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INFLUENCE OF PSYCHOLOGICAL ANTECEDENTS OF CONSUMER DECISION-MAKING STYLES ON MILLENNIAL CONSUMER'S INNOVATIVENESS IN BOTSWANA

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Abstract

The aim of this study was to measure the influence of psychological antecedents of consumer decision-making styles of millennial consumer's innovativeness in Botswana. The study adopted a quantitative survey in gathering data from millennial consumers. Structured questionnaires with Likert scales were utilized in data collection. The targeted population comprised of 400 generation Y consumers in which 320 were successfully selected and tested through convenience sampling. The study results indicated that millennial consumers in Botswana are under no time pressure to complete their shopping activities and highly materialistic in their shopping choices. They are independent shoppers impervious to interpersonal influence and confident of their shopping decision-making. The results also revealed that millennial consumers in Botswana identify themselves as independent decision makers that do not rely on external influence. Finally, the study results pointed out that the greater majority of Botswana millennials are cognitive innovators than sensory innovators. The researchers recommended that retailers must be encouraged to add excitement in shopping amenities to attract and retain millennial sensory innovators. Tangible evidence on future research is also required on the actual effects of modern smart shopping on generational transformation from Gen X, Y to Z.

Keywords: Psychological Antecedents, Consumer Decision-Making Styles, Millennial Consumer's Innovativeness, Botswana

1. Introduction

In today's dynamic environment, Generation Y cohorts' shopping styles have become products of social agents such as family, peers, the Internet and mass media through a variety of channels. Moreover, a plethora of product choice, retail formats (i.e. catalogues, television, the Internet and physical stores) at the disposal of Generation Ys make decision-making complex

(Walsh and Mitchell, 2010). For this reason, accompanied with much better purchasing power than preceding generations, Generation Ys have been characterized with compulsive and impulsive buying (Kotler and Keller, 2012).

Recently, generational cohorts have been utilized as effective tools of identifying alterations in buying behavior amongst consumers (Williams and Page, 2011). In a quest to profile decision-making styles, a number of empirical research efforts have been conducted founded on Sproles and Kendall's (1986) development of the Consumer Styles Inventory (CSI) Model: New Zealand (Durvasula and Lysonski, 2013); China (Baoku *et al.* 2010); Singapore (Bae *et al.* 2011); USA (Hahn and Ma, 2011); Germany (Walsh *et al.* 2010).

However, these studies were limited to developed countries particularly in the United States of America and European Union zone and overlooked developing economies, notably in Africa. In response to the criticism over reliability issues associated with US data, this study aims to examine the applicability of the Consumer Styles Inventory in Botswana and make relevant alterations to the model reflecting a multi-cultural society (Peterson *et al.* 2010). This study provides a new perspective to the current limited research on consumer decision-making styles of a typical African growing economy with a multi-cultural society. In addition, it aids businesses in developing strategic marketing plans for the Botswana consumer.

For years, the concept of consumer behavior and essential determinants thereof, have been a major interest of study amongst researchers and marketers (Park *et al.* 2010). Despite these studies harmonizing on the existence of consistent shopping orientations on two extremes namely the 'recreational' shopper and the 'apathetic' shopper; their measurement of decision styles remains overt (Zainuddin and Mohd, 2013). Today's consumers exhibit a diverse array of shopping orientations, which necessitates a detailed empirical research (Mafini and Dhurup, 2014).

Modern literature advocates the existence of macro-environmental changes that pose concomitant, unique changes in patterns of consumer behavior. Today's acknowledgement of a nascent market of Gen Y cohorts has been galvanized by their sizeable disposable income and their early involvement in consuming than preceding generations. In contrast to preceding generations, Gen Y's have been exposed to a variety of social agents that shape patterns of consuming. Mass media (i.e. television advertisements, the internet, magazines and newspapers) as well as family and peers resulted in diversity of products and peculiar Gen Y's consumption patterns such that marketing strategies towards this cohort demand a different approach (Potgieter *et al.* 2013).

Gen Y's experience an era whereby shopping is no longer a simple act of purchasing. The proliferation of retail formats and product choice as well as constant inundation of marketing programs have aided in maximizing today's shopping complexity. Consumption has taken new dimensions of entertainment and experiential shopping (Alagoz and Ekici, 2014). This has been facilitated by the ever-growing nature of Botswana shopping mall centers to become mega malls that encompass leisure facilities, shopping and social encounters. Accordingly, Botswana Gen Y's could have developed unique shopping styles compared to their predecessors.

However, academic studies on shopping styles in an African context have generally been lacking despite possible generational evolution. Introspection is required to provide marketers with insight on current Botswana decision-making styles that facilitate development of strategic marketing plans (Mafini and Dhurup, 2014).

For a number of reasons, conducting this study proves essential. Firstly, as a result of a dynamic environment, Gen Y cohorts could have developed peculiar shopping orientations compared to preceding generations. Secondly, generation Ys have been identified as the future backbone of the global economy based on their purchasing power as they have become economically active (Mafini and Dhurup, 2014). Thirdly, with the CSI model developed and empirically tested in US samples, literature argues the generalizability of such data to less developed economies (Durvasula and Lysonski 2013). Empirical research on the applicability of the CSI model to developing economies particularly in an African context is lacking (Mafini and Dhurup, 2014). Moreover, early researchers are advocates to the idea that decision-making styles vary across cultures and are subject to change in a dynamic environment; necessitating continuous introspection on this subject matter (Walsh and Mitchell, 2010).

One of the significant propositions of this study is that consumers are subject to change depending on their generational membership and macro-environmental effects. The recent phenomena of 'smart shopping' in a Botswana context, presents a dimension that needs to be explored and updated to the CSI model if proven significant amongst cohorts of the Gen Y (Kotze *et al.* 2012). The CSI model identifies particular groups of consumers as 'recreational shoppers' and 'impulsive shoppers'.

In light of the aforementioned contentions, the main objective of this study is to examine the applicability of the Consumer Styles Inventory model in a Botswana context. The significance of this study lies in aiding current marketers in developing strategies that reflect Gen Y Botswana consumers' decision-making styles. Moreover, it will add to the existing and growing body of knowledge related to decision-making styles of consumers.

2. Literature review

2.1. Consumer behavior and decision-making

The concept of consumer behavior encompasses procedures and initiatives employed by consumers in choosing, assessing, acquiring, utilizing and disposing products/services expected to meet needs and generate value for money (Schiffman and Wisenblit, 2014; Kardes *et al.* 2011). It involves a manner in which consumers differentiate products/services, the reason they purchase and consume products and how they process and act on stimuli when purchasing or consuming (Kotler and Armstrong, 2012). Consumer decision-making is a renowned subject on how consumers handle their buying situations. It is a pertinent phenomenon for marketers motivated to influence consumer behavior, meet consumer requirements/needs and guide consumers in making informed and responsible buying decisions in the marketplace (Chiguvi and Ndoma, 2018).

2.2. Consumer style inventory

According to Azizi (2012), a consumer decision-making style refers to a 'mental orientation characterizing a consumer's approach to making choices'. The CSI represents a model designed by Azizi (2012) to describe behavior of consumer and identify the decision-making styles in purchasing situations. A comprehensive description of the model and its components will be provided for as the study progresses. Decision-making styles define consumer personality. In essence, it depicts how consumers behave prior to making purchases.

According to founders of the Consumer Styles Inventory, a consumer decision-making style is a 'mental orientation characterizing a consumer approach to making choices (Azizi, 2012). It represents a consumer's approach in making choices by combining cognitive and effective aspects of the purchasing procedure (Mafini and Dhurup, 2014). Overall, a decision-making style, defines a consumer's personality (Mishra, 2015).

Shopper decision-making styles as part of consumer behavior literature have been a major research interest since the 1950's. The majority of research on this subject emphasize that all consumers engage their shopping activities with particular decision-making traits, which combine to form specific consumer decision-making styles (Bandara 2014). Consequently, preceding studies revealed substantial aspects related to consumer decision-making behavior (Moosavi *et al.* 2011). Bandara (2014) sums up that these studies classified such aspects as founded on shopping orientation, store patronage, consumer decision-making styles and information search behavior.

2.3. Generation Y cohorts

Generation Y's (i.e. millennials, Gen Y's) are children of the 'baby boomers' generation (Generation X) that are the first generation to be aligned to the use of the Internet and social media (Espinoza and Juvonen, 2011). This cohort was born between 1980 and 2000, descendants of 'baby boomers' (born between 1946 and 1964) (Graybill, 2014). Despite age demarcations on Gen Y's varying among experts, logic dictates an age between 1980 to late

90's (Schiffman and Kanuk, 2014). Generational cohorts are believed to share common and unique social personalities formed by their experiences (Parry and Urwin, 2010). Generation Y's (i.e. Millennial generation, Gen Y's) are known as children of the 'baby boomers' generation or Generation X and mainly identified as the first generation more aligned to the Internet and social media (Espinoza and Juvonen, 2011). Whilst experts might vary on distinct age range of Gen Y's, logic dictates years in-between the 1980s to 1994 (Schiffman *et al.* 2010).

Gen Y's have emerged to be major players of today's global market, having been raised in a consumption-driven environment. Today these cohorts possess more purchasing power than their predecessors (Branchik, 2010; Szekely and Nagy 2011). Gen Y's are attuned to digital media that covers a variety of formats (i.e. television, smart phones, the Internet, gaming devices and tablets). Yarrow and O'Donnell (2009) emphasize that they are the most digital savvy generation compared to their predecessors.

2.4. Development of a conceptual framework reflective of Botswana Gen Y consumers' decision-making styles

Globalization, intense competition, increased consumer demands, sophisticated CDMS and increasing business expense on promotions illustrate the need to gain more insight on consumer behavior and adjust retail strategies accordingly. These challenges relate to this study's main objectives of assessing the relevancy of the CSI in a Botswana market, determine CDMS of Gen Y consumers and develop an updated CSI. Past research identified the following unique CDMS across period time:

Table 1. List of past research on Consumer Decision Making Styles (CDMS)	
Name of researcher	Shopping orientation discovered
McDonald (1993)	Emotional shoppers
Mitchell and Bates (1998)	Trend setters, Shopping avoiders
Walsh <i>et al.</i> (2001)	Demanding comparison shoppers, Emotionally dominated consumers
Mokhlis and Salleh (2009)	Variety seeking consumers
Baoku <i>et al.</i> (2010)	Fashion impulsive consumers
Akturan <i>et al.</i> (2011)	Indifferent consumers
Firat (2011)	Non-conscious shopping consumers
Moosavi <i>et al.</i> (2011)	Brand loyalty
Anic <i>et al.</i> (2012)	Impartial, middle ground consumer Traditional, pragmatic consumer
Tanksale <i>et al.</i> (2014)	Shopping avoider-time saver consumers
Seo and Moon (2016)	Innovative, brand preferring consumers Realistic consumers, Passive consumers
Lamour and Robertie (2016)	Moderate shopping prescription consumers

All of the above unique observations in Table 1 indicate evolving consumer orientations from a global context. Therefore, there is need to develop an exploratory framework that enables an empirical confirmation of current CDMS of a Botswana young generation. Attieh *et al.* (2013) describe a conceptual/exploratory framework as a visual or written result that illustrates graphically or narratively pertinent items to be researched (i.e. concepts, variables, major elements) and the proposed relationships among them. Figure 1 depicts the conceptual framework of this study:

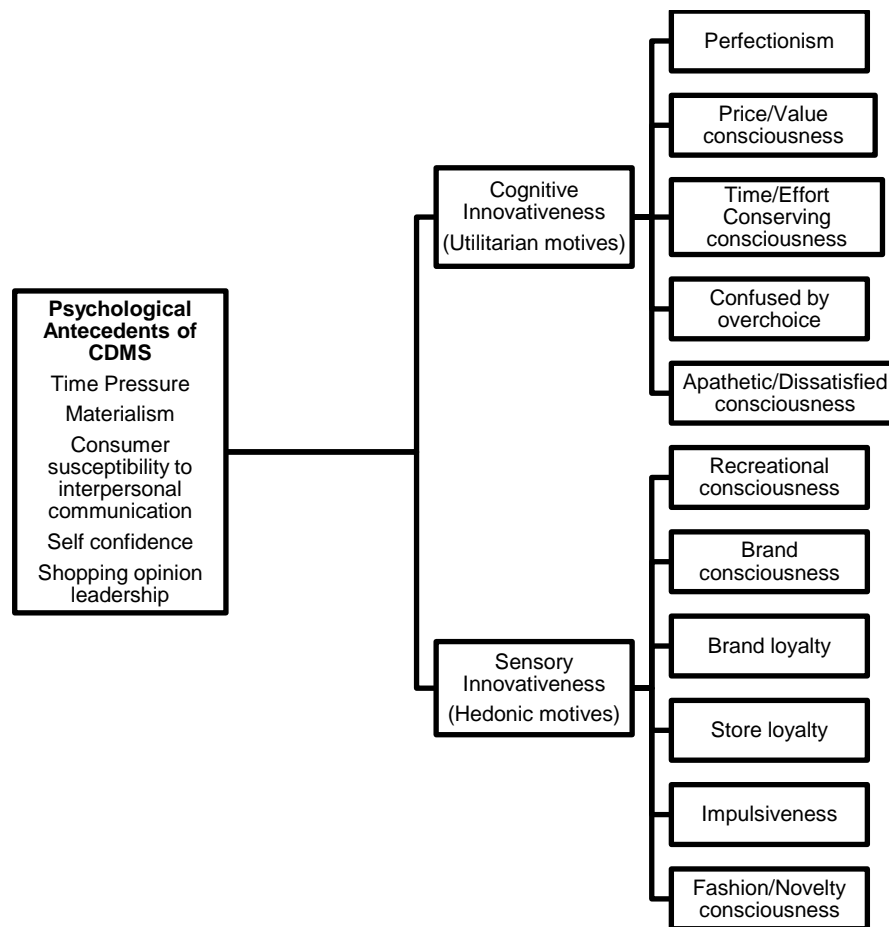


Figure 1. A conceptual framework of consumer decision making styles for generation Y consumers

Source: Durvasula and Lysonski (2013)

The conceptual framework in Figure 1 indicates the antecedents of consumer shopping orientations in a Botswana context. It provides relevant relationships between these antecedents and consumer behavior and identifies specific decision-making styles of Botswana Generation Y consumers. Furthermore, the framework represents a platform for future market segmentation of Botswana Generation Y consumers. Development of this study's exploratory framework adds to the growing body of marketing knowledge.

The first section of Figure 1 (on the far left) indicates five psychological variables (time pressure, materialism, susceptibility to interpersonal communication, self-confidence and shopping opinion leadership) that direct consumer behavior. The premise is that a psychological standpoint of a consumer determines or poses influence on a consumer's nature of innovativeness (i.e. willingness to embrace change) and his/her shopping orientation. Durvasula and Lysonski (2013) empirically confirmed the impact of these five psychological variables on shopping behavior.

However, despite such associations, no single psychological variable is expected to determine a single, distinctive CDMS rather a group of psychological variables determine a particular consumer profile and influences a consumer's nature of innovativeness. In essence, a number of relationships among innovativeness and CDMS are generated by psychological aspects of consumers. Anic *et al.* (2015) emphasize that consumers are barely predisposed to a particular CDMS but exhibit several consumer decision-making traits.

The second section of Figure 1 (the middle section of the model) represents two dimensions of consumer innovativeness (cognitive and sensory) that are utilitarian or hedonic

motivated. Each dimension of innovativeness is expected to generate a unique consumer profile with two sets of CDMS identified, which are either directed by utilitarian or hedonic motives of shopping. In essence, the nature of consumer innovativeness (cognitive or sensory) determines a particular shopping profile comprising of similar/comparable CDMS (i.e. perfectionism, price/value, time/effort conserving, dissatisfied/apathetic consciousness and confused by over-choice vs recreational, brand, fashion/novelty consciousness, brand loyalty, store loyalty and impulsiveness). Limited research fosters an association between consumer innovativeness and shopping orientations (Mishra, 2015; Park *et al.* 2010).

The last section of Figure 1 indicates eleven CDMS founded on innovativeness and a consumer's psychological orientation. These eleven represent a consumer's mental orientation that ultimately determine shopping habits. Four CDMS are added to the original CSI by (Azizi, 2012) which are time/effort conserving, apathetic/dissatisfied consciousness, brand and store loyalty. A review of smart shopping literature led to the development of the time/effort conserving shopping orientation. Moreover, habitual consciousness from the original CSI was split into brand and store loyalty to further clarify what motivates certain shopping orientations to consume. Overall, the conceptual framework (Figure 1) integrates three concepts of consumer behavior, which are psychological aspects of consumers, consumer innovativeness and CDMS.

3. Research design

This study adhered to a quantitative research approach, which enabled quantification of variables of interest and use of a measuring instrument (Leedy and Omrod, 2010). Quantification of data facilitated examination of the CSI model's applicability to a Botswana context thus satisfying the demands of the main objective of study. This study focused on Botswana Generation Y consumers within the context of fashion apparel retailing. Inferences were made on a demographical basis of the target population. Respondents of this study were selected using convenience sampling to expedite gathering of data and minimize research cost. Convenience sampling was utilized to ease collection of data, observe ethical measures of conducting surveys (i.e. voluntary participation), expedite the process and minimize expenses. A quantitative survey was utilized in gathering data from a generation Y population sample of 400 however, 320 questionnaires were successfully completed with the help of two graduates. The survey was conducted in February 2020 in Gaborone, Botswana. Questionnaires were dispensed through various social groups with similar research interest whereby each respondent took at least 10 minutes to complete the questions. Structured questions were accompanied with a five point Likert scales ranging from strongly disagree to strongly agree. Structured survey questionnaires were utilized in collecting data from the required participants of interest, which satisfied the demands of a purely quantitative study. Use of questionnaires facilitated versatility, quantification of data collected and standardization of the process easing analysis of data and conclusions to be made. Moreover, questionnaires proved reliable for this study's large sample as they saved time, expedited the collection process and minimized the propensity of bias as data is presented on paper (Kombo and Tromp, 2011).

The study made use of the Statistical Package Social Sciences (SPSS) version 22. Descriptive and inferential statistics were then employed. The study utilized a generational sample to achieve homogeneity of targeted population and minimize random error. Descriptive and inferential statistics were employed to describe and represent collected data such that generalization of findings could be made to the target population. Reliability statistics (Cronbach's alpha coefficient and factor analysis) were observed to ascertain the level of consistency of the questionnaire and determine decision-making styles peculiar to Botswana young adults through data reduction. Content validity was addressed through pretesting the questionnaire with adjustments immediately made. Experts, particularly this study's supervisor and statistician, were consulted in assessing the validity of the instrument at its development stage. Moreover, Pearson's Chi-square and exploratory factor analysis methods were utilized. Pearson's chi-square tests assisted in ascertaining cross-relationships among categorical variables whereby p-values less than 0.05 were accepted.

4. Data results

Exploratory factor analysis was utilized in this study to reduce and deduce set questions/statements in the survey into a smaller group of theoretical factor. However, to satisfy requirements of conducting an exploratory factor analysis by deeming collected data adequate; other reliability statistics (i.e. Kaiser Meyer Olkin Measure of Sampling Adequacy KMO and Bartlett's Test of Sphericity) were performed. Coefficients greater than 0.50 for KMO and less than 0.05 for Bartlett's Test of Sphericity were required and satisfied as depicted in Table 2 therefore facilitating use of exploratory factor analysis.

Table 2. KMO and Bartlett's Test of Sphericity

Kaiser Meyer Olkin Measure of Sampling Adequacy KMO		0.743
Bartlett's Test of Sphericity	Approx Chi-Square	4054.802
	df	630
	Sig	0.000

Furthermore, all factor loadings were tested for internal consistency reliability by the Cronbach's alpha coefficient as indicated in Table 3. The average alpha coefficient for all the CDMS items recorded a 0.789 level of internal consistency as depicted in Table 3. According to Potgieter *et al.* (2013), satisfactory reliability coefficient exceeds 0.60, acceptable ones are above 0.70 and good figures are those beyond 0.80. This infers that all the items are consistently reliable for this study.

Table 3. Cronbach alpha

Number of items	Section	Cronbach's alpha
36	CDMS	0.789
10	Psychological antecedents	0.718
8	Consumer innovativeness	0.716

4.1. Analysis of psychological antecedents of CDMS in Batswana millennial consumers

Table 3 provided an acceptable Cronbach's alpha coefficient of 0.718 on items thus satisfying the requirements to conduct an exploratory factor analysis. Table 4 represents results from factor analysis on items that measure psychological antecedents of CDMS. Results indicate close to perfect factor loadings on specific components with the exception of time pressure and self-confidence that loaded on more than one component.

Table 4. Rotated Component Matrix^a

	Component				
	1	2	3	4	5
My shopping seems hurried every time	-0.006	0.159	-0.004	0.728	0.311
Time never seems enough to complete my shopping requirements	0.045	-0.012	0.034	-0.102	0.926
I prefer nice things in life	0.468	0.004	0.724	-0.106	-0.141
Financial freedom to buy whatever I want is very important to me	0.069	0.128	0.878	0.186	0.135
I observe other people's purchasing to make my own shopping decisions	0.084	0.824	-0.023	-0.238	-0.083
Making an impression on others is important in my purchasing	0.054	0.838	0.154	0.153	0.081
I am a better shopper than the majority of the people	0.629	0.153	0.126	0.214	-0.097
I am well capable of making good shopping decisions	0.333	0.084	0.126	0.713	0.142
I often advise my friends from where to shop	0.830	0.091	0.080	-0.001	0.032
My friends often ask where I shop for most of my goods	0.717	-0.064	0.147	0.123	0.129

Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

Table 5 represents a summation of figures relating to psychological determinants of CDMS among Botswana millennial consumers. For this study's purpose, five determinants were selected (i.e. time pressure, materialism, susceptibility to interpersonal influence, self-confidence and shopping opinion leadership).

Table 5. Summarized responses on psychological antecedents of CDMS for Botswana Gen Y consumers

Statement	Psychological Antecedent	Response Option			Chi-Square (p-value)
		Disagree	Neutral	Agree	
		%	%	%	
My shopping seems hurried every time.	Time Pressure	36.9	45.6	17.5	0.000
Time never seems enough to complete my shopping requirements.		40.0	37.8	22.2	0.000
Average Total		38.5	41.7	19.9	
I prefer nice things in life.	Materialism	7.8	22.5	69.7	0.000
Financial freedom to buy whatever I want is very important to me.		9.7	18.4	71.9	0.000
Average Total		8.8	20.5	70.8	
I observe other people's purchasing to make my own shopping decisions.	Susceptibility to interpersonal influence	42.2	24.1	33.8	0.000
Making an impression on others is important in my purchasing.		48.4	23.1	28.5	0.000
Average Total		45.3	23.6	31.2	
I am a better shopper than the majority of the people	Self confidence	34.1	48.8	16.5	0.000
I am well capable of making good shopping decisions		12.5	20.9	66.6	0.000
Average Total		23.3	34.9	41.6	
I often advise my friends from where to shop.	Shopping opinion leadership	25.6	38.8	35.7	0.000
My friends often ask where I shop for most of my goods.		17.8	36.3	45.9	0.000
Average Total		21.7	37.6	40.8	0.000

The first two questions in Table 5 measure level of materialism in millennial consumers. The average majority of respondents 70.8% confirmed the existence and influence of materialism in their shopping of clothing items. Fatoki (2015) confirms materialistic tendencies in millennium consumers and encouraged the management of it through focusing on instrumental materialism that encourages one to succeed not envy.

Results in Table 5 indicate a significant average of disagreement (45.3%) by respondents on questions relating to susceptibility of consumers to interpersonal influence. A 45.3% average of respondents disagreed that they are influenced by others patterns of shopping or idea thereof to develop theirs. In essence, millennial consumers in Botswana identify themselves as independent decision makers that do not rely on external influence.

Based on Table 5, an average of 41.6% of respondents are confident of their shopping decision-making. However, a low turnout on of 16.5% is recorded with only these respondents confirming they are better shoppers than other individuals. Furthermore, 48.8% of respondents

are uncertain, probably contributing to the low turnout a measure of self-confidence in millennial shoppers. Overall, an average level of agreement of 41.6% compared to a 23.3% level of disagreement on attributes of self-confidence indicates that the majority of Gen Y consumers in Botswana are confident consumers. Al-Zubi (2015) reports a high level of self-confidence among young consumers particularly those with utilitarian motives of shopping.

The researchers also tested shopping opinion leadership in Gen Y consumers. Results indicate an average of 40.8% of respondents confirming behavior related to opinion leadership such that they often advised their peers on how to handle shopping decisions. Overall, Gen Y consumers in Botswana are under no time pressure to complete their shopping activities and highly materialistic in their shopping choices. They are independent shoppers impervious to interpersonal influence and confident of their shopping decision-making. Lastly, millennial consumers in Botswana lead others in shopping decision-making (i.e. opinion leadership).

4.2. Analysis of consumer innovativeness in Batswana millennial consumers

Table 6 provides a summarized report of the varying levels of innovativeness among Gen Y consumers in Botswana. Questions Q1-4 measured the level of sensory innovativeness in millennial consumers. A 43.4% average of respondents confirmed traits related to sensory innovativeness opposed to 25.6% who disagreed and 32.1% uncertain of their predisposition. Moreover, high sum percentages of agreement are recorded in Q1 (60.7%) and Q4 (52.5%). In those instances, millennial consumers highlight their preference for attractive store atmosphere and aesthetic appeals of clothing. Mishra (2015) conclude that sensory innovative consumers seek fantasy and arousal from outside stimuli such that they rely on these visual and verbal cues to make decisions.

Table 6. Summarized analysis of Batswana Gen Y consumer innovativeness

Statement	Consumer innovativeness	Response Option			Chi-Square (p-value)
		Disagree	Neutral	Agree	
		%	%	%	
Q1 I take pleasure in store visuals that induce fantasies.	Sensory innovativeness	14.1	25.3	60.7	0.000
Q2 I prefer emotional messages in clothing brand advertisements.		42.5	37.5	20.1	0.000
Q3 Shopping is a thrilling experience that induces a sense of adventure in me.		25.7	34.1	40.3	0.000
Q4 Aesthetic appeals of clothing items are very important to me.		16	31.6	52.5	0.000
Average Total		25.6	32.1	43.4	
Q5 I try to find out the meaning of unclear statements in clothing advertisements.	Cognitive innovativeness	23.8	17.2	59.1	0.000
Q6 Ambiguous clothing information induces me to seek clarity.		23.7	22.2	54.0	0.000
Q7 I try to figure out the quickest way of completing my shopping activities.		27.8	30.6	41.6	0.000
Q8 I often reflect on my own feelings or reactions during shopping.		24.4	34.1	41.6	0.000
Average Total		24.9	26.0	49.1	

Questions 5-8 measured the level of cognitive innovativeness in millennial consumers. An average of 49.1% of respondents confirmed traits related to cognitive innovativeness

compared to 24.9% and 26.0% who disapprove or are uncertain. Furthermore, high scoring levels are depicted in questions 5-8 ranging from 42% to 59.1% all confirming the existence of cognitive traits during shopping decision-making.

Overall, Table 6 illustrates a higher average percentage total of respondents being aligned to the cognitive perspective of consumer innovativeness (49.1%) than sensory innovativeness (43.4%). This points out that the greater majority of Botswana millennials are cognitive innovators (i.e. those who base purchase decision on trial ability of products, analysis of factual messages and economic risk) than sensory innovators (i.e. those who base purchase decisions on experimental behavior, fantasies, visual and verbal stimuli) (Zarandi and Lotfizadeh, 2017; Khan and Khan, 2014; Jaiyeoba and Openda, 2013). However, such a conclusion could prove to be mathematically imprudent as data utilized is merely based on average percentage totals of two separate questions related to either sensory or cognitive innovation. Accordingly, further introspection is required on what effect these two perspectives of innovativeness pose on different kinds or groups of CDMS to determine which innovative perspective is predominant amongst Botswana Gen Y consumers.

5. Conclusion and recommendations

Analysis of results deduced significant psychological antecedents of shopping behavior that resonated among Botswana millennial shoppers, which were: materialism, high self-confidence, high shopping opinion leadership and no time pressure during shopping activities. A slightly high prevalence level of cognitive innovativeness (49.1%) was confirmed among Botswana millennial consumers compared to a 43.4% of sensory innovativeness. However, these two orientations of innovativeness manifested distinctively across different sets of CDMS typical of Botswana shoppers dividing these into either utilitarian or hedonic motivated decision styles. The study concluded that the existence of all the five psychological variables (time pressure, materialism, susceptibility to interpersonal influence, self-confidence and shopping opinion leadership) determine the shopping orientation of Botswana millennial shoppers. Results indicate an existence of all the five variables however, manifesting differently depending on which shopping orientation was in consideration. The researcher therefore recommends the following:

For millennial consumers that identified with time pressured moments, it is recommended marketers continue to encourage their patrons to utilize online channels of shopping to find immediate access to shopping and expedite the process. Flexible delivery schedules are also encouraged to complement these online options to ease pressure on consumers, ensure customer satisfaction and build competitive advantage. For brick and mortar shopping outlets, retailers are recommended to adhere to longer and flexible hours of trading that aim at accommodating customers. Marketers are also encouraged to maintain or implement online product review panels and feedback that allow the spread of word of mouth and effect sales. Moreover, relationship building between sales people and customers is encouraged. To enhance self-confidence of millennial shoppers and encourage prevalence of shopping opinion leaders; it is suggested marketers and retailers acknowledge and manage elements of post-purchase regret and negative emotions. Post purchase communication with customers is encouraged to reassure consumers of their purchases and assuring them of the availability of flexible return options. The study results also revealed that Gen Y consumers were understood to be inclined to cognitive innovativeness as opposed to sensory. The study results also revealed that cognitive innovativeness is largely directed by utilitarian motives of shopping encompasses value consciousness, indifferent price consciousness, confused by over-choice and high-quality fashion shopping orientations among millennials. To attract and retain these shopping orientations; it is recommended that marketing content is revised to address issues of ambiguity and similarity and ease understanding of marketing communication. Factual advertisements that highlight functionality of product items are encouraged to allure millennial cognitive innovators. Retailers are commended to improve shopping accessibility and availability to minimize customer dissatisfaction among this cohort. Moreover, marketers are recommended to constantly address issues of post purchase regret and negative emotions.

Lastly, mall management are encouraged to add excitement in shopping amenities to attract and retain millennial sensory innovators. Tangible evidence on future research is also required on the actual effects of modern smart shopping on generational transformation from Gen X, Y to Z. Lastly, major sources of shopping enjoyment should be explored across gender and how they affect consumer innovativeness.

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