

MAURITIUS RESEARCH COUNCIL

A STUDY OF CONSUMER BEHAVIOUR IN A SMALL ISLAND ECONOMY

Final Report

March 1999

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This report is based on work supported by the Mauritius Research Council under award number MRC/RUN-9707. Any opinions, findings, recommendations and conclusions expressed herein are the author's and do not necessarily reflect those of the Council.

A STUDY OF CONSUMER BEHAVIOUR IN A SMALL ISLAND ECONOMY

A JOINT RESERCH RESEARCH PROJECT BETWEEN THE UNIVERSITY OF MAURITIUS AND L'ASSOCIATION DES CONSOMMATEURS DE L'ILE MAURICE (ACIM)

MAURITIUS RESEARCH COUNCIL
DATE RECEIVED
16/3/99

SUBMITTED IN MARCH 1999

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Executive Summary

An understanding of the consumption of goods and services by individuals or groups of individuals is a complex process that requires an in depth analysis of different factors that affect purchasing behaviour. This research study is an attempt to analyse the different aspects of consumer behaviour of the Mauritian population. The different aspects which have been discussed in this study are how Mauritian consumers purchase specific products and services, their reasons for purchasing these products and services, the retail outlets they use for their purchases, the influence of promotion on their purchases and the level of consumer awareness among the Mauritian population. The study also explores the aspects of brand choice, brand switching and innovation.

Data was collected from a sample of households, representative of the whole population through a survey. The sampling unit was the head of household.

The findings suggest that there is a noticeable absence of homogeneity in the behaviour of Mauritian consumers. This absence of homogeneity is due to differences that exist in the origins of different communities, their lifestyles, purchasing patterns, cultural beliefs and values and their demographic characteristics. The findings also suggest that demographic characteristics are also major determinants of consumer behaviour in Mauritius.

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Introduction

The Mauritian population is made up of a pluricultural society where there are people of different origins, with different lifestyles, purchasing patterns, income levels, cultural beliefs and values. The list is not exhaustive and many other variables impinge upon the behaviour of Mauritian consumers. This has proved to be a major problem to marketing companies operating in or wishing to enter the Mauritian market due to a lack of knowledge of variables that influence purchasing behaviour.

This research study aims to analyse behavioural aspects of marketing of consumers in this present era of consumption of goods and services in a small island economy and to determine the level of awareness among the Mauritian population. Up to now, no major research has been carried out in this field in Mauritius. Though we have witnessed the setting up of Consumer Associations, specialised publications catering for consumer's interest; little has been done to study the influences of buying behaviour in the Mauritian society.

Sparse evidence of research and study of marketing behaviour will in the long-term prove to be inadequate to cope with the marketing problems and the satisfaction of consumer needs. Hence, a research in the said field will provide food for thought for all the parties concerned in the process of marketing.

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The study of consumer behaviour in a small island economy started in December 1996 and was scheduled over a period of two years ending November 1998. The study was carried jointly by the University of Mauritius, represented by Mr Nittin Essoo and by the association des consommateurs de l'ile Mauirice (ACIM), , represented by Mr Jayen Chellum as principal investigators. —?

Sponsored by MRC.

The study aimed at understanding the behaviour of consumers within the Mauritian society. In an era of rapid technological and social advancement, there is a general tendency in consumer habits to spend more. Given the rapid development undergone by the Mauritian economy, it was felt that an understanding of consumer behaviour is important because all stakeholders in the consumption process need information today in order to plan for the future.

Firstly, The Government of Mauritius needs to be aware of the level of consumption and the socio-economic influences that shape up consumers' attitudes and behaviour in Mauritius.

Manufacturers, wholesalers, retailers and distributors of goods and services need to be aware of the market trends and the influences on consumer behaviour, with a view to developing appropriate marketing strategies and segmenting markets accordingly. Information is important to them in order to channel their marketing efforts and avoid wasting precious Marketing resources.

Consumer associations need to find out the level of awareness that exist among consumers in Mauritius, specifically regarding the way in which products and services are bought. Are Mauritian consumers buying well? Taking the right precautions and aware of their rights? Do they know the channels for voicing their complaints?

It is also vital to analyse the level of environmental awareness regarding the consumption of products as well as the disposal of post-consumption items. Consumer associations as well as governmental authorities can use this information to develop the legal structure for post consumption and protection of the environment.

Last, but by no means least, the Mauritian consumer himself needs to get feedback on whether he is doing the right thing in terms of purchase and consumption of goods and services. Information is needed on whether he is educated adequately to face the multitude of messages by Marketers to which he is confronted everyday. Is there need for more comprehensive consumer education?

Finally this study, as a research project attempts to contribute significantly in adding knowledge to the field of consumer behaviour and may be helpful to academics and practitioners alike in their study of Marketing and more specifically in their study of consumer behaviour.

Objectives of the research project

This research study set out to achieve the following objectives:

(a) To understand the range of complex variables, which influence consumer behaviour in a small island economy, like Mauritius.

(b) To understand how and why Mauritian consumers purchase goods and services.

(c) To find out the level of consumer awareness among the Mauritian population.

(d) To establish the need for consumer education in the school curriculum in order to encourage more effective teaching and learning of consumer skills.

Review of the Literature

Consumer Behaviour

If the study of marketing is to devise ways and means to satisfy consumer needs profitably (British Chartered Institute of Marketing), then the anticipation and identification of these needs are crucial for marketing success. Needs of individuals can only be identified if influences on their behaviour are analysed. Consumption of goods and services by individuals or groups of individuals is a complex process that requires an in depth analysis of different factors that affect purchasing behaviour. The study of consumer behaviour is relatively recent as most early textbooks in marketing this century have only one chapter dedicated to the subject and the discussion in the chapter is not likely to be utilised in other parts of the book. It is only in the late 1950's that writers and researchers, mainly psychologists and sociologists started to elaborate the importance of the

behavioural sciences to the practice of marketing; (Leavitt 1958, Gardner 1959, Glock and Nicosia 1964, Herzog 1958, Perloff 1964 ...).

The above authors emphasised that various aspects of consumer behaviour needed to be integrated with specific aspects of marketing such as product planning, the buying environment, advertising and sales promotion.

Behavioural aspects of marketing involve a wide spectrum of psychology, sociology and anthropology. Psychologists emphasised at an early stage upon general concepts. Pavlov (Classical conditioning) stated six important concepts in the study of learning. They are: conditioning, repetition, stimulus generalisation, discrimination, extinction, higher order conditioning. Charles Darwin (The origin of Species) explored the concept of change and adaptation for survival. Basing on these concepts of general psychology, marketers emphasised that customers need to be tested with each variable. Marketers should use their marketing communications strategy supported by behavioural concepts to pull the consumer to buy positively.

Other writers studied the personality of people. (Kelly 1955, Wells 1974,...). Applied to the world of marketing, a framing of personality helps to understand the motives, needs, aspirations and attitudes of consumers towards purchasing (Kassarjian 1971, Wells and Beard 1973, Plummer 1985, Farley 1996...). In this way, the nomothetic approach emphasised regularities in human behaviour while the idiographic model stressed on individual behaviour in purchasing decision.

Some groups are particularly relevant to marketers because of their influence on consumer behaviour. Authors of marketing selected a few groups and analysed how they could affect consumer behaviour. (Solomon (1951), Venkatesan (1966), Bearden and Etzel (1982)). The comparative study of group and individual behaviour forms the basis of understanding consumer behaviour in society. The argument brought forward is to what extent groups influence buying and, on the other hand, how the individual uses his owns perception to initiate purchasing.

Applied psychology probes deeper in the study of consumer behaviour; Festinger (1957) wrote about cognitive dissonance, that is, how a person dissociates from new attitudes likely to disrupt his present thinking. Product and Service innovation form a crucial part of the marketing process. Models such as the diffusion of innovation model have some value to the understanding of consumer behaviour. Marketers enhanced the concept by creating a model of product adoption. At this point, research could evaluate practical problems associated with this "traditional view" of product adoption. Application of models and feasibility of modelling approach could be analysed.

More recently, researchers developed new models based on psychological profiles of the consumer; the emphasis of the Howard and Sheth models (1969) was that both influencers and inhibitors had an impact on buying.

Hence, it is sought out that hypothesis and concept testing with due influence given to the local environment would create new avenues of thought in consumer behaviour research.

According to Engel, Blackwell and Miniard (1990), the subject of consumer behaviour can be approached from three different perspectives:

1. Consumer influence approach
2. Holistic approach
3. Intercultural approach.

The first approach argues that the *buying process* is of more concern to the marketer than the *consumption process*. The Holistic approach sees purchase as only one stage in the buying process and therefore is influenced by other factors such as motivation and social influences. The intercultural approach sees purchasing behaviour as pervading national boundaries, thus having an international dimension as different cultures exhibit different purchasing behaviour.

All three approaches, however, have one thing in common, that basic consumer needs and decision processes are universal but differ in the ways in which motivation and behaviour are carried out in practice (Engel, Blackwell and Miniard, 1995).

Consumer behaviour focuses on the decision processes of the individual or consuming unit such as the family. It tries to describe and explain acts of choice at a given time or over a period of time. In contrast, the study of consumption behaviour is more concerned with the patterns of behaviour of customers or aggregate of customers (Glock and Nicosia , 1964).

A blend of all the above must therefore be made in understanding the consumer.

It is quite obvious, therefore, that the marketing practitioner needs to be an interdisciplinarian (Britt, 1965) to understand consumer behaviour and/or consumption behaviour. Britt warns that many marketing practitioners believe that there is a body of knowledge in the behavioural sciences that can be "lifted out" and applied to Marketing. In actual fact, the material obtained can only be helpful in solving a problem or more specifically in affecting the attitudes of marketers as they study consumers.

In their quest to understand the consumer, that is, the individual in his purchasing role, marketers identify three different influences on the individual, namely:

1. Environmental influences.
2. Individual influences.
3. Psychological processes.
   (Chisnall, 1975, The complex pattern of buying influences.)
   (Engel, Blackwell and Miniard, 1995)

Most of the research carried out to date concentrate more on the area of individual and psychological influences such as motivation (Bayton, 1958, Ratchford and Vaughn, 1989), attitudes (Katz 1960, Howard and Sheth, 1969), cognition, perception (Festinger, 1954), personality (Kasserjian 1971), learning etc. Studies on external environmental influences have concentrated on sociological influences such as social class and occupation. (Berelson (1964), Levitt (1969), Coleman (1983)).

Lesser attention has been paid to external influences and specifically to socio-economic and cultural influences on purchasing behaviour.

This research study attempts to analyse these external influences and provide an explanation of the differences in consumer behaviour in a pluricultural society.

Consumer awareness and Education

Consumer awareness has been described as the extent or alertness of individual consumers of their rights and responsibilities in the market place (Meyer, 1992). Consumer rights are defined as the right to satisfaction of basic needs, the right to safety, the right to be informed, the right to choose, the right to be heard, the right to redress, the right to consumer education and the right to a healthy environment
(International Organisation of Consumer Unions).

Consumer responsibility entails the ability to form independent opinions regarding one's own purchasing behaviour. This implies acquiring knowledge and skills to make responsible choices, which will benefit both the individual and society. It also involves awareness of perceived risks associated with purchase decisions such as financial risks (expensive products), physical risks (unsafe or unhealthy products) and ecological risks such as products hazardous to the environment (Van der Hammen & Van Alkemade, 1990).

Consumer awareness manifests itself in five distinguishable characteristics according to Rousseau and Venter (1991). These are:

- Bargain hunting
- General consumer knowledge

- Product knowledge
- Information search
- Price consciousness

These findings of Rousseau and Venter (1991) suggest that there existed different levels of consumer awareness for their sample population. Bargain hunting differed significantly between low and high-income groups with low income groups being the greatest bargain hunters. Consumer knowledge and price consciousness were also seen to differ. These differences in the level of consumer awareness suggest that they could be attributed to demographic variables of which education seemed to be the most important. The assumption that education is a vital link in increasing consumer education is further supported by Cole and Gaeth (1990) and Cole and Balasubramanian (1993). These authors conclude that consumer education enhances the cognitive and perceptual skills of consumers. This conclusion has been corroborated by many other studies in consumer awareness (Moorman, 1990; Hutchinson and Alba, 1991; Westerndorp, 1992).

In Africa, a number of consumer organisations have emerged recently. Their role have been to educate and inform people the best way to satisfy their basic needs and by recognising and avoiding inferior products or how to obtain redress. The regional consumer education workshop for the rural population held in Mauritius in 1993 emphasised the need for consumer research as a basis for determining the level of consumer awareness. Once the level of awareness has been measured, recommendations could then be made to introduce consumer educational programmes. This is what the current study seeks to achieve as one of its objectives.

Methodology

Information on the purchasing behaviour of consumers and their level of awareness can only be obtained from the consumers themselves. However, before this information could be obtained from consumers, it was necessary to look at the issues that should be addressed in such a study.

The starting point of the study was therefore to bring together all stakeholders in the Marketing process as a focus group in order to generate the main issues that needed to be addressed. Several focus groups were set up to look at the different hypotheses that needed to be tested.

A list of issues was agreed upon and it was decided to collect data on these issues.

The core of the study concentrated on the collection of data on the following: -

1. Demographic characteristics of the Mauritian population.
2. Influence on their purchasing behaviour in terms of: -

    (a) Individual differences.
    (b) Economic influences.
    (c) Social influences.
    (d) Cultural influences.
    (e) Organisational influences.

3. Level of consumer awareness among the Mauritian population in terms of:

    (a) Bargain hunting
    (b) General consumer knowledge
    (c) Product knowledge
    (d) Information search
    (e) Price consciousness

It was decided that the data collection method would be through a survey of Mauritian Households, representatively selected throughout Mauritius. The sampling unit would be the Head of Household. The survey method was chosen because of the small size of the island and because all respondents within the sample could be reached at home by interviewers. It was also the best way to ensure a 100% response.

Sampling Frame

A list of the number of Households (1995) was obtained from the Central Statistical office. These Households had been grouped by the CSO into enumeration areas (EA's), each enumeration area having more or less the same number of households. The total number of EA's amounted to **2950** with a total of **260,000 households.**

Sample Size

A stratified random sample of **50** Enumeration areas was taken from the total number of EA's according to Region, i.e., urban, semi-urban and rural areas. The sample of fifty EA's contained **3971** households representative of all the regions in Mauritius.

A **listing** of the households in the fifty EA's was carried out through interviews with heads of household, door to door, in each Enumeration area. Data was collected on the demographic characteristics of each head of household, i.e., Age, income, occupation, Marital status, family size.

From the list of **3971** households in the fifty EA's, a stratified random sample representing twenty-five per cent of households was drawn.

This represented **983** households spread in different regions of the country with representative demographic characteristics of the Mauritian population. (See appendix III).

The demographic characteristics of the sample chosen are shown below. The percentages give an indication of the representativeness of the sample to the population.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	23	2.3	2.3	2.3
	26-30	72	7.3	7.3	9.7
	31-35	132	13.4	13.4	23.1
	36-40	165	16.8	16.8	39.9
	41-45	151	15.4	15.4	55.2
	46-50	139	14.1	14.1	69.4
	51-55	71	7.2	7.2	76.6
	56-60	73	7.4	7.4	84.0
	Above 60	157	16.0	16.0	100.0
	Total	983	100.0	100.0	
Total		983	100.0		

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	47	4.8	4.8	4.8
	Married	803	81.7	81.7	86.5
	Separated/Divorced	21	2.1	2.1	88.6
	Widowed	112	11.4	11.4	100.0
	Total	983	100.0	100.0	
Total		983	100.0		

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 4000	270	27.5	27.5	27.5
	4000<6000	342	34.8	34.8	62.3
	6000<8000	190	19.3	19.3	81.6
	8000<10000	71	7.2	7.2	88.8
	10000<14000	33	3.4	3.4	92.2
	14000 and above	77	7.8	7.8	100.0
	Total	983	100.0	100.0	
Total		983	100.0		

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Legislator/Senior official/Manager	45	4.6	4.6	4.6
	Professional	21	2.1	2.1	6.7
	Technician	49	5.0	5.0	11.7
	Clerk	47	4.8	4.8	16.5
	Service worker/shop/market	104	10.6	10.6	27.1
	Skilled agricultural/fishery worker	42	4.3	4.3	31.3
	Crafts/related worker	188	19.1	19.1	50.5
	Plant/machine operator	93	9.5	9.5	59.9
	Elementary occupation	189	19.2	19.2	79.1
	Housewife	38	3.9	3.9	83.0
	Other(Retired,unemployed)	167	17.0	17.0	100.0
	Total	983	100.0	100.0	
Total		983	100.0		

FAMSIZE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	42	4.3	4.3	4.3
	2	120	12.2	12.2	16.5
	3	196	19.9	19.9	36.4
	4	260	26.4	26.4	62.9
	5	200	20.3	20.3	83.2
	6	76	7.7	7.7	90.9
	7	55	5.6	5.6	96.5
	8	17	1.7	1.7	98.3
	9	9	.9	.9	99.2
	10	6	.6	.6	99.8
	12	1	.1	.1	99.9
	13	1	.1	.1	100.0
	Total	983	100.0	100.0	
Total		983	100.0		

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hindu	510	51.9	51.9	51.9
	Chinese non-Christian	3	.3	.3	52.2
	Muslim	163	16.6	16.6	68.8
	Christian	303	30.8	30.8	99.6
	Other	4	.4	.4	100.0
	Total	983	100.0	100.0	
Total		983	100.0		

Research instrument

For the survey, a questionnaire was designed based on information obtained from focus groups and from previous research studies. Questionnaire is in Appendix I.

The questionnaire was divided into seven parts.

Part One - Demographic Characteristics

In this section, respondents were asked questions about their demographic characteristics, that is, age, income, gender, marital status, education, occupation, family size and composition, geographical location and religion. Information was also obtained on whether they were owners or tenants, ownership of vehicles and electrical appliances. Respondents were also asked about their membership to any organisations.

Part Two - Purchase of Products and Services

In this section, respondents were shown a list of products, which they purchase regularly. These products ranged from fast moving consumer products such as grocery items to services such as their bank and hairdresser. They were also asked about purchase of a motor vehicle. The first category of products requires routine decision making while the latter requires more complex decision making. Respondents were asked to specify the products which they usually buy from the list.

Part Three - Purchasing Behaviour

In this section, respondents were asked to state the reasons why they purchase the products and services, which they identified in the list shown to them. Information was also collected on the way respondents purchased product and services in terms of brand preference, brand switching and brand innovation. They were asked about their frequency of purchase and how shopping decisions were made.

Part Four - Purchasing Budget and Expenditure

In this section, respondents were asked about their purchasing budget and how they spent their money on products and services. Information was obtained on credit as a means of purchase in terms of the use of credit cards and the availability of hire purchase.

Part Five - Promotion

This section contained questions pertaining to the perception and influence of promotion on consumers. Respondents were asked to state their perception and understanding of advertisements and other promotional activities as well as the extent of exposure to different types of media.

Part Six - Place of purchase

In this section, information was collected on the place of purchase. Respondents were asked where, that is which retail outlets they choose to purchase specific types of products.

Part Seven - Awareness

In this section, an attempt has been made to measure the level of awareness among consumers in terms of bargain hunting, general consumer knowledge, product knowledge, information search and price consciousness. Respondents were asked about the precautions that they usually take in purchasing different types of products and services and post purchase evaluation. Information

was also collected on green awareness, that is, whether respondents were aware of the impact certain types of products on the environment.

Field work

The questionnaire was administered through direct, face-to-face, interviews with respondents (heads of households) at their domicile.

Field force

Field supervisors as well as field interviewers were recruited for this purpose. There were thirty-nine interviewers accountable to five field supervisors who in turn were accountable to the Principal Investigators.

Most supervisors and a large percentage of interviewers came from the Central Statistical office while the remainder of interviewers were University graduates.

Training of field force

The Principal Investigators held several training sessions with supervisors and interviewers. These included questionnaire administration as well as briefing and debriefing sessions before and after fieldwork.

Pilot survey

A pilot survey was carried out among twenty respondents to test the questionnaire.
The questionnaire was then reviewed to remove ambiguity and leading questions.

Duration of field work

The fieldwork was carried out over a period of three weeks, which included revisiting not-at-homes and replacing refusals.

Analysis of data

The data from nine hundred and eighty-three (983)-completed questionnaires were analysed using the SPSS statistical package. The analysis was carried out in two stages. The first stage was to make a summary of preliminary findings using basic statistics. The second stage involved a more thorough analysis of the data looking at causal relationships and associations between variables. The cross tabulation method was adopted, using the chi-square square statistic and Pearson's correlation coefficient as tests of significance and association.

Analytical Methodology

Demographic characteristics as independent variables were cross tabulated with all consumer behaviour variables, the dependent variables. The first objective of this exercise was to determine the relationships, if any, that exist between those two sets of variables. The second objective was to identify those independent variables, which have a significant influence on different consumer behaviour variables. The overall objective was to arrive at a set of consumer behaviour profiles for the Mauritian population and to attempt to understand the reasons for such behaviour.

Demographic variables used in this study

1. Age

If there is one variable, which is consistently important in influencing consumer behaviour, it is age (Zaltman and Wallendorf, 1990). Age groupings refer to various stages people pass through such as childhood, adolescence, young adulthood and later adulthood. Different bundles of products and services are purchased at each stage. Specific changes in consumption patterns have been associated with different age groups. As we grow older our needs and preferences change (Salomon and Bamossy, 1999). This is why a consumer's age exerts a significant influence on his or her identity.

For the purpose of the current analysis, respondents have been grouped into four main categories;

18-30 - representing the age group of youngest heads of households
31-40 - representing the age group of older heads of households.
41-55 - representing the age group of the middle aged heads of households
56 and above - representing the age group of mature and oldest heads of households.

2. Income

One of the major determinants of the purchasing behaviour of consumers is their purchasing power, that is, the amount of income available to them to spend on products and services. Before examining income levels, it is important to distinguish between several concepts of income (Loudon and Bitta, 1993). Differences are made between:

Personal income, which is the income from wages, salaries, dividends, rent and interests.

Disposable personal income, which is the amount available, after deducting taxes, for personal consumption, expenditures and saving.

Discretionary income, which is the income available for spending after deducting expenditures for necessities such as food, clothing, transportation, shelter and utilities.

Spending patterns of the average household and how they change over time are matters of great importance in the study of consumer behaviour. In this study, disposable income of the household has been used to analyse the spending patterns of respondents. For the purpose of analysis, respondents have been grouped into three categories:

RS 6,000 and below - representing the lower income group
RS 6,001- 10,000 - representing the middle income group
RS 10,000 and above - representing the higher income group.

3. Gender

Biological differences between males and females have been known to influence all types of behaviour. Sexual identity is a very important component of a consumer's self-concept. People often behave according to their gender expectations (Salomon and Bamossy, 1999). A society's assumptions about the proper roles of men and women are communicated in terms of the ideal behaviours that are stressed for each sex. These behaviours are often expressed in terms of the way men and women purchase products and services (Loudon and Bitta, 1993).

In this study, an attempt has been made to confirm the differences that exist between the purchasing behaviour of male and female heads of household. Despite the low percentage of female heads of household in the sample used in this study (15%), it has been possible to carry out analysis using gender as one of the independent variables.

4. Geographical location

Many consumer phenomena are the result of where people live (Zaltman and Wallendorf, 1991). Urban dwellers have been known to differ in the purchasing behaviour as compared to their rural counterparts. These have been explained by a number of factors such as fewer shopping areas in rural regions, fewer transportation facilities in these regions as well as the unavailability of leisure and entertainment. In Mauritius, the urban areas consist of the five major towns, which account for 46% of the population. Although, we have noticed more and more urbanisation of major villages, differences in lifestyle and infrastructure still exist between rural and urban dwellers. For the purpose of this analysis, geographical location, that is, the domicile of respondents has been used as an independent variable to test the influence of location on their purchasing behaviour.

5. Occupation

The behaviours expressed by various occupations may be reflected in consumption activities. Important differences have been identified in households headed by blue-collar as compared to white-collar workers (Fabian, 1980). Consumers at

different levels of occupations have been seen to differ in their behaviour.

In this study, an attempt has been made to confirm the influence of occupation on purchasing behaviour. For the purpose of this analysis, respondents have been grouped into five categories:

Professionals - representing legislators, senior officials, managers and professionals.
Clerk/technician - representing clerks and technicians.
Service workers - representing shop/market workers, skilled agricultural /fishery workers and other service workers.
Primary workers - representing crafts related workers, plant/machine operators and elementary occupations.
Others - representing housewives, the retired and unemployed.

6. Marital status and family life cycle

Consumption by married couples has been known differ from that of individuals living alone or unmarried. Many purchasing decisions are taken differently by individuals after they are married as compared to when they were single (Zaltman and Wallendorf, 1991). Consumer behaviour has also been seen to be influenced by the stage of the family life cycle consumers are in (Chisnall, 1990).

In this study, respondents' marital status have been recorded as well as their family sizes and composition. The objective was to determine the stage of the family life cycle they were at. This has then been cross-tabulated with the different consumer behaviour variables. Respondents have been grouped into the following categories: single, married, separated/divorced and widowed.

7. Education

The influence of education in purchasing behaviour has always been studied in conjunction with social class (Loudon and Bitta, 1993). A strong relationship has been found between education and the level of social status one achieves. In Mauritius, no clear demarcation exists among socio- economic groups. It has therefore been difficult to analyse social class as an independent variable. However, education has been singled out and used as

a demographic variable to study its influence on consumer behaviour.

For the purpose of this analysis, education has been categorised as primary, secondary and tertiary.

8. Religion and ethnicity

Ethnic background and religious affiliation have been found to be important influences on consumer behaviour (Hirschman, 1983). Different religious groups who have been studied in affluent societies, namely Protestants, Catholics and Jews have shown to differ in their purchasing habits. Apart from the dietary restrictions imposed by certain religions, there are other differences that exist because of religious affiliation.

The three main religious groups in Mauritius, namely Hindus, Muslims and Christians have been used for this study.

Structure of analysis

The analysis has been structured in such a way to enable the reader to understand the different aspects of consumer behaviour that have been tested in this study. The analysis has been laid out as follows:

1. Summary of preliminary analysis of findings
2. Analysis of purchase of products and services
3. Analysis of purchasing behaviour
4. Analysis of purchasing budget and expenditure
5. Analysis of influence of promotion
6. Analysis of place of purchase
7. Analysis of level of awareness.

Each section contains the cross-tabulations and an explanation of the relationships that have been found to exist between the variables. At the beginning of every section, a summary of the main relationships has been carried out.

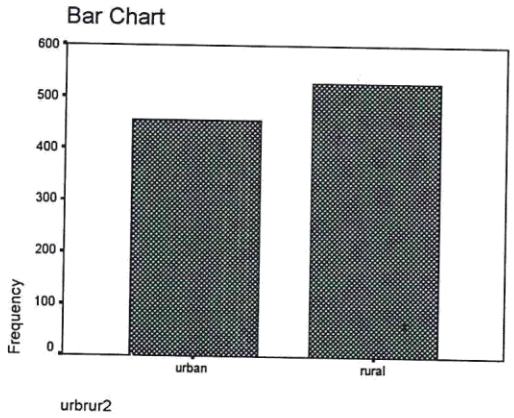
Preliminary analysis of findings

A. Demographic characteristics respondents

46% of respondents lived in the urban areas (Five major towns) while 54% came from rural areas.

urbrur2

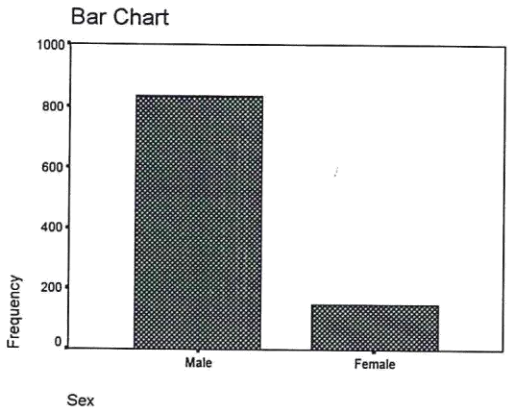
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	urban	455	46.3	46.3	46.3
	rural	528	53.7	53.7	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



The majority of household heads were males (85%) while only 15% were females.

Sex

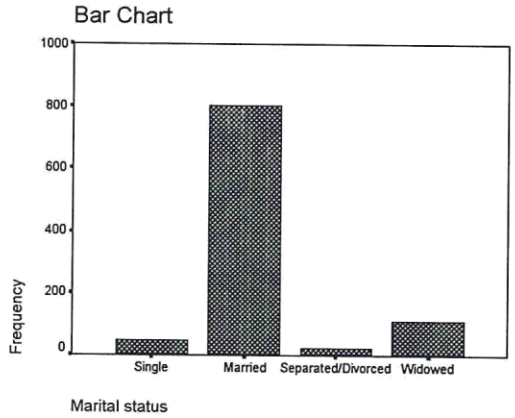
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	836	85.0	85.0	85.0
	Female	147	15.0	15.0	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



82% of households heads were married while 11% were widowed and the rest either single or separated.

Marital status

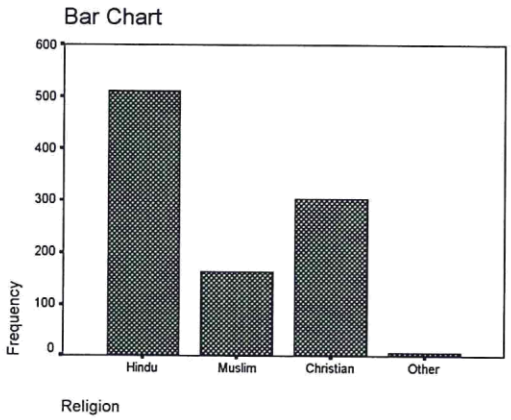
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	47	4.8	4.8	4.8
	Married	803	81.7	81.7	86.5
	Separated/Divorced	21	2.1	2.1	88.6
	Widowed	112	11.4	11.4	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



The sample was representative of religious/cultural groups with a majority of Hindus (52%), Muslims (17%), General population (31%).

Religion

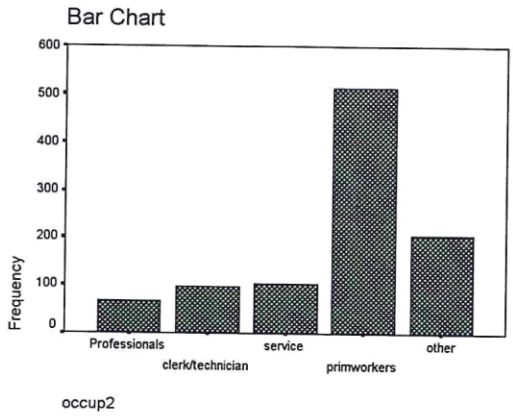
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hindu	510	51.9	51.9	51.9
	Muslim	163	16.6	16.6	68.5
	Christian	303	30.8	30.8	99.3
	Other	7	.7	.7	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



The occupation of respondents was also representatively distributed with crafts/related workers and elementary occupations representing 38% of respondents.

occup2

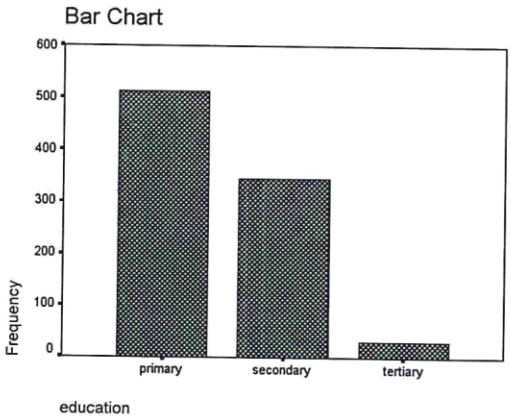
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professionals	66	6.7	6.7	6.7
	clerk/technician	96	9.8	9.8	16.5
	service	104	10.6	10.6	27.1
	primworkers	512	52.1	52.1	79.1
	other	205	20.9	20.9	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



92% of respondents had completed primary education while 86% had completed up to secondary level. Only two percent had completed tertiary level.

education

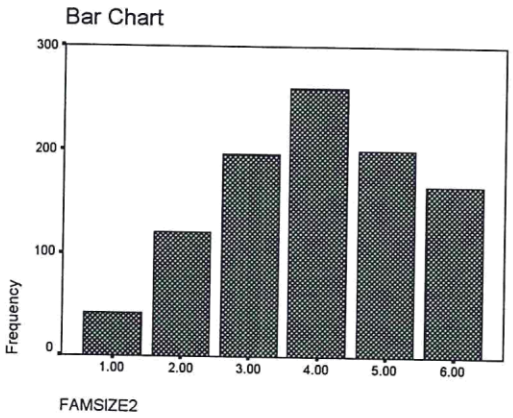
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary	512	52.1	57.7	57.7
	secondary	345	35.1	38.9	96.5
	tertiary	31	3.2	3.5	100.0
	Total	888	90.3	100.0	
Missing	System Missing	95	9.7		
	Total	95	9.7		
Total		983	100.0		



The modal family size was 4 members (26%) followed by five (21%) and three members (20%).

FAMSIZE2

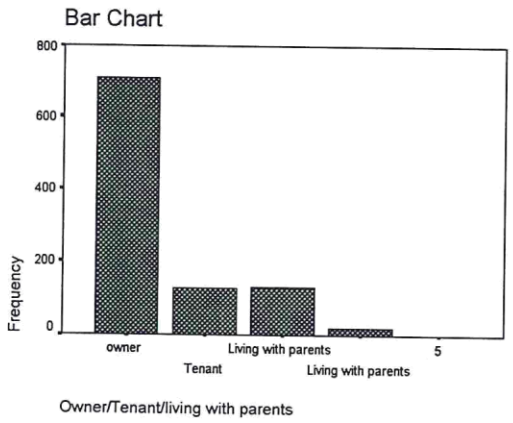
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	42	4.3	4.3	4.3
	2.00	120	12.2	12.2	16.5
	3.00	196	19.9	19.9	36.4
	4.00	260	26.4	26.4	62.9
	5.00	200	20.3	20.3	83.2
	6.00	165	16.8	16.8	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



72% of respondents were house-owners, 13% were tenants and 15% were living with parents

Owner/Tenant/living with parents

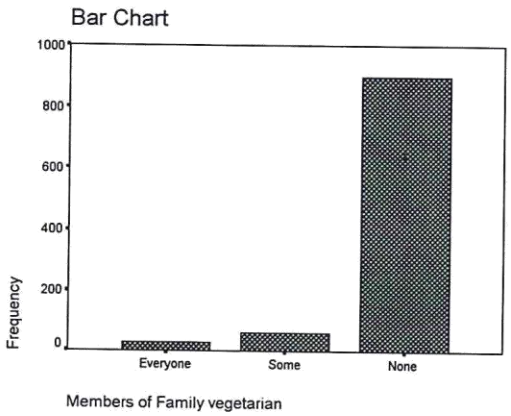
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	owner	708	72.0	72.0	72.0
	Tenant	126	12.8	12.8	84.8
	Living with parents in their own house	130	13.2	13.2	98.1
	Living with parents in rented house	18	1.8	1.8	99.9
	5	1	.1	.1	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



Only 8% of households were either wholly or partly vegetarian.

Members of Family vegetarian

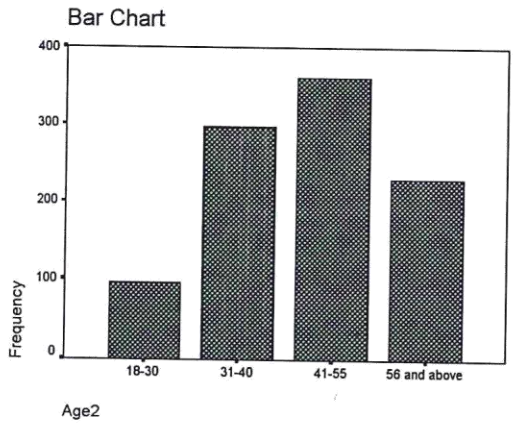
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Everyone	26	2.6	2.6	2.6
	Some	59	6.0	6.0	8.6
	None	898	91.4	91.4	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



The modal age of the sample of respondents was between 41-55 although age was evenly distributed throughout the sample.

Age2

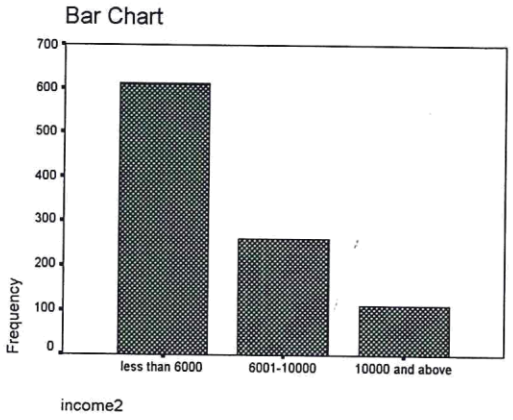
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30	95	9.7	9.7	9.7
	31-40	297	30.2	30.2	39.9
	41-55	361	36.7	36.7	76.6
	56 and above	230	23.4	23.4	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



55% of respondents were in the Rs6001-10000 income bracket.

income2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 6000	612	62.3	62.3	62.3
	6001-10000	261	26.6	26.6	88.8
	10000 and above	110	11.2	11.2	100.0
	Total	983	100.0	100.0	
Total		983	100.0		



1. In terms of ownership of vehicles, 44% owned a bicycle, 29% owned a motor cycle, 16% owned a car, 3% owned a van and 1% owned a 4X4 or a minibus.

2. In terms of ownership of electrical goods, 92% of respondents owned a television set, 77% owned a gas oven, 72% owned a refrigerator, 63% owned a VCR, 13% owned an electric cooker, 8% owned a microwave, 25% owned a washing machine and 3 % owned a dryer.

3. Less than 1% of respondents was member of a consumer association.

B. Consumption of basic consumer goods

1. 97% of respondents stated that they purchase rice.
2. 47% purchase basmati rice, 61% purchase ration rice and 8% purchase Perle de Thailande. Basmati and Perle de Thailande brands are bought primarily because of their better quality. Ration rice is bought primarily because of its low price.
3. 66% of respondents purchase mutton meat. While 11% of them purchase fresh mutton, 89% purchase frozen mutton.
4. 45% of respondents purchase beef. While 23% purchase fresh beef, 39% purchase frozen beef.
5. 25% of respondents purchase venison.
6. 11% of respondents consume pork.
7. 75% of respondents purchase concentrated juice.
8. 44% of respondents purchase fruit juice.
9. 14% of respondents purchase mineral water.
10. 99% of respondents drink tap water of which only 46% boil the water.
11. 94% of respondents purchase soft drinks.
12. 32% of respondent purchase Rum.
13. 49% of respondents purchase beer.
14. 20% of respondents purchase whisky.
15. 19% of respondents purchase wine.

C. Distribution outlets

1. 84% of respondents who bought "ration" rice got it from their corner shop while the remainder bought from the supermarket.
2. 57% of respondents who bought "luxury rice" got it from their corner shop while the remainder bought it from the supermarket.
3. 66% of respondents bought canned foods from their corner shop while 34 % got it from the supermarket.
4. Most respondents (62%) purchased fresh meat from the market while some bought it from the corner shop (16%) and others from the supermarket (6%).
5. Frozen meat is bought more from the corner shop (70%) and the rest from supermarket (20%) and market (5%).
6. Vegetables are mostly bought from the market (80%) but 5% from supermarket and the rest from other sources such as door to door seller or garden seller (15%).
7. Frozen fish is bought from the corner shop mostly (43%), 31% from the market, 14% from supermarket and 11% from other sources.
8. Fruits are mostly bought from the market (72%), while 15% are bought from street sellers.

9. Alcoholic beverages are mostly bought from the corner shop (75%) and the rest from supermarket.

D. Purchasing behaviour (routine decision-making).

1. 73% of respondents indicated that they do not switch brands of products on a regular basis.
2. 27% said they did switch brands regularly.
3. Out those who do switch brands regularly, the main reason was because they wanted a change.
4. 73% of respondents would usually wait for other people to try new products before they did while 27% would be first to try.
5. 66% of respondents preferred to buy branded goods as compared to 34% who did not make any difference.
6. Only 32% of respondents bought food from hawkers (street vendors).
7. Only 27% of respondents purchased take-away food.
8. The main reasons for purchase of take-away food were easy to obtain (37%), for a change (35%) and no time to cook (20%).

E. Purchasing behaviour (complex decision-making).

1. 16% of respondents owned a car.

Of those who owned a car:

2. 68% owned a Japanese car, 29% owned a European car and 3% owned other types.
3. 84% Of car owners purchased their car second hand while 16 % bought it new.
4. 58% of respondents who purchase a new car compared brands before purchased.
5. The major factor that influenced their purchase was price.
6. 44% of respondents who bought a second hand car paid less than Rs100, 000 for it, 36% paid between Rs100, 000 and Rs200, 000 while 20% paid more than Rs200, 000.
7. Only 29% of respondents have had problems with their second hand car.
8. Most respondents who had purchased a car suggested that the advice of a mechanic should be the main precaution before purchase of a car.

F. Purchasing budget and expenditure

1. 60% of household heads stated that they did a monthly shopping budget while 40% did not.
2. However out of the 60%, only 56% spent according to the budget.

3. 13% of respondents spent up to Rs1000 on household shopping (commissions), 11% spent up to Rs1500, 22% spent up to RS 2000, 10% spent up to Rs2500 and 15% up to Rs3000. Almost 20% spent more than Rs3000.
4. 48% of respondent purchase goods on credit while 52% did not.
5. Only 24% of respondents knew the rate of interest on credit facilities.
6. 76% of respondents who bought on credit compared the cash price and the final credit price.
7. Only 1% of respondents owned a credit card and 33% owned a cash card.
8. Only 31% of card owners thought it made them spend more.
9. Around 70% of respondents who bought electrical goods, Tv, Vcr, Hi-fi and furniture, bought them on credit.
10. The most common type of credit facility they availed themselves of was the 10% deposit.

G. Influence of promotion

1. 19% of respondents thought that promotion meant goods at cheaper prices. 37% thought this was not always the case, 31% thought this was never the case while the remainder did not know.
2. The media to which respondents were more exposed are in order of importance: Tv, Radio, and press.
3. 39% of respondents stated that they were attracted by in-store displays.
4. 42% of respondents thought advertising was untruthful, 19% thought it was truthful while 39% thought it was truthful sometimes.
5. The majority of respondents preferred advertisements in Creole (41%) followed by French (23%), Bhojpuri (4%) and English (2%). However 30% expressed no preference.

H. Consumption of leisure

1. 71% of respondents had never travelled overseas.
2. 66% of them would like to travel overseas.
3. Only 22% of respondents stated that they eat out.
4. Of those, the highest frequency was less than once a month.
5. Among those who ate out, the majority did so with their family, followed by alone and then with friends.
6. The majority of respondents (68%) usually choose the place to eat. 16% of respondents stated their spouses chose while 16% stated that their children chose.
7. Only 16% of respondents went to the Cinema.

8. The highest frequency was less than once a month and with the family.
9. Only 12% of respondents stated that they bet on horses while 57% stated they played the Lottery.
10. Only 2% of respondents gambled at the Casino
11. 89% of respondents went to the beach.
12. The highest frequency was very rarely.
13. Only 15% of those who went to the beach purchased food there.
14. 70% bought food from hawkers.
15. Only 3% of respondents went to the discotheque.

I.Consumption of professional services

1. 39% of respondents chose their doctor out of habit, 29% based on his/her qualifications and reputation, 11% on the quality of service, 7% by recommendation and 5% because of proximity.
2. 32% of respondents chose their bank because of habit, 27% because of proximity, 18% because of service and 14% because of reputation.
3. Notary/solicitor was chosen primarily because of reputation and recommendation.
4. Electrician/plumber chosen more by habit, reputation and recommendation respectively.
5. Hairdresser chosen mostly out of habit (71%).

J. Consumer awareness

1. Bargain hunting

- Only 15% of respondents would wait for promotion of some kind to purchase products.
- 30% of respondents would compare prices in different shops while 12% would only do so in certain cases. 58% would never do so.
- 44% of respondents usually search the media for promotions while 56% never or rarely do.

2. General consumer and product knowledge

- 30% of household heads made shopping decisions on their own while 14% let their spouse decide, 4% let their children, 2% listened to their parents while 50 % made joint decisions.
- 86% of respondents checked the expiry date before purchasing dairy products, 74% checked the packaging and 47% checked the price. Fewer respondents (32%) checked the contents.

- Concerning canned products 87% checked the expiry date, 75% checked the packaging, and 48% checked the price while only 18% checked the contents.
- A majority of respondents (56%) always checked their shopping bills, 29% check it occasionally while 15% never checked it.

Second-hand car

- Only 26% of respondents stated that they would check the mileage of the car before purchasing it.
- 69% would get advice of a mechanic.

Utility bills

When asked for the course of action that they would take in case of a noticeable increase in their monthly utility bills, 35% of respondents would check with the authorities, 28% would reduce consumption in the next month, a small percentage (1%) would go to a consumer association and 34% would do nothing.

3. Information search

44% of respondents searched the media often for promotions of which only 6% searched all the time. The remainder (56%) very rarely or never checked the media for promotions.

4. Price consciousness

Respondents were asked to select the most important characteristic that they considered before purchasing a number of grocery products. For most of the products, quality, taste and habit respectively were the most important characteristic. However for the following products price seem to be the determining factor; ration rice, frozen meats and alcoholic drinks excluding whisky.

5. Green awareness

When respondents were asked about the type of paint they would use for their house, only 25% stated they would use unleaded paint, 6% would use leaded paint and the majority ,68% did not make the difference. Of those who knew the difference, only 21% chose

unleaded paint because of environmental concern while the majority did it out of habit.

85% of respondents bought normal alkaline batteries while the rest either bought rechargeable or did not know the difference.

Of those respondents who had a garden, 47% used pesticides. However, 84% did not know whether pesticides were harmful to the environment.

67% of respondents preferred to buy soft drinks in plastic bottles because of convenience.

The above findings have been further analysed in the subsequent sections attached to this report as follows:

Section One:	**Analysis of purchase of products and services**
Section Two:	**Analysis of purchasing behaviour**
Section Three:	**Analysis of purchasing budget and expenditure**
Section Four:	**Analysis of influence of promotion and place of purchase**
Section Five:	**Analysis of level of awareness.**

The next section contains the interpretation and discussion of the findings.

Interpretation and Discussion of Findings

From the analysis of the findings from the survey, a number of observations have been made. Some observations confirm shopping trends which stakeholders in buyer behaviour believed to be so and other observations have shed new light on the purchasing behaviour of Mauritian consumers. These are discussed below.

Purchase of product and services

A list of products was chosen from the basket of goods usually bought by the average household. These products were chosen because they were bought by most households and could therefore be used as a basis for determining purchasing behaviour of different sections of the population. In some cases where a small percentage of households purchased a particular product, analysis has been carried out to determine the reason for such a case. Products and services chosen for this study have also been categorised according to the extent of decision making required for their purchase. A list of fast moving consumer goods, mainly grocery items, has been used as a basis for identifying buyer behaviour for products requiring limited problem solving. Purchase of a motor vehicle has been used for complex problem solving while services have been used for extended problem solving.

Rice

The findings suggest that 97% of households in Mauritius purchase rice. 55% of households purchase luxury rice while 61% purchase low grade rice. Among all income groups, households with an income of RS10,000 and above constitute the largest percentage who purchase luxury rice. Households of smaller sizes constitute the greatest percentage who purchase this grade of rice. It was also observed that households from urban areas constitute the largest percentage who purchase luxury rice. Among all religious groups, it was found that Hindu households constitute the largest percentage who purchase luxury rice.

However, in the case of low grade rice, households with an income of RS6,000 and below were found to constitute the largest percentage who purchase this grade of rice. It was also found that the largest percentage of households purchasing this grade of rice comes from the rural areas and from lower occupations. The main reason given by heads of households for purchasing this type of rice is because of its price.

Meat

The findings suggest that 66% of households in Mauritius purchase mutton. 11% of these households purchase fresh mutton while 89% purchase frozen mutton. 45% of households purchase beef, 25% purchase venison and 11% purchase pork. Among all income groups, households with an income of RS6,000 and below constitute the largest percentage who purchase mutton. Heads of households of the lower age group of 18-30 constitute the greatest percentage who purchase this type of meat. It was also observed that heads of households from rural areas and lower occupations constitute the largest percentage who purchase mutton. Among all religious groups, it was found that Hindu households constitute the largest percentage who purchase mutton.

However, in the case of beef, households in urban areas were found to constitute the largest percentage who purchase this type of meat. It was also found that among all religious groups, the largest percentage of households purchasing this type of meat belongs to Muslim community. It was also observed that heads of households from urban areas constitute the largest percentage who purchase beef.

In the case of pork, households from urban areas constitute the largest percentage who purchase this type of meat.

The main reason given by heads of households for the purchase of either type of meat is because of price and to a lesser extent quality and habit.

Soft drinks and fruit juice

Heads of households were asked during the survey to differentiate between their purchase of fruit juice e.g Ceres, Sunny etc and concentrated juice e.g Sunquick. The findings suggest that 44% of households in Mauritius purchase fruit juice while 74% purchase concentrated juice. Among all income groups, households with an income of RS10,000 and above constitute the largest percentage who purchase fruit juice. It was also observed that heads of households who are mainly professionals and technicians constitute the largest percentage who purchase fruit juice. The main reason given by heads of households for the purchase of fruit juice is because of quality.

However, in the case of concentrated juice, households in rural areas were found to constitute the largest percentage who purchase this type of juice.

The main reason given by heads of households from rural areas for the purchase of concentrated juice is because of habit while their urban counterparts thought that mainly quality and to a lesser extent price are the main reasons. Among religious groups, Christian heads of households stated that price was the main determinant, Muslim heads of households stated that quality was more important while Hindu heads of households stated that they purchase mainly due to habit. Younger heads of households from the age group 18-30 stated that quality is the main reason while those from the older age groups stated that they purchase mainly because of habit.

The findings suggest that 94% of households in Mauritius purchase soft drinks. Households from rural areas, of the Hindu community and containing more than 6 members constitute the largest percentage who purchase soft drinks.

Alcoholic drinks

The findings suggest that 32% of households in Mauritius purchase rum, 49% purchase beer, 20% purchase whisky and 19% purchase wine.

A larger percentage of households from rural areas purchase rum and beer. In the case of whisky, heads of households with incomes of RS10,000 and above and occupying high level jobs constitute the largest percentage of households who purchase this product. A larger percentage of the Christian heads of households purchase beer and wine as compared to other religious groups.

The main reason for purchasing whisky is that of quality while for that of rum price is the main determinant. Rural heads of households stated that peer influence is the main reason for the purchase of whisky while their urban counterparts stated that price is the main reason.

Services

Cinema patronage and eating out

A significant difference was observed in cinema patronage among heads of households. A larger percentage of Muslim households were seen to be regular cinema-goers as compared to the other religious groups. This difference was also observed in the case of income, age and occupation. High income groups, lower age groups and heads of households occupying higher level jobs constitute the largest percentage who go to the cinema.

In the case of eating out in restaurants, it was found that Christian heads of households constitute the largest percentage who usually eat out as compared to other religious groups. Another interesting observation is that heads of households who are single and who occupy higher level jobs constitute the largest percentage who eat out.

Fast food and take away

The findings suggest that 27% of households purchase fast food and take away. Lower age groups, high income earners, urban dwellers and married heads of households occupying high level jobs constitute the largest percentage who purchase fast food and take-away.

32% of heads of households purchase food from street vendors. Males from the lower age groups constitute the largest percentage who buy food from street vendors.

Bank

The findings suggest that urban dwellers tend to choose their bank according to proximity and the quality of service at their branch as compared to rural dwellers who attach more importance to reputation of the bank and to the fact that their parents have been customers of the bank.

Doctor

The findings suggest that high income earners tend to choose their doctor according to reputation and the quality of service as compared to low income earners who attach more importance to proximity of the doctor's practice and to the fact that their parents have been patients of the doctor.

Hairdresser

The findings suggest that older heads of households tend to choose their hairdresser according to proximity as compared to their younger counterparts who attach more importance to quality of service and to the fact that their parents have been customers of the hairdresser. Female heads of household tend to choose their hairdresser according to reputation and proximity as compared to their male counterparts who attach more importance to quality of service and to the fact that their parents have been customers of the hairdresser.

Motor vehicle

The findings suggest that 16% of households own a car. Of these, 68% of households own a Japanese car, 29% own a European car and 3% own other makes. 84% of car owners purchased their car second hand while 16 percent bought it new. A significant difference exists in the ownership of cars among Mauritian heads of households. A larger percentage of car owners belong to the

high income group, come from urban areas, are married, occupy high level jobs and have large families. Most of car owners are male heads of households. However, when ownership of a new car was compared to that of a second hand car, female heads of household constitute a larger percentage who buy new cars as compared to their male counterparts.

Summary

The above findings suggest that Mauritian households differ in their purchase of products. High income earners tend to purchase luxury rice, fruit juice and whisky as compared to low income earners who purchase mostly low grade rice, concentrated juice, beer and rum. The latter purchase more mutton than high income earners.

The findings also suggest that urban consumers differ from their rural counterparts in the purchase of products. Urban households tend to purchase luxury rice, beef, pork and whisky as compared to rural households who purchase low grade rice, mutton, concentrated juice, rum and beer.

It was also observed that a difference exists in the way heads of households from different occupations purchase products. Household heads from higher occupations tend to purchase more fruit juice and whisky while household heads from lower occupations tend to purchase more low grade rice and mutton.

A significant difference was also observed among different age groups in the purchase of products. Younger heads of household tend to purchase products because of quality while older heads of household purchase more out of habit.

Religious/cultural background seems to have an influence on the purchase of products. Hindu heads of household tend to purchase more luxury rice, mutton and soft drinks while Muslim heads of household tend to purchase more beef and Christian heads of household purchase more beer and wine. Hindu heads of household tend to purchase products more out of habit while Muslim heads of household attach more importance to quality and Christian heads of household pay more attention to price.

Mauritian households differ in their consumption of services. A difference can also be observed in the consumption of leisure services where high income earners constitute the majority of consumers who go to the cinema and eat at restaurants. This behaviour also applies to the consumption of fast food and take-away. Muslims heads of household tend to be more cinema-goers than other heads of household. Christian heads of household tend to eat out at restaurants more than other heads. Younger urban heads of household tend to purchase more fast food and take away than other heads of household.

There is also a significant difference in the way Mauritian consumers choose professional services. High income earners attach more importance to reputation and quality of service while low income earners attach more importance to proximity.

Rural dwellers tend to attach more importance to proximity and quality of service while urban dwellers attach more importance to reputation.

It seems that there is a difference in the way male and female heads of household choose a hairdresser. Female heads attach more importance to reputation and proximity while male heads attach more importance to quality of service. Younger heads tend to attach more importance to quality of service as compared to older heads who are more interested in proximity.

The findings suggest that there is a difference in the purchase of cars among Mauritian households. Japanese cars seem to be most popular. Heads of households who are high income earners, live in urban areas and occupy high level jobs tend to constitute the largest percentage who own a car as compared to other household heads.

Purchasing behaviour

In order to find out how Mauritian consumers purchase, heads of households were asked a number of questions on their shopping decisions and the reasons for choosing certain services as compared to others. A number of questions also covered brand preference and branding in general.

Shopping decisions

When heads of households were asked who usually takes decisions on what to purchase in the household, the findings suggest that 30% of household heads decide alone, 14% leave the decision to their spouse, 4% leave it to their children, 2% listened to their parents living with them and 50% decide jointly.

A significant difference exists among income groups on who takes the decision to purchase. A larger percentage in the high income group leave the decision to their spouse while a larger percentage in the middle income group decide jointly. However, a larger percentage in the low income group decide alone.

Female heads of household tend to decide alone as compared to their male counterparts who prefer joint decisions. Heads of households who occupy high level jobs tend to leave the decision to their spouse as compared to lower occupational groups who usually decide alone.

Branding

The findings suggest that 66% of Mauritian households prefer to purchase well-known brands. High income earners, rural dwellers and heads of households occupying high level jobs constitute the largest percentage who prefer these brands. Moreover, high income earners, younger heads of households occupying high level jobs constitute the highest percentage who switch brands from time to time. Among all religious groups, Christian heads of households tend to switch brands more as compared to other religious groups. The main reason given for switching brands is because there is need for change from time to time.

High income earners constitute the larger percentage of heads of households who innovate in the type of brands they purchase.

Summary

The above findings suggest that Mauritian heads of household differ in the way shopping decisions are taken. Low income earners, occupying low level jobs tend to take decisions on their own while high income earners. Occupying high level jobs leave

it to their spouse. Middle income earners usually decide jointly. Female heads of household tend to decide alone as compared to their male counterparts who decide jointly with their spouse.

A significant difference exists among Mauritian households in the way they purchase well-known brands. High income earners from rural areas, occupying high level jobs usually buy well-known brands but are also among the larger percentage who switch brands regularly. Christian heads of household tend to switch brands more often than other heads of household.

Purchasing budget and expenditure

The purchasing behaviour of consumers has often been explained by the way in which they spend their money and their perception of budgets and credit. Heads of households were asked a number of questions on the way they spend their money while purchasing product and services.

Monthly shopping budget

The findings suggest that 60% of household heads do prepare a monthly shopping budget. However, only 56% spend according to budget. The highest percentage falls within the high occupational category, are urban dwellers and high income earners.

Purchase on credit

48% of households purchase goods on credit. The highest percentage falls within rural regions, are young heads of households and low income earners.

The preferred mode of credit for young heads of households is that of a 10% deposit as compared to a 50% deposit for older heads of households. Urban dwellers prefer a zero deposit scheme as compared to rural dwellers who prefer 10% or 50% deposit. A larger percentage of Hindu heads of household prefer 10% or 50% deposit as compared to Christian heads of household who prefer a deposit as compared to Christian heads of household who prefer a zero deposit scheme.

Cash card

The findings suggest that 33% of Mauritian heads of household own a cash card.

Lower age groups, high income earners and single heads of households constitute the largest percentage who possess a cash card. Rural dwellers believe that a cash card makes one spend more as compared to their urban counterparts. Among all religious groups, Hindu heads of households believe that a cash card makes one spend more.

Summary

The above findings suggest that household heads from rural regions, of the younger age group and who are low income earners tend to purchase more on credit than other heads of household. The mode of credit differs from urban dwellers who prefer zero deposit as compared to rural dwellers who prefer 10% or 50% deposit. Hindu households tend to prefer 10% to 50% deposit as compared to Christian households who prefer zero deposit.

Promotion

Heads of households were asked to express their opinion on their belief in promotion, the type of media they preferred and whether promotion has an influence on their purchases.

Belief in promotion

The findings suggest that 19% of Mauritian households think that promotion means goods at cheaper prices. The larger percentage falls within the lower occupational groups, lower age groups and the Hindu religious group.

Media exposure

The findings suggest that Mauritian households are exposed to the following media in order of importance: television, radio and press. Heads of households occupying lower level jobs constitute

the larger percentage who prefer radio as compared to those in high level jobs who prefer television. Those occupying middle positions prefer the press. Divorced heads of households constitute the larger percentage who prefer the radio as compared to their married counterparts who prefer television and their single counterparts who prefer the press.

The middle income group constitutes the larger percentage who always search the media for bargains as compared to lower income group who never searches the media and high income group who searches occasionally.

High income groups constitutes the larger percentage of heads of households who are attracted by in-store promotions.

Heads of households occupying high level positions prefer advertisements in English as compared to those occupying middle positions who prefer French and those occupying low level jobs who prefer Creole. Among all religious groups, a greater percentage of Muslims prefer English as compared to Christians who prefer French. Hindus are the only group who like advertisements in Bhojpuri, while all religious groups show a liking for Creole.

Summary

The above findings suggest that Mauritian consumers differ in their perception of promotion. Consumers in the lower age groups, from lower occupations and from the Hindu group tend to believe more that promotion means goods at cheaper prices.

The most common media which Mauritian households are exposed to is television. However, Mauritian consumers differ in their preference for type of media. Heads of household from lower occupations prefer radio, while those in high level jobs prefer television and those in middle level jobs prefer the press. A significant difference was also found between marital status and media preference. Divorced heads prefer the radio while married heads prefer television and single heads prefer the press.

Mauritian consumers also differ in their frequency in which they search media for bargains. The middle income earners tend to search the media more than other income earners.

Mauritian consumers also differ in their preference for the language in which advertisements are made. Heads of household in higher occupations prefer English while heads of household from middle occupations prefer French and those in lower occupations prefer Creole.

Place of purchase

Heads of households were asked to state where they purchase a number of products.

Meat and fish

The findings suggest that 70% of households purchase frozen meat from the corner shop while 20% purchase it from the supermarket and 5% from the market. Fish is bought by 43% of households from the corner shop, 21% from the market 14% from the supermarket and the rest from other sources.

A greater percentage of low income earners and rural dwellers purchase meat from the corner shop as compared to high income earners and urban dwellers who purchase it from the supermarket.

A greater percentage of low income earners and rural dwellers purchase fish from the corner shop as compared to high income earners and urban dwellers who purchase it from the market.

Canned foods

A greater percentage of low income earners and rural dwellers purchase canned foods from the corner shop as compared to high income earners and urban dwellers who purchase canned foods from the supermarket.

Summary

The above findings suggest that Mauritian consumers use corner shops more than any other retail outlet. However, in urban areas supermarkets tend to represent a larger percentage than in rural areas.

Level of awareness

In an attempt to measure the level of consumer awareness among the Mauritian population, heads of households have been asked several questions on price consciousness, bargain hunting, their general knowledge as a consumer, knowledge about purchase of certain products and their awareness of the consequences of products to the environment.

Price consciousness and bargain hunting

The findings suggest that only 30% of Mauritian heads of households would compare prices in different shops before purchase.

Rural dwellers constitute the larger percentage who compare prices as compared to urban dwellers. Among all religious groups, Hindu heads of households constitute a larger percentage who compare prices in different stores before purchase.

The findings suggest that only 56% of heads of households check prices on their shopping bills.

Married heads of households occupying high level jobs with high levels of income and belonging to the Hindu community check their shopping bill more than their respective counterparts.

General consumer and product knowledge

Knowledge of credit interest

The findings suggest that only 24% of heads of households know the rate of interest on credit facilities. Those who were more aware fall within the urban regions, are married, are high income earners and occupy high level jobs.

Check utility bills

When household heads were asked about the course of action to be taken in case of a noticeable increase in their monthly utility bills, the findings suggest that only 35% of heads of households would check with the authorities, only 1% would go to a consumer association and as much as 34% would do nothing.

A larger percentage of rural dwellers would do nothing as compared to urban dwellers who would reduce their consumption. Among all religious groups, a larger percentage of Muslims would check with the authorities.

Product knowledge

Heads of households were asked to state the precautions that they will take in the purchase of canned foods, dairy products and a second hand car.

The findings suggest that 86% of heads of households check the expiry date before the purchase of dairy products, 74% check the packaging and only 47% check the price. Only 32% check the contents.

The findings also suggest that 87% of heads of household check the expiry date before the purchase of canned products, 75% check the packaging and only 48% check the price. Only 18% check the contents.

Young single heads of household, high income earners, occupying high level jobs constitute a larger percentage who check expiry dates for both canned foods and dairy products.

Urban heads of household, high income earners, occupying high level jobs constitute a larger percentage who check contents for both canned foods and dairy products.

Single rural heads of household, high income earners, occupying high level jobs constitute a larger percentage who check packaging for both canned foods and dairy products.

Second hand Car

The findings suggest that rural married heads of household, occupying low level jobs compare prices of different cars before purchase of a second hand one.

However, married heads of household occupying high level jobs who are high income earners seek the advice of a mechanic before the purchase of a second hand car.

Environmental awareness

Heads of household were asked a number of questions relating to the purchase of products, which may be detrimental to the environment.

The findings suggest that as much as 85% of households purchase alkaline batteries. Young married urban heads of household, occupying high level jobs, who are high income earners constitute a larger percentage who purchase alkaline batteries but at the same time know the difference between this type of battery and rechargeables.

The findings also suggest that only 25% of households purchase unleaded paint. Single urban heads of household, occupying high level jobs constitute a larger percentage who purchase unleaded paint.

The findings suggest that, of those heads of household who have a garden, 47% use pesticides. As much as 84% of them do not know whether pesticides are harmful to the environment. The larger percentage of heads of household who are aware of the harmful effects of pesticides on the environment fall within high income, high occupation groups and the Hindu religious group.

Summary

The above findings suggest that Mauritian consumers show a very low level of awareness in the purchasing process. Only 30% of consumers compare prices before purchase, only 56% check prices on their shopping bills, only 24% know the rate of interest on credit facilities and as much as 34% of consumers would do nothing if their utility bills increase substantially in a particular month. Although a substantial percentage of consumers check expiry dates and packaging when they purchase dairy products and canned foods, a very small percentage check the price and the contents. Differences exist in the level of awareness among Mauritian consumers but the findings suggest that the overall level of awareness is very low. This also applies to the level of awareness concerning the purchase of products which can be detrimental to the environment.

Conclusion and Recommendations

This research study set out to understand the range of factors, which influence consumer behaviour in Mauritius. It was also designed to understand how and why Mauritian consumers purchase product and services and to find out the level of consumer awareness among the Mauritian population. To achieve these objectives, a review of the literature has been carried out to identify the key issues to be included in such a study. Based on the literature review and a number of brainstorming sessions among the major stakeholders in buyer behaviour, a methodology was developed to collect data on the behaviour of Mauritian consumers. Consumer behaviour issues were grouped under six main sections:

1. Purchase of products and services.
2. Reasons for purchase.
3. Purchasing budget and expenditure.
4. Influence of promotion.
5. Place of purchase.
6. Level of awareness.

This data was then analysed using the SPSS package and significant relationships between variables have been identified. The findings were then interpreted and discussed to highlight the salient features of buyer behaviour in Mauritius.

The following conclusions can be drawn from this study:

- There is a noticeable absence of homogeneity in the behaviour of Mauritian consumers.

- This absence of homogeneity is due to differences that exist in the origins of different communities, their lifestyles, purchasing patterns, cultural beliefs and values and their demographic characteristics.

- High income groups differ in their purchasing behaviour as compared to low income groups. This can be seen in their purchase of products requiring routine to extended problem solving. They also differ in their perception of promotion and

the use of retail outlets. Differences also exist in the ways these groups spend their income and make use of credit facilities.

- Geographical location has a significant influence on the purchasing behaviour of Mauritian consumers. Urban dwellers differ in their purchase of products and services as compared to rural dwellers. This has been observed in the choice of products, retail outlets, professional and leisure services. There is also a significant difference in the use of credit facilities and their perception of promotion.

- Mauritian consumers differ in their purchasing behaviour according to their occupation. Professionals purchase different products and services as compared to other occupational grades. They also differ in the choice of professional and leisure services. They have a different perception of promotion and purchase mostly in cash as compared to other occupational groups.

- Age is an important determinant of purchasing behaviour of Mauritian consumers. Younger consumers differ from older ones in their purchase of products and services. They differ specially in the consumption of leisure services. They perceive promotion and choose professional services differently.

- In general, family size, marital status and gender have a lesser influence on purchasing behaviour of Mauritian consumers. However, significant differences have been found in specific cases where these variables do influence certain aspects of consumer behaviour but these can be generalised.

- Religious affiliation has an influence on the purchasing behaviour of Mauritian consumers. There is a significant difference in the way in which consumers from different religious background purchase products. Differences have also been observed in the way they choose professional services and in their consumption of leisure services. They perceive promotion differently and they choose different modes of purchase.

- Education does not seem to be a significant determinant of consumer behaviour in Mauritius. Despite a number of research studies which have conducted in other countries

where education has been seen to influence buyer behaviour, this does not seem to be the case in Mauritius. No significant differences were found among consumers with primary, secondary and tertiary levels of education and the way in which they purchase product and services. No significant differences were also found in their perception of promotion and consumption of leisure and professional services.

- A very low level of consumer awareness exists among Mauritian population. Very few consumers compare prices before purchase, check prices on their shopping bills and know the rate of interest on credit facilities. Although a substantial percentage of consumers check expiry dates and packaging when they purchase products, a very small percentage check the price and the contents. Differences exist in the level of awareness among Mauritian consumers but the findings suggest that the overall level of awareness is very low. This also applies to the level of awareness concerning the purchase of products, which can be detrimental to the environment.

- No relationship has been found to exist between the level o education attained and the level of consumer awareness. It is usually expected that the higher the level of education attained the higher the level of awareness. However, this does not seem to be the case in Mauritius.

Recommendations

The above conclusions clearly demonstrate that consumer behaviour is an important issue in Mauritius. All stakeholders concerned with either the manufacture and sale of products and services, the regulation of the sale of these products and services or concerned with the protection of the rights of consumers should be able to derive benefits from this study. Since Mauritian consumers show differences in their purchasing behaviour, these differences can be used as a basis for segmentation for companies supplying this market from both local and overseas sources. The study also contains a considerable amount of information on the buying behaviour of Mauritian consumers in terms of various consumer variables. This information can be used by manufacturers, governmental authorities, marketing academics and practitioners as well as consumer organisations to devise policies and a legal framework in making Mauritius a consumer friendly market.

The principal investigators of this research study have made an attempt to highlight and draw attention to important consumer issues, which can be further developed from the information contained in the report. The following recommendations attempt to provide a course of action to be undertaken by respective stakeholders at different stages in the consumption process.

The list of recommendations is not exhaustive and should be supplemented by further recommendations which it is hoped will emerge after the dissemination of the information contained in the report. It is proposed to organise a consumer behaviour conference/workshop among all stakeholders so that information can be disseminated and further recommendations made to the appropriate agencies.

1. Since significant differences exist in the purchasing behaviour of Mauritian consumers, it is important for manufacturers and suppliers of products and services to realise that Mauritius is not a homogeneous market. Therefore, there is a need for marketing companies to identify target groups in different segments of the market for which they can develop appropriate marketing strategies. This exercise will prove beneficial both in terms of financial investment and marketing effort so that these are not wasted on the whole population.

2. This report provides vital information on the reasons why consumers purchase certain products as compared to others, why they choose certain outlets, how they avail themselves of credit facilities and what is their perception of promotion. This information should be used by manufacturers and suppliers in order to adjust their marketing mix and strategies to the Mauritian population.

3. Brand preference, brand innovation and brand switching are important aspects of marketing strategy. In this study, it has been found that Mauritian consumers attach importance to the choice of brands. There is also a large percentage of brand innovators and brand switchers. It is therefore recommended that manufacturers and suppliers of products to the Mauritian market develop branding strategies and adopt the concept of brand management.

4. This report contains information on how Mauritian consumers buy, where they buy, what they buy and what influences them to buy. Appropriate governmental authorities and agencies should take special interest in this information and as a result set up a database on the different trends in purchasing behaviour in Mauritius.

5. It has been found through this study that consumer awareness is very low in Mauritius. In a country like Mauritius, which is in its second phase of industrialisation, where the level of consumption is relatively high compared to other similar developing countries, action need to be taken to remedy this situation.

6. It has also been found through this study that there is no relationship between the level of education attained and the level of consumer awareness. This means that although the individual consumer in Mauritius might be well educated, this does not necessarily mean that he or she is aware of consumer issues. This might also mean that our educational system does not provide for individuals to develop their awareness of consumer issues. There is, therefore, a need to change consumer behaviour in Mauritius. Changing consumer behaviour constitutes the central part of any consumer education program. It is recommended that consumer education should be introduced as part of the curriculum from primary school.

7. Consumer education should be introduced in schools with the following objectives:

   - To develop skills in order to make informed decisions in the purchase of goods and services in the light of personal values, maximum

utilisation of resources, available alternatives, ecological considerations and changing economic conditions.

- To become knowledgeable about the law, rights and methods of recourse, in order to participate effectively and self-confidently in the market place and take appropriate action to seek consumer redress.

- To develop an understanding of the citizen's role in the economic, social and governmental systems and how to influence those systems and to make them responsive to consumer needs.

Hence, the National Curriculum Development centre should be approached to achieve these objectives through new curricula in primary and secondary schools.

8. It is recommended that classes for adults are organised by community centres throughout the island to cater for adult consumer education.

9. It is also recommended that professional development of teachers should take centre stage. It s essential that teachers are equipped so that they can support and guide the consumer education process with experience, seminars and material that is relevant and reflect today's and tomorrow's markets. This responsibility should be entrusted to the Mauritius Institute of Education in collaboration with consumer associations.

10. Most courses in Management at the University of Mauritius already include a module on consumer behaviour. However, this should be extended to courses offered by other faculties.

11. Consumer education as well as consumer protection has now become an urgent issue which government needs to address. However, the implementation of a program for consumer protection should not be introduced on a peace meal basis. A well-structured regulatory body should be set up to monitor all issues pertaining to consumer behaviour. The setting up of the office of the consumer ombudsman is a step in the right direction. However, owing to the urgency of the problem it is recommended that a new body such as a Ministry of Consumer Affairs should be set up with adequate resources to look into all aspects of consumer protection.

12. It is recommended that consumer education programmes, targeting both the student population and the general public should be

encouraged through the Mauritius College of the Air and the Mauritius Broadcasting Corporation. These programmes could be produced in conjunction with consumer associations.

Limitations of the study

This research study is the first of its kind to have been conducted in Mauritius. No previous study was available for reference purposes. The study has been carried out based on information and literature available in other countries. This has been adapted to collect information from the local population and this has been supplemented through brain storming sessions with stakeholders in buyer behaviour. The research instrument has been constructed on that basis and therefore contains new material, which has been tested for the first time. In some cases, the information collected has not been useful in the analysis and in other cases the type of data was inappropriate. It is also to be noted that the sampling unit was the head of household and therefore restricting the lower age group to eighteen. It has not been possible to collect information from the younger members of the population, that is, the age group below eighteen. This age group could constitute a different study as the questions addressed to them would be different. The religious groups chosen for this study have been limited to the largest three in Mauritius. However, it was beyond the scope of this study to look into the differences within each religious group which probably exist. Again, this could constitute a further study. Finally, this study started in December1996 and data was collected in February 1998. This has to be taken into consideration when reading the conclusions of the study.

Scope for further research

As it was mentioned earlier in this report, the list of recommendations is not exhaustive. The data collected though this study can be further discussed and additional conclusions drawn from it. This is expected to transpire during the proposed consumer behaviour conference.

This study has attempted to give an overview of the different aspects of consumer behaviour in Mauritius and to propose certain recommendations. However, each aspect of consumer behaviour is itself complex in nature and can be further explored. For example, the perception of promotion and the influence of advertising on purchasing behaviour can be further explored in order to determine whether advertising is being effective or whether resources are being wasted. It would also be interesting to explore the frequency of purchase of consumers in terms of time and steps in the decision making process. It would also be interesting to measure the level of awareness among the younger members of the Mauritian population. Finally, it is essential to build on the current study by developing new avenues of research in the field of consumer behaviour in Mauritius.

A STUDY OF CONSUMER BEHAVIOUR IN A SMALL ISLAND ECONOMY

APPENDICES AND BIBLIOGRAPHY

Appendix I

QUESTIONNAIRE(English version)

Questionnaire No.: .....
Interviewer No.....
location.....
ClusterNo.....
House No.....

BASIC DATA OF HEAD OF HOUSEHOLD

1.Age

18-25 ❑ 26-30 ❑ 31-35 ❑ 36-40 ❑ 41-45 ❑
46-50 ❑ 51-55 ❑ 56-60 ❑ Above 60 ❑

2.Sex: M ☐ F ☐

3. Current Marital status:

Single ☐ Married ☐ Widowed ☐ Divorced/separated ☐

4. Occupation: .....

5. Hindu ☐ Muslim ☐ Christian ☐ Other ☐

6. Monthly Household Income: (Total income of family)

Less thanRs 4000 ☐ Rs 4001-Rs 6000 ☐ Rs 6001-Rs 8000 ☐

Rs 6001-Rs 8000 ☐ Rs 8001-Rs 10000 ☐ Rs10001-Rs 15000 ☐

Rs 15001-Rs 20000 ☐ Rs 20001-Rs 25000 ☐ Rs 25001-Rs 30000 ☐

Rs 30001-Rs 35000 ☐ Above Rs 35000 ☐

7. *Family composition (living in households)* :

	Name	Relationship to head	Age	Sex	Occupation	Educational Attainment (Tick all levels attained)
1						P/S/T/VT
2						P/S/T/VT
3						P/S/T/VT
4						P/S/T/VT
5						P/S/T/VT
6						P/S/T/VT
7						P/S/T/VT
8						P/S/T/VT

8. Does any member of the household own any of the following?

Lorry ☐ MiniBus/Bus ☐ Motorcycle ☐

Car ☐ Double cab ☐ Van ☐

Other.....

9. Does you own any of the following ?

Bicycle ☐

refrigerator ☐

electric oven ☐

VCR ☐

microwave ☐

dryer ☐

gas oven ☐

TV ☐

washing machine ☐

dishwasher ☐

10. House owner ☐ Tenant ☐ Living with parents ☐

In :own building ☐

:rented building ☐

Other.....

11. Are you a member of any of the following organisations?

Trade Union ☐ NGO ☐ A charitable institution ☐ Other.....

12(a). Is any member of your household vegetarian?

All ☐ Some ☐ None ☐

12(b). Do you drink tap water? Yes ☐ No ☐

If yes, do you boil it? Yes ☐ No ☐

13. Who decides most of the time on what to buy for household shopping?

Yourself ☐ Your spouse ☐ Your parents ☐

Your children ☐ Joint decision ☐ Other (s) .....

Consumption of Foodstuffs and Household amenities

14. Among the items listed below, could you indicate to us which brand you buy, and the three major factors that determine your choice by order of priority. (eg. Price 1 , Quality 2 , etc.).

Product	Type	Price	Quality	Family	Advertising/ Promotions	Health	Habit	Friend(s)' Influence	Convenience	Taste	Ethnic Reasons	Others Specify
A. Rice	Basmati ☐											
	Perle de Thailande ☐											
	Ration ☐											
	Others..... ☐											
B. Meat												
(i) Mutton ☐	Fresh ☐											
	Frozen ☐											
(ii) Beef ☐	Fresh ☐											
	Frozen ☐											
(iii) Venison☐	Fresh ☐											
	Frozen ☐											
(iv) Pork ☐	Fresh ☐											
	Frozen ☐											
Other(s).....	Fresh ☐											
	Frozen ☐											

Product	Type	Price	Quality	Family	Advertising/ Promotions	Health	Habit	Friend(s)' Influence	Convenience	Taste	Ethnic Reasons	Others Specify .....
C. Drinks												
(i) Fruit Juice												
Concentrated	Brand(s)....☐											
Ready to drink	Brand(s).....☐...											
Bottled water	Brand.....											
(iv) Soft Drinks	Brand(s) ☐ Coca Cola ☐ Fanta ☐ Sprite ☐ Orangina ☐ Pepsi ☐ Mirinda ☐ Seven Up ☐ others.....☐											
(v) Alcoholic drinks(normally												
Rhum ☐												
Beer ☐	Brand(s)..... .....☐											
Whisky ☐	Brand(s)..... ....☐											
Wine ☐												
Brand(s).....	Local ☐ Imported ☐											

15.Name five precautions you would take when buying the following:

	DAIRY PRODUCTS	**CANNED FOODS**
a. check expiry dates		
b. check packaging, whether open, damaged		
c. check price, whether usual price or unusually higher		
d. check health attributes, whether preservative contents, fat content etc		
e. Other (Record verbatim).....		

16 Do you check your shopping bill? Always ☐ Sometimes ☐ Never ☐

17. Among the goods listed below, could you indicate to us where you usually get them from?

	Street corner shop	**Supermarket**	**Market**	**Other(s)**
Rice: Ration	☐	☐	☐	☐ _____
Other	☐	☐	☐	☐ _____
Milk	☐	☐	☐	☐ _____
Canned foods	☐	☐	☐	☐ _____
Cheese	☐	☐	☐	☐ _____
Meat: Fresh	☐	☐	☐	☐ _____
Frozen	☐	☐	☐	☐ _____
Vegetable	☐	☐	☐	☐ _____
Fish	☐	☐	☐	☐

Other seafood	☐	☐	☐	☐	_____
Fruits	☐	☐	☐	☐	_____
Alcoholic drinks	☐	☐	☐	☐	_____
Detergents	☐	☐	☐	☐	_____
Beauty Products	☐	☐	☐	☐	_____

Choose two of the above goods: (a).....(b).....

18. Could you tell us why you purchase the above goods from different stores?

	(a)	(b)
Credit Facilities	☐	☐
Convenience(Nearness)	☐	☐
Ethnic reasons	☐	☐
You know the owner	☐	☐
Entertainment at some stores	☐	☐
Other reasons (specify)	☐	☐

.....

19. Would you switch brands for the above products from time to time?

Yes ☐ No ☐

If yes, why? Presentation ☐ Price ☐ Advertisement ☐ Quality ☐
For a change ☐ Others(specify) .....

20.Do you usually buy products when they first come out or do you wait for other people to try it first?

First to buy ☐ Wait for others ☐

21.Do you mostly buy labelled brands or you dont make any difference?

Labelled brands ☐ Indifferent ☐

22.Do you usually buy food from street hawkers? Yes ☐ No☐

If No why?

.....

If No, skip to question 23.

If yes,

How often?

More than once a week	*Once a week*	*Once every fortnight*	*Once a month*	*Less often*
☐	☐	☐	☐	☐

23. Do you usually get Fast food or Take-away?

Yes ☐ No ☐ (If No, skip to question 25.)

If yes, how often?

All the time	Most of the time	Seldom	Very Rarely
☐	☐	☐	☐

24. Why do you buy fast-food or take away?

Reasonable price	Quality	Convenience	For a change	No time to prepare lunch
☐	☐	☐	☐	☐

Other.....

Products requiring Extended Problem Solving.

25(a). Do you own a car? Yes ☐ No ☐

If No, skip to question 29.

25(b) What brand?

Toyota ☐ Nissan ☐ Proton Saga ☐ VolksWagen ☐

Mazda ☐ Other European car .....

Other Japanese car .....

Other car .....

26(a). Did you buy it new or secondhand? New ☐ Secondhand ☐

If secondhand, skip to question 28.

26(b) If car was bought new,

Did you compare brands before purchase? Yes ☐ No ☐

27. How did you make your final decision on which brand to buy?

a. consultation of pamphlets/ sales literature ☐
b. price ☐
c. petrol consumption ☐
d. advice from friends or family ☐
e. good presentation of product by salesperson and their advices ☐
f. environmental considerations, eg, pollution ☐
g. consult safety statistics ☐
h. Consult advertising ☐
i. Make of car ☐
j. Options/ gadgets included ☐
k. other(s) specify..... ☐

Skip to question 30.

<u>If car was bought secondhand</u>,

28. How much did you pay for the car?

Below Rs 100 000 ☐ Rs 100 000- Rs200 000 ☐
Above Rs 200 000 ☐

29(a). Did you encounter any problems with your secondhand car?

Yes ☐ No ☐

If no skip to Q30

29(b). If yes, what precautions would you take next time you buy a secondhand car?

a. check market price for the secondhand car. ☐
b. check mileage ☐
c. have your own mechanic to check the car before you buy it ☐
d. Other(s) specify..... ☐

Purchasing power and Methods of payment

30. Do you usually plan on a monthly budget?
Yes ☐ No ☐

If No, skip to question 32.

31. Do you go according to the plan?
Yes ☐ No ☐

If No, Why?
.....
.....

32. How much do you spend on average on household shopping ("commissions") monthly? (including meats ,vegetable, drinks etc)

Amount: Rs _____ (Approximate Percentage) _____

33.Do you purchase on credit from a shop?
Yes ☐ No ☐

34(a). Are you aware of the rate of interest on hire purchase? Yes ☐ No ☐

34(b) What do you think it is? Record:.....

34 © Do you compare the cash price of the product to its final cost after interest on hire purchase? Always ☐ Sometimes ☐ Never ☐

35. Do you own any of the following?
A credit card ☐ A cash card ☐
A fidelity card ☐

(If respondent does not own a credit card, skip to question 38.)

36. How often do you use your credit card for shopping (commissions)?

Always	Most of the time	Seldom	Very Rarely
☐	☐	☐	☐

37. Do you think that a credit card makes you spend more?

Yes ☐ No ☐

(If respondent does not own a cash card, skip to question 39.)

38. Do you think that a cash card makes you spend more?

Yes ☐ No ☐

39. Among the products listed below, which one(s) would you pay cash for and for which one(s) would you take hire purchase facilities?

	Cash	Credit sale	Hire Purchase 20% deposit	Option Plan (zero depot)
Refrigerator	☐	☐	☐	☐
Microwave oven	☐	☐	☐	☐
Electric oven	☐	☐	☐	☐
Electric shower	☐	☐	☐	☐
Hoover	☐	☐	☐	☐
Fiurniture	☐	☐	☐	☐
Tv	☐	☐	☐	☐
Video	☐	☐	☐	☐
Hi-Fi/Stereo	☐	☐	☐	☐

Promotion

40. Do you think that promotion means goods at a cheaper price?

Yes ☐ No ☐ Not always ☐ Dont Know ☐

41. Would you wait for sales promotions or year end sales or auctions to buy goods(e.g washing machine, refrigerator), even if you need them now?

Yes ☐ No ☐

42. Do you usually compare prices in various shops before you buy?

Yes ☐ No ☐

If yes,

For all products ☐ For certain products ☐

(In which cases, give two examples.....)

☐ ☐

43(a). Do you usually check with the media (television, press, radio) for bargains?

Always	Most of the time	SeldomVery	Rarely	Never
☐	☐	☐	☐	☐

43(b). Which media?

Tv ☐ Radio ☐ Press ☐ Other .....

44. Do you usually take heed of the in-store promotion stalls:

Always	Most of the time	Seldom	Very Rarely	Never
☐	☐	☐	☐	☐

Advertising

45. Do you think that advertising is a reliable source of information?

Yes ☐ No ☐ Sometimes ☐

Why? (Record verbatim)

.....

.....

46. In what language do you prefer advertisements to be?

English	French	Kreol	Bhojpuri	No preference
☐	☐	☐	☐	☐

If Respondent has no children, skip to Question 49

47. Do your children ask you to buy products they have seen on ads?

Always	Most of the time	Seldom	Very Rarely
☐	☐	☐	☐

48. Do you usually buy them?

Always	Most of the time	Seldom	Very Rarely
☐	☐	☐	☐

Why?

.....

.....

Environmental issues and sustainable consumption

49. If you had to paint your house, what type of paint would you buy?

Water Base paint ☐
Leaded paint ☐
Don't know ☐

Why?
Price ☐ Quality ☐ Habit ☐ Environment friendly ☐ Other(specify) ☐ .....

50. What kind of batteries do you usually buy?
Alkaline batteries ☐
Rechargeable batteries ☐
Other(specify) ..... ☐
Don't know ☐

51. Do you have a garden space? Yes ☐ No ☐

(If No, skip to question 55.)

52. Do you cultivate vegetables, flowers or fruits in your garden?
Yes ☐ No ☐

If yes,
53. Do you use pesticides for your plants?
Yes ☐ No ☐ Dont know ☐

54. Do you think they are harmful to the environment?
Yes ☐ No ☐ Dont know ☐

55. How do you prefer to buy soft drinks?
In glass bottles ☐ In plastic bottles ☐ In cans ☐
Why?
.....
.....

56. Do your utility bills (electricity, water ,telephone) amount to roughly the same every month: during summer? Yes ☐ No ☐
during winter? Yes ☐ No ☐

57. If they are unusually higher, what do you do?

Nothing	☐
You refer the matter to the authorities concerned	☐
You are more careful on your consumption next month	☐
You go to a consumer association	☐
other(s)	☐

Leisure and aspirations

58. Have you ever travelled overseas?

No ☐ Once ☐ More than once ☐ Many times ☐

If No, skip to question 61.
If once, Question 59.
If More than once/Many times, skip to question 60.

If once,
59. What was the reason? (Business, holiday, for religious purposes)
.....
.....

(skip to question 62.)

If More than once or many times,
60. What was the main purpose of the trips? (skip to question 66.)
.....
.....

61(a). Where would you like to go?
.....

61(b). Why?
.....

62. Do you usually eat out (eg. in restaurants, taverns etc)?

Yes ☐ No ☐

If No, skip to question 67.

63(b). If Yes

How often?

once a week ☐ once a month ☐ less than once a month ☐

64. With whom do you usually go?

	All the time	most of the time	Never
Alone	☐	☐	☐
Spouse	☐	☐	☐
Spouse and children	☐	☐	☐
Friends	☐	☐	☐
Business Relations	☐	☐	☐
Other.....	☐	☐	☐

If respondent goes alone,

65(a). Which restaurant do you go to most often?

.....

65(b). Why?

.....

.....

If respondent is usually accompanied,

66. Who chooses the restaurant?

Self	Spouse	Children	Friends	Depends
☐	☐	☐	☐	☐

67. Do you go to the cinema? Yes ☐ No ☐

(If No, skip to question70.)

67(b) If Yes, how often?

once a week ☐ once a month ☐ less than once a month ☐

68. With whom?	All the time	most of the time	Never
Alone	☐	☐	☐
Spouse	☐	☐	☐
Spouse and children	☐	☐	☐
Friends	☐	☐	☐
Other.....	☐	☐	☐

69. Who chooses the movie most of the time?

self ☐ children ☐

spouse ☐ Friend ☐

70. Are you engaged in the following activities?

Poker/ Boka ☐ Lotterie verte ☐ Casino ☐

If respondent does <u>not</u> go to the casino, skip to question 73.

If respondent goes to the casino,

71. With whom do you usually go?

Friends	Spouse	Alone	Children
☐	☐	☐	☐

Other.....

72. Why do you like the casino? For fun ☐ For gambling ☐

Other..... ☐

73. Do you bet on horses? Yes ☐ No ☐

If No, skip to question 75.

74. How often?

Once every season ☐

More than once every season ☐

other..... ☐

75(a). Do you go to the beach? Yes ☐ No ☐

If No, skip to question 77.

75(b) If Yes,
How often?
Most weekends ☐ About once a month ☐ Rarely ☐

76(a). Do you buy food at the beach?
Yes ☐ No ☐ Skip to Q 77

76(b). Where from?
Hawkers ☐ Shops ☐ Restaurants ☐

77(a). Do you go to the Discotheque? Yes ☐ No ☐

77(b) If Yes,

With whom?	All the time	most of the time	Never
Alone	☐	☐	☐
Spouse	☐	☐	☐
Spouse and children	☐	☐	☐
Friends	☐	☐	☐
Other.....	☐	☐	☐

77©. If No,
Why?
.....

Consumption of professional services

78. What are the factors that determine your choice of the following services:

	Doctor /Dentist	Banking services	Hairdresser
Habit			
Qualifications/ Reputation			
Recommendation			
Ethnic group			
Proximity			
Quality of service			
Charges/ price			
Other(s).....			

QUESTIONNAIRE(Translated)

Serial no..... **Interviewer no.....**
Household no...../...../..... **Enumeration**
area...../...../.....
Address.....
..... **Urban/Semiurban/Rural**
.....

Name of Head of Household:.....

1. *Family composition (living in households)* :

	Name	Relationship to head	Age	Sex	Marital status	Activity status	Educational Attainment (Circle all levels attained)
1	-------	Self					P/S/T/VT
2							P/S/T/VT
3							P/S/T/VT
4							P/S/T/VT
5							P/S/T/VT
6							P/S/T/VT
7							P/S/T/VT
8							P/S/T/VT
9							P/S/T/VT
10							P/S/T/VT

2.Eski ou capave dire moi ki revenue total ou menage?

Record:Rs.....

3.Eski ou, ou lezot membres ou menage ena ca banne vehicules la?

Bicyclette☐ MiniBus/Bus ☐ Motorcyclette ☐ Loto ☐
4x4 ☐ Van ☐

4. Dans la liste electromenagers la, lesquels ou ena ?

Frigidaire ☐
Four electric ☐
Video ☐
microwave ☐
Seche linge ☐
Four gaz ☐
TV ☐
Machine a laver ☐
Lave vaiselle ☐

5. Eski ou proprietaire ou lacaze?

Proprietaire ☐ Locataire ☐ Reste ek parents ☐
Dans zot propre lacaz ☐
Dans la case louer ☐

6. Eski ena membres ou menage ki membre sa banne organisations la?

Syndicats ☐ ONG ☐ Association consommateurs ☐

7. Comie dimounes dans ou lacaz vegetariens?

Zot tout ☐ De-trois ☐ Personne ☐

8. Eski ou boire dilo robinet? Oui ☐ Non ☐

8a. Si oui, eski ou bouilli li? Oui ☐ Non ☐

9. Ki cenla ki decide normalement ki pou acheter pou commissions?

Ou tousel ☐ Ou Partenaire ☐ Ou banne Parents ☐
Zenfants ☐ Decide ensemble ☐

10. Parmi sa la liste produits ki mo pou donne ou la, eski ou capave dire moi ki marque ou acheter, ek kifer ou choisir sa produit la, en ordre de priorite concernant prix, qualite, etc.

Product	Type	Prix	Qualite	Influence famille	Publicites/ Promotions	La sante	Habit ude	Influence camarade	Facilites	Gout	RaisonsE tnique	Autre
A. Riz	Basmati											
	Perle de Thailande											
	Ration											
	Autres.....											
B. Viandes												
(i) Mouton	Frais											
	Congele											
(ii) Boeuf	Frais											
	Congele											
(iii) Cerf	Frais											
	Congele											
(iv) Pork	Frais											
	Congele											

Product	Type	Prix	Qualite	Influence Famille	Publicites/ Promotions	La sante	Habit ude	Influence camarade	Faciliter	Gout	Raisons ethniques	Autres Specify ..... .
C.Boissons												
Jus												
Concentre	Brand(s).....											
Jus fruit	Brand(s).....											
Eau minerale	Brand.....											
(iv) Gazeuse	Brand Coca Cola Fanta Sprite Orangina Pepsi Mirinda Seven Up others.....											
(v) Alcoliques Rhum												
La Biere	Brand(s).....											
Whisky	Brand(s).....											
DuVin												

11. Ki bannes precautions ou prend avant ou acheter ca banne produits la?

Probe and tick

	PRODUITS LAITIERS	**CONSERVES**
a. check date expiration		
b. check emballage, si ouvert ou casser.		
c. check prix, si pareil ou plis cher		
d. check valeur nutritionel, banne additifs, matiere grasse etc		
e. Autre (Record verbatim).....		

12. Eski ou check ou bill apres shopping?

Tout le temps ☐ Ena fois ☐ Jamais ☐

13. Parmi sa la liste produits ki mo pou donne ou la, eski ou capave dire moi ki cote ou acheter zot normalement?

	La boutique dans coin la rue	Supermarche	Bazaar	Autres
Riz: Ration	☐	☐	☐	☐
Deluxe	☐	☐	☐	☐
Conserves	☐	☐	☐	☐
Fromage	☐	☐	☐	☐
La viande:				
Frais	☐	☐	☐	☐
Congele	☐	☐	☐	☐
Legumes	☐	☐	☐	☐

Poisson	☐	☐	☐	☐
Fruits de mer	☐	☐	☐	☐
Fruits	☐	☐	☐	☐
Boissons Alcoliques	☐	☐	☐	☐
Detergents	☐	☐	☐	☐
Produits de beaute	☐	☐	☐	☐

14 Eski ou change mark ca banne produits la de temps en temps?

Oui ☐ Non ☐

14b. Si oui, Kifer?

Presentation ☐ Prix ☐ Publicite ☐ Qualite ☐

Pou ene changement ☐ Autre ☐ .....

15. Eski ou acheter ene produit couma li vine lor marcher, ou bien ou attane lezot dimoune essaye li avant?

Acheter premier ☐ Attane lezot dimoune essayer ☐

16. Eski ou acheter banne mark connu ou ena ene griffe ou bien ou pas faire difference?

Acheter mark connu ☐ Pas faire difference ☐

17. Eski ou acheter manze ek marchand ambulant lor chemin?

Oui ☐

Non ☐ pose Q 18

17b. Si Oui, Comie fois ou acheter sa banne produits la?

Plis ki ene fois par semaine	Ene fois par semaine	Ene fois par mois	Plis rarement
☐	☐	☐	☐

18. Eski ou acheter Fast-Food ou Take-away?

Oui ☐

Non ☐ Pose Q 20

Si Oui,

18b. Comie fois?

Plis ki ene fois par semaine	Ene fois par semaine	Ene fois par mois	Plis rarement
☐	☐	☐	☐

19. Kifer ou acheter Fast-Food ou Take-away?

Prix correct	Qualite	Facilite	Pour changer	Pas gagne letan preparer
☐	☐	☐	☐	☐

20. Eski ou proprietaire ene loto?

Oui ☐

Non ☐ pose Q 25

20b. Ki marque li ete?

Toyota ☐ Nissan ☐ Proton Saga ☐

VolksWagen ☐ Mazda ☐ Ene lot loto Europeen ☐.....

Ene lot loto Japonais ☐.....

21. Eski ou ti li acheter nef ou second-hand?

Nef ☐

Second-hand ☐ pose Q 23

Si Nef,

21(b)Eski ou fine compare de-trois marques avant ou acheter?

Oui ☐ Non ☐

22. Ki fine pousse ou acheter sa marque loto la?

a. Consulte banne pamphlets lor loto la ☐

b. So Prix ☐

c. Mo guette comie l'essence li boire ☐

d Feedback ek banne kamarads ou fami ☐

e. D`apres ki salemen dire moi ☐

f. Mo considere so leffet lor Lenvironment(e.g polution) ☐

g. Mo guette securite li offert ☐

h. Mo guette banne publicite ☐

i. Si so mark bon ☐

j. Banne options ki vine are loto la ☐

k. Autres _____ ☐

Skip to question25

Si second-hand,
23. Comie ou fine paye li?

En bas Rs 100 000 □ Rs 100 000-Rs 200 000 □

La hautRs200 000□

24. Eski ou fine gagne problemes are li?

Oui □

Non □ pose Q25

24b. D`apres ou, kifer 0u fine gagne probleme are li?

.....

.....

25. D`apres ou ki banne precautions bizin prend kan acheter ene loto second-hand?

a. Check si so prix raisonnable □

b. Check mileage □

c. Fer ene mecanicien check loto la avant □

d. Autre _____ □

26. Eski ou fer ene budget pou ou banne depenses tous les mois?

Oui □

Non □ pose Q28

27 .Eski ou banne depenses alle d`apres budget la?

Oui □

Non □

Si No, Kifer? _____

28. Comie ou depense en moyenne lor commissions sak mois?

Montant _____

29. Eski ou habitie acheter banne articles lor credit?

Oui □
Non □ pose Q33

30. Eski ou conne taux d'interet lor credit?

Oui □
Non □ pose Q33

Si Oui,
31. Comie ou croire li ete? Record.....
32. Eski ou compare prix cash ek so so prix ki ou bizin payer a la fin, c.a.d ek l'interet?
Oui □ Non □

33. Eski ou ena ene sa banne cartes la?

Carte de credit □ Cash card (Mr Best, Status, etc.)□

Si pena, pose Q37

Si ena carte de credit,
34. Eski ou servi ou carte de credit pou banne achats:

Tout le temps	Assez Souvent	Parfois	Bien Rare
□	□	□	□

35. Eski ou pense ki ou carte de credit fer ou depense plis?

Oui □ Non □

Si ena cash card

36. Eski ou penser ou cash card (Mr Best, Status cash, etc.) fer ou depense plis?

Oui □ Non □

37a. Parmi sa banne type produits la, Si ena pou acheter zot, couma ou tia prefere paye pou zot normalement ?

	Cash	Credit
Electromenagers	☐	☐
TV,VCR,Hi-Fi etc	☐	☐
Ameublement	☐	☐

37b. Si credit, ki facilite ou ti pou preferer?

	50%depot	10% depot	zero depot
Electromenagers	☐	☐	☐
TV,VCR,Hi-Fi etc	☐	☐	☐
Ameublement	☐	☐	☐

38. Eski ou pense ki Promotions veut dire banne articles meiller marche?

Oui ☐ Non ☐ Pas toujours ☐ Pas Kone ☐

39. Eski ou attane promotions pou acheter banne zafers ki ou bizin aster la?

Oui ☐ Non ☐

40. Eski ou compare prix dans de-trois la boutique avant ou acheter banne produits?

Oui ☐ Non ☐ Pou certains produits ☐ par example……

41. Eski ou guette lor television, dans la gazette, ou ecoute radio pou cone ki cote ena promotions?

Tout le temps	Assez Souvent	parfois	Bien rare	Jamais
☐	☐	☐	☐	☐

42. Ki media ou guette plis souvent?

Tv ☐ Radio ☐ Presse ☐

Autre……☐

43. Eski banne stands promotion dans ene supermarche ou shopping centre attire ou l'attention normalement?

Oui ☐ Non ☐

44. Eski ou penser banne publicites donne ou bon l'information?

Oui ☐ Non ☐ Parfois ☐

Kifer? (Record verbatim)

……

45. Dans ki langaz eski ou prefere publicites?

Anglais ☐ Francais ☐ Kreol ☐ Bhojpuri ☐ PenaPreference☐

Goto question 48 if respondent has no children

46. Eski ou banne zenfants dire ou acheter banne articles ki zot fine trouve dans reclame?

Oui ☐ Non ☐

47. Eski ou acheter zot?

Tout le temps ☐ Assez souvent ☐ Parfois ☐ Rare ☐

Kifer? _____

48. Si ou ti bizin pen ou lacaz, ki type la peinture ou ti pou acheter?

Peinture a l`eau ☐

Peinture avec plomb ☐

Pas conne ☐

48b. Kifer?

Prix	Qualite	L'habitude	Impact lor l'environnement	Autre
☐	☐	☐	☐	☐

49. Ki qualite piles ou acheter normalement?

Alkali (piles normal) ☐

Piles rechargeables ☐

Autre_____ ☐

Pas cone ☐

50. Eski ou ena ene zardin?

Oui ☐

Non ☐ pose Q54

51. Eski ou plante legumes ou fruits dans ou zardin?

Oui ☐

Non ☐ pose Q54

52. Eski ou servi pesticides?

Oui ☐ Non☐ Pas Kone ☐

53. Eski ou penser banne pesticides mauvais pou l'environnement?

Oui ☐ Non ☐ Pas Kone ☐

54. Normalement couma ou prefere acheter boissons gazeuses?

Dans bouteilles plastique	Bouteilles	Cans
☐	☐	☐

Kifer? _____

55. Kan ou banne bills electricite, dilo vinne pli cher, ki ou fer?

Rien ☐

Ou alle check avec autorites ☐

Ou fer l'economie le mois prochain ☐

Ou alle guette ene association pou consommateurs ☐

56. Eski ou fine deza parti?

Non	☐	pose Q 57
Ene sele fois	☐	pose Q 59
Plisieurs fois	☐	pose Q 59

57. Eski ou ti pou content parti?

Oui ☐

Non ☐ pose Q59

58. Kot sa ou ti pou contan alle? (ki pays)

Kifer? _____

59. Eski ou habitie manze dehors (par exemple dans restaurant, fastfood, etc.)?

Oui ☐

Non ☐ pose Q 65

60. Comie fois?

Ene fois par semaine	Ene fois par mois	Moins ki ene fois par mois
☐	☐	☐

61. Avec Ki sanla ou aller normalement?

	Tout le temps	Souvent	Parfois	Jamais
Tout seul	☐	☐	☐	☐
Partenaire	☐	☐	☐	☐
En famille	☐	☐	☐	☐
Camarades	☐	☐	☐	☐
Collegues travail	☐	☐	☐	☐
Autre.....	☐	☐	☐	☐

62. Ki place ou alle pli souvent pou manze?

_____(name of establishment and type)

63.

Kifer?.....

If respondent is usually accompanied,

64. Ki sanla choisir place la?

Ou meme ☐ Ou partenaire ☐ Ou zenfants ☐

65. Eski ou alle cinema?

Oui ☐ pose Q66

Non ☐ pose Q69

66. Si Oui, Comie fois ou aller?

Ene fois par semaine ☐ Ene fois par mois ☐ Plis rarement ☐

67. Avek ki sanla ou alle?

	Tout le temps	Parfois	Jamais
Tout seul	☐	☐	☐
Partenaire	☐	☐	☐
En famille	☐	☐	☐
Camarades	☐	☐	☐
Collegues travail	☐	☐	☐
Autre.....	☐	☐	☐

68. Ki sanla choisir film ki ou alle guette?

Ou meme ☐ Zenfants ☐ Partenaire ☐ Kamarads ☐

69. Eski ou zoue

Lescourses ☐ pose Q72

Lotterie verte ☐ pose Q73

Casino ☐ pose Q70

Si alle casino

70. Are ki senla ou alle casino la plupart du temps?

Camarades ☐ Partenaire ☐ Seul ☐

Enfants ☐

71. Kifer ou alle casino?

Pou amize ☐ Pou zoue ☐ Autre ☐

.....

Si jouer lescourses

72. Comie fois ou zoue?

Chaque journee ☐

Ene journee lor 3/4 ☐

Rarement ☐

73. Eski ou alle la mer?

Oui ☐

Non ☐ pose Q77

74. Comie fois?

Tous les jours ☐ Tous les weekends ☐ Ene fois par mois ☐

Rarement ☐

75. Eski ou acheter manze bord la mer?

Oui ☐

Non ☐ pose Q77

Si Oui,

76.Avec ki sanla?

Marchand ambulant ☐ La boutique ☐ Restaurant ☐

77.Eski ou alle disco?

Oui ☐

Non ☐ pose Q79

78. Avec ki sanla?

	Tout le temps	Souvent	Jamais
Tout seul	☐	☐	☐
Partenaire	☐	☐	☐
En famille	☐	☐	☐
Camarades	☐	☐	☐
Collegues travail	☐	☐	☐
Autre.....	☐	☐	☐

Si Non,

79. Kifer? _____

80. Couma ou choisir ca banne services la:

	Docteur	La banque	Coifffeur/se
Habitude			
Qualifications/ Reputation			
Recommendation			
Appartenance ethnique			
Proximite			
Qualite service			
Charges/ Frais			
Autres.....			

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