, Wright & Vanheule, 2008, Huang & Hsieh, 2012). However, the authors further explain that partial switching is when the consumers use products from typical service /product providers and products or services from the competition. Furthermore, it is noted that partial switching can be due to a life change with the consumer, where a different version, the alternative product, is necessitated (Van De Merwe, 2015). In agreement, Nimako and Nyame (2015) define consumer switching behaviour as an action by the consumer to switch totally to a new service provider. This is in line with Bhatt (2018), who argues that consumer switching behaviour is a complete or total shift from one product to another and is akin to brand switching. In contrast, authors Suryawardani and Wulandari (2020) describe switching behaviour as when the loyalty of the customer is switched from one product or service provider to another.

Understanding the elements of consumer switching behaviour is of great significance to marketers. As such, much research attention has been placed on conceptualising switching behaviour. Over the years, however, marketers' understanding of consumer switching behaviour has been evolving. Initially, switching behaviour was viewed as simply a product switch (Keaveny, 1995); more recent conceptual frames allude to switching behaviour as

going beyond just product, but more towards a change in customers' total experience and shifts in their relationship with brands and retailers supporting these brands (Bhatt, 2018; Nimako, 2012). Table 2.1 below analyses the various evolving definitions of consumer switching.

Table 2.1: Consumer switching behaviour definitions

Consumer switching definition	Source
Customer switching behaviour occurs when customers leave their original service provider for service from another.	Keaveny (1995)
A dynamic process that develops over a particular time and results in a relationship ending.	Benjou and Palmer (1998) and Stewart (1998)
A negative outcome of the buyer decision-making process and then implementation of the decision regarding a specific product or service	Keaveny and Partharathy (2001)
Customer switching incurred by buyers for stop transaction relationships and initiating a new relationship with some other business	Oyeniya and Abiodun (2010)
In terms of retreat and the relationship ending, which show the representation of a decision made by a customer not to buy product or services offered by a particular organisation	Zikiene (2012)
A process by which the consumer abandons his/her relationship with a current service/ product provider and replaces it with a competition partially or entirely for a given period.	Nimako (2012)
Consumers' decision to purchase a product of a brand is different from that previously or usually purchased. Otherwise known as Brand Switching	Bhatt (2018)

Table 2.1 highlights that switching behaviour relates to the action carried out by the consumer. This has two main elements: (a) the ending of one relationship with a retailer or service provider and (b) the beginning of a new relationship with another. For this study, consumer switching behaviour will be defined as consumers' forsaking a product or service partially or totally favouring an alternative product or retailer.

2.3. Customer Motivations for Switching Behaviour

Switching behaviours are triggered by many factors, also known as triggers. A trigger is a factor or event that changes the basis of a relationship. In otherward, they are points of interest that cast concentrated energy for further action by the customer(Gustafsson, Johnson & Roos, 2005; Gee, Coates & Nicholson, 2008).

Roos et al. (2004) identify three types of switching behaviour triggers: influential triggers, situational triggers, and reactional triggers, similarly does Gee et al. (2008). Figure 2.1 below demonstrates the triggers as they are applicable most relevant and potentially applicable in recent times.

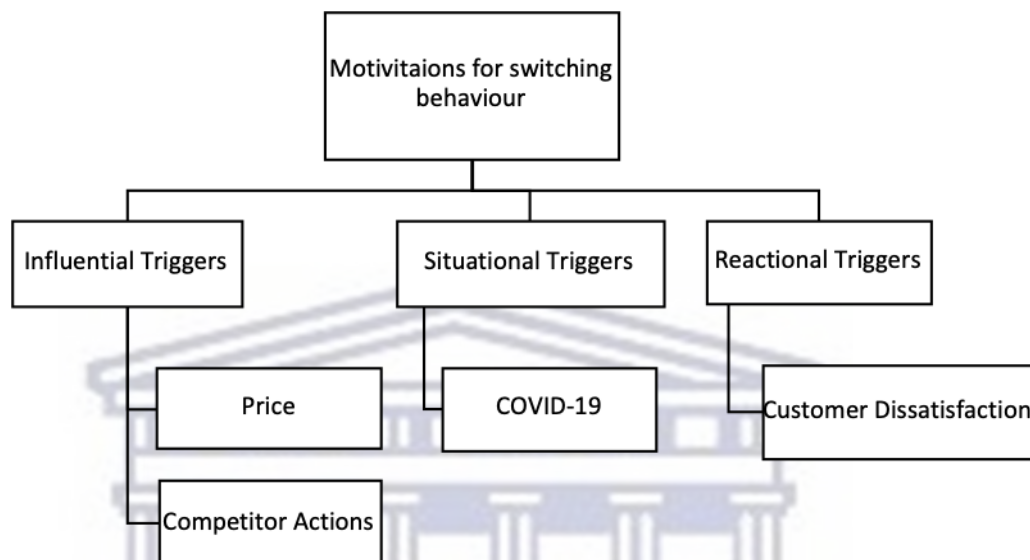


Figure 2.1: Motivations for switching behaviour

Source: Researchers own construct

In the following sections, these triggers are explained.

2.3.1. Influential Triggers

Influential triggers are described as factors that have a strong bearing on consumer behaviour and how their actions will prevail, typically categorised as competitor driven reasons (Gee et al., 2008). In addition, influential triggers are related to the competitive environment where increasing efforts from the competitors are evident (i.e. increased advertising activity) to gain more market share. In addition, the efforts to increase market share comprise the most common influential trigger (Roos et al., 2004; Gee et al., 2008). To illustrate the effect of increased marketing activity, Proctor and Gamble is a case in point. The firm lost market share, from 50 per cent to just above 20 per cent, of their shampoo due to decreased efforts in marketing. This demonstrates that effective and high marketing efforts aid in the success and communication of a product or service.

This is how customers learn to recognise and build a relationship with the product or service provider (Bloom & Kotler, 1975). There are two prominent, influential trigger prices and competitors' actions, described below. Furthermore, the motivation of a customer to switch is derived from their level of satisfaction; however, a customer may vary in the extent they are willing or able to switch (Rego & Morgan, 2013).

2.3.1.1. Price

Price is what consumers pay to acquire a product or service. In economic terms, price is the outlay from a customer to engage in a transaction (Lichtenstein, Ridgeway & Netemeyer, 1993). It is important to note that knowledge and experience play a role in how customers process pricing information (Keller, 2013). Customers might not recall accurate pricing, but it is more so the range used as a reference point for various product categories (Kotler & Keller, 2016). Several studies show that price significantly impacts switching behaviour (Stewart, 1998; Colgate & Hedge, 2001; Ghouri, Siddqui, Shaikh, Alam, 2010; Kaur & Mahajan, 2012) is a major determinant of switching behaviour. It is for this reason that higher prices often leads to switching behaviour. The effect of products that originate from China is one of significance. Engordio (2004); Kinney, Ridgeway and Monroe (2012) discuss the hostile relationship between a high price and the likelihood of a purchase, given that everything else remains constant. Sarwar, Azam, Haque and Nikhashemi (2013) actively demonstrates a positive relationship between price and consumers' perceptions towards buying Chinese products. From the consumer's perspective, price sensitivity has played a role in how China positioned itself in consumers' minds (Kotler & Keller, 2016). For instance, their products are generally perceived as more affordable as they are comparatively cheaper than any other country's products. China has demonstrated low price strategies with their products in the market, allowing a significant gain in market share (Sarwar et al., 2013). With that being said, many businesses are subsequently forced to lower their prices to compete; otherwise, they risk losing their customers despite the cost of manufacturing.

Price perceptions can be negative or positive. It is negative when identified as a sacrifice and positive when it is a cue of higher quality. Unfavourable price perceptions of consumers often lead to consumers switching retailers or certain brands perceived to be expensive or unfairly priced. If the seller's price is received to be above the normal average of price levels, the buyer's perception of the seller's price is deemed to be unfavourable. For instance, customers see a new price tag that compares it to a reference point price tag. Additionally, seeing a cheaper product on the market and subsequently using the cheaper product as a price point reference when reviewing higher quality brands.

Table 2.2: Influence of pricing

Unfavourable price perceptions	Description	Example
Price increase	Price influences customer loyalty, which drives the customer's intention to switch (Keaveny, 1995). This potentially increases the probability of the customer's intention to switch (Ghouri et al., 2010). That is, this will cause the customer to seek a lower price elsewhere.	If the price increase is unexpected after paying a stable price for some time, this will cause the customer to re-evaluate their choice of the supplier as the price is higher than expected. For instance, the price of shampoo has gone up in Clicks that no longer fits within the customer budget. Therefore, the customer will seek a Shampoo that does.
Deceptive pricing	Pricing is a tool that can attract customers to the retail store (Novixoxo, Kumi, Anning & Darko, 2018). However, deceptive pricing directly impacts the customer's intention to switch as they were lured under false pretences (Keaveny, 1995; Clemes, Gan & Zheng, 2008).	This can be illustrated when a business charges more than the advertised price; advertising products are falsely on sale. This can also be attributed to promotions and the policies around those promotions
High prices	This can limit the extent to which repeat purchases occur as the prices are not higher than what the customer expects to pay (Novixoxo et al., 2018). This can negatively affect a transaction taking place.	An example could be that essential commodity items such as bread, milk and eggs all have a benchmark price customers refer to. Therefore, if a retailer sells at a higher price, this will negatively impact the experience and prevent customer retention.

2.3.1.2. Competitor actions

The competition that exists within retail markets is the core of existence for firms, and the ability to strategise effectively allows the going concern of any organisation. Firms need to be flexible and able to adjust strategies based on market reactions. The effective use of Porter's five forces in this regard assists any firm in planning and forming an appropriate response at the market level (Porter 1985). Porter (2008) further elaborates on how the concept of competitive advantage remains significant considering that competitive advantage is the advantage held over competitors; by offering customers greater value through lower pricing or more excellent service, product benefits that justify the higher price. Similarly, Ryu (2018) acknowledges that competitive advantage is a gain when few firms engage in similar actions with economic value.

The relevance of Porter's five forces within the context of switching behaviour is in terms of the response and bargaining power of the buyer, the customer. When buyers can switch with limited switching costs, this becomes threatening as it means the customer is less apprehensive about switching over to a new product or service provider through the

attraction of lower prices and better quality (Nashiruddin, 2019; Mugo, 2020). Furthermore, the power of the buyer's level to demand is stronger when the bargaining power is strong. Therefore, consumers are in the position to demand lower pricing or better quality. However, the Porter five forces can have both a positive and negative relationship dependent on rival resources. That is, high customer switching capability intensified strong market rivalry (Mugo, 2020).

Competitiveness in the retail space is critical, especially with recent global and local economy events. Therefore, an organisation must revisit their business models, target market and review solutions and customer experiences rather than just being different through being the cheapest (Brujil, 2018). Furthermore, marketing actions undertaken by an organisation are to align with what the customer expects in their shopping experience.

- i. **Convenience:** is an important aspect of the consumer's intention on where to shop; convenience can be linked-to availability online, ease of shopping or service, otherwise, location of the service or product provider. Therefore, any product or service provider needs to be accessible for the consumer as inconvenience triggers switching behaviour (Keaveney, 1995).
- ii. **Time:** the amount of time that the customer spends to engage with the product or service provider. The lockdown that ensued in South Africa and the growing interest in shopping online only catapulted the online retail sphere, which, in turn, caused prolonged behavioural changes in consumers (The media online, 2020). Moreover, 29 per cent of South Africans have been shopping more since the lockdown online (Nielsen, 2020). The importance of an online channel for customers to shop from shows the significant impact of retailers extending their offering to more than just a brick and mortar store.
- iii. **Accessibility:** In turn, allowing increased accessibility for their consumers. Authors Pookulangara, Hawley & Xiao (2011) explain that retailers need to offer the same kind of shopping experience across all channels to retain customers to take place. It is important to note that inconvenience comprises the most common influential trigger (Roos, Edvardsson & Gustafsson, 2004).
- iv. **Advertising and promotions:** Ultimately, advertising actions that any organisation undertakes are to enhance the reputation of the service or product provider (Ghouri et al., 2004). Otherwise, as a tool to increase sales, communicate to the customer about the product or service. The purpose of advertising can be demonstrated by the AIDA (Attention, Interest, Desire and Action) principle (Rawal, 2013; Ghirvu, 2013; Rehman, Nawaz, Ilyas & Hyder, 2014). A more recent example illustrating the AIDA

principle would be Shoprite's group division "Checkers Sixty 60". The organisations draw attention by placing advertisements in unexpected places and situations with disruptive, creative communication that is targeted, for instance, using their trucks as a moving billboard. Checkers Sixty 60 further creative interest into the business through relevant messaging to the target audience that is easy to read; a great way is using social media and influencers with "personal stories" shared. Desire is generated by demonstrating how customers have been looking for, whether it be the solution for convenience or local. Action is derived by having a call to action that encourages the customer to respond immediately, for instance, free delivery for a day or even special promotions. Ghouri et al. (2004) describe that it is not uncommon for a firm to struggle because the advertising is inadequate. The advertising reduces the perceived risk and, most importantly, strengthens communication between the firm and the customer.

2.3.2. Situational Triggers

Situational triggers are changes in consumers' personal life circumstances. In this regard, a situational trigger is not necessarily related to the service provider (Gee et al., 2008). Furthermore, Gustafsson et al. (2005) describe situational triggers when the offering is altering the customer evaluation based on changes in the customers' life, which will cause the product or service not to meet that customer's individual needs. For instance, A family of four becomes a family of two due to children moving out. That is a demographic change in the family. The former was concluded when consumers themselves included factors such as demographics or changes in their work situation that trigger switching behaviour. For example, a situational trigger can constitute a range of goods, possibly causing a partial switching behaviour, this being when the range is too narrow, the range does not meet customers' needs or is incorrectly labelled.

2.3.2.1. COVID-19

The impact of COVID-19 instigated a ripple effect of involuntary switching, which is described as the outbreak of COVID-19, has caused significant drawbacks in the South African economy, also, the many business sectors that exist within the economy. Suffice to say that retailers are remaining afloat to operate during a nationwide lockdown; they too have been exposed to financial strain from the effects of COVID-19.

Regarding retailers being more essential in the bigger scheme of the pandemic, there was the need to shift online to feed the customer mentality of stocking up and limit in-person experiences where the customer puts themselves at risk (Zwanka & Buff, 2020). Subsequently, consumers adapt to the "new normal", and their patterns and buying behaviour have adapted along with them. Furthermore, consumers have developed new habits and resorted to online retailing where many businesses were not equipped nor ready for the shift exhibited. Moreover, consumers' pockets were negatively affected by having less disposable income, especially those vulnerable before the outbreak in South Africa. However, Sheth (2020) explains how habits will most likely return to normal, but certain habits will inevitably perish as consumers find alternatives that feed into their current needs' accessibility, affordability, and convenience.

2.3.3. Reactional Triggers

A reactional trigger is a trigger that can occur in the exchange between customers' and service providers. Furthermore, a reactional trigger is when something out of the ordinary happens when the customer is busy with the purchase, makes the purchase or is in the consumption phase of the purchase. Therefore, the customer is redirected their attention to evaluate present performance more closely (Gustafsson et al., 2005). This trigger has immediate relevance to the service provider, but it does not exclude the possibility of other triggers being included. Furthermore, reactional triggers relate to critical incidents that happen in the interaction between service providers and customers. In addition, the firm's internal ability to handle the critical incidents that may occur. If the former is not done sufficiently, the firm has done itself an injustice as the customer was not persuaded enough to continue the relationship.

2.3.3.1. Customer Dissatisfaction

Meeting a customer's needs and expectations is important in retaining the customer and ultimately gaining a competitive advantage over competitors (Parasuraman et al., 1988, Ghouri et al., 2004). Dissatisfaction becomes a reality when customers do not feel their needs and expectations are met. When a customer is dissatisfied, the customer can exit the relationship with the service or product provider, attempt to solve the problem or stay in the hope's things improve (Hirschman, 1970). The attempt to solve the problem is somewhat linked to complaint behaviour that is derived from dissatisfaction.

Complaint behaviour is an action undertaken by an individual that involves communicating something negative regarding the product or service to the firm marketing department, manufacturer, or a third party (Moreira & Da Silva, 2016).

Furthermore, the negative effect of complaint behaviour is that it can be escalated beyond word of mouth and directly to the business through third party complaints. The complaint is expressed to external parties that are not directly involved with the offending service provider but have influential consequences (Moreira & Da Silva, 2016).

The service quality is through the interaction of the buyer and the seller, where customers consider not only the end outcome but the entire process of the interaction. Furthermore, service quality is one of the main factors that affect customer retention, which leads to the profitability of an organisation in the long term (Zeithaml et al., 1996). The service is intangible and usually experienced simultaneously with the occurrence of production and consumption (Ghouri et al., 2004). With service being largely intangible, the use of the SEVQUAL model assists in the measurement of this intangible component when assessing the level of customer satisfaction (Asubonteng, McCleary & Swan, 1996).

It is also important to mention the importance of customer satisfaction. An unsatisfied customer can relay a negative story to more than five people eroding potential purchases and increasing the likelihood of the consumer switching (Chinomona & Bubihlela, 2014). Kirk and Rifkin (2020) highlight in their research of a survey done worldwide with 12 000 consumers concluded that two-thirds of the respondent's future choice in where they shop is dependent and influence how the respective brands respond/respond to a pandemic. Satisfaction and switching behaviour is relative. It is usually the case that a satisfied customer will stay loyal for longer, pay less attention to competitor brands and more likely purchase new products up for offer (Day & Bodur, 1978, Kuusik, 2007, Ningsih & Segoro, 2014). According to Roos et al. (2004) research, competition is exhibited to be expected when comparing retail to other industries. In addition, the benchmark of customer satisfaction against the nearest rival provides insight into the extent of the customers' motivation to switch suppliers (Rego & Morgan, 2013).

2.4. Switching Behaviour Typologies

Switching behaviour is classified into external switching and internal switching (Roos et al., 2004). However, it is essential to note that the overall evaluation of factors that trigger switching behaviour determines the decision ultimately decided by the customers on whether to end the relationship or not with the product/ service provider.

2.4.1. External Switching

External switching is known as switching between service providers, creating either a partial or total switch. This signifies the end of one relationship and the beginning of a new relationship with a service provider.

This switch can be categorised as voluntary or involuntary. Involuntary switching is when the switch is beyond the product/ service providers control and the customer's control (Vyas & Raitani, 2013). Whereas the authors describe voluntary switching as actively choosing to switch service/ product providers. However, whether the notion is voluntary or involuntary, the consumer still needs to decide to switch service/product providers. Either way, switching behaviour is the opposite of loyalty or customer retention (Wieringa & Verhoef, 2007).

Porter (1985) and Macharia (2015) explain that when a consumer decides to switch from one brand to another, switching costs are involved, and it is not necessarily a financial implication experienced that can make the process slightly more complicated. Financial costs can be attributed to factors such as prices increase or the cost of travel. Non-financial costs are related to internal triggers. For example, non-financial costs can include learning, emotional, psychological, and elements such as time and effort (Macharia, 2015).

Switching costs are used to keep customers in relationships (Kaur & Mahajan, 2012). Burnham, Frels and Mahajan (2003) identify three different categories of switching costs (1) financial switching costs which mean the customer has a loss of financially quantifiable resources (2) procedural switching costs which involve the subsequent loss of time and effort and lastly (3) relational switching costs involving a level of discomfort psychologically or emotional due to breaking in an existing bond. With that being said, Zikiene (2012) describes factors that support switching behaviour and factors that repress switching behaviour.

Furthermore, switching costs have a significant impact on the repurchase intention of a customer as they may perceive the switching costs to be higher than expected benefits (Ghouri et al., 2004; Kaur & Mahajan, 2012). Wieringa & Verhoef, 2007) also determine switching costs and alternative attractiveness as significant determinants of switching intention.

The factors that repress switching behaviour, either naturally formed or purposefully curated by the organisation to patronise customers for as long as possible, inhibit the process of conceiving the intention to switch. Conversely, the factors that support switching behaviour are triggers where the customers begin to conceive their intention to switch.

These factors typically include unsatisfactory quality, response to service failure that is unfavourable and generates poor loyalty and new value in the context of an economic crisis (Zikiene, 2012, Nimako, 2012, Van De Merwe, 2015).

2.4.2. Internal Switching

This is done when external switching is not an option. The customer could react to a change in behaviour internally, therefore, Roos et al. (2004) highlight the importance of focusing on stayers, switchers, and service usage levels and focusing on and describing the reason behind internal switching. Moreover, internal switching could mean switching internally of the organisation or service provider. This type of switching is most common in non-competitive industries, and there are no alternatives for the consumer to switch between, so the consumer ultimately expresses their frustration in other methods (Roos et al., 2004; Gee et al., 2008; & Nimako & Ntim, 2015). Internal switching can occur in the form of customers switching their contact person to reject the service. Thus, internal switching between service providers in turn either creates a partial switch or a total switch. However, this represents a more kind of partial switching (Nimako, 2012).

2.5. COVID-19 and Switching behaviour in the retail sector in SA

Before COVID-19, South Africa was already experiencing an economic recession attributed to various elements such as diminishing business and consumer confidence, weak government finances, electricity shortages and poor industry growth (Frederick, Hattingh, Ramlakan & Spies, 2020). The authors further reported the negative effect of the lockdown that ensued in South Africa, a complete disruption.

Early in 2020, the onset of COVID-19, the shift in consumer behaviour was already evident whereby consumers were showcasing stockpiling behaviours which typically was very different from the typical shopping patterns (Frederick et al., 2020). However, consumers were also less sensitive to prices going up and were more willing to pay for the sharp increase in goods in demand, such as toilet paper (Panatano, Pizzi, Scarpi & Dennis, 2020).

Since the onset, as the world was pivoting from their various lockdowns due to COVID-19, people's lives have changed for longer (Fabius, Timelin, Kohli & Veranen, 2020). Fabius et al. (2020) further explain that consumers' behaviour is not linear. The customer's intention to switch is highly relative to their new experiences and the satisfaction derived from those experiences. The various retail channels in which customers can use to do their shopping is not a new phenomenon. For instance, at the onset of COVID-19, many resorted to online shopping to avoid queues, save on time, and limit contact (Prasad & Srivastava, 2021). Additionally, the need to lessen in-person contact when shopping combined with health concerns from customers has forced the desire to seek consumers to get their goods through another means (Pantano et al., 2020).

Before COVID-19, many consumers shopped in-stores. However, COVID-19 has altered consumers' shopping patterns. Approximately 79 per cent of consumers in South Africa have tried a new way of shopping, and many intend to stick with their new method (Frederick et al., 2020). That indicates that there has been a significant shift to online shopping as many consumers have tried new methods in completing their shopping. As a result, retailers have very little time to strategise and catch up with new (COVID-19) consumer trends. The author's Prasad and Srivastava (2021) elaborate further that consumer behaviour and the intentions that are formed are vital in any circumstance, especially now that many economic sectors have been affected.

The use of omnichannel became vital as many brick and mortar stores were closed due to restrictions. As a result, there was a complete disruption in the supply chain with continued bottlenecks (Frederick et al., 2020). As a result, customers' shopping behaviour shifted with retailers and manufacturers trying to keep up with the shift and demand. In addition, a report by Charm, Grimmelt et al. (2020) recorded that the shortages experienced during the peak of COVID-19 forced the trial of new brands by consumers, whereby a sizable amount of these consumers indicated they would continue to make use of these products. Consequently, retailers must assess these new behaviour patterns to formulate effective strategies. Notably, consumer switching of retail channels in South Africa has been noted quite significantly ever since the enactment of the lockdown.

The shift in shopping and consumption for consumers can be narrowed down to (a) shifting to e-commerce platforms, (b) using shops closer to home, (c) less frequency of shopping and bigger shopping baskets, (d) preference for trusted brands and finally, (e) shift to sustainability (Fabius et al.,2020).

Whether the customer has completely or partially switched between a brand or retail channels, consumer behaviour changes continue to evolve. Moreover, the changes linked with the triggers described earlier include a change in income available, decreasing impulse purchases, and fewer trips to the shops (Euromonitor, 2020; Frederick et al., 2020). Additionally, predominantly influential and situational triggers have a role in this current phenomenon that COVID-19 has caused. For instance, discretionary spending remains passive because South Africans' income is still not stable and attempting to save money wherever possible. Additionally, about 41 per cent of consumers indicate they have been affected personally by job losses since the onset of COVID-9 in South Africa (Maggs, 2020). Euromonitor's (2020) report revealed that the interest in e-commerce has subsequently also surged despite the somewhat low base of 1.9 per cent of retailing in South Africa. However, the e-commerce channel in South Africa remains strained to keep up with continuous demand and limited access to lower-income groups.

2.6. Theories Explaining Switching Behaviour

To explain the switching behaviour described in the preceding section, it was instructive to consult the various theories explaining switching behaviour. Numerous theories explain switching behaviour and the associated switching behaviour process. In total, there are 11 most-cited theories, as listed in Table 2.3.

A content analysis of these theories is summarised in Table 2.3 below.

Table 2.3: Theories of Switching Behaviour

Theory/Model	Main constructs	Industry context	Source
Theory of Planned Behaviour	Subjective norms, Attitude, Behavioural control	Cell phones, Retail Banking, Retail, E-commerce	Ajzen (1981)
Product Importance Model-Based Switching Model	Context, Control and Consumer	Hospitality industry	Morgan & Dev (1994)
A Model of Consumers Service Switching Behaviour	Price, inconvenience, core service failure, service encounter failure, attraction by competition, ethical problems, involuntary switching & employee response to service failure	Many service contexts	Keaveney (1995)
A Catalytic Switching Model	Trigger, switching paths & relevant switching determinants	Telecommunications industry	Roos (1999b)
Service Provider Switching Model	Subjective norms, attitude toward switching, Behavioural control, service quality, perceived relevance, satisfaction & perceived switching cost	Many service contexts	Bansal & Taylor (1999)
The Switching Process Model	Dissatisfaction or problem, complaint, the consumer is retaining or exit relationship	Retail banking	Colgate & Hedge (2001)
Three-Component Model of Consumer Commitment to Service Provider	Affective commitment, normative commitment & continuance commitment	Auto-motive & beauty services	Bansal, Irving & Taylor (2004)
Push-Pull-Mooring Theory	Push factors and pull factors, moderating factors	Auto-motive & beauty services	Bansal, Taylor & James (2005)
General Systems Theory of Consumer Switching	Consumer, regulatory sub-system, feedback loop, external environment, internal resources of a firm	Hospitality industry	Njite, Kim & Kim (2008)
Agency Theory of Consumer Switching	Need recognition, information search and processing, evaluation of motives for/barrier to switching, switching action, post-switching evaluations	Media & Advertising	Aish, Kortam & Hassan (2008)
Prospect Theory of Consumer Switching	Aversion to risk	Financial industry	Marshall, Huan, Xu & Nam (2011)

Source: Adapted from Nimako et al. (2012)

From Table 2.3, this study considered three theories (i.e., the Model of Consumers Service Switching Behaviour (Morgan & Dev, 1994), the Catalytic Switching Model (Roos, 1999), and The Theory of Planned Behaviour (Ajzen, 2002) to be relevant to understanding the retail industry in South Africa for the following reasons:

2.6.1. Justification for selecting models for the model for this research

- i. These three theories are based on the fact that they identify triggers that create the intention to switch.
- ii. These triggers all align with common determinants as to why consumers switch between products or service providers.
- iii. These are the Model of Consumers Service Switching Behaviour (Morgan & Dev, 1994), the Catalytic Switching Model (Roos, 1999), and The Theory of Planned Behaviour (Ajzen, 2002; Farah, 2017).

These theories are briefly discussed in sections 2.6.2, 2.6.3 and 2.6.4.

2.6.2. Model of Consumers Service Switching Behaviour

The model of consumers service switching behaviour this model is one of the earliest frameworks explaining switching behaviour (Morgan & Dev, 1994). The model identifies eight causal qualifications: price, inconvenience, core service failure, service encounter failures, competition, ethical problems, and involuntary switching.

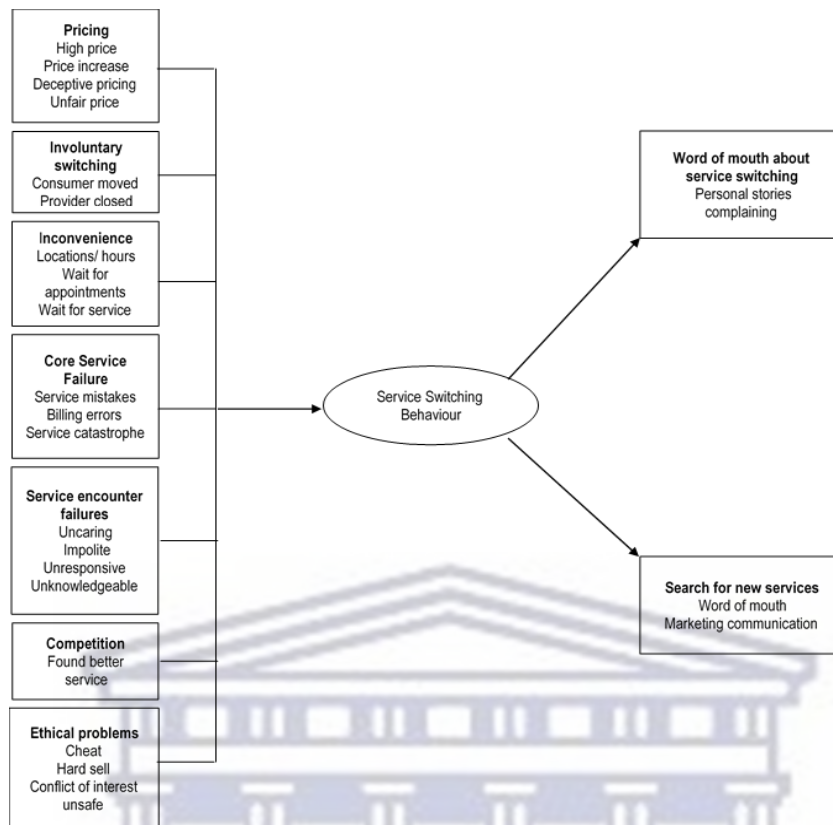


Figure 2.2: A Model of consumers' service switching Behaviour

Source: Keaveney (1995)

Considering the above model, it is also sorely limited in a sense. It has only been predominantly applied within these services landscape of various sectors, not necessarily the retail sector. The Keaveney (1995) study was based on 45 diverse services in the Northern American context, including the banking industry. This model was identified to be very generalised (Nimako, 2012)

2.6.3. A Catalytic Switching Model

Using switching behaviours as a reference point, the idea of this model is to purposefully create a methodology that analyses different relationships (Roos, 1999 as cited by Nimako et al., 2012). The Switching Path Analysis (SPAT), which covers the ending of one relationship and the start of another, is utilised within this particular model. The model outlines three constructs defined below.

2.6.3.1.Triggers

Triggers can be defined as the construct that inflicts the consumer to start questioning whether they wish to switch. The situational, reactional, and influential triggers are further described in sections 2.2.1 to 2.2.3.

2.6.3.2. Switching Path

The triggers of switching behaviour are what create the intention to switch. Therefore, the triggers are what places the consumer on the switching path. Furthermore, Reactional triggers tend to have more energy influence in placing customers on the switching path.

2.6.3.3. Determinants Switching Behaviour

The expression for their reason for the identified change subsequently forms the third element, determinants of the switching behaviour. Eventually, the result of the latter can be that the consumer either has switched partially or totally.

Furthermore, this theory or model in consumer switching behaviour has predominantly been used within the telecommunication industry. This overall speaks to the limitation in which it has been applied and appropriate relevance to the retail industry. Although various aspects in the model match more applicable models in consumer switching behaviour, such as determinants in switching behaviour and various triggers (Wieringa & Verhoef, 2007).

2.6.4. Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) argues that consumer behaviour is a function of attitude, subjective norms, and perceived behavioural control. These three variables determine behavioural intention, which, in turn, results in the actual behaviour (Ajzen, 2002). Ajzen (2002), Habullah, Mhajar and Salleh (2014) and later Farah (2017) describe the TPB constructs as follows.

2.6.4.1. Attitude

Attitude is instinctively formed through different associations and strengths of some characteristics concerning switching behaviour. An example of how a consumer's attitude can lead to switching behaviour is if their attitude were to be positive of buying from a specific retailer, it impacts their willingness to switch and purchase from the same retailer online.

2.6.4.2. Subjective norms

Subjective norms are formed through social pressures, primarily through significant others that could be family, friends or colleagues. The significant others influence how decisions are made and beliefs that are formed but also dictate expectations socially. For example, if the parents of one consumer have a negative attitude or perception towards a specific retail channel, for instance, online, because of payment concerns. The likelihood of that attitude will impact the consumer's decision or belief on the trustworthiness of switching to an online shop to purchase goods.

2.6.4.3. Perceived behavioural control

This construct refers to individuals' perception regarding the level of ease or difficulty in executing the behaviour in question. It is important to note that perceived behavioural control can vary from situation to situation. Therefore, perceived behavioural control is typically dependant on the circumstance. For instance, if a consumer finds the online channel to purchase goods is complicated and not user-friendly, they are more likely to be switching over to an "offline" version of the store.

Moreover, when consumers believe they have sufficient opportunities and the necessary resources to switch, the intention is greater. Therefore, the more favourable the attitude, subjective norms will result in a greater perceived control which subsequently enhances the intent of the consumer to perform the behaviour in question (Ajzen, 2002).

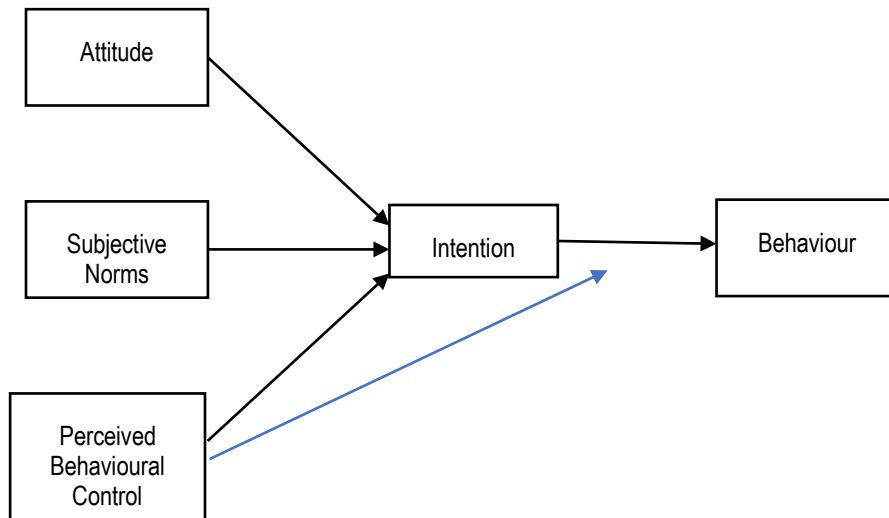


Figure 2.3: Theory of Planned behaviour

Source: Ajzen (2002)

2.6.5. Selection and Justification of the Conceptual Framework for this study

Over the years, the TPB has proved to be quite versatile and has been applied in various settings, including the adoption of innovations (Crespo & del Bosque, 2008 & Weigel, Hazen, Cegielski, Hall, 2014) choice of schools (Goh, 2009), and switching behaviour (Farah, 2017 & Li et al., 2020). Furthermore, it can be argued that the theory of planned behaviour is relevant in studying consumer behaviour, where it is most applicable in the scope of switching behaviour (Pookulangara et al., 2011; Madahi and Sukati, 2016). Therefore, the theory of planned behaviour is the theoretical framework that will be adapted for this study for the following reasons:

- i. **Most-cited:** Since the introduction of the model in 1985 by Ajzen (2002) has been a highly cited model popular model to use in predicting human behaviour. Also, the Theory of Planned Behaviour has shown to be more effective in predicting the factors that influence consumers to choose between competing alternatives (Yu, 2014).
- ii. ***Straightforward and easy to use:*** The framework is simple in its natural form and adaptable to be applied to any scenario to predict human behaviour.
- iii. ***Availability of a questionnaire:*** Although there are no standard questionnaires available, adaptable versions and examples can be utilised in this study. The use of an existing questionnaire increases the likelihood of obtaining higher quality data

which implicates the overall validity of the study positively (Hyman, Lamb & Bulmar, 2006).

- iv. ***Opportunity for replication study:*** applying the TPB in this study ensured that validity and reliability could be enhanced in this study. Replication in studies allows the demonstration that something is there and valid, whereas the extension allows for the extent to which it can extend considering that replication is the heart of the typical science model (Hubbard & Armstrong, 1994; Hubbard & Lindsay, 2002; Tsiriktsis, 2004; Mzeias & Regnier, 2007; Evan Schitzsky & Armstrong, 2009). As such, the study replicates and extends past research, particularly that by Farah (2017).

2.7. The development of the research gap

Retailers are grappling with the effects of COVID-19. The effects are linked to consumer switching behaviour where the buying patterns and decisions on how customers decide to shop have altered and do not seem to be temporary. Fabius et al. (2020) study concluded the effects holistically that the shift in behaviour can be attributed to consumers switching to e-commerce, consumers shopping closer to home, consumers are not shopping as much, consumers are turning to brands they trust and the increased importance of sustainability. Therefore, retailers must adapt their strategies to consider consumers' needs and behaviour in a 'new normal' post-COVID-19 environment (Nielsen, 2020). This study will attempt to determine the retail channel with which consumers are an option to shop with. For instance, an online store, a neighbourhood store, otherwise a shopping centre or mall. Currently, there are still very few studies that identify the switching behaviour of South African retail consumers since the onset of COVID-19. Furthermore, there are limited studies done in a South African context around consumer switching behaviour in the retail industry. However, considering the increased popularity of online shopping and its importance since the onset of COVID-19, it has become alarmingly relevant to understand the phenomena on the factors that determine where and how consumers shop.

2.8. Conclusion

This chapter outlined key constructs and findings from the relevant literature. The chapter outlined key theories on consumer switching behaviour and analysed the resultant research gap, problem statement and research question. In the following chapter, the methodology adopted to address the research question is discussed.



CHAPTER 3:

RESEARCH METHODOLOGY

3.1. Introduction

This chapter presents the research methodologies issues about the study. The latter was derived and formulated based on existing literature, which aligned with the research question. Subsequently the research paradigm for which underpins the study was clearly identified leading to the formulation of the research design. Furthermore, the breakdown research instrument is indicated followed by the identification of the study's population and sample. The strategy in analysing the data is also indicated in Chapter 3. This chapter also notes the appropriate ethical considerations for the research as well as the applicable delimitations.

3.2. Research Paradigm

A paradigm can be described as a set of beliefs that deals with first principles or ultimate's (Guba & Lincoln, 1994). Kuhn (1996) describes a paradigm as a global organising model or theory with immense power to explain the circumstance. The positivism paradigm for this research study is the most applicable and supports using a quantitative method that allows for the extraction of appropriate data inherently being generalisable back into the larger population. Furthermore, the positivism paradigm sets the guidelines and derives the rules to be followed, but the study can be guided without these rules (Kuhn, 1996). The positivist paradigm depends predominantly on quantifiable observations that lead to statistical analysis (Greener, 2008). Using this specific paradigm ensures the data collected remains reliable by looking at the data objectively and the researcher remains independent from the study's results.

3.3. Research Design

Research design aims to address the research problem unambiguously whereby the appropriate evidence is obtained to address that specific research problem (Zikmund, Carr, Griffin & Babin *et al.*, 2009).

The study has a conclusive approach governed by descriptive research (Malholtra, 2019). The study adopts a cross-sectional approach based on a single self-administered survey to determine an accurate understanding of more current phenomena in real life (The switching behaviour of consumers since COVID-19) of a population (Cape Town consumers) it seems to be most appropriate (Malholtra, 2019; Greener, 2008 & Zikmund, 2009). Descriptive research using a survey design allows for an enquiry into a phenomenon and the necessary observation thereof (Kelley, Clark, Brown & Sitzia, 2003). This allows for a multi-faceted exploration of the phenomenon through the different narratives of the respondents in the study and supporting documentation.

3.4. Population and Sampling

3.4.1. Sampling techniques

The population for this study is identified as consumers who reside in Cape Town that use the various types of retail channels available. In addition, determining the sample size posed a challenge as no identified list of consumers fit within our target population. Thus, for the purposes of this study, ideally, the sample size would be $n = 300$ to be drawn from the population. The non-probability technique that the study will adopt is convenience sampling based on the consideration that it is quite challenging to determine a list of the population. Furthermore, convenience sampling involves collecting data specific to the study from a pool of available respondents that are readily available to participate. There are benefits in using this technique; more specifically, the technique is more economical, rapid & less complicated (Zikmund, 2009 & Kabir, 2016).

3.4.2. Sample size determination

In determining the sample size for this research, the following factors were considered.

- i. **Budget constraints:** this research is part of a master's degree. The researcher is constrained by financial resources, as there is no supplementary funding to support a substantial sample.
- ii. **Time constraints:** the time constraint associated with this research is that the master's programme needs to be completed by 2022, limiting the extent to which the researcher can access more participants to enlarge the sample size.
- iii. **Sample sizes in past studies:** Li et al. (2020) surveyed approximately 961 people in China. Farah (2017) study concluded with a total of 515 participants banking with identified banks in Spain.
Having a closer look into the University of the Western Cape and the typical sample size envisaged by master students, the sample size ranges from 126 to 450 respondents (c.f., Adams, 2016; Carelse, 2017; Lombard, 2017). It is important to note that this study will only be in one of nine provinces in South Africa. Therefore, the study is safe to envisage a representative sample size of 300.
- iv. **Data analysis techniques:** The technique adopted is multinomial regression, requiring a minimum of 150 respondents. However, the research will also use ANOVA, Cronbach's alpha, descriptive statistics and factor analysis.

Considering the preceding, the minimum sample size for this research will set be $n = 300$ respondents.

3.5. Data Collection Instrument Development

The study adopts a self-administered online survey. The study adapted questionnaires from past studies on switching behaviour (c.f., Farah, 2017; Li et al., 2020). The questionnaire consists of six sections, as indicated in Table 1 and further described below.

Table 3.1: Questionnaire outline

Section	Dimension	Purpose	Number of items	Source	Hypotheses
A	Retail Channel (Screening Questions)	It was developed for this study that consisted of screening questions to ensure that the research obtains relevant and applicable data.	5	Developed for this research	H ₄
B	Demographics	It aids the researcher in determining the socio-economic make-up of the study.	6	Li et al. (2020)	H ₅
C	Intention	Assess the level of the participants switching intention	3	Ajzen (2002)	H ₄
D	Attitude	The participants attitude toward switching	5	Ajzen (2002)	H ₁
E	Subjective Norms	Determine how influenced the participant is from significant other in their life	7	Ajzen (2002)	H ₂
F	Perceived behavioural control	To determine the level of difficulty, the participants link with switching	4	Ajzen (2002)	H ₃

3.5.1. Approved instrument

The survey had gone through a pilot test where all the steps were tested before any actual data was collected for the study. A sample of n = 10 was taken from the target population to determine the readability of the questionnaire. Minor adjustments were made based on the collated feedback from the pilot study. The survey was further vetted by The University of the Western Cape's Ethics Committee.

3.6. Validity and Reliability

3.6.1. Validity

Validity is the degree to which any measurement approach is accurate in practice. Validity determines the extent of the measure succeeds in representing the concept, for instance, measuring what it is designed to measure (Zikmund, 2009). To improve the level of validity, which in this study means measuring switching behaviour, this study adapted questionnaires from past studies, including Ajzen (2002), Farah (2017) and Li et al. (2020). In addition, factor analysis will be used to test convergent and discriminant validity. The activities listed below are the steps the research took to enhance the validity aspect of the research study.

- i. The research has an accurate definition and outline of any and all key terms and constructs within the study.
- ii. The research was derived and adapted from past studies that are highly reputable, where it allowed for an apparent research problem to be identified.
- iii. The measuring instrument went through a pilot test to improve the level of readability which in turn, the instrument went through an approval process before it was distributed to research participants.

3.6.2. Reliability

Reliability of measure refers to the internal consistency of people's responses across the multiple-item measurement (Zikmund, 2009). There were many measures put in place to ensure the reliability of this study. Firstly, careful and concise wording on the instrument used by cancelling any ambiguity and possible bias entering the study. The use of primary and secondary data, the primary data allowed for the collection of actual real-time responses or feedback from research participants. In contrast, the secondary data allowed for the use of tried and tested research findings and instruments to formulate the study at hand progressively. Furthermore, the necessary approval from several research committees, including an Ethics Committee, was retrieved. Also, Reliability will be tested with Cronbach's alpha which will be done before processing any other statistical measurements.

3.7. Data Collection

Due to COVID-19, an electronic questionnaire was used to ensure all necessary safety protocols are kept intact, for instance, social distancing. The questionnaire will be done through Google Forms: <https://forms.gle/iRnfEDnNzQq5HCxHA> and distributed online through laptops or cell phones.

3.8. Data analysis

Statistical Package for Social Sciences (SPSS) will be utilised to analyse the data. The following analyses will be performed:

- i. **Descriptive statistics:** Allowed to present data in a meaningful way to determine trends that may exist in the study findings, despite the limitation that may exist in this method of analysis (Kelley et al., 2003 & Marcharia, 2015).
- ii. **Factor analysis:** This procedure was used for data reduction of observed variables and for assessing discriminant validity.
- iii. **Cronbach's alpha:** This procedure will be used to assess the reliability of the data collection instrument.
- iv. **Multiple Regression and Multinomial regression:** the procedure was used to test hypotheses.
- v. **ANOVA:** This statistical procedure measured the differences in consumers' individual factors across the different shopping channels.

3.9. Ethical Considerations

There were ethical considerations highlighted throughout the entire process of the study. The following ethical considerations were adhered to for ensuring the welling being of all stakeholders.

- i. **Consent and Voluntary Participation:** The respondent's participation is entirely voluntary, and the participants were able to withdraw at any point. A necessary information section was included with the researchers' details if there were any issues or queries. In addition to that, the necessary consent was requested before proceeding with the questionnaire.
- ii. **Protection of privacy:** the research participants will not be subjected to any distress. Honesty and integrity will be maintained in any communication between the researcher and the participants (Bryman & Bell, 2007).
- iii. **Confidentiality:** All precautions were put in place to reassure the participants that their information is confidential and private with a password, protected devices not to implicate any of the respondent's dignity or cause distress.
- iv. **Full disclosure:** Respondents will be made aware that any data obtained from them is solely for research purposes to add to the body of knowledge that already exists and will not be shared beyond this.
- v. **Data analysis:** To only report on aggregated data and understand the most appropriate analytical procedures. The submission and storing of collected data will also be made according to best practices to allow for assessment and any further checking when required.

- vi. **Plagiarism:** This ethical consideration is one of the most important as it is by no means acceptable. According to the University of the Western Cape, APA referencing guidelines, the necessary was done to ensure all ideas, points, and opinions were acknowledged.

3.10. Delimitation of the study

This study will be delimited to retail consumers in Cape Town. Therefore, the results of the study might not be generalisable to South Africa and all retail settings. In addition, the survey is conducted on an online platform could allow for limited exposure to various types of research participants. For example, the research possible could obtain one type of participant.

3.11. Conclusion

The research design adopted a positivistic, descriptive approach using a case study to study a highly relevant phenomenon in Cape town on consumer switching behaviour. The survey design was done through an electronic platform with a structured questionnaire adapted from existing research sent to participants identified using convenience sampling. Due to the research being quantitative, the data was numerical, using various statistical analyses to analyse and report effectively on data collected.



CHAPTER 4:
DATA ANALYSIS

4.1. Introduction

This chapter describes and presents the data analysis, which helped achieve the objectives, test hypotheses, and answer research questions. The chapter is structured as follows: next, the demographic profile of the respondents is described. After that, the shopping patterns of the selected respondents is presented. Following on, tests of hypotheses are presented. Lastly, a revised conceptual model is discussed.

4.2. Demographic characteristics of the sample

The sample for this dissertation was drawn from Cape Town. In total, 158 respondents completed the online survey, which constituted the total sample size for the research. The demographic characteristics of the sample are summarised in Table 4.1.

Table 4.1: Demographic Profile of the sample

Demographic Characteristics	Percentage	
Gender	Female	68.4
	Male	29.7
	Prefer not to say	1.9
Age	<30 years	47.5
	30 – 40 years	23.4
	41+ years	29.1
Monthly Income	R0-R8000	7.6
	R8001-20000	36.1
	R20001-R35000	25.3
	R35001- R50000	14.6
	R50001+	16.5
Educational level	Primary School	.6
	High School	19
	Undergraduate	31
	Honours	29.7
	Masters/ Doctorate	7.6
	No formal education	5.1
	Other	7
Marital Status	Single	48.7
	Married	41.1
	Divorced	7.6
	Widowed	2.5
Household size	1 person	13.9
	2 persons	37.3
	3-4 people	39.9
	5+ people	8.9

4.2.1. Respondents' gender

Considering there are gender difference that do exist within shopping (Sohail, 2015). There were fewer male respondents (29.7 per cent) than female respondents (68.4 per cent). Some 1.9 per cent of the sample preferred not to specify their gender.

4.2.2. Respondents' age

Noting that age can influence the level of engagement in various shopping retail channels (Wee, 2015, Pentz, du Preez, Swiegers, 2020). Individuals below the age of 30 made up the majority of the participants (47.5 per cent), followed by those aged 41 years or older (29.1 per cent). Those aged between 30 and 40 years made up 23.4 per cent of the sample.

4.2.2.1. Age and education

This study is concerned with consumers' shopping behaviour, so demographics are important for consumer choice behaviour. Therefore, it was essential to ascertain the age and education levels of the respondents. A contingency table (see Table 4.2) was used to analyse the distribution of respondents' age across education levels. Of the three age groups, results show that the under 30-year group mostly consisted of highly educated persons with either an undergraduate or an honours degree. Comparatively, the 41+ year group is most frequently occurring education levels ranged from high school to undergraduate degrees.

The Chi-square test of independence was utilised to measure the statistical significance of the relationship between age and education. Results suggest a significant relationship between consumers' age and education level ($\chi^2 = 23.299$; $p = .025$).

Table 4.2: Cross Tabulation of Age and Education

Age	Primary School	High school	Undergraduate	Honours Degree	Masters/ Doctorate	No formal education	Other	Total
Under 30	0	10	26	26	4	5	4	75
30-40	0	4	10	13	6	0	4	37
41+	1	16	13	8	2	3	3	46
Total	1	30	49	47	12	8	11	158
Chi – Square Test								
Pearson Chi-Square				23.299*				
df				12				
p- value				.025				

The living standards measure is a marketing segmentation tool to understand the respective target markets for existing products and services. The tool helps businesses develop the correct strategy for reaching their target audience effectively, where LSM 10 is the highest living measure, and LSM 1 is the lowest (De Jager, 2004). Moreover, demographic factors such as age, gender and education, and income aid in categorising the various groups (SAARF,2012), understanding the Living Standard Measure (LSM) scale concerning education. It can be noted, in Figure 4.1. that schooling above high school is more prominent in the higher LSM groups. Education is related to socio-economic standing, where typically, the lower LSM groups tend to be less educated (De Jager, 2004, Van Zyl, 2016, Thomson, 2018). The more significant proportion of respondents fall within LSM 8 to 10. As illustrated in Figure 4.1, the education level increases as the LSM level increase.

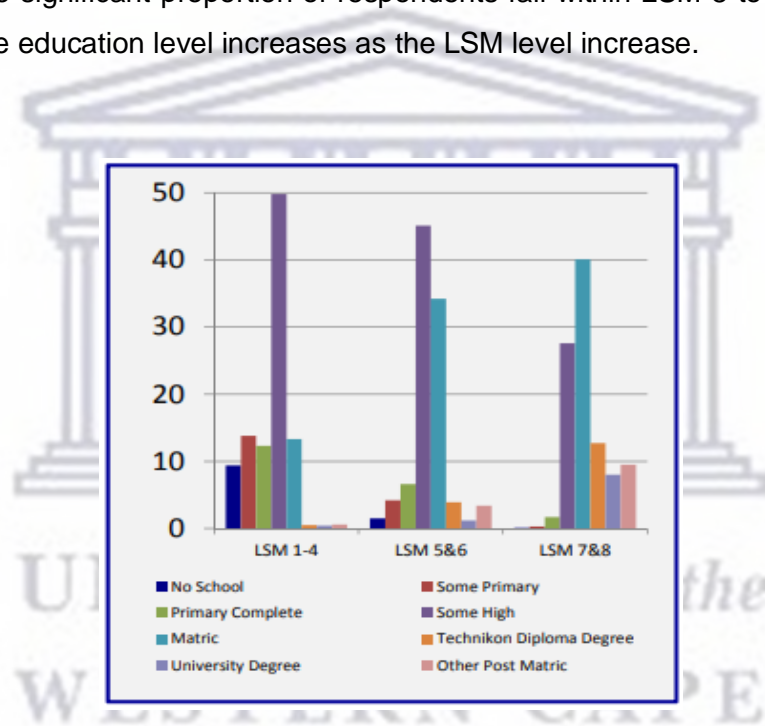


Figure 4.1: LSM and Education

Source: SAARF (2012)

Noting that demographics of consumers do act as motivators in consumer behaviour, it was important to determine whether the size of the household had any significance concerning the age of the respondents. Furthermore, a contingency table was developed to determine the respondents' age across the size of their households (see Table 4.3). The results indicate that of the three groups, the bulk of the respondent falls within the under a 30-year group with a household size of two people (22.2 per cent). I

In addition, 16.5 per cent of the respondents have a household size of 3 to 4 persons that also fall within the under 30-year old group. Thus, the results suggest a significant positive relationship between consumers' age and household size ($\chi^2 = 16.128$; $p = .013$).

Table 4.3: Cross Tabulation of Age and household size

Age	1 Person	2 People	3-4 People	5+ People	Total
Under 30	10	35	26	4	75
30-40	9	5	19	4	37
41+	3	19	18	6	46
Total	3	59	63	14	158
Chi-Square Test					
Pearson Chi-Square			16.128*		
df			6		
P-Value			.013		

4.2.3. Respondents' income level

More than half of the respondents earn between R8 000 and R35 000. The income bracket that a more significant portion of the respondents indicated was 36.1 per cent, with an income of between R8 001 and R20 000. The second most frequent income bracket was R20 001 to R35 000, with 25.3 per cent indicating this as their income. The remainder of the participants equates to 14.6 per cent that earns between R35, 001 and R50, 000 where 16 per cent earn over R50 001. Thus, a tiny portion of 7.6 per cent of the respondents earns up to R8 000.

4.2.4. Respondents' education

Nearly 80 per cent of the respondents either have a high school diploma (19 per cent), Undergraduate (31 per cent) or an honours degree (29.7 per cent). Whereas there was 0.6 per cent of the respondents indicated primary school education as their highest level of education. Some 7.6 per cent of the respondents have at least a master's degree. About 7 per cent indicated they have other forms of education qualifications. Approximately 5.1 per cent have no formal education.

4.2.5. Respondents' Marital status

Table 4.1 reveals that married respondents totalled 41.1 per cent. Almost half (48.7 per cent) of the respondents were single. The remainder of the respondents were either divorced (7.6 per cent) or widowed (2.5 per cent).

4.2.6. Respondents' household size

Additionally, the household size of the respondents in the study averaged between two and four people, with 37.3 per cent having a 2-person household and 39.9 per cent having a 3 to 4-person household. Only 13.9 per cent of the respondents had 1-person households, and 8.9 per cent of the respondents had five or more size households.

4.3. Respondents' shopping patterns: pre-COVID-19

This study considered grocery and household items to act as proxies for shopping patterns, as these items are purchased by almost all consumers regardless of age, gender, education, and marital status. Because the study aimed to ascertain the level of consumer switching, groceries (for example, pasta, rice, bread, eggs, milk, flour) and household goods (for example, cleaning products, toiletries). To ascertain consumer switching, it was helpful to determine a baseline of shopping patterns before the onset of COVID-19. This entailed understanding where the respondents most preferred to shop for groceries and household items before COVID-19.

4.3.1 Choice of retail channel for groceries

The choice of retail channels before COVID-19 was varied. A majority of respondents preferred shopping centres or a mall, with a total of 50.6 per cent. The second most preferred retail channel for shopping groceries can be identified as the respondent's local neighbourhood store, a total of 44.4 per cent. Whereas only 5.1 per cent opted in to shop their groceries online (See Diagram 4.1). This correlates with the research, stating that many businesses needed to scale quickly to offer an online platform for customers to shop their products (Zwanka & Buff, 2020, Frederick et al., 2020, Nielsen, 2020).

4.3.2 Choice of retail channel for Household goods

The retail channel of choice for household goods ranked in the same order as groceries. The favoured retail channel remains a shopping centre of the mall with a total of 57 per cent respondents indicating as such for household goods. Furthermore, the second most preferred retail channel is also that of a local neighbourhood store which 36.1 per cent of respondents indicated as such. Online ranked third, with only 7 per cent of respondents indicating they use online channels for shopping relevant household goods, as indicated in Figure 4.2.

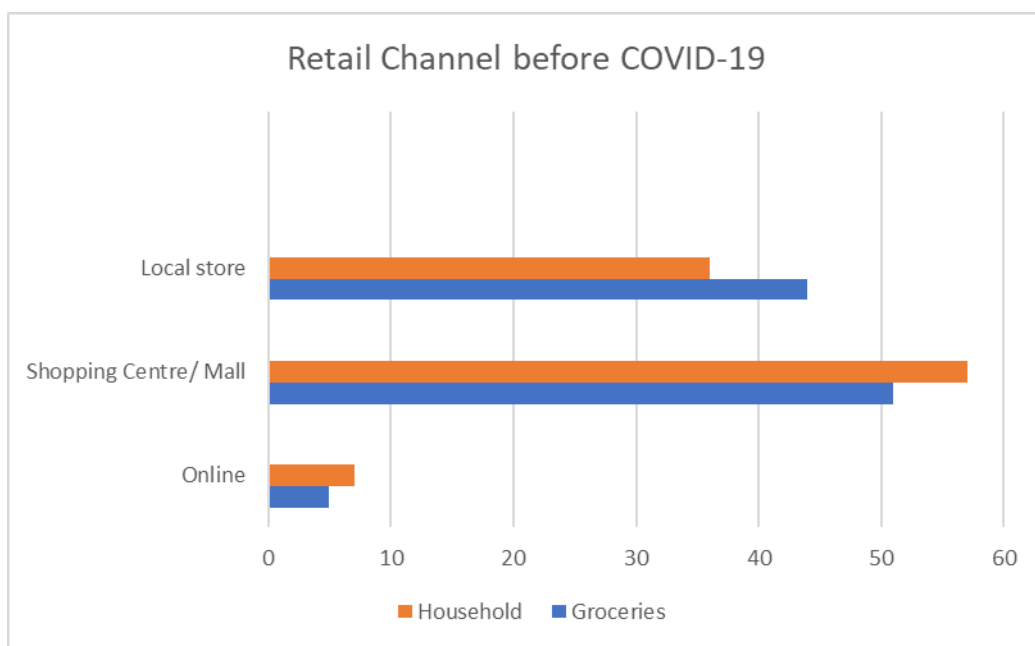


Figure 4.2: Retail channel pre-COVID-19

4.3.3. Change in the retail channel

Table 4.4. presents the indication made by respondents on whether they have indeed altered their retail channel choice since the onset of COVID-19. A total of 38.6 per cent reported having changed their shopping channels since the onset of COVID-19. Where the remainder, 61.4 per cent, indicated they had not changed their shopping channels.

Table 4.4: Change in retail channel

Changed Channels	Frequency	Percentage (%)
Yes	61	38.6
No	97	61.4
Total	158	100

The results are presented below in Table 4.5 and link together those that did or did not change retail channels and the demographic factors that describe the research participants who indicated whether they had changed retail channels since the onset of COVID-19.

Table 4.5 presents the contingency table of whether there was a change in retail channels and the age groups applicable in this study. The relationship between these two variables is not significant, $p > .05$. However, this does not implicate the results of the data. Considering the sample size, these results are still worthwhile considering it correlates with Section 4.2.2, where young professionals make up most of the sample.

Table 4.5: Crosstabulation of change in channel and age

Age	Change in channel		
	Yes	No	Total
Under 30	30	45	75
30-40	15	22	37
41+	16	30	46
Total	61	97	158

Table 4.6 also correlates with the above section 4.2.2. whereby the majority of the respondents make up a 2-person household, and they also make up the majority of the respondents who changed channels. The results suggest that young professionals are more willing to try new retail channels. There is no significance in the variables presented below in Table 4.6 $p > .05$.

Table 4.6: Crosstabulation of change in channel and household size

Household Size	Change in channel		
	Yes	No	Total
1 person	8	14	22
2 people	25	34	59
3-4 people	21	42	63
5+ people	7	7	14
Total	61	97	158

The makeup of the respondents that indicated they had changed channels was primarily females, with 29.1 per cent of the 158 respondents. Whereby 8.9 per cent of the respondents that indicated they had changed channels were males but it is done mainly by females. The results suggest that men are inclined to do shopping within their households. Refer to Table 4.7 for the breakdown. There is no noted significance level in the variables presented below $p > .05$.

However, a larger number of females indicated they had changed channels is an opportunity for future research on gender moderating the change in retail channels.

Table 4.7: Crosstabulation of change in channel and gender

Gender	Change in channel		
	Yes	No	Total
Male	14	33	12
Female	46	62	57
Prefer not to say	1	2	3
Total	61	97	158

Table 4.8 presents the income brackets of the respondent who participated in the study with the frequency of those indicating they have changed or have not changed channels. Furthermore, the results suggest that those that earn over R35 000 are less inclined to change channels. The more inclined income brackets earn between R8 001 to R20 000 and R20 001 to R35 000. There is no significance in the variable relationship noted below $p > .05$. However, there is the opportunity to assess why those earn up to R8 000. Those that earn over R35 000 are not inclined to change retail channels.

Table 4.8: Crosstabulation of change in channel and income

Income	Change in channel		
	Yes	No	Total
Up to R8000	0	12	12
R8001 – R20000	22	35	57
R20001-R35000	19	21	40
R35001 – R50000	9	14	23
R50001+	11	15	26
Total	61	97	158

The correlation made with existing literature indicates that there is an uptake in online shopping, the growth in online shopping is accelerating a lot faster as indicated in the literature than before COVID-19 (Frederick et al., 2020, Fabius et al., 2020, Euromonitor, 2020). Furthermore, this eludes to the notable shift retailer had to make in how they reach their customers.

Further analysis into the indicated changes of retail channels was analysed and are presented next.

4.4. Respondents' Shopping patterns: after COVID-19

4.4.1. Change in where groceries are purchased

Literature in the market shows that there has been a change in how customers carry out their shopping for both groceries and household goods (Grimmelt et al., 2020, Frederick et al., 2020, Fabius et al., 2020, Pantano et al., 2020). This can be demonstrated in Figure 4.3 below.

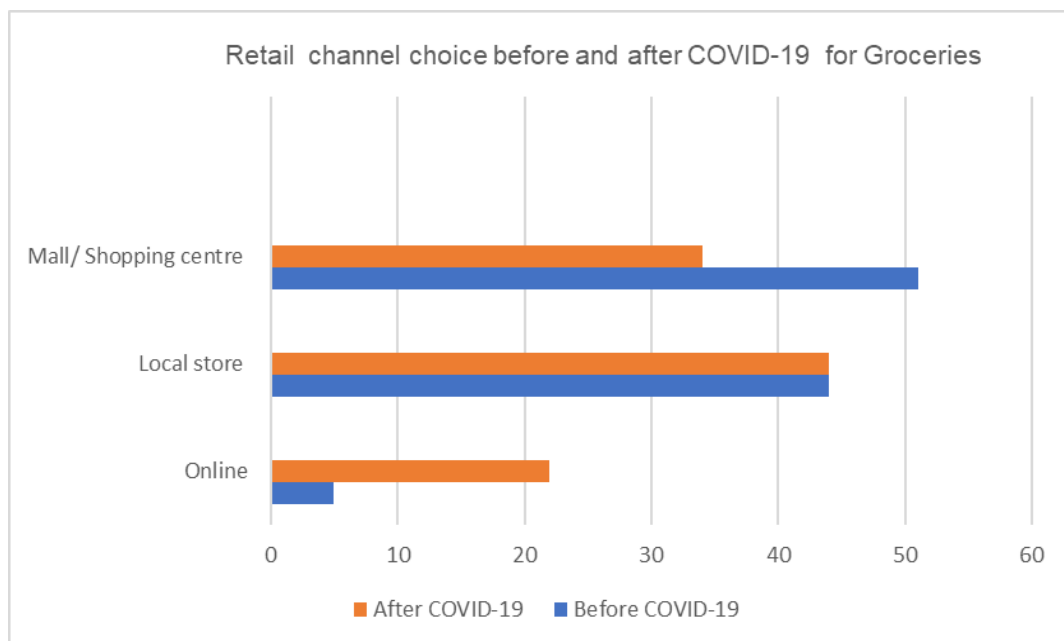


Figure 4.3: Retail channel choice before and after COVID-19 for groceries

Whereby only 5.1 per cent were shopping online for groceries before COVID-19 to 22.2 per cent a total of 17.1 per cent increase. Furthermore, those that shop for groceries at a local neighbourhood store remained at 44.3 per cent before COVID-19 and since the start of COVID-19. It is interesting to note that, for groceries, a decrease of 17 per cent in those that shop at shopping centres/malls prior versus since COVID-19. With that being said, Table 4.9 below demonstrates a significance level of $p < .05$. The results suggest a significant relationship between consumers' shifting to an online retail channel for their groceries since the onset of COVID-19 ($\chi^2 = 100.238$; $p = .000$). Furthermore, the results suggest that consumers avoid or rather have been avoiding shopping spaces known for having high contact points and limited social distancing.

Table 4.9: Goodness of Fit Chi-Square: Pre-COVID-19 vs post-COVID-19: Groceries

Retail Channel	Observed N	Expected N	Residual
Online	35	8	27
Local neighbourhood	70	70	0
Mall	53	80	-27
Total	158		
Chi-Square Test			
Chi-Square	100.238*		
df	2		
P Value	.000		

4.4.2. Change in where household goods are purchased

Moreover, household goods online increased from 7 per cent before COVID-19 to 28.5 per cent since the onset of COVID-19. That is, a total of 21 per cent increase in customers changing where they shop for household goods online. However, there was a decrease in the number of individuals who do their household shopping at a local neighbourhood store, decreasing by 2.6 per cent. It is interesting to note that, for household goods, there is a decrease of 19 per cent in those that shop at shopping centres otherwise, a mall prior versus since the start of COVID-19 pandemic. The results suggest that consumers avoided areas with high contact points and crowds to maintain social distancing (Refer to Figure 4.4).

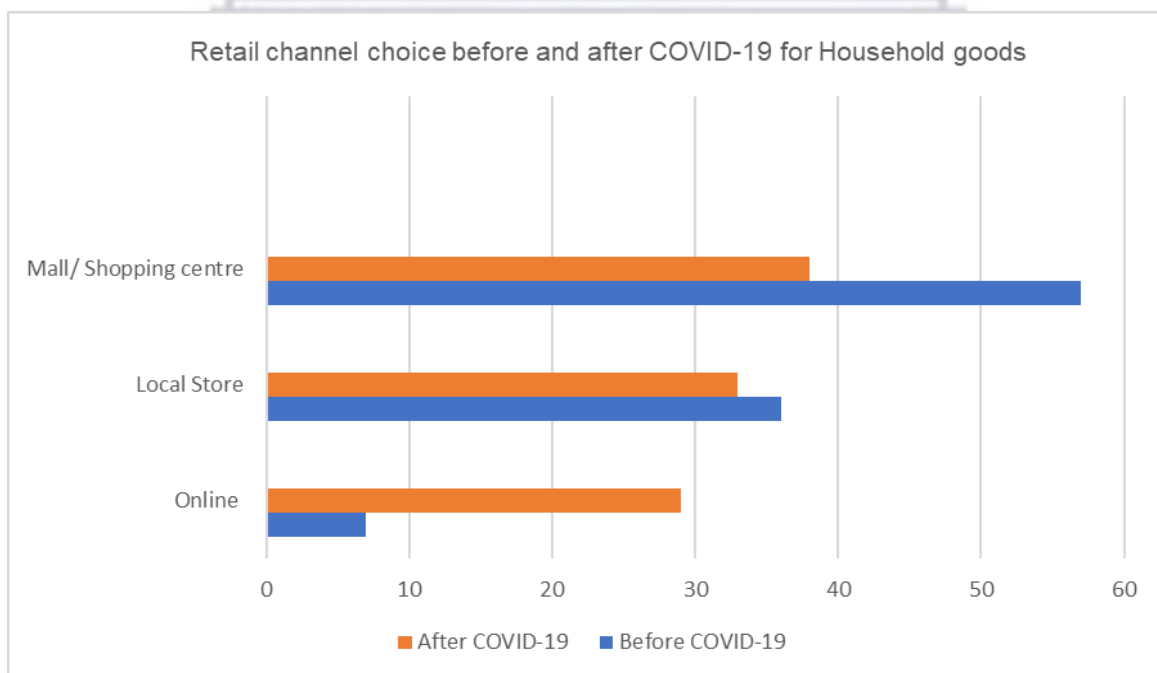


Figure 4.4: Retail channel choice before and after COVID-19 for household goods

Table 4.10 below demonstrates a significance level of $p < .05$. Thus, again, the results suggest a significant positive relationship between consumers' shifting to an online retail channel since the onset of COVID-19 ($X^2 = 1115.372$; $p = .000$).

Table 4.10: Household Chi-Square Analysis

Retail Channel	Observed N	Expected N	Residual
Online	45	11	34
Local neighbourhood	3	57	-4
Mall	60	90	-30
Total	158		
Chi-Square Test			
Chi-Square	115.372*		
df	2		
P Value	.000		

4.5. Descriptive Analysis and Computation of variables

The questionnaire consisted of scales of latent variables, including attitude, subjective norms and perceived behavioural control. The survey posed several scale questions for each variable, one strongly disagreed, and five strongly agreed. In this section, the descriptive analysis and computation of latent variables are presented.

4.5.1 Intention

There were three scales for the variable int. With that being said, the mean for int1 indicated a more significant portion of respondents agreed they would visit their choice of a retail channel with a mean of 3.42. the variable int2 mean of 2.99 indicated that the respondents plan to shop at a third new retail channel to some extent. The third variable for int was a mean of 3.36, demonstrating that respondents would at least try to shop at their new retail channel to some extent. The variables int1, int2, int3 all have a standard deviation of slightly above 1 (see Table 4.11). Approximately 68 per cent of respondents fall within one standard deviation of the mean of each variable.

Table 4.11: Descriptive breakdown of INT scale

Variable	Minimum	Maximum	Mean	Standard Deviation
int1	1	5	3.42	1.283
int2	1	5	2.99	1.328
int3	1	5	3.36	1.243
Total	1	5	3.26	1.284

4.5.2. Attitude

Firstly, the mean indicated for the variable att1 was 3.09, which suggest the respondents are likely to switch retail channels. Secondly, att2 mean of 3.18 indicates that for respondents to switch retail channels is somewhat pleasant. Thirdly, att3 mean of 2.09 suggests respondents do not feel as though switching retail channels is harmful in any way. Furthermore, att4, mean of 3.27, reveals that switching retail channels is somewhat valuable for respondents. Lastly, att5 reveals a mean of 3.27, indicating that respondents somewhat think switching retail channels is enjoyable. The variables att1, att2, att3, att4, att5 likewise also approximate a standard deviation of just above 1(See Table 4.12). Therefore, about 68 per cent of the respondents fall within about one standard deviation of the mean.

Table 4.12: Descriptive breakdown of ATT scale

Variable	Minimum	Maximum	Mean	Standard Deviation
att1	1	5	3.09	1.233
att2	1	5	3.18	1.133
att3	1	5	2.09	1.093
att4	1	5	3.27	1.086
att5	1	5	3.27	1.032
Total	1	5	2.98	1.115

4.5.3. Subjective norms

The variable sn1 mean of 2.72 reveals that to some extent, respondents feel expected by their significant others to shop through the same channels. Additionally, sn2 indicates that those important to the respondents regularly shop through a new retail channel, with a mean of 2.77. The variable sn3 mean suggests that many people like the respondent now shop through a different retail channel since COVID-19 with a mean of 3.18. Moreover, sn4 further suggests with a mean of 2.34 that it is not unproductive using more than one retail channel. Finally, the variable sn5 indicates that with a mean of 3.66, most respondents acknowledge those they value would approve of choosing a new retail channel the respondent shops through.

Additionally, sn6 uncovers that there is no clear agreement that those essential to the respondents think they should shop through a new retail channel with a mean of 2.69. The variable sn7 implies that with a mean of 3.03 to some degree, the significant others in the respondents' lives have shopped through new retail channels since COVID-19.

Furthermore, the variables sn1 through to sn7 have a standard deviation of just over 1. Thus, approximately 68 per cent of respondents fall within one standard deviation of the mean (see Table 4.13).

Table 4.13: Descriptive breakdown of SN scale

Variable	Minimum	Maximum	Mean	Standard Deviation
sn1	1	5	2.72	1.336
sn2	1	5	2.77	1.241
sn3	1	5	3.18	1.208
sn4	1	5	2.34	1.099
sn5	1	5	3.66	1.038
sn6	1	5	2.69	1.150
sn7	1	5	3.03	1.226
Total	1	5	2.91	1.185

4.5.4. Perceived behavioural control

Firstly, pbc1 with a mean of 4.27 most agree it is up to them individually if they shop through a new retail channel. Whereas pbc2 also reveals that it is up to the respondents to shop through a new retail channel. Thirdly, pbc3 indicates with a mean of 4.37 that the respondents most agree they have complete control over choosing where to shop. Lastly, pbc4, with a mean of 4.45, strongly agree it is primarily up to the respondents to shop through a different retail channel. However, the variables pbc1, pbc 2, pbc 3, and pbc4 standard deviations presented in Table 4.14, are closer to zero than the rest of the variables, which indicates that the data points are closer to the mean.

Table 4.14: Descriptive breakdown of PBC scale

Variable	Minimum	Maximum	Mean	Standard Deviation
pbc1	1	5	4.27	.913
pbc2	1	5	4.41	.823
pbc3	1	5	4.37	.912
pbc4	1	5	4.45	.900
Total	1	5	4.38	.887

4.6. Computation of composite variables

Factor analysis using principal component analysis (PCA) was used to reduce variables into smaller sets of manageable (latent) variables (Pallant, 2010). The Kaiser-Meyer-Olkin (KMO) test and Bartlett's Test of Sphericity were conducted to assess the suitability of the data for factor analysis.

The KMO test ranges from 0 to 1, and the closer to 1.0 test statistic is, the better. Therefore, data with a KMO value of greater than 0.7 is considered suitable for factor analysis.

Bartlett's test measures whether the data's correlation matrix is significantly different from an identity matrix if all the correlations between variables are zero (i.e., not correlated). To proceed with factor analysis, Bartlett's test must yield a p-value less than .05. With a KMO score of .832 and a significant Bartlett's test ($p < .000$), these data are suitable for factor analysis.

Table 4.15: KMO and Bartlett's Test

KMO & Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling		.832
Bartlett's Test of Sphericity	Approx. Chi-Square	1461.983
	Df	136
	Sig.	.000

Table 4.16: Factor Analysis

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Communalities
Sn7	.808				.684
Sn3	.774				.638
Sn6	.768				.626
Sn2	.717				.592
Sn5	.549				.485
Sn1	.528				.315
Att5		.879			.788
Att2		.825			.800
Att4		.794			.789
Att1		.701			.736
Pbc3			.865		.755
Pbc2			.848		.791
Pbc1			.815		.730
Pbc4			.778		.649
Int1				.815	.734
Int2				.812	.805
Int3				.697	.704
Eigenvalue	5.677	2.866	2.091	.985	
% Variance	33.395	16.858	12.300	5.796	62.553
Cronbach's alpha	.839	.898	.805	.852	

4.7 Correlations

Pearson product-moment correlation coefficient investigated the relationship between the variable's intention, attitude, subjective norms, and perceived behavioural control.

There is a relatively strong positive relationship between the intention and attitude variables, $r=.651$, $p<.005$. Therefore, attitudes help explain nearly 43 per cent shared variance in respondents scores on the intention scale. Whereas, there is a weaker relationship between subjective norms and intention, $r=.395$, $p<.005$. Therefore, nearly 16 per cent explains the shared variance on the intention scale. Furthermore, the strength of the relationship for perceived behavioural control also remains moderately medium with $r=.042$, $p >.0005$. Therefore, no effect was determined between the perceived behavioural control, only explaining 0.18 per cent shared variance on the intention scale. Moreover, the relationship between attitude and subjective norm carries a medium-strength relationship where, $r= .395$, $n=158$, $P<.0005$. With that being said, nearly 13 per cent explains the shared variance on each attitudes scale and the subjective norms scale. Additionally, the relationship between attitude and perceived behavioural control has a significantly weak relationship, $r=.109$, $n=158$, $P>.005$, meaning that there was no effect determined between attitude and perceived behaviour control with only 1.19 per cent explaining the shared variance between the scales. Furthermore, the relationship between perceived behavioural control and subjective norm demonstrate a weak relationship, $r=.154$, $P>.005$, which determines no effect discovered between perceived behaviour control and subjective norm scales with only 2.4 per cent explaining the shared variance between both scales.

Considering the data noted above, the literature indicates the significance of a positive attitude the customer has towards a retailer and how important a positive attitude is in retaining that customer longer (Day & Bodur, 1978, Kuusik, 2007, Ningsih & Segoro, 2014). Furthermore, the experience of customer further influence that of other, most especially the significant others in the customers life (Rego & Morgan, 2013).

Table 4.17: Correlations

	INT	ATT	SN	PBC
INT	1			
ATT	.651**	1		
SN	.395**	.359**	1	
PBC	.042	.109	.154	1

4.8. Hypothesis Testing

The main objective of this study was to determine which individual factors most influenced consumers switching behaviour concerning the different choices of retail channels in Cape Town since the onset of COVID-19. The three retail channels available were online, shopping centre or mall also the local neighbourhood store. The below conceptual model (see Figure 4.5) outlines the prediction the study intended to determine. Multiple regression was used to test hypotheses.

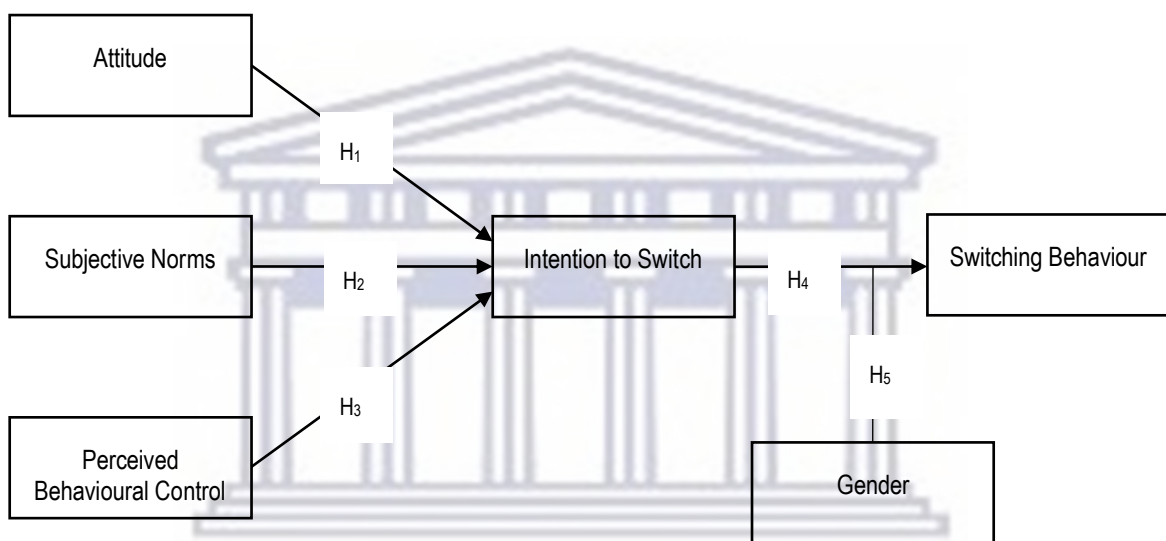


Figure 4.5: Hypotheses based on the conceptual framework

Source: Ajzen (2002).

4.8.1 Predicting switching intention

Table 4.18: Hypotheses Conclusion

Hypothesis		B	p-value	Conclusion	
H1	<i>There is a positive relationship between a customers' attitude toward switching and their switching intention in the context of the retail channel.</i>	.668	.000	Hypothesis accepted	
H2	<i>There is a positive relationship between customers' subjective norms toward switching and their switching intention in the context of retail channels.</i>	.250	.003	Hypothesis accepted	
H3	<i>There is a positive relationship between ones PBC over switching and their switching intention in the context of retail channel.</i>	-.079	.389	Hypothesis rejected	
H4	<i>There is a positive relationship between customers' switching intention and their switching of retail channels.</i>	.476	.029	Hypothesis accepted	
H5	<i>Customers' gender moderates the relationship between customers' switching intention and their switching of retail channels.</i>	<i>att</i>	.138	.422	Hypothesis rejected
		<i>sn</i>	.137	.519	
		<i>pbc</i>	.485	.969	

Multiple regression was run to predict switching intention from attitude, subjective norms and perceived behavioural control. These variables statistically significantly predicted intention, $F(3, 154) = 43.006$, $p < .0005$ for ATT and SN, $R^2 = .456$. Only two of the three variables added statistically significantly to the predictions, $p < .05$, as depicted in figure 4.6. Additionally, Table 4.19 below presents the coefficients considered during this analysis for the respective variables investigated.

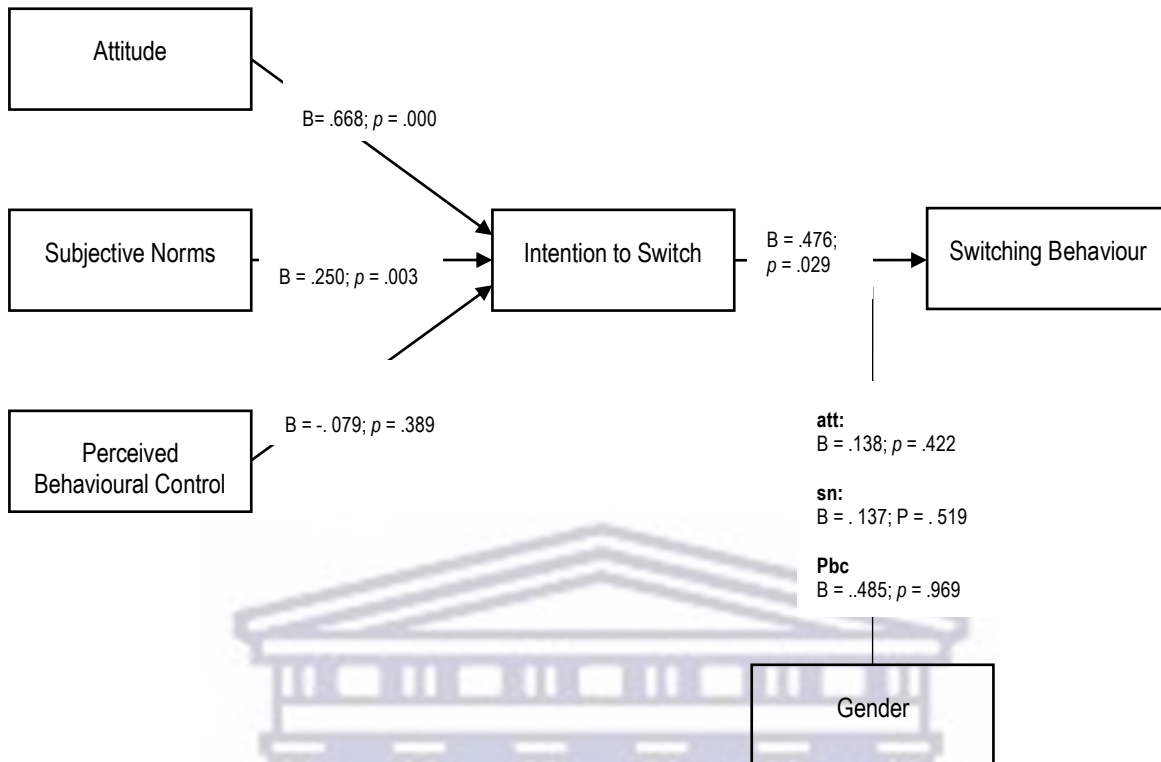


Figure 4.6: Regression coefficients of the conceptual framework

4.9. Hypothesis Testing

4.9.1. Hypothesis 1

H₁: *There is a positive relationship between a customers' attitude toward switching and their switching intention in the context of the retail channel.*

Results depicted in Table 4.19 evaluate the likelihood of attitude determining switching intention. Multiple regression was run to predict switching intention from attitude. This variable statistically significantly predicted intention, $F = 43.006$, $P < .0005$ for ATT, $R^2 = .456$. Therefore, this hypothesis is acceptable considering the significance level is less than 0.5.

4.9.2. Hypothesis 2

H₂: There is a positive relationship between customers' subjective norms toward switching and their switching intention in the context of retail channels.

Results depicted in Table 4.19 evaluate the probability of subjective norms forming switching intention by the respondents. Multiple regression was run to predict switching intention from attitude. This variable statistically significantly predicted intention, $F = 43.006$, $P < .0005$ for SN, $R^2 = .456$. Therefore, this hypothesis is acceptable considering the significance level is less than 0.5.

4.9.3. Hypothesis 3

H₃: There is a positive relationship between one PBC over switching and their switching intention in the context of retail channel

Results depicted in Table 4.19 evaluate the probability of perceived behavioural control determining switching intention by the research respondents. Multiple regression was run to predict switching intention from attitude. This variable statistically significantly predicted intention, $F = 43.006$, $P > .0005$ for PBC, $R^2 = .456$. PBC does not support the prediction, $p > .05$. Therefore, this hypothesis is not acceptable, considering the significance level is more than 0.5.

4.9.4. Hypothesis 4

H₄: There is a positive relationship between customers' switching intention and their switching of retail channels.

For this hypothesis, binary logistic regression was used. The independent variable is INT, whereas the dependent variable relates to whether the respondent switches [yes/ no]. Attitude ($p = .848$) and PBC ($p = .832$) were not significant in the logistic regression model. Intention and subjective norms were both significant because they had p values less than .05. The odds ratios were (INT = 1.609) and (SN = 1.808). This means that both intentions and subjective norms are indeed significantly related to switching behaviour. Furthermore, intentions and subjective norms will cause consumers to change their retail outlet.

The odds ratios were (INT = 1.609) and (SN = 1.808), which means that there was a 61 per cent ($1 - 1.609 = .609$) likelihood that intentions would lead to switching behaviour and 81 per cent ($1 - 1.808 = .808$) likelihood that subjective norms would lead to switching behaviour.

4.9.5. Hypothesis 5: Tests of moderation

The research assessed the influence of the third variable within a predicted relationship. The importance allows the investigation into what conditions an effect occurs. In essence, the testing of moderation is used to determine whether the relationship between two variables is dependant, in otherward, moderated by the value of a third variable (Fairchild & Mckinnon, 2009; Dawson, 2014). A moderating variable can strengthen, weaken, or alter an independent and dependent variable (Dawson, 2014). This research applied this statistical measure specifically to ascertain whether gender was a, in fact, a moderating variable with the customers' development of switching intention and their switching of retail channels.

H₅: Customers' gender moderates the relationship between customers' switching intention and their switching of retail channels.

For this hypothesis, Hayes Process Macro for moderation was used. Gender was the moderating variable. Customers gender variable moderating attitude as a variable affecting switching intention showed that it is insignificant, $B=.138, P>.05$. Furthermore, customers gender variable moderating subjective norms as a variable affecting switching intention showed that it is insignificant, $B=.137, P>.05$. In addition, customers gender variable moderating perceived behavioural control as a variable affecting switching intention showed that it is insignificant, $B=.485, P>.05$. Therefore, the moderation of gender on all the independent variables is non-significant, meaning that gender does not moderate the change in retail channels.

The data allows the identification that:

- i. Customers gender variable moderating attitude as a variable affecting switching intention showed that it is insignificant, $B=.138, P>.05$.
- ii. Customers gender variable moderating subjective norms as a variable affecting switching intention showed that it is insignificant, $B=.137, P>.05$.
- iii. Customers gender variable moderating perceived behavioural control as a variable affecting switching intention showed that it is insignificant, $B=.485, P>.05$.

4.10. Revised conceptual framework

The below Figure 4.4 outlines the three hypotheses confirmed and accepted in the study at hand. First, the factors attitude and subjective norms influence the development of the consumer forming the intention to switch whereby the intention to switching develops to switching behaviour.

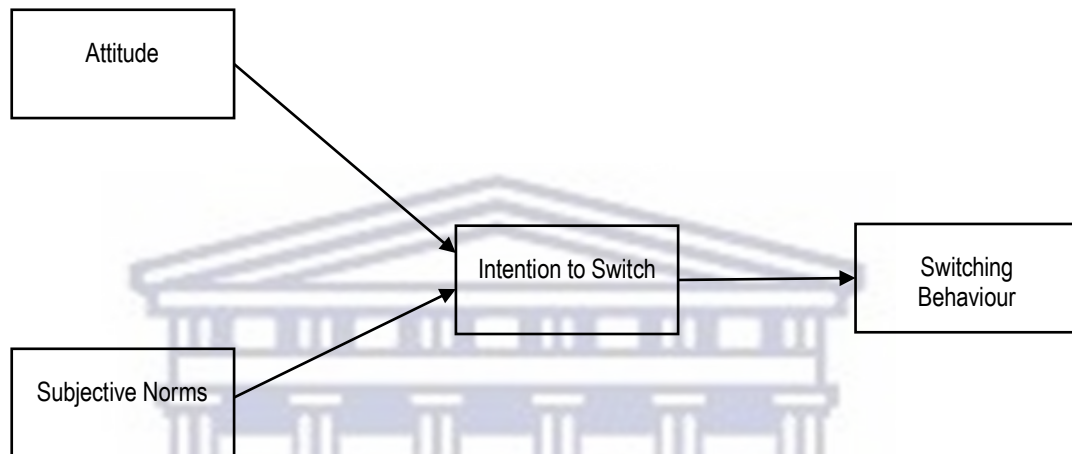


Figure 4.7: Revised conceptual Framework

4.11. Conclusion

In this chapter, the results from the data analysis were presented. This included explaining the characteristics of the sample and testing the conceptual framework. Moreover, the revised conceptual framework was outlined based on the tested hypotheses and the subsequent hypotheses accepted. In the following chapter, conclusions and recommendations will be discussed.

CHAPTER 5:

RESEARCH FINDINGS AND CONCLUSIONS

5.1. Introduction

This chapter discusses the addition of this study to the current body of knowledge and all results discussed in the previous chapter. Chapter 5 opens with a summary of results highlighting key findings from the research. Finally, chapter 5 closes with a description of limitations experienced in this study and potential areas of future research.

5.2. Summary of results

The research undertaken on consumer switching behaviour since the onset of COVID-19 illuminated several points, including:

5.2.1. COVID-19 and shopping patterns

Consumer shopping patterns have been and are continuing to differ since the onset of COVID-19. The norm, on where to shop were shopping malls or centres, otherwise, the local neighbourhood store. This is where COVID-19 accelerated the e-commerce world. There is a shift from bigger shops such as malls and shopping centres to purchasing through an online platform for both groceries and household goods.

5.2.2. Increased footprint in neighbourhood stores

Local neighbourhood stores still remain fairly prevalent with limited shifting by the consumer to another retail channel. In contrast, the most significant shift was from a mall or shopping centre to an online retail channel for both groceries and household goods. This finding indicates that bigger shopping spaces with high contact points are becoming increasingly less likely for customers to shop through.

5.2.3. Switching of groceries and household goods

The research assessed the level of switching retail channels for both groceries and household goods, considering these are the most frequent buys within a household for any

respondent. The fact consumers were in a lockdown and limited trips to the store. It is interesting to note that the findings indicate a switching of retail channels in both grocery shopping and household goods shopping by consumers, which indicates customers are exploring other avenues of shopping and will continue to do so for the longer term.

5.2.4. Type of consumer engaging in switching behaviour

Young professionals who are highly educated and have a smaller household are invested in this new shopping dynamic through an online retail channel. The extent to which demographics can influence the switching behaviour is evident in situational triggers related to the consumers' personal lives. Therefore, any change in the consumer's personal life could divert their everyday behaviour based on their shifting needs and wants.

5.2.5. Moderating variables within the conceptual framework

It was important to determine if gender was a moderating variable considering many consumers who generally do the shopping are women. The assessment of gender being a moderating variable was done in this study. With that being said, gender is not a moderating variable using consumer switching intention and development of the switching behaviour, but the research suggests that women were more inclined to switch channels than men.

5.2.6. Factors influencing the intention to switch

Predictive behaviour on forming switching intention concluded that attitude and subjective norms were the biggest instigators, ultimately developing the behaviour to switch. Attitude is assessed in whether consumers were to change, how they feel about the changes, and if they essentially considered the experience harmful or pleasant. Whereas subjective norms were assessed in the manners of how significant others in the respondent's lives influenced the intention to switch retail channels. The research indicates that significant their respondents' lives play a role in their intention to switch, whether negative or positive.

5.2.7. Applicability of the TPB

The theory of planned behaviour allowed the determination of factors influencing the intention to switch and whether these factors indeed predict the behaviour. That is, due to the diversification of the model and its applicability across many industries.

Noting the value of replication studies (Hubbard & Armstrong,1994, Hubbard and Vetter,1996, Tsikriktsis, 2004). The applicability of TPB allows for replication studies within this specific business discipline and the exploration into other avenues of predicting the behaviour of consumers within retail formats.

5.3 Resolving the Research Problem

The research gap identified the problem statement for this dissertation, which reads: *Although it can clearly be identified that there is a switch among consumers' choice of retail channels, there is no clear understanding as to which individual factors influence this behaviour change.*

The study sought out to determine the predictive behaviours of consumers with the aid of TPB. This assessed three behavioural factors influencing the intention to switch: attitude, subjective norms, and perceived behavioural control. Furthermore, the intention was also measured for the likeliness to engage in switching behaviour. Scale-like questions were asked through the data collection to ascertain the significance of the behaviours concerning switching retail channels. The study indicated there is a switch in retail channels amongst consumers, but the factors that were identified to be most prevalent in aid of this switch of retail channels were the respondent's attitude, the subjective norms of the respondents, and level of intention to switch of the respondent. Moreover, perceived behavioural control does not significantly influence the intention to switch. In contrast, gender does not moderate switching behaviour.

5.4 Answering the Research Question

The research question for the dissertation was formulated as: *Which individual factors most influenced consumers' switching behaviour with respect to the different choices of retail outlets in Cape Town since the onset of COVID-19?*

The research questions were answered by determining which factors most influenced the intention to switch retail channels. The questions presented in the survey were linked to three factors: attitude of the respondent, subjective norms, and perceived behavioural control. In line with the hypothesis, the attitude of the respondents indicated a positive correlation. Customers did not generally identify the switching of retail channels to be unpleasant, harmful or unproductive.

The subjective factor norms also indicated a positive correlation to form the intention to switch, which was in line with the hypothesis. That is, the respondents significant other in their lives play an active role in the decisions made of which retail channels to shop through. For instance, to some degree, significant others in the respondents' lives shop through new retail channels. Furthermore, the likelihood of switching intentions when formed to lead to switching behaviour is high with 61 per cent, but more so subjective norms leading to switching behaviour in terms of retail channels is more than 80 per cent.

5.4.1 Comments on Testing Hypotheses

As indicated in previous chapters, the primary purpose of this study was to determine which individual factors most influenced consumers switching behaviour with respect to the different choices of retail channels in Cape Town since the onset of COVID-19. The hypotheses were tested based on three retail channels: online, shopping centre or mall, and the local neighbourhood store.

The use of various statistical analyses was done to be able to confirm or reject the hypotheses. For example, H1 to H3 used multiple regressions, whereas hypothesis four used logistical regression and hypothesis five used Hayes Process Macro for moderation. The testing of these hypotheses proved noteworthy, considering only three of the five hypotheses were accepted—namely, hypotheses one, two and four. Furthermore, the testing of the hypotheses also indicated other significance in the research, such as the role of demographic factors with the respondents. However, gender being proved not to be a moderating variable.

5.5. Research Implications on theory and practice

5.5.1 Implications on Theory

Since the outbreak of the COVID-19 pandemic, shopping patterns of retail customers in South Africa have significantly changed. As noted previously, the change in where customers shop for household and grocery items compared to pre-COVID-19 has altered, notably for the longer term. Initially, the lockdown ensued because of the pandemic globally. Social distancing restrictions are a possible explanation of why consumers have been engaging in switching behaviour, but why is the behaviour becoming a lasting change was investigated further and the factors that influence this change.

The scarcity of research on switching behaviour within the retail space has been addressed, allowing future research to be done and subsequently build on the findings illuminated in the study.

The applicability of the Theory of Planned Behaviour has been undoubtedly confirmed on determining predicted factors that most influence the intention to switch, which creates a behavioural change in COVID-19 in a developing country (Ajzen, 2002, Habullah, Mhajar and Salleh, 2014, Farah, 2017). Therefore, increasing the ability of replication and generalisation back into the larger population due to the familiar versatility of the model in research (Ajzen,2002, Farah, 2017).

While past research mainly considers switching behaviour in services such as banking (Morgan & Dev, 1994, Keaveney, 1995, Roos, 1999, Nimako, 2012). This study considered switching behaviour within various retail formats whereby there are various channels in which the consumer can engage with any retailer for their groceries and household goods. For groceries, most consumers who originally shopped in a mall are actively shopping more regular online as their main retail channels. This shift feeds into the idea that malls tend to carry more risk with an individual from various communities visiting; a higher amount of foot traffic equals a higher level of contact, which inhibits the ability to social distance. Furthermore, for household goods, consumers who originally before covid-19 shopped in the mall or local neighbourhood store for household goods have migrated online. This could be because malls are bigger, they tend to attract more people, people feel more at risk. Local neighbourhood store has also experienced a shift from customers moving only, despite the shift not being as significant as that of malls in household goods. The smaller shift could be because these stores tend to be smaller, closer to home and have less contact with people. The research indicates a shift in consumers changing their retail change since the onset of COVID-19 and the development of habits during the pandemic.

Furthermore, the results from the data analysis indicate that young individuals are more interested in making use of different retail channels. Those with a higher level of education participated more in switching behaviour. This could be due to the inclination of technology from having higher levels of education. These findings contribute to the practice of scientific inquiry of switching behaviour.

Moreover, the research set out to determine whether gender was a moderating variable, and it proved to be insignificant on all accounts with all variables attitude, perceived behavioural control, and subjective norms.

That is, gender does not play any interaction in the variables. However, attitude & subjective norms are the only two of three significant variables that influence switching intention. As noted in previous chapters, attitude is derived from interactions that an individual has. These interactions leave a distinct feeling otherwise perspective with said individual. This feeling or perspective determines the individual's reaction or action towards specific triggers. The study measured attitude in terms of if customers were to change how would they feel about that experience. Namely, if the experience to change is pleasant, harmful, valuable, enjoyable, and whether it is likely, they would switch channels.

Furthermore, the shift of retail channels highlights the importance of retailers needing to ensure a seamless customer experience online and in-store. The convenience a retailer offers in terms of where consumers can shop their goods is so important as experience develops an applicable attitude that ultimately influences the consumer's intention to switch (Ajzen, 2002, Habullah, Mhajar and Salleh, 2014, Farah, 2017). In contrast, subjective norms are determined via the individual's social environment and the pressure experienced with family and friends. From the research findings, it is evident that significant others in an individual's life most certainly do influence the decisions made by said person. Furthermore, the expectations and standards of decisions made are set in these social environments.

Overall the study illuminates that if the intention to switch is established, there is a more than a 60 per cent likelihood for that person to engage in switching behaviour. However, there is a higher chance for subjective norms to lead consumers to engage in switching behaviour, slightly over 80 per cent.

5.5.2. Practical implication for retailers and the retail industry

5.5.2.1. The adoption of E-commerce

This research highlighted the importance of developing retailers' strategy to have an e-commerce platform in otherward, an online store. The offering on an online store is becoming more now than ever vital to the longevity of a retailer since the onset of COVID-19. The pandemic forced the customer to shift from their habits and find ways to remain safe and healthy while in lockdown. Retailers that provided these consumers with a solution are those that have managed to pivot within the pandemic. With that being said, the competitors' actions in the market are accelerating the switching level of consumers of where and how they decide to shop.

5.5.2.2. The opportunity for small neighbourhood stores

Furthermore, local neighbourhoods have more opportunities to open a store if one were to consider something other than an online store. Additionally, garage shops are also an alternative opportunity to explore, which speaks to a trigger many consumers seek, convenience.

5.5.2.3. Smaller neighbourhood stores offering deliveries

Owners of small neighbourhood stores seeking to increase their turnover should consider incorporating online shopping and deliveries to customers. That is, not incurring the cost of having a fully rolled out online platform but using communication platforms, such as WhatsApp, to receive orders and confirm deliveries. Smaller stores offering deliveries to customers allow smaller retailers to remain competitive but still offer an alternative to customers when they want to shop.

5.5.2.4. Implications for SA consumers

The data collected suggested that attitude and subjective norms are the biggest influencers in the adoption of switching behaviour through the development of intention to switch. The sample pulled from the population in Cape Town was of a younger generation who had a higher level of educational qualifications. The bulk of the sample indicates that their young professionals are more inclined to engage in switching behaviour to address the needs currently triggered, whether influential, situational or reactional triggers (Roos et al., 2004, Gustafsson et al., 2005; Gee et al., 2008). The significance of gender when studying within retail is of importance, considering the customer is typically identified as “she”. However, there was a relative amount of presence from male respondents who also shop at different retail channels and adapt based on various motivations. With that being said, the majority of respondents that indicated they changed channels were females indicating. In addition, the household size seems to play a role in determining the likelihood of switching; otherwise, trying different retail channels, most respondents indicated they were a two-person household. The smaller household making up the predominantly number of responses suggests that the change could be needs-based. The bigger household had a lower rate of change pre and post COVID-19. The volume differs between the number of products needed for the household and the types of products. For instance, staples could vary. The implications are that retailers need to understand their consumer base to better plan and strategies to be a future fit for the habits developed since the onset of COVID-19.

5.6. Limitations and Future studies

5.6.1. Limitations of the research

This dissertation, as with any research, is not free of limitations. The limitations associated with the research include:

- i. The sample that was collected was in one of nine provinces, specifically in Cape Town.
- ii. There were a variety of respondents in terms of age, household size and level of education. However, the sample consisted mostly of young, highly educated consumers in smaller households.
- iii. Only one conceptual framework was used for studying consumer switching behaviour.
- iv. The study focused predominantly on three retail channels for groceries and household goods.
- v. The study utilised a quantitative approach using prediction methods on what factors most influence the intention to switch.

5.6.2. Implication for future studies

The implication for future studies can be linked back to the limitations that exist within the study itself. Firstly, further research can be conducted individually in all other eight provinces, overall across South Africa. Therefore, it is further recommended that a larger sample of respondents from different provinces within South Africa be gathered to be able to generalise the findings to the entire population in South Africa. Secondly, the findings present the opportunity for further research to ascertain if the results will be replicated the way the results of this study has been determined. Finally, future research can be focused on (1) targeting individuals that have a lower level of education, (2) targeting individuals that are bigger than a four-person household (3) targeting individuals older than 30-years of age.

Furthermore, other conceptual frameworks could have been used as many models exists within the parameters of switching behaviour, for example, the Catalytic switching model and the Model of Consumers Service Switching Behaviour, to determine the switching behaviour of consumers since the COVID-19 pandemic started. Furthermore, the channels explored in this study were identified to be the most relevant in the literature. Therefore, future research can be conducted to switch to informal stores that exist within South Africa.

Lastly, the research determined that retail channels have indeed been switched since the onset of COVID-19. However, the qualitative understanding of this change can be explored.

5.7. Conclusion

The purpose of this research was to determine the factors that most influenced concerning different choices in retail channels in Cape Town, specifically since the start of COVID-19. In this chapter, the research findings and conclusions were presented. That is conclusions about the sample, respective contributions to the body of knowledge. The chapter then went on to distinguish the implications for relevant theory, policy and practice. No study is without limitation. Therefore the limitations of the study are outlined, followed by the avenues for future research. The evidence collected for the study suggests interesting findings; attitude and subjective norms are variables that influence the intention to switch, which then leads to the switching behaviour of retail channels.



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Appendices:

Appendix one: Information Sheet and Consent Form



UNIVERSITY OF THE WESTERN CAPE
Private Bag X 17, Bellville 7535, South Africa
Tel: +27 21 959 3150/ +27 73 976 9347, **Fax:** +27 021 959 3219
E-mail: 3528065@myuwc.ac.za

Revised: 6 May 2021

INFORMATION SHEET

Project Title: Post-COVID-19 retail customers' switching behaviour: A Case Study of Cape Town

What is this study about?

This is a research project being conducted by Miss Maxine Chloe Norman at the University of the Western Cape. I am inviting you to participate in this research project because I would like to collect relevant information on how consumer behavior in Cape Town has changed with regards to where they shop, since COVID-19 but also, what has caused that change in where consumers shop. I believe the way in which us as consumers are shopping has changed and I would like to have real time feedback from individuals who can meaningfully contribute to this research.

What will I be asked to do if I agree to participate?

You will be asked to complete an online survey through Google Forms that focuses on the factors that may have caused you as a consumer to switch your behavior. These factors can be categorised into three constructs (1) attitude (2) subjective norms (3) perceived behavioural control that affects your intention of where you shop, since COVID-19. The survey will take up 10 -15 minutes of your time.

Would my participation in this study be kept confidential?

The researcher undertakes to protect your identity and the nature of your contribution. To ensure your anonymity, Google forms survey are done anonymously and no emails, names, numbers are recorded or link in anyway. To ensure your confidentiality, the survey data will be safeguarded and stored in a password protected computer file. If I write a report or article about this research project, your identity will not be known but the information will be protected.

What are the risks of this research?

The risk for this research has been minimized as much as possible. However, should any participant feel distress or discomfort while participating in completing the online survey, the researcher details have been shared to assist promptly, in any way possible.

What are the benefits of this research?

This research is not designed to help you personally, but the results may help the investigator learn more about how the switching behavior of retail consumer in Cape Town post-COVID-19. The hope for the future is that this research prompts further investigation into the phenomenon and able to provide suitable guidance for industry.

Do I have to be in this research, and may I stop participating at any time?

Your participation in this research is completely voluntary. You may choose not to take part at all. If you decide to participate in this research, you may stop participating at any time. If you decide not to participate in this study or if you stop participating at any time. The researcher will not be notified or made aware should you decide to withdraw or not participate; the entire process is anonymous.

What if I have questions?

This research is being conducted by Miss Maxine Chloe Norman at the University of the Western Cape. If you have any questions about the survey itself, please contact the researcher at maxinecnorman@gmail.com , otherwise, 3528065@myuwc.ac.za and place the term “online survey” in the subject line.

This data collection phase of the research will be done in accordance with all COVID-19 protocols.

Should your answers not be responded to in a timely manner, or if you wish to report any problems you have experienced related to the study, please contact:

Prof R. Shambare (Research Supervisor)

Email: rshambare@uwc.ac.za

This research has undergone necessary ethical clearance.

Humanities and Social Sciences Research Ethics Committee

University of the Western Cape

Private Bag X17

Bellville

7535

Tel: 021 959 4111

e-mail: research-ethics@uwc.ac.za



UNIVERSITY *of the*
WESTERN CAPE

Appendix two: Consent form

UNIVERSITY OF THE WESTERN CAPE
Private Bag X 17, Bellville 7535, South Africa
Tel: +27 21 959 3150/ +27 73 976 9347, **Fax:** +27 021 959 3219
E-mail: 3528065@myuwc.ac.za

CONSENT FORM

Title of Research Project: Post-COVID-19 retail customers' switching behaviour: A Case Study of Cape Town

The study has been described to me in language that I understand. My questions about the study have been answered. I understand what my participation will involve and I agree to participate of my own choice and free will. I understand that my identity will not be disclosed to anyone. I understand that I may withdraw from the study at any time without giving a reason and without fear of negative consequences or loss of benefits.

1. I agree to answer the survey questionnaire
2. I do not agree to answer the survey questionnaire

Please note that this research project involves answering an online survey questionnaire through Google forms. The data collected will assist the researcher to make inferences about trends that may protrude, analyse data to answer necessary research questions and accept or reject formalised hypotheses. It is important to note that all data collected will be stored on a password protected device for which only one person knows and post the research being complete, it will be stored with the research supervisor for a five-year period. Thereafter, the data will be destroyed. All participants will not be able to proceed with the online question should they not agree to participant this enforces the aspect that the participant can withdraw at any time and will not be forced to participate.

Lead Researcher:

Maxine Norman

School of Business and Finance, University of the Western Cape,

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Research Supervisor:

Prof. R Shambare

School of Business and Finance, Faculty of Economic Management Sciences,

University of the Western Cape.

HOD:

Prof. R Shambare

School of Business and Finance, Faculty of Economic Management Sciences,

University of the Western Cape.

Appendix three: Questionnaire



University of the Western Cape
Humanities & Social Sciences Research & Ethics Committee
(HSSREC)

P O Box X17, Bellville, 7535, South Africa,

Email: research-ethics@uwc.ac.za ,

Tel: +27-21-959-2988

Research Title: Post-COVID-19 retail customers' switching behaviour: A case study of Cape

Dear Participant,

Introduction:

Thank you for participating in this research. This study is being conducted by a student of the School of Business and Finance, at the Faculty of Economic and Management Sciences, University of the Western Cape.

This questionnaire is part of a study designed to determine the individual factors that most influence consumers' switching behaviour with respect to different choice of retail outlets in Cape Town since the onset of COVID-19. The questionnaire should only take up to 10 – 15 minutes of your time. Your cooperation and support are much appreciated.

General Instructions:

The following instructions and conditions must be understood by all respondents:

- (a) Answer from your own perspective, as honestly as possible;
- (b) Please complete all sections, do not leave any unanswered questions;
- (c) Please note that your name is not required, hence confidentiality is assured.
- (d) Indicate your selected response by clicking appropriate option on the survey
- (e) Note there are no wrong or right answers.

- (f) By completing the survey, you indicate that you voluntarily participate in this research.

The primary investigator, Ms M Norman, can be contacted during office hours on her mobile phone at 084 443 2273 or email at maxinecnorman@gmail.com or 3528065@myuwc.ac.za

This data collection phase of the research will be done in accordance with all COVID-19 protocols.

Thank you,
Miss M Norman

Definition of terms:

Retail channel – refers to a retailer’s location (physical or electronic) from where you buy your groceries or household items. Examples of:

- **Online retailers are:** Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot);
- **Shopping centre or mall are:** Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre
- **Local spaza shop or garages are:** the convenient shops including those in petrol stations in your neighbourhood.

To complete this survey, please indicate your consent for participation. Do you consent to participate in this study?

Yes	1
No	2

SECTION A: Retail Channel

1. Before COVID-19, where did you shop for groceries?

Online	1
Local neighbourhood store	2
Shopping Centre/ Mall	3

2. Before COVID-19, where did you shop for household goods?

Online	1
Local neighbourhood store	2
Shopping Centre/ Mall	3

3. Have you have changed your retail channel on the onset of COVID-19?

Yes	1
No	2

4. Today, where do you shop for groceries?

Online	1
Local neighbourhood store	2
Shopping Centre/ Mall	3

5. Today, where do you shop for household goods?

Online	1
Local neighbourhood store	2
Shopping Centre/ Mall	3

SECTION B: Demographics

6. What is your age?

18 – 25 years	1
26 – 30 years	2
31 – 35 years	3
36 – 40 years	4
41 – 45 years	5
46 – 50 years	6
51+ years	7

7. What is your gender?

Male	1
Female	2
Would rather not say	3

8. What is the size of your household?

1-person household	1
2 people	2
3 – 4 people	3
5+ people	4

9. What is your marital status?

Single/ Never Married	1
Married	2
Divorced	3
Widowed	4

10. Indicate your highest level of education.

Primary School	1
Undergraduate	2
Honours Degree	3
Masters/ Doctorate	4
No formal education	5
Other	6

11. Indicate your Monthly Gross Income.

Up to R8, 000	1
R8, 001 – R20, 000	2
R20, 001 – R35, 000	3
R35, 001 – R50, 000	4
R50, 001+	5

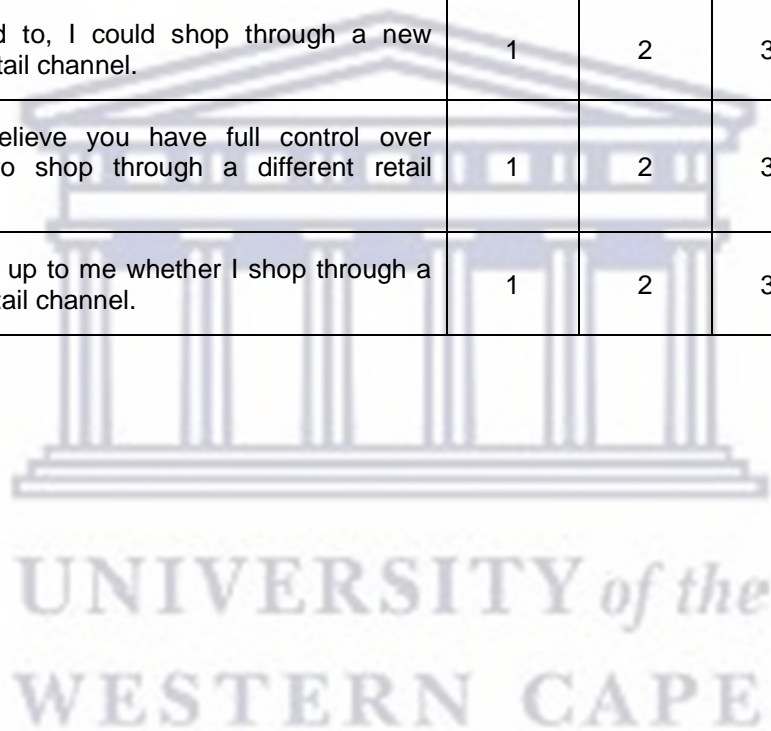


SECTION C: Post COVID-19 customer switching behaviour in Cape Town's retail industry

This section includes several statements, indicate how much you agree with the below statements by selecting 1, 2, 3, 4 or 5 that best suites you. There are no right or wrong answers, please answer as accurately as possible.

Intention		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
INT1	I intend to visit my new choice of retail channel.	1	2	3	4	5
INT2	I plan to shop at a new retail channel.	1	2	3	4	5
INT3	I will try shop at a new retail channel.	1	2	3	4	5
Attitude						
ATT1	For me to switch to a new retail channel is likely.	1	2	3	4	5
ATT2	For me to switch to a new retail channel is pleasant.	1	2	3	4	5
ATT3	For me to switch to a new retail channel is harmful.	1	2	3	4	5
ATT4	For me to switch to a new retail channel is valuable.	1	2	3	4	5
ATT5	For me to switch to a new retail channel is enjoyable.	1	2	3	4	5
Subjective Norms						
SN1	It is expected of me that I shop through the same retail channel as those that are important to me	1	2	3	4	5
SN2	Most people who are important to me shop through a new retail channel regularly	1	2	3	4	5
SN3	Many people like me shop through a different retail channel since COVID-19 regularly	1	2	3	4	5
SN4	People who are important to me believe using more than one retail channel is unproductive	1	2	3	4	5

SN5	The people in my life whose opinions I value would approve of me shopping through a new retail channel.	1	2	3	4	5
SN6	Most people who are important to me think that I should shop through a new retail channel.	1	2	3	4	5
SN7	The people in my life whose opinions I value shop through a new retail channel since COVID-19.	1	2	3	4	5
Perceived Behavioural Control						
PBC1	For me to shop through a new retail channel would be possible	1	2	3	4	5
PBC2	If I wanted to, I could shop through a new possible retail channel.	1	2	3	4	5
PBC3	Do you believe you have full control over choosing to shop through a different retail channel?	1	2	3	4	5
PBC4	It is mostly up to me whether I shop through a different retail channel.	1	2	3	4	5



Appendix four: Google Form snapshot of questionnaire

POST-COVID-19 RETAIL CUSTOMERS' SWITCHING BEHAVIOUR: CASE STUDY OF CAPE TOWN

Dear Participant,

Introduction:

Thank you for participating in this research. This study is being conducted by a student of the School of Business and Finance, at the Faculty of Economic and Management Sciences, University of the Western Cape.

This questionnaire is part of a study designed to determine the individual factors that most influence consumers' switching behaviour with respect to different choice of retail outlets in Cape Town since the onset of COVID-19. The questionnaire should only take up to 10 – 15 minutes of your time. Your cooperation and support is much appreciated.

General Instructions:

The following instructions and conditions must be understood by all respondents:

- Answer from your own perspective, as honestly as possible;
- Please complete all sections, do not leave any unanswered questions;
- Please note that your name is not required, hence confidentiality is assured.
- Indicate your selected response by clicking appropriate option on the survey
- Note there are no wrong or right answers.
- By completing the survey, you indicate that you voluntarily participate in this research.

The primary investigator, Ms M Norman, can be contacted during office hours on her mobile phone at 084 443 2273 or email at maxinecnorman@gmail.com or 3528065@myuwc.ac.za

Definition of terms:

Retail channel – refers to the location (physical or electronic) of the shop that you buy your groceries or household items. For example, the various locations (retail channels) are: Online retailer (e.g. Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot), shopping Centre or mall (e.g. Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre) and the local spaza shop or garage in your neighbourhood.

Thank you,
Miss M Norman

 maxinecnorman@gmail.com (not shared) [Switch account](#) 

* Required

To complete this survey, please indicate your consent for participation. Do you consent to participate in this study? *

- Yes
- No

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Section A: Retail Channel

Definition of terms:

Retail channel – refers to the location (physical or electronic) of the shop that you buy your groceries or household items. For example, the various locations (retail channels) are: Online retailer (e.g. Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot), shopping Centre or mall (e.g. Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre) and the local spaza shop or garage in your neighbourhood.

Before COVID-19, where did you shop for groceries regularly? *

- Online
- Local neighbourhood store
- Shopping Centre/ Mall

Before COVID-19, where did you shop for household goods regularly? *

- Online
- Local neighbourhood store
- Shopping Centre/ Mall

Have you changed your retail channel on the onset of COVID-19? *

- Yes
- No

Today, where do you shop for groceries? *

- Online
- Local neighbourhood store
- Shopping Centre/ Mall

Today, where do you shop for household goods? *

- Online
- Local neighbourhood store
- Shopping Centre/ Mall

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Section B: Demographics

Please note none of this information will be captured & used beyond this research study.

A gentle reminder of the term retail channel definition:

Retail channel – refers to the location (physical or electronic) of the shop that you buy your groceries or household items. For example, the various locations (retail channels) are: Online retailer (e.g. Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot), shopping Centre or mall (e.g. Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre) and the local spaza shop or garage in your neighbourhood.

What is your age? *

- 18-25 years
- 26-30 years
- 31-35 years
- 36-40 years
- 41-45 years
- 46-50 years
- 51+

What is your gender? *

- Female
- Male
- Prefer not to say

What is the size of your household? *

- 1 person household
- 2 people
- 3-4 people
- 5+ people

What is your marital status? *

- Single/ Never Married
- Married
- Divorced
- Widowed

Please, indicate your highest level of education *

- Primary School
- Highschool
- Undergraduate
- Honours Degree
- Masters/ Doctorate
- No formal education
- Other:

Please, indicate your monthly gross income *

- Up to R8 000
- R8 000 - R20 000
- R20 001 - R35 000
- R35 001 - R50 000
- R50 001+

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This section includes several statements, indicate how much you agree with the below statement by selecting 1, 2, 3, 4 or 5 that best suites you. There are no right or wrong answers, please answer as accurately as possible.

Rating Scale:
1 - Strong Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

A gentle reminder of the term, retail channel:

Retail channel - refers to the location (physical or electronic) of the shop that you buy your groceries or household items. For example, the various locations (retail channels) are: Online retailer (e.g. Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot), shopping Centre or mall (e.g. Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre) and the local spaza shop or garage in your neighbourhood.

I intend to visit my new choice of retail channel *

- | | | | | | | |
|-------------------|----------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Disagree | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

I plan to shop at a new retail channel *

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly Agree |

I will try shop at a new retail channel *

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly Disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly agree |

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Section D: Attitude

This section includes several statements, indicate how much you agree with the below statement by selecting 1, 2, 3, 4 or 5 that best suites you. There are no right or wrong answers, please answer as accurately as possible.

Rating Scale:
1 - Strong Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

A gentle reminder of the term, retail channel:

Retail channel - refers to the location (physical or electronic) of the shop that you buy your groceries or household items. For example, the various locations (retail channels) are: Online retailer (e.g. Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot), shopping Centre or mall (e.g. Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre) and the local spaza shop or garage in your neighbourhood.

For me to switch to a new retail channel is likely. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

For me to switch to a new retail channel is pleasant. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

For me to switch to a new retail channel is harmful. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

For me to switch to a new retail channel is valuable. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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For me to switch to a new retail channel is enjoyable. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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Section E: Subjective Norms

This section includes several statements, indicate how much you agree with the below statement by selecting 1, 2, 3, 4 or 5 that best suites you. There are no right or wrong answers, please answer as accurately as possible.

Rating Scale:
1 - Strong Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

A gentle reminder of the term, retail channel:

Retail channel – refers to the location (physical or electronic) of the shop that you buy your groceries or household items. For example, the various locations (retail channels) are: Online retailer (e.g. Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot), shopping Centre or mall (e.g. Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre) and the local spaza shop or garage in your neighbourhood.

The people in my life whose opinions I value would approve of me shopping through a new retail channel. *

1 2 3 4 5
Strongly Disagree Strongly Agree

Most people who are important to me think that I should shop through a new retail channel. *

1 2 3 4 5
Strongly Disagree Strong Agree

The people in my life whose opinions I value shop through a new retail channel since COVID-19. *

1 2 3 4 5
Strongly Disagree Strongly Agree

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Section F: Perceived Behavioural Control

This section includes several statements, indicate how much you agree with the below statement by selecting 1, 2, 3, 4 or 5 that best suites you. There are no right or wrong answers, please answer as accurately as possible.

Rating Scale:
1 - Strong Disagree
2 - Disagree
3 - Neutral
4 - Agree
5 - Strongly Agree

A gentle reminder of the term, retail channel:

Retail channel – refers to the location (physical or electronic) of the shop that you buy your groceries or household items. For example, the various locations (retail channels) are: Online retailer (e.g. Dash by Woolworths, Checkers Sixty60, Pick n Pay Online, Faithful to Nature, Takealot), shopping Centre or mall (e.g. Canal Walk, Cape Gate, Waterfront, Cavendish Square, Platteklouf Centre, Richmond Shopping Centre, Kenilworth Shopping Centre) and the local spaza shop or garage in your neighbourhood.

It is expected of me that I shop through the same retail channel as those that are important to me. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Most people who are important to me shop through a new retail channel regularly. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Many people like me shop through a different retail channel since COVID-19 regularly. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

People who are important to me believe using more than one retail channel is unproductive. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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For me to shop through a new retail channel would be possible. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

If I wanted to, I could shop through a new possible retail channel. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Do you believe you have full control over choosing to shop through a different retail channel? *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

It is mostly up to me whether I shop through a different retail channel. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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Appendix five: Ethics clearance



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13 July 2021

Ms MC Norman
School of Business and Finance
Faculty of Economic and Management Sciences

HSSREC Reference Number: HS21/5/14

Project Title: Post Covid-19 retail customers' switching behaviour: A Case Study of Cape Town.

Approval Period: 24 June 2021 – 24 June 2024

I hereby certify that the Humanities and Social Science Research Ethics Committee of the University of the Western Cape approved the methodology and ethics of the above mentioned research project.

Any amendments, extension or other modifications to the protocol must be submitted to the Ethics Committee for approval.

Please remember to submit a progress report by 30 November each year for the duration of the project.

The permission to conduct the study must be submitted to HSSREC for record keeping purposes.

The Committee must be informed of any serious adverse events and/or termination of the study.

A handwritten signature in black ink, appearing to read 'Josias'.

*Ms Patricia Josias
Research Ethics Committee Officer
University of the Western Cape*

HSSREC Registration Number: HSSREC-131016-049

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University of the Western Cape
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FROM HOPE TO ACTION THROUGH KNOWLEDGE.