



Exploring the influence that the Pick N Pay online shopping platform has on the purchase behaviour of Generation X and the impact this has on brand perception.

Name: Paloma Mlunjwana



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Supervisor: Nicole Mason

Lecture: Tish Taylor

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I hereby declare that the research report submitted for the BA Strategic Brand Communications The Independent Institute of Education (The IIE) is my own work and has not previously been submitted to another University or Higher Education Institution for a postgraduate qualification.

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Abstract

Over the years, consumers have been buying items from traditional retail stores. With the emergence of online shopping platforms, there is a high chance that consumers will never have to leave their homes to purchase goods and services. Furthermore, the fact that it is easier to open an online business than a traditional store helps in the growth rate of e-commerce, where consumers can shop online from a wide range of products. In this context, the study explored the influence of the Pick N Pay online shopping platform on Generation X's shopping behavior and its impact on brand perception. The study used a qualitative approach involving thematic and content analysis to achieve the research objectives. Economy is one of the factors that has been found to have a substantial influence on purchasing behavior from the online platform. While a significant percentage said online shopping is cheaper and simpler, some proportions argued that traditional shopping is more convenient due to charges such as shipping costs and the inability to manage online accounts.

CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.1 Background of the Study

Over the years, technological advances, such as the Internet, have changed consumer shopping behaviors and significantly impacted the rate of online purchases in South Africa. Before the 21st century, a significant percentage of consumers relied heavily on in-store purchases. However, Dhanapal, Vashu and Subramaniam (2015) suggest that since the introduction of online shopping in the 1980s, it has grown and revolutionized the way consumers shop due to its distinctive features of convenience, flexibility, interactivity and personalization. Dhanapal et al. (2015) define the Internet as a vital tool for communication, entertainment, education and e-commerce. Today, many companies have integrated the use of e-commerce. For companies that sell goods and services, the advancements of the Internet have been a game changer. Some companies have completely closed their stores and switched to e-commerce. As businesses grow, businesses are very likely to increase their product range and target audience. Therefore, developing its goods and services to meet the needs and demands of customers.

For this reason, ecommerce allows you to scale your business accordingly, make room for more payment options, and even allow your business to expand without having to worry about moving to a different location or larger premises. Generally, the Pick N Pay online platform offers a whole range of opportunities ranging from increasing marketing opportunities to generating more revenue. With an optimized and well-developed platform, the company can achieve these goals and increase consumer satisfaction by offering them services around the clock and increasing business contingency. Additionally, with the current condition of the coronavirus

pandemic, e-commerce is improving business sustainability by allowing retailers like Pick N Pay to offer reliable online services.

Conversely, the growth of e-commerce also raises several challenges. If business activities involve crossing a country's border, there are logistical implications associated with tax collection and global trade. Online store characteristics that appreciate the results of scale in developing frequent online stores may be prone to abuse and require competition and control strategies to prevent the extension of market power and control over routes to markets and consumers. Furthermore, e-commerce could disrupt existing industries as it improves consumer access to products from companies with lower cost of production. Therefore, with consequent serious repercussions on manufacturers and wholesalers. Additionally, e-commerce could replace traditional retail and bricks with a team of reduced sales and store reps. It is therefore essential to study the growth of e-commerce and understand the potential opportunities and threats that could arise from it.

According to Makhitha et al. (2019), the internet has changed the way people live in both simple and important ways, from how they connect with loved ones to how they order food. However, consumer behaviors differ globally; hence the growth rate of online shopping varies from one state to another, especially in developing countries. Goga et al. (2019) study reveals that e-commerce has grown rapidly in South Africa, but the 1-2% growth rate represents a small percentage. Therefore, the total retail trade lags behind other developed markets, where the role of online trading has significantly increased, accounting for around 20% in more complex markets. The slow growth of online shopping in South Africa is due to the high cost and poor quality of Internet services, the reliability and cost of the delivery mechanism. However, recently commerce has been growing rapidly from a small base as the cost of data goes down,

logistics improves, and many consumers, especially Generation X, are looking to shop online rather than traditionally. Dhanapal et al. (2015) explain that, unlike traditional shopping, online shopping offers a platform where consumers can evaluate purchases in person before buying them.

1.2 Rationale of the Study

Today, many companies, such as Pick N Pay, are integrating online sales to improve their sustainability. The situation is associated with the advancement of technology that allows consumers to shop at a convenient time and receive their items in the shortest possible time. Thus, increasing their satisfaction and influencing their online shopping behaviors. However, the growth rate of online shopping varies across countries and generations.

In the article "Groceries online and in-store published in Business" (Writer 2018) he reveals that in 2018 online shopping was relatively new in South Africa. Therefore, many companies have moved or integrated the use of e-commerce. Therefore, Pick and Pay, the first retail store to launch online shopping in South Africa, suffered the adversity of online pricing discrepancies and rising delivery costs due to rising fuel costs.

According to Dhanapal et al. (2015), various studies in the past have evaluated the shopping behaviors of Baby Boomers (people born between 1946 and 1964), Generation X (people born between 1965 and 1980) and Generation Y (people born between 1981 and 2000). There has been a focus on consumer behavior in evaluating generation y due to the argument that this market segment is made up of the main users of Internet technology. Dhanapal et al. (2015) results reported that Generation Y is more dedicated to online and mobile operations, such as social networks (86%),

podcasts (57%), blogs (50%) and text messaging using platforms, like WhatsApp (96%), compared to any other generation. However, Sithole (2018) argues that the South African consumer landscape is likely to differ significantly over the next decade. According to demographic projections, the total South African population will increase by approximately 6%, to over three million people by 2025. So although Generation Y will be even larger than Generation X, unlike the younger population, the older generation its presence in Internet shopping will grow faster, resulting in needs for different products and services and a change in market segments.

The study explores the influence the Pick N Pay online shopping platform has on generation buying behavior and its impact on brand perception. The study will impact people shopping online, those evaluating whether it is safe to buy goods and services from the online store, and online retailers who need to know consumers' perception of their brand regarding online marketing.

Due to the current situation of the Covid-19 pandemic, many consumers are unable to access physical stores as they increase the physical distance by staying at home. Therefore, this research will help companies understand how to effectively do business online and market their brand online.

1.3 Problem Statement

The emergence of the Internet has led to stiffer competition for businesses as the "business as usual" approach will result in a loss of business to competitors who have gone online. With the advancement of the internet, there has been an extreme growth of e-commerce. Many companies have switched to online operations, while others integrate traditional and online stores to generate more revenue. Changchit (2006) suggests that individuals can use the Internet for various functions, such as research,

socializing, online banking, and shopping. Dhanapel et al (2015) further states that the percentage of the population using social media accounts, such as Instagram, Facebook, Twitter, and Tumblr, is increasing significantly. Therefore, the problems of physically searching for product information with traditional purchasing methods are now eliminated, and customers are in a better position to use their time, where they can search and retrieve the data they need from the Internet. While the internet has offered opportunities, it has also presented stiffer competition that challenges traditional approaches to doing business. It is in this context that this study explored the influence the Pick N Pay online shopping platform has on Generation X's shopping behavior and the impact this has on brand perception. The Corona Virus pandemic has contributed to the rise in the use of online food shopping Dlodla (2020) states that the pandemic has an impact on South African retailers who were lagging behind in e-commerce and there is missed opportunities if retailers do not transition accordingly.

1.4 Aim of the Study

The aim of the is to explore the influence the Pick N Pay online shopping platform has on Generation X's shopping behavior and the impact this has on brand perception.

1.5 Research Objectives

- To determine how the Pick N Pay online platform affects Generation X consumer purchase behavior
- To establish whether the Pick N Pay online platform has an influence on Generation X brand perception
- To provide recommendations on how to increase Pick N Pay online growth

1.6 Research Question

The corresponding research questions are as follows

- How the Pick N Pay online platform does affects Generation X consumer purchase behavior?
- Does the Pick N Pay online platform has an influence on Generation X brand perception?
- What are the recommendations on how to increase Pick N Pay online growth?

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The internet has quickly become a vital channel for research, entertainment, collaboration and the purchase of goods and services. According to Pillay (2010), many companies have switched to using the internet to improve online retail, thereby reaching a larger market, increasing sales and contributing significantly to the nation's gross domestic product. Over the years, consumers have gained in-depth knowledge regarding purchasing items from traditional retail stores and online shopping platforms. But there is a high possibility of never having to leave the house to buy goods and services. Depending on the selected design of the supply chain, some companies have moved from the format of traditional offline stores to the format of online platforms. Additionally, the argument that it is easier to open an online business than a traditional store helps in the growth rate of e-commerce, where consumers can shop from a wide range of products. However, the growth rate of e-commerce is not the

same between countries. In Nigeria, while 65% of people who visited online platforms shopped online, only 25% of the same proportion in South Africa bought items from online stores (Falode, Amubode, Adegunwa and Ogunduyile, 2016). This chapter will evaluate the gap through both theoretical and empirical literature on online shopping platforms and generation X buying behavior and impact on brand perception.

2.2 Conceptualization of terms

2.2.1 Online shopping

Online shopping refers to the purchase of goods or services from online retail platforms (Dhanapal et al., 2015). For the purposes of this study this is the concept behind the chosen Pick N Pay brand and the researcher sets out to explore this phenomenon.

2.2.2 Traditional shopping

Traditional shopping refers to the purchase of goods and services by physically going to a traditional store (Dhanapal et al., 2015). For the purposes of this study, this is needed as a comparison with online shopping.

2.2.3 Pick N Pay

Pick N Pay is South Africa's second largest supermarket chain (Pick N Pay, 2020). For the purposes of this study, this is the brand that the researcher intends to study and determine perceptions.

2.2.4 Consumer Purchase Behaviour

Consumer shopping behavior refers to the actions taken both online and offline by consumers before purchasing a good or service (Changchit, 2006). This concept will be used as a measure of online and traditional shopping.

2.2.5 Generation X

Generation X refers to people born between 1965 and 1980 (Dhanapal et al., 2015). For the purposes of this study, this is the population that the researcher aims to obtain information on their perceptions.

2.2.6 Brand perception

Brand perception refers to consumers' beliefs about a good or service representative and not what the brand owner says about the product (Bashala, 2015). For the purposes of this study, this is the ultimate goal of the research to identify Generation X perceptions of online shopping.

2.3 Review of Previous Literature

Over the years, several researchers have examined the issue of online shopping and consumer perception of the brand. The scholars compared consumer behavior related to online shopping and customer actions and attitudes when purchasing goods and services from a traditional store. Dhanapal et al. (2015) examined the perception of online shopping challenges by evaluating consumers in concentrated market segments with Generation X, Generation Y and Baby Boomers. The researchers found that the three generations preferred to buy their products from online stores. However, generations X and Y have a higher frequency of online shopping than of baby boomers who have shopped online.

The higher percentages in generation X and Y relate to the argument that these individuals were born during the time when technology was already advanced. Additionally, other factors have contributed or influenced people to shop and behave

online. Internet knowledge, income level, and education level have been found to be powerful predictors of consumer online shopping behaviors, particularly among MBA and college students. These researchers found that convenience, time savings, ease of use, nature of the product, competitive price, and confidence in online shopping all contributed to online shopper behavior. However, around 60% of respondents in these three generations choose to purchase items from traditional stores due to the risk of the credit transaction (Dhanapal et al., 2015). Other challenges that respondents indicated as significant are late delivery (Baby Boomers 71%, Generation X 56% and Generation Y 56%) and difficulty canceling an order or returning product delivery (Baby Boomers 54%, Generation X 57% and generation Y 57%) (Dhanapal et al., 2015). Lack of privacy (Baby Boomers 53%, Generation X 56% and Generation Y 56%) and product delivered not conforming to the description given in online stores (Baby Boomers 55%, Generation X 55% and Generation Y 55%) (Dhanapal et al., 2015). Other factors also question consumers' online shopping behavior, such as supplier credibility and difficulty in judging product quality. The inability to physically examine goods and services when purchasing them from online platforms increases the risk associated with online shopping for some products that are sold by grocery stores. With the largest retail following in South Africa, Pick n Pay social media platforms are highly sought after channels that continue to grow organically. Pick n Pay digital team ensure that their brand is aligned with the global Pick n Pay digital strategy and work with you to conceptualize a digital campaign tailored to your brand ensuring maximum reach and engagement.

Monuwe et al. (2004) examined the variables that drive people to buy products from online platforms. Their main problem is to purchase goods and services in an efficient and timely manner to achieve their goals with minimal effort. The fun category looks

for the possible fun created by the fun and play from the online shopping experience. Therefore, they participate in purchases for the sake of the website without worrying about the risks of the practice. The last category of online shopper utility is associated with the perception of individuals that using new technology to shop will improve their performance, so they buy items from online stores to increase their productivity. These perceptions influence customers' attitudes towards online shopping and their intention to buy from online stores. Thus connecting with the ease of use of the Internet because the easier it is to use a technology, the more useful it becomes. Monsuwe et al. (2004) define the ease of use of the concept as the perception of individuals that using the Internet to shop will be effortless.

According to Monsuwe et al. (2004) research results, other variables, such as product situation and characteristics, influence consumers' online shopping behavior. A large collection of situational characteristics can influence the connection between consumers' attitude and intention to shop on the Internet. For a significant percentage of consumers, the vital attributes of online shopping are convenience and availability. Shoppers can use the internet to shop in online stores when they are comfortable at home, thus saving time, money and effort and making sure they can shop at any time of the day or night. Especially for consumers who work long hours and only have a limited amount of free time, online shopping is a wonderful opportunity. Therefore, the situational factor "time pressure" has a faint impact on the connection between consumers' attitude and intention to shop online.

Consumer decisions about whether to buy from online stores or traditional stores are also influenced by the type of goods or services they wish to purchase. Some products are better purchased from online stores than others. The argument is due to the lack of physical contact and help with internet shopping. As a result, it is impossible to feel,

touch, smell or try the product. For this reason, compliant and conversational products, such as books, videotapes, CDs, groceries, and flowers, have a greater chance of being watched when shopping on the Internet, especially since the quality doubt in such products is almost absent and none physical assistance or a preliminary phase is required (Monsuwe et al., 2004).

Monsuwe et al. (2004) found that consumers' online shopping behavior effectively impacts their brand perception due to trust. Lack of trust is one of the most important factors preventing consumers from shopping on the internet. Online shopping is relatively new and most shoppers have little experience with it, which explains the growing challenges associated with internet shopping. Researchers found that those who shop online rely heavily on their trusting disposition. Pillay (2020) suggests that online platforms can increase consumer confidence by providing elaborate information on products, insurance, policies and guarantees, and Pick n Pay has adopted this to generate trust. They also use digital certificates, electronic seals, and third-party endorsements and approvals, such as Trustee, Web Trust, and Trusted Site Seal.

Changchit (2006) examined consumers' perception of online shopping by evaluating information obtained from 107 respondents. The researcher found that there is a substantial difference between online and traditional shoppers. The experience, perceived benefits, and perceived ease of online shopping were rated highest by people who purchased goods and services from online retail stores. The results revealed that shoppers who have had positive experiences with online shopping have perceived greater benefits in Internet shopping and are likely to shop online. Conversely, two elements, perceived risk and uncertainty, were rated lower by the online group. These results show that shoppers who perceive greater risk and uncertainty with internet shopping prefer to purchase goods and services in a physical

store. Therefore, suggesting that in order to attract more customers, businesses and online platforms should make their potential customers aware of the security techniques implemented on their websites. It is also crucial that consumers feel safer when shopping online.

Makhitha et al. (2019) conducted a study to assess which consumption factors influence South African consumers to shop online. Researchers found that internet access contributes significantly to people's shopping habits. However, the question of whether the use of internet results in online shopping remains unanswered. The trend in South Africa is that most consumers search for product information online and then shop in physical stores. This means that for most shoppers, searching for data related to a good or service starts on the companies' website while the actual purchase takes place in the physical store. The conclusion was that in their search for information, customers value the Internet as a source of data but not as a place to transact. As a result, physical store operations remain a vital element for consumers when making their purchase.

2.3.1 Online Shopping and Brand Perception

Recently, South African supermarket Pick N Pay launched its online scheduled grocery services. This platform allows customers to place orders regularly, which the store delivers on a weekly or monthly basis. It was the first store to launch an online store; Pick N Pay is attracting more consumers like other online stores, such as Amazon. According to Bashala (2015), Pick n Pay started out as a family supermarket and some of which operate as franchise stores. However, as the company's main goal is to increase sales, it will always be necessary to increase the brand's presence in the market. Bashala (2015) defines a brand as a recognized product or company

name. Therefore, when consumers shop in a brand, they frequently look into the conversability of the product as it contributes to their perception of the quality of the product and what they are buying from a brand. This knowledge is driven by how a brand fits into a shopper's mind. Pick n Pay has positioned itself as a supermarket and retailer offering a variety of products online and offline, thus influencing consumers' perception of the brand.

2.3.2 E-commerce models in South Africa

In South Africa, there is a range of techniques used to explain online shopping trends. These models differ in terms of factors, such as the technical platform used, the delivery model, the payment processing method, marketing, and customer service. For example, the online-only retailer model relies entirely on selling online, and organizations or businesses generally operate out of warehouses without a storefront that consumers can use to view and examine the quality of products. Additionally, the Omnichannel retailer model allows the traditional store presence to use online platforms as a channel that consumers can use to transact outside existing traditional retail stores. The transaction is done using online ordering and delivery, but it includes better options, such as click and pick up where you can shop online and pick up at the retail store. In South Africa, several online channels use this model which increases consumer satisfaction by facilitating their purchasing process.

2.4 Theoretical Framework

There are several theories that align with the study's research objectives that respond to the influence of the Pick n pay online shopping platform on consumer behavior and brand perception.

2.4.1 The Consumer Behavior Theory

Bray (2007) argues that consumer decision making has long been of interest to many researchers. About 300 years ago, several economists began evaluating the basics of consumer decision making, discovering that the utility model is the most common approach of this theory. The model suggests that customers make choices based on the perceived results of their choices. Therefore, the theory perceives consumers as consistent decision makers who are only involved in self-interest. However, several contemporary researches on consumer behavior integrate a wide range of elements that impact the buyer and recognize a broad scope of customer operations beyond the purchase of goods and services. These operations follow an order as follows; need for recognition, information search, evaluation of distinct options, development of purchase intent and deed of purchase and use of goods and services. This comprehensive understanding of shopper behavior has changed through different perceptible levels in recent years in light of the new research methodologies and paradigmatic approaches adopted.

The behavioral approach of consumer behavior theory explains that external events can inform the behaviors. These external factors refer to all the things that human beings do, including actions, thoughts and feelings that can be considered behaviors. Therefore, the behavior developed or acquired by external factors contributes to the purchasing behavior of consumers. For example, consumer behavior of Generation X is more influenced by education level. In this era, education is an important factor in the social class of individuals and the simplest way to rise in society. The more educated the person is, the more he will employ more discretion in making purchasing decisions.

2.4.2 The Marketing Stimuli, Personal Factors, Social Factors, And Psychological Factors Theory.

Sonwaney&Chincholkar (2019), presents Kotler's (2003) Three Factor Theory, which describes how the consumer gets to a particular platform after struggling through many websites when trying to decide which online platform to buy products. Research theory attributes the pre, during and post-purchase phases of the online consumer buying process. It defines purchase intent as a scenario where an individual desire to purchase a specific good or service through the platform, hence, integrating various attributes into the online shopping process. When shopping online, a lack of intention to buy a product can limit shoppers' decision to shop online. Similarly, the shopper's decision stage is the actual buying process when consumers finally order products online. Additionally, the theory presents how marketing stimuli, personal factors, social factors, and psychological factors influence purchase intention or website selection, which later contributes to the final buyer's decision.

Marketing Stimuli

Sonwaney&Chincholkar (2019) states that Kotler (2003) included the traditional marketing mix that influences shoppers' decision making in explaining how consumers are influenced by online platforms, such as Pick and Pay, to purchase an item or service online. Following Kotler's assessment, several additional surveys evaluated the effects of marketing stimuli on the shopping behavior of online consumers. Among the stimuli, price sensitivity is a significant trait of online shopping and consumers are always looking for products of value online. Second, easy transactions and the availability of a variety of products and services in online stores stimulate the shopping behaviors of online consumers. Chincholkar et al. (2019) further state that consumers

also prefer to shop online due to hassle-free shopping, which can be improved from anywhere and at any time by avoiding traffic, parking problems, and long waiting lines during the holidays. Therefore, marketing stimuli significantly influence consumer shopping behaviors thanks to the flexibility and convenience of online stores.

Personal Factors

According to Sonwaney&Chincholkar (2019), personal factors are unique to individuals; they include demographic characteristics, lifestyle and situational factors. Therefore, an individual's gender, age, marital status, education level, annual income, and neighborhood location are essential variables in online shopping. Several researchers focused on a person's demographics and assessed the effects of personal factors on the shopping behavior of online consumers. These studies used reasoned action theory, in which consumer behaviors are explained by their intentions to conclude that when shopping online, the online shopping environment reinforces consumers' goal to perform specific shopping behavior using Internet.

Social Factors

Sonwaney&Chincholkar (2019) define social factors as external events that influence consumer shopping behavior and include culture, subculture, family, social class and target groups. Monsuwe et al. (2004) explain that perceived social pressure could be a crucial element influencing consumer behavior. Nicole's study (2015) found that social need is an essential determinant when shopping online. Therefore, social factors such as out-of-home experience, communication with other people, peer group and economic status, and general sense of authority affect the growth rate of e-commerce.

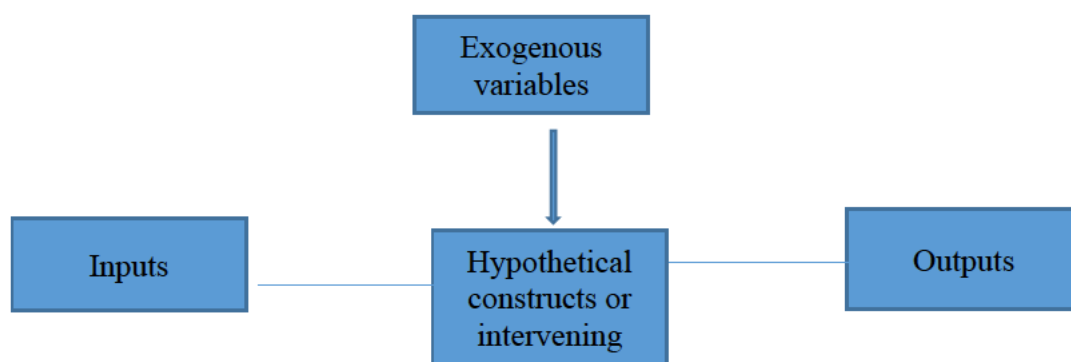
Psychological Factors

Following Sonwaney&Chincholkar (2019), consumer psychology refers to the scientific study of consumer behavior. Psychological factors are internal individual elements such as motivation, understanding, attitude and personality. The purchasing choices of online customers are influenced by various psychological factors such as motivation, emotions, feelings, lifestyle and beliefs. Perception of security and privacy alienates consumers from online shopping. Other types of risks include financial, product quality and performance, privacy, time and convenience. Therefore, the customer's brand perception integrates these factors, thus contributing significantly to the customer's purchases from the brand. The perceived convenience of online platforms is a collection of three directions: time, place and commitment (Changchit, 2006).

2.4.3 The theory of Buyer Behavior

Howard first established the buyer behavior model in 1963, but it was later revised in 1969 to become the "theory of buyer behavior" Bray (2007). It provides a developed incorporation of several social, psychological, and marketing factors on shopper decisions into a logical information processing sequence. The primary structure of the model is outlined in Figure 1.1 below, with the exogenous variables not appearing.

Figure 1.1 Major components of the Theory of Buyer Behavior



Source: Bray (2007)

Input factors are the environmental stimulants that the buyer is subjected to, and is informed from a variety of sources. Bray (2007) explains that in this theory, sensory stimulants are actual factors of goods, services, and brands that the buyer confronts. On the other hand, symbolic stimuli relate to the representations of goods and services, and brands established by businesses through advertising and act on the Consumer indirectly. Social stimuli include the impacts of family members and other peer and reference groups. The Consumer digests the influence of such stimuli before they impact the purchasing decision process.

Further, Bray (2007) explains that the intervening variables exist in two categories. Firstly, the Perceptual constructs category highlights the responsiveness to information, which is the level to which the consumer controls the flow of stimulant information, and the active seeking of data on consumption choices. This division consists of perception bias, which is a modification of the information received due to the consumers fitting the new information into their existing mental set. Secondly, the learning constructs category exists to affect the degree to which the customer considers future purchases, and seeks new information. Therefore, the theory explains that consumer decision making changes concerning the variation of the perception toward the available brands; this being largely controlled by the Consumer's knowledge and conversance with the product class.

On occasions when the shopper has no confident feelings, they are said to participate in lengthy troubleshooting and actively seek relevant data to curb brand ambiguity. In such scenarios, consumers will also engage in a lengthy discussion before deciding which good or service to buy or, indeed, whether to make a purchase. As the product group becomes more familiar, the processes will be attempted less scrupulously as

the Consumer strives to solve limited problems and ultimately to solve routine problems. The out variables represent the consumer reaction and follow the progressive steps; attention, intention, understanding, attitudes and buying behavior.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter exposes the research methodology implemented to understand the influence the Pick N Pay online shopping platform has on Generation X shopping behavior and its impact on brand perception. Therefore, it covered research design or approach, population and sampling, data collection methods, data analysis methods, and data presentation.

3.2 Paradigm

A paradigm is a worldview and beliefs by which a researcher conducts a study. Paradigms guide researchers and provide theoretical hypotheses and govern the way knowledge is generated and interpreted (Nieuwenhuise, 2016). The study used the phenomenological hermeneutic science paradigm of interpretivism as it is an exploratory study (du Plooy-Cilliers, 2016). This paradigm has uncovered social experiences and is descriptive in nature. Researchers can use it since the reality of each consumer is fluid and based on interaction from an ontological aspect (Baxter and Jack, 2018).

3.3 Research Approach

This study used qualitative data, which the researcher obtained by conducting interviews. Rahman (2016) explains that qualitative data provides in-depth and

detailed analysis, classifies and counts by recording attitudes, feelings and behaviors. It also stimulates the experiences of individuals by providing a detailed picture established by the assessment of why people act in certain ways and their feelings about these actions. The nature of qualitative research is exploratory and systematic, which will offer deeper insights. Therefore, qualitative research will add academic knowledge as the concept of online shopping is still growing in South Africa. According to Rahman (2016), qualitative research identifies subjective themes and patterns. Thus, the study's wealth of insights helped gauge consumers' online shopping experience and brand perception.

3.4 Research Design

Pillay (2020) defines research design as the plan used to evaluate research. The research used an exploratory and descriptive research design. Dhanapal et al. (2015) describe that a descriptive design tries to evaluate or explain a topic, establishing a profile of a group of problems, people or events, through the collection of data and the tabulation of the frequencies on the research variables. Therefore, it is more rigid in describing behavior and in determining the proportion of individuals with such characteristics. Rahman (2016) explains that in exploratory research, design allows researchers to develop a different context, a better image and an improved representation, which allows for the examination of the phenomenon of interest.

3.5 Research Plan

3.5.1 Population and Sampling

The study used Generation X Pick N Pay consumers as the population. Chincholkar et al. (2019) defines the study population as a complete set of unity objects that share similar traits. Cooper and Schindler (2007) explain the target population as the

whole group of interest to the researcher. For this study, individuals aged 35 to 49 were the target population. Therefore, the research aims to help Pick N Pay develop strategies to attract more online consumers within, this market segment is rated as the best. The number of Generation X shoppers buying groceries online has grown considerably from 29% in 2018 to 40% in 2019, according to FMI's new U.S. Grocery Shopper Trends report. (Sweeny, 2019). The author explains that this generational cohort has more funds to spend online than millennials. They are the second most active generational cohort and the article states that they are underserved.

Purposive sampling will be utilized as this directly speaks to the specific Generation X cohort. The pilot study used to assess feasibility 10 participants, 5 male and 5 female, who were selected using non-probabilistic sampling or convenience sampling. This number was chosen for the pilot as it provides a simple concise sample. Changchit (2006) explains that unlike probability sampling, convenient sampling is more economical and time-effective. Once the pilot was concluded a new questionnaire was sent out via survey monkey and further questionnaires were issued to Pick N Pay staff.

3.5.2 Population Parameters

The study population metrics will be Generation X males and females who purchase from Pick N Pay online and offline.

3.5.3 Accessible Population

Cooper and Schindler (2007) define an accessible population as the proportion of the total population to which the researcher has reasonable access. These are Pick N Pay consumers who purchase goods and services from the online platform and traditional stores. Pick N Pay employees will additionally provide information about the Pick N Pay online platform.

3.6 Data Collection Methods

The study used primary data by interviewing 32 Generation X respondents who purchase items from Pick N Pay. The structured open-ended questions helped provide insights that expose beliefs and viewpoints. Roberts et al. (2014) define open-ended

structured questions as questions that cannot be answered with a simple "yes" or "no" and, instead, require the respondent to elaborate their points. Therefore, these questions are needed to uncover consumer perceptions of Pick N Pay via Survey Monkey as the questionnaire sent was digitally filled in. Other primary data that was used in the study are questionnaires that were distributed amongst staff members from management level to floor staff at Pick n Pay Coachman's Crossing Bryanston.

3.6.1 Application of Data Collection

The researcher developed questions guided by Bray's (2007) model of consumer behavior theory and Aaker (1991) Brand Equity Model Perceived value and perceived quality factors. The researcher presented the open questionnaires for ethical clearance. This is to ensure that study questions are standard, ethical, and allow for research questions to be answered (IIE, 2020).

The researcher intentionally administered 10 questionnaires through snowball techniques and 3 Pick N Pay staff members. A pilot test was conducted on 28 August 2020 with 2 participants. The participants were piloted in the real conditions of the studies and where they also fit the study parameters as well as representative of the population. The pilot project was performed to determine whether the sample understands the study and its significance and to identify any modification errors.

Once the pilot test was conducted, the researcher gathered the information on August 29, 2020 and conducted the interview with the management of Pick N Pay on September 1.

The process was as follows:

Questionnaires

The researcher sent the sample messages of the questionnaires on WhatsApp as the contacts were obtained through snowball sampling. Participants were sent the participant consent form by email and digitally signed. The researcher created a questionnaire using Survey Monkey with 16 questions. The survey monkey was used

as it is affordable. The sample was sent to their email address in the morning and they were asked to fill out the applications by the end of the day. The researcher received all questionnaires administered and where he answered completely. Questionnaires provide textual answers so they were ready for analysis.

Pick N Pay management

On August 25, 2020, the researcher called Pick N Pay Coachman's Crossing Peter Place asking for permission to conduct research. The management and the researcher agreed on September 1, 2020. The researcher then gave the management printed copies and also the participant consent forms for participation, well as the letter from the custodians of the gate. Management returned the form to the researcher on 1 September.

The introductions from the researcher, explained the purpose of the study and asked for comprehension and acceptance of having signed the consent forms. The researcher also reminded management ensured anonymity and confidentiality as ethical considerations of the study.

All questions have been designed to help answer the defined research problem. Once the data was collected.

3.7 Ethical implication

- **Confidentiality**

Confidentiality is one of the main ethical issues associated with conducting a research. Ideally, it is the responsibility of a researcher to ensure that the information obtained from the respondent remains confidential. Therefore, confidentiality was addressed by ensuring that information disclosed to the researcher remains hidden from the public, but generally used as a way to provide information on demographic factors without providing the full identity of respondents.

- **Informed consent**

According to Rahman (2016), informed consent is the mandate to which an individual right to autonomy is protected. It means that a person is clear of the information provided both knowingly and voluntarily. Therefore, a person should not be coerced or coerced in any way to provide information regarding the study. From the research study, the individual was contacted and decided to provide information according to the personal plan.

3.8 Limitation

1. **Sample selection.** Sample selection was rather difficult to select due to various demographic factors that had to be respected. However, the researcher was able to select generation x which consisted of a young population with expertise in technology.
2. **Identifying reliable research design.** The research design approach should be efficient in analyzing research questions and addressing a specific methodological approach. However, it was difficult to agree which type of research approach to use for the qualitative study. However, the content and thematic analyses were deemed suitable for the entire study.
3. **Limited access to previous research.** Accessing past literature review for the South African market was quite difficult as most of the information was based on developed countries. However, the little information accessed online has been used to draw comparisons and conclusions.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

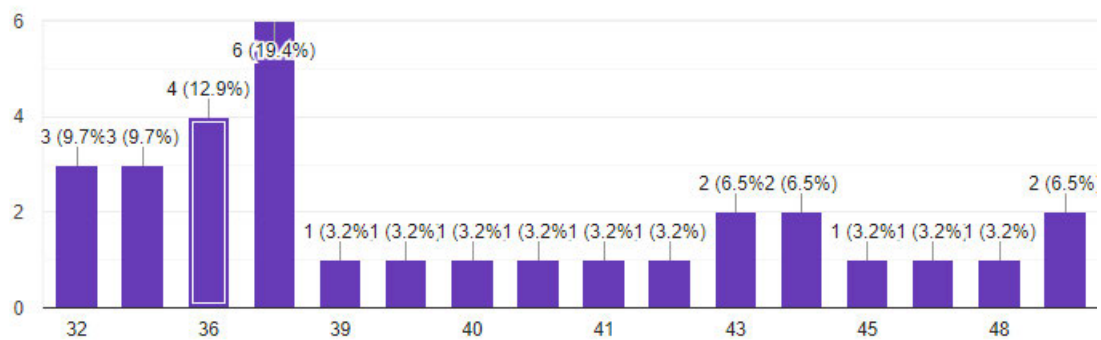
4.0 Introduction

The section provides a detail description of findings and discussion of the Pick N Pay online shopping platform. As a result, various results will be evaluated and analyzed to identify the influence of generation X on online shopping. Therefore, findings will be displayed through use of tables, charts and codes to illustrate the results. Analyzing qualitative data is slightly different from quantitative data. While quantitative information includes numerical data, qualitative data consists of words, symbols, observations and images. For this study, the information obtained from the interviews was analyzed using a descriptive analysis, which will summarize the data and find patterns. Content analysis will help analyze documented information using the inductive approach. The approach will help make information operational based on previous knowledge of other researchers. Thematic analysis will also be used to analyze the texts and scripts of the interview. Processes will include getting familiar with the data, assigning codes, searching for patterns, reviewing and defining themes, and preparing a report on results.

4.1 Presentation of findings

1) How old are you?

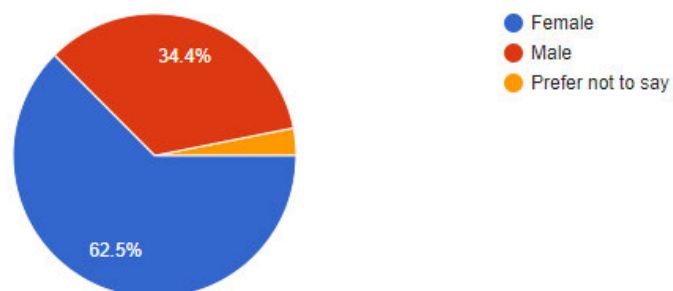
31 responses



The study is based on a particular cohort of Generation X. The online questionnaire used targeted sampling as it was specific to Generation X. From the results, most of the respondents were between the ages of 32 and 38. Generation X is influenced by online shopping as they were born during the time of technology. This was a control question as well as demographic. The study concentrates on Generation X as a whole but knowing the actual ages could be used for more in depth consumer information for Pick N Pay.

2) What is your gender?

32 responses

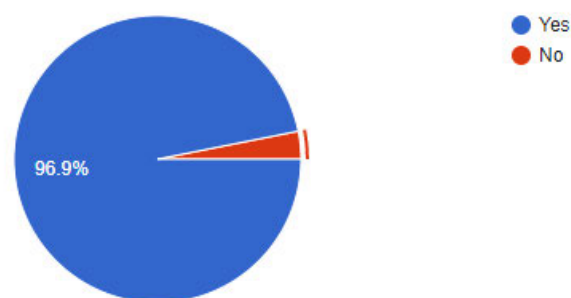


On the other hand, 62.5% of the respondents were female and men represented 34.4%. Based on the literature review, the researcher found that online shopping

behavior is influenced by sex. This implies that more women tend to participate in online shopping than their male counterparts. Consequently, consumers choose to purchase items from online stores more than men to increase their productivity. The sample chosen are individuals that shop online, had the question probed further it might have suggested that more women shop online than males.

3) Do you buy items from Pick N Pay?

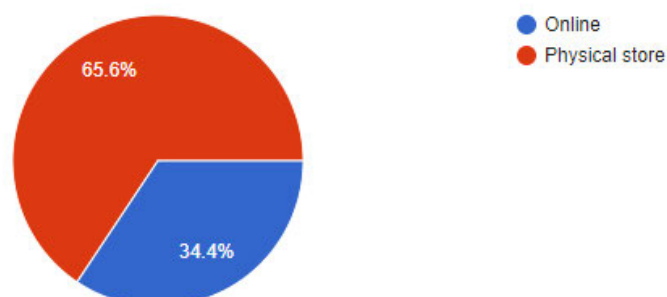
32 responses



From the results, 96.9% of respondents admitted buying items from the Pick N Pay brand. This implies that the consumers are aware of the brand and are consumers of the products sold in the store. Ideally, this means that the respondents have knowledge of the brand as consumers and their feedback would be based on their interaction with the brands's offering.

3a.If yes, do you buy items from the online platform or physical stores?

32 responses



To determine the availability of respondent to consume online products, a question was raised to determine their online shopping activities. From the chart above,

respondents who buy items from online platform accounted for 34.4 percent while the remaining 65.6 percent visit the physical store. This implies that despite physical store being dominant channel of purchasing products, online platform has continuously shown an increased in product ordering in generation X.

Themes of the questionnaires

Code	Themes
Working duration	Influence of online shopping platform
Influence of the online shopping	Purchase behaviour
Perception of price and payment of online platform	Brand perception
Positive impact	
Individual perception of online orders and any difficulties	
Negative online experience	
Cost effectiveness	
Easier to buy	
Accounts get hacked	
Difficulties	

Figure 1 provides coded questions that are responsible for answering the search objectives for the Pick N Pay online platform. Consequently, it will be convenient to understand each question and answer provided for analysis purposes. Result output

is needed for content analysis that depends on textual data to draw conclusions and representations in descriptive data.

Figure 1: Themes and codes of online shopping platform from questionnaires

2. Do you think that your customers are becoming more influenced by the online shopping platform?
Yes. Especially with the corona virus
Yes. Especially for this pandemic
Influenced by online shopping platform due time convenient
Yes. They now shop online.
Yes. Customers are ordering online
Yes. Because of the pandemic.
Yes. Due to corona virus.
Yes. Considering global pandemic

+

3. What were the previous perceptions of the pick n pay online platform and how have they changed
Preferred physical shop. Now people shop online.
People were afraid going out. It is easily accessible online
Online platform was only for the rich. Prefer online shopping. You get everything.
We never had online shopping.
Were no online platform
Only used by working class.
Customers were unaware of online shopping.

6. Do you think that your consumers' brand perception can be altered by a negative online experience?
Yes.
No
Yes
Yes
Yes
No
No
No

5. How does the individual store deal with online order fulfilment and what are the main difficulties?
Dealing with regular customers. Wrong orders.
Delivery of products on time. Poor specification of orders.
Division of task and responsibilities. Wrong orders.
Quality order services. Frequent changing of orders.
Quality order services. Orders are not collected.
Quality order services. Wrong orders.
Specification in accordance with the order
Quality order services.

4. As an employee, have you seen a decrease or increase in the use of the online shopping platform, and what do you attribute to this
Increase. People wanted to experience online shopping.
Increase.
Increase.
Increase
Increase and decrease.
Increase.
Decrease.
Increase. Time convenient

4.2 Interpreting findings

Internet, age, situation, time savings and education level were among the significant factors determining online behaviour amongst Pick n Pay customers. As a result, 60% of Generation X was affected by the usefulness of technology to improve their purchasing performance. These perceptions have influenced customers' habit of shopping online and their intention to shop in online stores. Ideally, a significant number of respondents buying and ordering products from the Pick n Pay online platform had different opinions when it comes to online shopping.

To establish whether the Pick N Pay online platform has an influence on Generation X brand perception it was evident that the use of digital certificates, Web Trust, and third party approval improves brand perception. As a result, the research found that

the perceived benefits and ease of online shopping were rated higher than people who bought goods and services from retail stores. This implies that a positive online experience improves brand perception and the trust of the online platform can provide quality services to consumers.

To determine how the Pick N Pay online platform affects the shopping behavior of Generation X consumers, social factors such as family, social class, and culture were found to influence shopping behavior. Perceived social pressure can have a positive or negative influence on shopping behavior. For example, social pressure like the coronavirus has affected shopping behavior due to the social distance shoppers should observe in brick-and-mortar stores. Furthermore, the economic situation and the growth rate of e-commerce have influenced the buying behavior of Pick N Pay online consumers.

Putting findings into context

Influence of online shopping

The decision to choose online shopping was influenced by the situation (Coronavirus Pandemic) and the characteristics of the product, were the main reasons for concern. Based on question 2 of the questionnaire, a significant percentage of respondents agree with the decision on how customers are becoming more influenced by the online shopping platform.

- **Addressing the Research Questions and Problem**

Question 2: Do you think that your customers are becoming more influenced by the online shopping platform?

Notably, all respondents agree that they are becoming increasingly influenced by product features and the time-saving aspect where customers can shop from the

comfort of home. Therefore, generation X is relying on the Omnichannel retailer model to conduct their online shopping businesses. One of the respondents admitted: "Yes, I think customers are becoming more and more influenced thanks to the online shopping platform. Especially with the Corona Virus. Also, people are afraid of being around a lot of people." These feelings reveal that one of the reasons why customers are engaging in online shopping is due to the ongoing Corona Virus pandemic. Alternatively, other respondents have argued for this notion due to the crisis making it completely impossible for people to access physical stores. As a result, they took part in the online ordering and delivery method. In support of this notion, Defendant Two agreed on how the pandemic positively impacted online shopping activities. From the results, the respondent retorts that online shopping is a political framework that allows for social detachment through ordering products online. The customer admitted, "Yes, now they are spreading it to their friends, family and colleagues so that they will continue to use it again, especially for this pandemic. It has enhanced our online shopping platform by making it easier for customers to do their shopping..."

The table below shows the themes and coded text representing the theme of "influence of online shopping".

Themes	Category	Coding	Subcategory
1.Influence of online shopping platform	a. Influence of online shopping	1.Positive impact	1. Yes. It has increased online shopping thanks to covid19

Therefore, all the respondents agreed that the online shopping has created a positive influence to the Pick N Pay online shopping platform.

Brand perception

Previous research has shown that several online channels in South Africa use the omnichannel retail model to improve brand perception and attract more customers. As a result, question three of the questionnaires showed a detailed analysis of the respondents' perception of the brand. The main reason for this question was to determine how a brand can change based on the underlying economic crisis or pandemic. Most respondents admitted that people physically bought products from their stores, but they had to adapt to the online shopping platform.

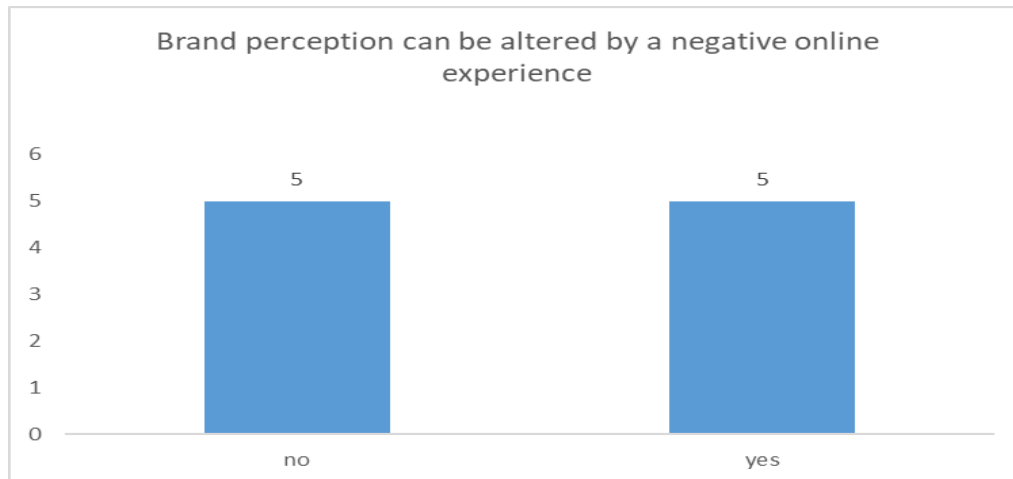
- **Question 3:** Do you think that your consumer's brand perception can be altered by negative online experience?

As a result, brand perception was applauded for its versatility during the ongoing Corona vVrus pandemic. The third question was jointly agreed by all respondents. However, question six had different views regarding brand perception. According to Battaglia (2011), the perception of the brand can be altered by the consumer if it does not meet the expectations and needs of the target population. As a result, product managers always develop a brand that is viable for the market and serves its intended purpose. The chart below shows the graphic output of brand perception.

Theme	Category		code	Sub category
2.Brand perception	a.	Consumer	1. Negative	a) Yes
	perception	on	online	b) no
	brand		experience	

Figure 3: Themes and codes of Brand perception

Question 6; Do you think that your consumers' brand perception can be altered by a negative online experience?



From these results, 50% of respondents admitted that the brand can be tampered with by a negative online experience, while the remaining 50% deny it. Interviewee four admitted: "Yes. This is why we make sure we serve our customers our best. "The decision for this achievement was primarily to save the brand identity and keep it afloat. According to Cooper et al. (2007), a quality of services and products in the online experience can have a positive impact on customer satisfaction. Therefore, the overall judgment of the consumer depends on the service delivery and the quality of the product. On the other hand, the respondent six exclaimed: "No! Because we always prioritize brands, which makes it easier for those who really know their stories". In contrast, numerous studies have revealed that a negative online experience can reduce the revenue generated by a specific online shopping platform. Consequently, the quality of a service determines the perception of the consumer brand. In particular, respondents four and five said that a poor online experience can reduce the number of customers, so they ensure that customer satisfaction is the top priority.

Purchase behaviour

Notably, psychological factors such as lifestyle, beliefs and motivation has increased the online purchase behaviour. It is evident that product quality, convenience and time were the major factors among the respondent when it came to purchase behaviour. This implies that the decision of buying or ordering product online relies on peer influence on a particular goods and how such decision can influence other consumer to purchase similar goods online.

Theme	Category	Code	subcategory
3.Purchase behaviour	1. individual behaviour	a) Perception of online orders	1. Division of tasks and responsibility 2. Order priority 3. Delivering of products based on time 4. Specification of products/orders 5. Dealing with regular customer
	2. Online platform difficulties	b) Difficulties	1. Shop is always busy 2. Handling too many orders 3. Poor order description 4. Inadequate stock

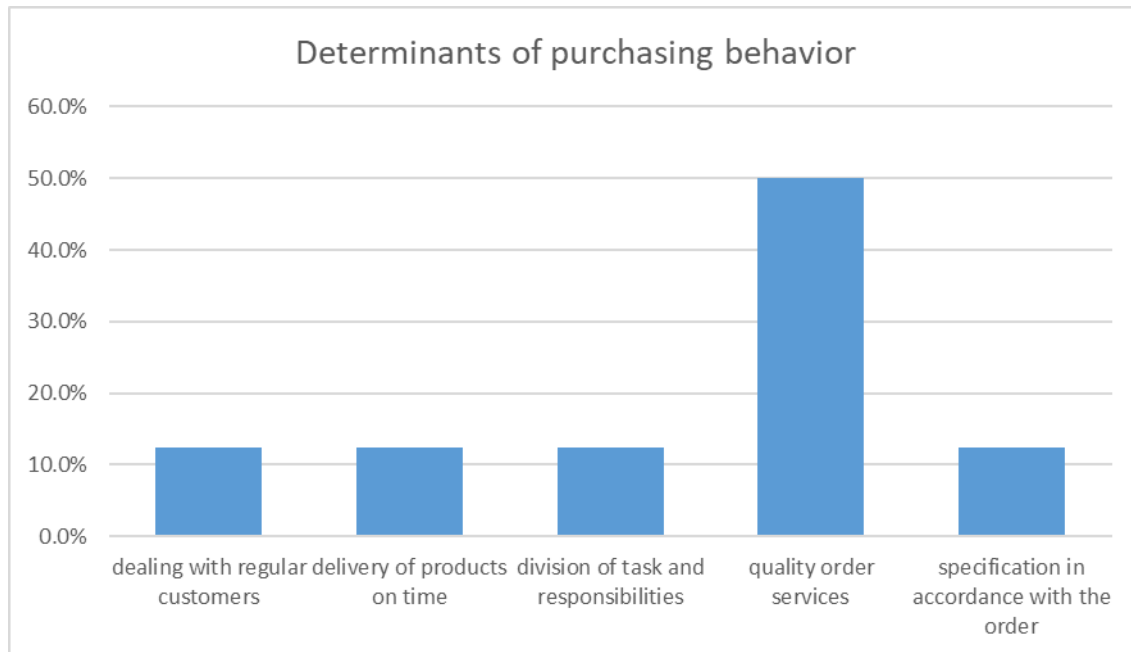
5. Wrong order description
6. Wrong order description
7. Delayed payments

- **Question 5:** How does the individual store deal with online order fulfillment and what are the main difficulties?

Since it is an essential goal for the company to administer effective services, consumers had an unreliable method of communicating the right orders. As a result, this affected purchasing behavior by bringing negative feedback from the final consumer. For example, respondent five exclaimed, "Most of the difficulties are the wrong orders leading to the return of the product." However, five respondents explained that customers send their product list via email and WhatsApp, making delivery easier. As a result, the advancement of technology has contributed to the significant milestone of online purchasing power. In contrast, respondents 1, 2 and 3 describe division of labor and order priority as one of the essential determinants of effective buying behavior (Lister, 2019). In an article Generation X Shop More Online than Baby Boomers and Millennials suggests that Generation X transacts more online than any other generation.

The customer expects a product to be reliably delivered and demands satisfactory and error-free service. For example, Respondent 3 exclaimed, "As a store, we try by all means to meet customer needs when they order. We make sure we deliver all required items." To ensure high purchasing behavior, respondents noted key elements such as

division of tasks and responsibilities, product delivery on time, order priority, specifications in accordance with the order and regular customer relationship. Consequently, the following chart provides the essential determinants of purchasing behavior.



On the other hand, buying behavior was analyzed using question four. The purpose of buying behavior is to identify the impact it has on overall product delivery and market penetration. From the results, quality services are highly correlated with the purchasing behavior adopted by a specific population. This implies that quality products and services offered to customers influence the purchase decision. From the results, the respondent was questioned about an increase or decrease in the use of the online shopping platform. This question was relevant to quantify the realistic and quality of the services offered in the online pick n pay platform. Alternatively, it was essential to develop the perception of how the consumer views the purchased products. As a result, respondents 1, 2, 3, 5, 6 and 8 said there is an increase in the online shopping platform. The decision he attributed to this claim was due to the coronavirus pandemic. For example, Respondent 3 admitted: "I have noticed a

noticeable increase in the use of the online shopping platform on our site. I attribute it to the coronavirus pandemic." It is clear that purchasing power has increased in recent days due to the coronavirus pandemic. Additionally, Respondent 2 supported this statement by addressing how online services protect customers from corona virus infection. Interviewee 2 admitted: "I have seen a big increase and my attribute on that is due to the coronavirus. It's a good thing because we protect customers from coronavirus by keeping social distance. "In contrast, Respondent 7 said there has been a decline in the online shopping platform.



4.3 Unpacking the finding and the link to the literature review

The internet has rapidly changed the perception of online shopping with many participants engaging in e-commerce as a way to access their products easily and at affordable prices. South Africa is one of the largest internet users in Africa with a penetration rate of 56.3% (Rahman, 2016). Despite having a high penetration rate, there has been a decline in the accessibility of products and orders in the online platform, especially in Generation X. This implies that the internet penetration rate is

expected to grow to 62.3%, but the concern for online shopping remains a major challenge for Generation X. Secondly, he argues that Generation X is well versed with technology, but has experienced a derailed influence on online shopping.

To find out the truth, the study chose to examine brand perception among study participants.

From the results, most of the respondents in Generation X were from a group aged 32 to 38. Previous research has revealed that younger generations are likely to engage in more online activities than the older generation. Therefore, Generation X was expected to be more familiar with ecommerce as they commit to buying their products online. Alternatively, Generation X had different views regarding online shopping on the Pick N Pay platform. From the results, 62.5% were female and 34.4% were male. Women participate more frequently in purchasing items on the Pick N Pay platform than men. This implies that women could if the question about online engagement on the Pick N Pay platform purchase more than males. According to Pillay (2020), the female population exceeds the male one, so they tend to participate more frequently in online shopping. Previous research shows that women purchase more products online than men. Farjam and Hongyi (2015) argue that online store productivity depends on women and the female growth rate is expected to increase by 3.5% every year. Perhaps it is relevant to the market and the influence of women towards shopping to increase productivity and sales growth in online stores.

As a result, 96.9% of respondents admitted buying items from the Pick N Pay online platform, while only 3.1% prefer other platforms. The perception of the brand in this study reveals how participants can cope with affordable prices, quality products, time savings and the nature of the products. From these findings, properties influenced Generation X online shopping behavior by relying on the Pick N Pay online platform

as their online destination. According to Goga et al. (2019), consumers prefer products that are delivered on time, product quality, easily accessible and fast order processing. In other words, 40% of South African people who engage in online shopping prefer products that are easily manageable, processed and delivered on time. Perhaps Amazon has been one of the best online shopping platforms due to its unique handling, delivery and time savings. Goga (2019) reveals that goods and services can have a positive and negative influence on customers' buying behavior. The main problem with goods and services is the way the company addresses consumers. If customer complaints can be handled indulgently and reliably, the company will never get a bad customer review. Second, the customer's attitude towards online shopping depends on the relationship with the customer and the employers. For example, a poor connection between a customer and the employer can result in a significant drop in online sales. It is evident that 56% of online shoppers depend on customer reviews to examine product feasibility before purchasing. If the product and customer experience with the online platform has negative feedback, it will negatively affect consumers' shopping behavior.

In contrast, Generation X participants preferred physical stores (65.6%) while the online platform accounted for 34.4%. It's best to understand that brick-and-mortar stores in South Africa have dominated over the past decade by a 40.3% margin over online stores. However, online stores over the past five years have been on an upward trend with a 2019 high of 40.1%. According to Dhanapal et al. (2015), brick-and-mortar stores were dominated mostly for purchasing products unlike online stores where an individual can view without purchasing products. The main factor that has influenced the dominance of the physical store in Generation X over the past decade has been the availability of the products and the bargaining policy of the products. However, the

Covid-19 pandemic has contributed significantly to the increase in online shopping. The consumer's decision to prefer traditional stores or online stores depends on the type of goods and services. The argument is due to the lack of physical contact with favorite products and the inability to feel or feel the product. For this reason, the interviewee is likely to engage in physical stores, especially if physical assistance is not required (Monsuwe et al., 2004). Perhaps the lack of trust in online stores remains a hindering factor in brand perception and shopping behavior among Generation X participants. Previous research suggests that the physical store relies heavily on the availability of trust. Therefore, buyer confidence is likely to have a positive influence on brand perception and buying behavior. However, online stores rely on product quality, accessibility, services and customer policies. According to Pillay (2020), online platforms can increase consumer confidence by providing information, guarantees and assurances on processed products. Perhaps customers who have had a positive experience with online shopping have perceived a greater advantage over the chances of buying again. In particular, customers who have had a negative online shopping experience are more likely to engage in physical store shopping than an individual with positive feedback. According to Makita et al. (2019), the factor that prevents you from determining customer loyalty is the experience while shopping. This implies that the individual buying attitude will remain unchanged after having a negative experience with a store.

To determine whether generation x was impacted by Pick N Pay's online shopping activities, consumer shopping behavior and purchasing performance were assessed. It is evident that 60% of Generation x has been influenced by technology to improve the performance of online shopping. Ideally, the customer's habit through the use of technology contributed significantly to the purchase of the product. According to Dlodla

(2020), Generation X is a young population who are familiar with smartphones, computers and the use of other digital technologies. In addition, they spend an average of 4 hours online while using other social media platforms. Ever since product marketing revolutionized in new millennials, businesses have made huge strides to advertise and promote products on social media platforms like Facebook, Google, Twitter, etc. In particular, most of the younger generation spend their time in the aforementioned social media platform and by accessing some the products online have become more efficient and easier. When it comes to online shopping, they are able to engage in purchasing products thanks to technological advancement. As a result, the research found from the interviewee that the perceived benefits and ease of online shopping were rated higher by people who bought goods and services from online retail stores. This implies that a positive online experience improves brand perception and the online platform can provide quality services to consumers.

Furthermore, the decision to choose online shopping in generation x has been influenced by product features and the coronavirus pandemic. According to Cooper (2007), global depression can affect how consumers respond to a given product. This is applicable in the supply and demand chain where demand can increase if a product is out of stock. Alternatively, supply may decrease if demand falls sharply in a given demographic region. As a result, Generation X is relying on omnichannel retailers to conduct online shopping, especially during the covid-19 pandemic. Furthermore, the influence of online shopping in the pick n pay platform has increased due to the perception of the social distance in which individuals cannot transmit the virus from one person to another. On the other hand, psychological factors such as motivation, relief and lifestyle have increased online shopping behavior in generation x. According to Sonwaney and Chincholkar (2019), personal factors are as unique to individual

buying behavior as situational factors and lifestyle. They argue that consumer buying behavior is determined by the shopping environment on the web and the intentions to carry out purchasing activities. Recent research has supported the claim that nearly half the percentages of consumers who shop or shop online are financially stable and informed. This implies that education plays a vital role in online shopping and the shopping behavior of Generation X.

4.4 Validity and reliability of the findings

According to Maree (2020), validity and reliability represent two different aspects of things in a research study. He claims that reliability describes the consistency of repeated measurements under the same circumstances but at different times. If they produce the same results, the objects under examination are reliable. In general, the content validity applied in this study used questionnaires to build domains such as codes and themes. The judgment approach was to facilitate validation and conduct tool validity of the questionnaires in different geographic areas. In this case, the pilot study and actual data collection were represented to establish the reliability and validity of the data results and the research approach. Consequently, a reliable measurement can be valid depending on the unit of measurement. However, a search approach may not satisfy reliability if an indicator is invalid. Based on the results, shopping behavior, brand perception and the influence of online shopping were found to be reliable. It is evident that during the pilot study the variable under consideration produced the same result in determining how the online platform Pick N Pay affects the consumer of Generation X. For example the Pick N Pay employee questionnaire respondents were asked if there was an increase or a decrease of the platform of Pick N Pay online shopping. From the results, most respondents admitted that there was an increase in online shopping . The results agreed with the results of the pilot survey

that was conducted prior to the actual data collection. Consequently, the results refer to a strong confidence in the influence of online shopping on consumers. Alternatively, the reliability of the online shopping platform variable was determined by involving the respondents in short questions. For example, respondents were asked whether customers were most influenced by the online shopping platform. From the results, the majority admitted "yes", especially during the covid-19 pandemic. Therefore, this indicates that the results related to consumer behavior and online shopping have high reliability and validity.

As a result, the perception of the products among the respondents showed mixed responses. In other words, products and services are the main pillar of the Pick N pay online shopping platform. Therefore, the purchasing behavior of customers is influenced by the service and quality of the products provided by the online platform. While the pilot survey showed that the respondent was satisfied with the product delivery strategies, the actual data collected had a different perspective. Customer interviewees were questioned about consumers' brand perception and whether they can be skewed by a negative online experience. A previous review of the literature revealed that brand perception cannot be altered by a negative online experience. According to Naidoo (2020), the Pick n Pay platform has physical stores that enable the delivery model, marketing, and payment processing. Furthermore, he argues that the Pick N Pay platform doesn't just rely on online retailers but completely on the physical warehouse where products can be sold to customers. Conversely, the actual data collection from the sample unit showed that the consumer's brand perception can be skewed by negative feedback. It is evident that the transaction is based on the online ecommerce model and poor order and product management can interfere with the customer experience. Consequently, the results showed high validity as the

decision relates to population characteristics and previous research. In particular, the research approach is another element to examine the reliability and validity of the results. According to Maree (2020), research design effectively processes outcomes and possible decisions in future interventions or practices. The results showed a high correlation between brand perception and consumer shopping behavior regarding the influence of online shopping. Consequently, the questionnaire forms played a significant role in determining the reliability and validity of the results related to the study variables.

CHAPTER FIVE

CONCLUSIONS AND RECOMENTATIONS

5.1 Indication of how researched questions and problem was answered

From the study, the research questions were classified into three different aspects to be used for the qualitative study. As the research adopted thematic content and analysis, the questionnaires were transcribed and coded to provide different themes. Alternatively, the thematic analysis identified themes that were related to the research questions through the use of textual data and the use of multifaceted procedures to analyze descriptive data. As a result, the researcher coded the research study-specific questions to extend a whole set of themes for later analysis. Subsequently, the analysis was carried out using content analysis which is mostly the representation of contextual data in descriptive. The purpose of the content analysis was to derive information from the analyzed text while systematically encoding large amounts of textual information. Consequently, the result of the thematic and content analysis used the inductive approach to draw comparison from past literature and collected data. This was relevant for providing the location of the research objectives based on past historical data.

5.2 Implication of the findings

With greater accessibility to online shopping activities, online platforms should develop a robust system that can handle customer feedback, needs and services. This implies that the online platform must be innovative to implement an artificial intelligence system that can handle both online orders and customer feedback simultaneously to reduce the risk associated with negative reviews.

Based on the results, the online platform should optimize brand marketing and quality services through the endorsement and use of celebrities as influencers. As a result, an emerging online platform can attract more members through strategic marketing interventions. It is clear that online platforms that strategically position their brand have a better chance of attracting a significant percentage of consumers.

Previous research shows that mobile retail accounts for 45% of online orders globally. Therefore, the online platform is expected to partner with mobile e-commerce to provide customers with most of the information to access online purchases. This can be done by including online store apps in mobile devices to improve the efficient accessibility of online products and improve brand perception.

5.5 Conclusion

In conclusion, the interviewees' analysis and thinking supported the argument that Pick N Pay online shopping platforms influence the purchasing behavior of Generation X and have a substantial impact on brand perception. Cost-effectiveness is one of the factors that has been found to have a substantial influence on the volume of consumers purchasing items from the online platform. While a significant percentage said online shopping is cheaper and simpler, some proportions have argued that traditional shopping is more convenient due to charges such as shipping and the inability to manage online accounts. However, the researcher advises consumers to purchase items from national online platforms, thus ensuring that they do not miss out on the benefits associated with these experiences. Therefore, retail stores such as Pick N pay should improve the security and privacy of online transactions to influence more consumers to shop online.

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Appendix

Questionnaire responses from questionnaire sent on Survey Monkey

3b.If no, are there any factors that have influenced your trial of Pick N Pays online platform?
N/aof
.
I worry about quality
No
Easy and relaxing
Yes, customer interface
They do not deliver to muldersdrift
No
No there are not
No
N/A
.
No
No
I prefer to go in store
Online is much more convenient during the pandemic
Not at the moment

No
The opportunity to browse and get discounts
Attempting to ease my chore list
Not really. I just prefer to buy most of my stuff in store.
No factors so far can influence me as yet
I buy from online stores
No
I worry about the quality and them picking the wrong bits
None
No
I don't trust online shopping
Imagination of affordability
No factors
Non specific
There is no incentives
5)Between online shopping and offline shopping, which one benefits the customer more? Why?
Offline because you get to see or touch
Online shopping, you can do shopping anytime of the day, makes your schedule a bit flexible to do other things rather than going to the store
Online at times especially during COVID
Offline. Its quicker to take and pay
Online
Online
Online , I don't get to leave my house and save more time and money coz I buy what I need .
Offline is more reliable
Offline shopping . I think that it's easier for customers to compare products and prices in-store rather than online . Customers also get to see the store's special offers and sales that are promoted in the store then shop effectively based on those
Offline,sometimes I can't find the items online .
Online allows for greater benefits
Online shopping, you can do shopping anytime of the day, makes your schedule a bit flexible to do other things rather than going to the store
Offline,sometimes I can't find the items online .
Offline. You get to view...especially the fresh food physically

Online is more convenient for most people
Online because it saves time
Offline
Offline shopping, you get to see physically
Online, it suits my lifestyle
Online shopping. Convenient and less time consuming
Both I suppose. Online shopping really works for me when buying my road running, trail running and hiking shoes online when they are on sale. But when it comes to my underwear, groceries or make up, I want the experience of touching things, reading and comparing before I buy instead of just seeing them online.
I prefer traditional, its safe & convenient
Online ,because in COVID times now it's better to not be in public places
Offline . Because the customer gets to compare prices and the condition of the products particularly fresh food
Online because it's lessens pollution
Online / shopping privately
Offline because you go and see the physical produce
I would know as I've only done one
Online, convenient
Offline ,so I can see directly
Online
Online but the delivery slots are always busy
6)What are some of the reasons that influence you, or your friends to buy items from Pick N Pay online shopping platform?
Convenience and peer pressure
Quality products, and earning point with a smart shopper account for discounts
If we are having a braai and need ingredients and have been drinking . This is convenient
Family brand. We buy here all the time
Suits my lifestyle
Offets
Time , avoiding Ques etc
Maybe the convenience
I do not buy online
I don't buy online

Timetable and easier to fit in with lifestyle
Quality products, and earning point with a smart shopper account for discounts
I don't buy online
Working from home and not wanting to drive out
I go in store because I prefer to see the products and collect them there and then
Convenience
Opportunity to socialise
Dont do online shopping
Shopping in a relaxed way
Ease of access
I would say convenience. Right now I can go to the shops easily but when I do go away during summer for the weekends, for convenience, i will order online from Pick n Pay so they can deliver a few hours or a day before I arrive at my destination home or Air BnB.
Nothing do far
Promotions ,comfort of being at home
I do not shop online
Specials and alerts that they send to my phone
With the whole Covid it's safer to buy online
We don't like on line
I do physical shopping
I can get the family involved in the comfort of my home than arguing in a shop
I don't shop online
Covid19
The ease of the online shopping
7)Do you think it is more cost-effective to shop online or in a traditional store? Why?
Online because you save time and petrol
Online, I don't have to drive and use my petrol to drive to the shops and back home with groceries. Cost efficient on how much I spend on Gas
Online , no petrol and parking
Online. Save on petrol
Online
Yes, you can get bargains

Online , when you are in a store you may pick up stuff that you do not need
Traditional store reliability
Traditional store because you'll be charged to get your products delivered to you still . So I would rather shop have an effective shopping experience
I'm not sure
Online is cheaper as you save on fuel and parking
Online, I don't have to drive and use my petrol to drive to the shops and back home with groceries. Cost efficient on how much I spend on Gas
I'm not sure
Online is cost effective
Considering the fuel cost it's more cost effective to shop online
To shop online
Traditional store
Well, in my opinion, it might not be cost effective to shop the traditional way but that's what I prefer
Online Don't have to drive to the store
Yes. If quality were better.
From a time perspective, it is more cost effective. Less time spent on travel, wear and tear on the car, fuel costs and keeping the mileage on my car down. Online shopping also reduces compulsive buying in my own opinion because I can only see what I am looking for whereas in a physical store, my eyes are going to be attracted to things I haven't budgeted for, and somehow I will justify buying them, messing with my budget in the end.
Yes, it is cost effective for me to buy offline. Because I can see the products & touch them, see the expiry date & sizes
To shop online ,cuts out the cost of going to the shop
Traditional store because I get to compare prices of products and their condition
Online for me, because I don't browse the store then
Online shop from comfort zone
No I like to walk around the store
Saves time
Online, no fuel cost
Traditional works for me
Yes I do , shopping with my fingers .
Yes. You don't waste money
8) Do you think it is easier to buy items and transact using online platforms or traditional stores? Why?

No. Some card dont allow
Traditional stores, because it is what I'm used to
Instore. Is easier . Online can be complicated
Traditional .offline logistics are scary.
Yes, online. I feel safe
Online, comfort free zone
Online , the world is evolving , we saw what it has done during this pandemic
Traditional, you can see them feel them
Traditional platforms because I do not have a problem with physically going to a store to buy groceries
I'm not sure
Online is at your finger tips
Traditional stores, because it is what I'm used to
I'm not sure
Online stores. They source products from various stores
It's easier to transact in person for me for my peace of mind.
It's much easier to transact online because goods are delivered promptly to your door
Traditional/ you know your card is safe
Traditional stores, cause its what i prefer
Yes, it's always seamless
If quality improves, certainly.
For me, it's easier online and offline.
Uts easy to buy traditional for me. Its convenient
Online is easier and more convenient from home
Traditional store . Because it's what I have been doing for years , I find it eas
Instore because sometimes my card gets blocked online
Yes. I can choose without bumping into peopke
Go in store interact with people
I wouldn't know
Yes, very good customer interface
Traditional ,because I want to see everything that I'm doing
Absolutely
Yes, my card is saved to computer

9)Do external factors, like culture and family, influence your online shopping behaviour? If so, why?
Yes . they share sales and stuff
Yes my kids are always showing me interesting to do shopping like using apps like uber eats to deliver food
My friends have started shopping online and this has pushed me to do more of it
Yes. If i hear stories from family about it im influenced
Family, everyone has an opportunity to choose what they like online
Culture, tech culture
No they don't , it's a personal choice
Work, for efficiency purposes
No
No
Online is the new normal, why go out when it can be done from home
Yes my kids are always showing me interesting to do shopping like using apps like uber eats to deliver food
No
We as South Africans have a fewlar of being defrauded as crime in that space is rampant. Leaving card details online seems risky
No not at all
No
Culture- my mother used to take me to the grocery shopping I enjoyed it
No
Family. Can get the kids involved in choosing their favourite foods
Not quite.
No they don't.
Yes, part of it however safety comes first for me
No external factors
No they do not because I don't shop online
Yes if my sister says there was an issue online , I will avoid the soree
Culture, I like privacy
No we shop in shops
No they don't
Family, I have small kids at times they can be a nightmare in a physical store
No one influences my shopping behavior
Definitely ,I live in a household of Vegans and gluten-free .

My family, when my family trusts something so do o
10) Do you consider online shopping secured and privacy observant?
No
No really sure
Yes
No
Yes
Yes, it's safer
Yes
No
No
Yes
Yes so long as you use sercure sites
No really sure
Yes
Im torn. Even though i know it is probably secure now, in the past it has been risky.
I'm not very comfortable with it.
Yes definitely
No
Not at all
Yes
I hope it is.
I believe so. I presume brands would want customers to come back again and again hence their investments into fraud detection, seamless onboarding and creating friction-right online shopping experiences.
No, idont consider it safe at the moments
Yes
No
Yes for a big store like pick n pay I am safe
Very secure
No people pinch you information
No I don't
Yes, my card had never been hacked
Not really

All good for now
Yes I am protected
11) If you have never bought products from an online store, what contributes to this decision?
Convenience
.
I buy online
Logistics
I have bought
Hassle free environment
Mostly because they do not deliver to my area. If I do shop , I use an alternative address , where I need to go and collect
I bought international product
No
I have bought online before but not at pick and pay
If you need something, one click and it's done
.
I have bought online before but not at pick and pay
Not applicable
I don't feel as though my banking information is safe
I do buy online
Scepticism about using my card online
Fraud
I have always bought online
Not trusting the security of the site based on little factors like spelling errors, usability etc
I buy products online almost every second month, question N/A
Safety
I buy online
I'm not really good with this new technology
Quality , reviews and specials
No comment
Safety
Social distancing
I prefer this for ease and comfort and choice

I don't trust them and slow delivery
Saving time
The ease to shop
12)Do you visit online stores to obtain information or buy items?
Buy
Yes I do
Yes
Information
Buy items
Both
Buy
Information
No
Both
Both
Yes I do
Both
For both purposes. Mostly ot is for price comparison
I don't shop online
Yes
Yes
No
Yes
Both
Both
No
Yes
Neither
Yes to see the products more
To buy items
No
Sometimes . To see discounts .
To buy and to shop around
Nope

No not really . I go online to shop for Items I need when I need them
Yes for brand info
13) What influences your online shopping intention?
Needing thing
Vey Convenient, I can do more things, like spend time with my family .
Specials
Variety
Choice and relaxation
Savings
I personally hate Ques and the time I waste in them . I like convenience . It also influences proactive planning of the items you require
Wanting to know prices before I go buy
There is nothing that influences me
ITs done while at home I guess
Choice
Vey Convenient, I can do more things, like spend time with my family .
ITs done while at home I guess
Distance of the actual store from me
I don't shop online
Special deals and recommended items
Price comparison
Nothing
The choice and offers
Need and boredom
When it comes to clothing, getting stuff on sale before they run out or if the brands don't have physical stores. For groceries and food (plant-based eating), I like to see what's available and the costs.
Nothing so far
Convenience
I don't buy online
The look of the website offers
The choice
I don't
Time
The ease of shopping

I'm not influenced by them
Value for money
The way things are on the first page
14) Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?
Yes. Like fruits and bread will arrive damaged
Yes they will always offer quality products, I believe if they don't, it might hurt the brand
Fruit and cake
Yes. imagine having your vegetables arriving damaged.
Yes. The product quality is the same on delivery
Yes, with added discounts
I don't know . I hardly buy the pick and pay brand
Yes
Yes ..because there are a lot of unforeseen circumstances that could take place during the delivery of my products . I feel better if I do my own shopping
I'm not sure
Pick N Pay brands are great quality and affordable
Yes they will always offer quality products, I believe if they don't, it might hurt the brand
I'm not sure
No
If perishables can be delivered on time in chilled boxes that should preserve the quality.
Yes they do and Not at all
Yes. I am not sure if my eggs will be safe
Dont think so
Yes, my products are always in good shape
I think quality will be affected, certainly.
Pick n Pay offers affordable clothing. When it comes to a basic South African bread basket - Pick n Pay together with Spar are more expensive than Woolies contrary to South Africans' brand perceptions, so I am not sure if online shopping goes will reduce the prices, considering that Pick n Pay, as far as I can remember has been offering online shopping pre-2010 when online shopping wasn't even the norm. Their prices hadn't changed then in comparison to its competitors, do a decade later, what's the difference?
I find PickN Pay brand affordable but not good quality

Yes they offer affordable and quality
Yes
Yes if the online order is a mess , I will be upset
Yes, products always looking very good and fresh
Yes love the store
Yes
Yes, products are never damaged
Yes they do offer affordable and quality products
No
If the stuff delivered is damaged . I will not be happy
Yes
15) Do you think Pick N Pay online store offers high-quality service to online customers? Why?
No. Ive heard bad stuff and reviews
Not sure
Yes, they have chatbots that help
I think so
Yes, service is seamless
Yes, the items online are of high quality
I've used it once and I was impressed . Sometimes you don't have to deal with the rude cashiers
I don't think so because it may be that at all
I have never used it
Don't know
Same as before
Not sure
Don't know
I hope it does. I have not used it
I have never used it
Yes, it's an easy to use website
Not sure
I wouldn't know
Yes, they keep their promise to their customers
No. I haven't felt that.
I think so. The last time I ordered groceries online, it was a smooth experience from start to finish.

I wouldn't know
Yes they do ,
Yes, their items are nice and I love the stock
Yes, customer ratings are good
Go shopping meet people, be social
I don't know , never shopped on line
Yes, products are always fresh and you get good deals
I don't use online
Yes
Yes the standard is the same and I love
No
16) Can you refer your friend to the Pick N Pay online shopping platform? Why?
No. I don't think they will like it
Yes I would recommend it to work colleagues as we sometimes work overtime
Yes. The quality and delivery time are perfect
Maybe.it depends on product
Yes, for the benefits to shop from the comfort of your home
Yes, it's a superb platform
Yes
No, I feel it's not reliable
I don't know because I've never used it
I have not used it before so I could not refer to someone else
great quality good prices
Yes I would recommend it to work colleagues as we sometimes work overtime
I have not used it before so I could not refer to someone else
Yes. Pick n Pay is a reliable store
Sure, a lot of my friends shop online
Sure, it would make their lives easier.
Not sure
Well ill see
Yes, friendly, easy to use service, nice customer interface

Only if the service improves in terms of quality to match perhaps other more prominent online
Sûre, it's convenient.
Not yet
Yes I can
I wouldn't because I don't use it
Yes because they , have great customer service
Yes, they are a brilliant online store
No
Sure, if I like the service
Yes, best online shop ever
I can't as I don't use it
Yes I would.
Yes and I share with my friends
Yes cause it's sufficient

Final Research Questionnaire

Interview Guide

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

- 1) How old are you?
- 2) What is your gender?
- 3) What is your education level?
- 4) Do you buy items from Pick N Pay?
 - a. If yes, do you buy items from the online platform or physical stores?

- b. If no, does your decision relate to your perception of the brand?
- 5) Between online shopping and offline shopping, which one benefits the customer more? Why?
- 6) What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?
- 7) Do you think it is more cost-effective to shop online or in a traditional store? Why?
- 8) Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?
- 9) Do external factors, like culture and family, influence your online shopping behavior? If so, why?
- 10) Do you consider online shopping secured and privacy observant?
- 11) If you have never bought products from an online store, what contributes to this decision?
- 12) Do you visit online stores to obtain information or buy items?
- 13) What influences your online shopping intention?
- 14) Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?
- 15) Do you think Pick N Pay online store offers high-quality service to online customers? Why?
- 16) Can you refer your friend to the Pick N Pay online shopping platform? Why?

End of interview.

Final Questions For Pick N Pay Staff

- 1. How long have you worked for Pick N Pay?
- 2. Do you think that there is a more established online shopping culture in your influencing your consumers' shopping habits?
- 3. What were previous consumers' perceptions of Pick N Pay and how these perceptions evolved?
- 4. As a manager, have you seen a decrease or increase in the use of the online shopping platform, and what do you attribute to this?

5. How does the individual store deal with online order fulfilment, and what are the main difficulties?
6. Do you think that your consumers' brand perception can be altered by a negative online experience?

Appendix 2: Coded Interview Transcriptions FOR PILOT

Themes used in coding

The influence of the online shopping platform

Purchase behavior

Brand perception

Respondent 1

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

1. How old are you?

I Am 36 years old.

2. What is your gender?

Female

3. What is your education level?

Degree

4. Do you buy items from Pick N Pay? yes

c. **If yes, do you buy items from the online platform or physical stores?** Online platform

d. **If no, does your decision relate to your perception of the brand?**

5. **Between online shopping and offline shopping, which one benefits the customer more? Why?** Online shopping is more effective than offline shopping because since I started using it, being able to shop more without having any difficulties, like queuing in the waiting line.

6. **What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** I think the store is much cheaper compared to other stores. And it also offers a wide range of products.

7. **Do you think it is more cost-effective to shop online or in a traditional store? Why?** Yes, as I said, it offers products at a lower price. Besides, I no longer have to pay a transport fee to the physical store

8. **Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** Yes, I dislike having to walk to with my cards and solid money. For example, I recently bought some groceries from the online platform and transacted the payments from my account to theirs, and it was so easy.

9. **Do external factors, like culture and family, influence your online shopping behavior? If so, why?** Not really, I don't think I would buy anything out of family influence.

10. **Do you consider online shopping secured and privacy observant?** Secured? Yes, but for some platforms, like Pick N Pay, some might not be so secured. As for privacy, I think all platforms enhance privacy.

11. **If you have never bought products from an online store, what contributes to this decision?**

12. **Do you visit online stores to obtain information or buy items?** Both, but mostly to buy items

13. What influences your online shopping intention? The brand. I don't buy items from just any online shop. Some might be thieves.

14. Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping? Yes, the store offers excellent quality, and I think almost everyone can afford their prices. They deliver the same quality as in their platform. I don't think the quality is affected.

15. Do you think Pick N Pay online store offers high-quality service to online customers? Why? Yes, I think the platform offers high-quality products, I bought some items, and their quality was exactly as advertised on their platform.

16. Can you refer your friend to the Pick N Pay online shopping platform? Why? Yes, I would also like them to access excellent products at lower prices.

End of interview.

Respondent 2

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

1. **How old are you?** Am 40
2. **What is your gender?** Female
3. **What is your education level?** Certificate
4. **Do you buy items from Pick N Pay?** Yes
- e. **If yes, do you buy items from the online platform or physical stores?** Both
- f. **If no, does your decision relate to your perception of the brand?**

5. **Between online shopping and offline shopping, which one benefits the customer more? Why?** I think online shopping is more helpful since it saves time and money.
6. **What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** Time effectiveness. I work till late in the evening, and sometimes I lack time to shop, but with online shopping, I can buy the items anytime, anywhere, without having to visit their physical stores.
7. **Do you think it is more cost-effective to shop online or in a traditional store? Why?** I would say online shopping is more cost-effective since I no longer have to board a bus to the physical store.
8. **Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** well, transacting in both stores is easy
9. **Do external factors, like culture and family, influence your online shopping behavior? If so, why?** yes, I like trying things with my family
10. **Do you consider online shopping secured and privacy observant?** Yes, I've bought items online several times, and I've never experienced any security or privacy issues.
11. **If you have never bought products from an online store, what contributes to this decision?**
12. **Do you visit online stores to obtain information or buy items?** Buy items
13. **What influences your online shopping intention?** The product offered, I mean, I check on the quality and price offered by the store.
14. **Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** Of course, yes, in fact, I like the quality and price of this particular store. And they deliver what they promise.
15. **Do you think Pick N Pay online store offers high-quality service to online customers? Why?** yes, I like that they respond quickly to questions
16. **Can you refer your friend to the Pick N Pay online shopping platform? Why?** Yes, I would like my friends to have the best online shopping experience.

End of interview.

Respondent 3

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

1. **How old are you?** Am 38
2. **What is your gender?** Male
3. **What is your education level?** Masters
4. **Do you buy items from Pick N Pay?**
 - g. **If yes, do you buy items from the online platform or physical stores?** Both
 - h. **If no, does your decision relate to your perception of the brand?**
5. **Between online shopping and offline shopping, which one benefits the customer more? Why?** Online shopping, I no longer have to waste time on the serving line, especially during rush hours and holidays.
6. **What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** Prices, internet availability, convenience, and transactions security
7. **Do you think it is more cost-effective to shop online or in a traditional store? Why?** Online shopping is more effective. I no longer have to pay a transport fee to the traditional store.
8. **Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** yes, well, I can easily transact money from my account to the store's account
9. **Do external factors, like culture and family, influence your online shopping behavior? If so, why?** No.
10. **Do you consider online shopping secured and privacy observant?** Yes, I have never had an issue with platform security or privacy.
11. **If you have never bought products from an online store, what contributes to this decision?**

- 12. Do you visit online stores to obtain information or buy items?** Both
- 13. What influences your online shopping intention?** The brand, I cannot buy items from any store.
- 14. Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** Yes, the brand does offer high-quality products at a lower price, and the store delivers as agreed.
- 15. Do you think Pick N Pay online store offers high-quality service to online customers? Why?** Yes, they ensure that there is important information for each product.
- 16. Can you refer your friend to the Pick N Pay online shopping platform? Why?** Yes, I would not want them to miss the benefits, like getting high-quality items at a reasonable price.

End of interview.

Respondent 4

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

- 1. How old are you?** Am 41
- 2. What is your gender?** Male
- 3. What is your education level?** Level 5
- 4. Do you buy items from Pick N Pay?** Yes
 - i. If yes, do you buy items from the online platform or physical stores?** Physical stores
 - j. If no, does your decision relate to your perception of the brand?**

5. **Between online shopping and offline shopping, which one benefits the customer more? Why?** I think physical shopping benefits the buyer more since one can be able to ask questions regarding a product. Besides, one can fit some products, especially clothes.
6. **What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?**
7. **Do you think it is more cost-effective to shop online or in a traditional store? Why?** Well, online shopping is effective, but they tend to charge higher than physical stores. Hence yeah, I think traditional stores are more cost-effective.
8. **Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** I think the two are equal because you can use your cards to buy items by just swapping.
9. **Do external factors, like culture and family, influence your online shopping behavior? If so, why?** NO
10. **Do you consider online shopping secured and privacy observant?** Well, I would not say that they are the most secure way to transact because it might generate a problem with your cards where all your accounts get hacked.
11. **If you have never bought products from an online store, what contributes to this decision?** Security and cost, I simply can't afford the risk.
12. **Do you visit online stores to obtain information or buy items?** Obtain information. I think it's the best place to research any product.
13. **What influences your online shopping intention?** Quality, price, security, and privacy. Yeah, that's all.
14. **Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** Well, their offline store available price and quality are recommendable, but I cannot tell about their online site.
15. **Do you think Pick N Pay online store offers high-quality service to online customers? Why?** am not certain
16. **Can you refer your friend to the Pick N Pay online shopping platform? Why?** No, I simply think it is better not to risk your money and just get the items from physical stores.

End of interview.

Respondent 5

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

- 1. How old are you?** 42.
- 2. What is your gender?** Male.
- 3. What is your education level?** Bachelor Degree.
- 4. Do you buy items from Pick N Pay?** Yes
- k. If yes, do you buy items from the online platform or physical stores?** The online platform
- l. If no, does your decision relate to your perception of the brand?**
- 5. Between online shopping and offline shopping, which one benefits the customer more? Why?** Online platform. Because you have more options to choose from than a physical store, the store has a limited stock.
- 6. What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** The wide range of options and the convenience of delivery.
- 7. Do you think it is more cost-effective to shop online or in a traditional store? Why?** I believe it's more cost-effective to shop online since you don't have to make the trip to a store, and you can choose the best price.
- 8. Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** It is easier; the process for buying online is much simpler. There are no lines and no exchange of physical cash. You just pick what you want, hit the button, and wait.
- 9. Do external factors, like culture and family, influence your online shopping behavior? If so, why?** No, not really.

- 10. Do you consider online shopping secured and privacy observant?** No, completely.
- 11. If you have never bought products from an online store, what contributes to this decision?** N/A.
- 12. Do you visit online stores to obtain information or buy items?** I visit them to obtain information and then buy the items.
- 13. What influences your online shopping intention?** Mostly adverts and recommendations by friends and family.
- 14. Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** I believe that they offer affordable and quality products. And no, I trust Pick N pay to provide the same services as they would at the store.
- 15. Do you think Pick N Pay online store offers high-quality service to online customers? Why?** Yes, they offer a quality service. They are always on time with deliveries and products are what they say on their site.
- 16. Can you refer your friend to the Pick N Pay online shopping platform? Why?** Yes, I would not want my friend to miss out of their services.

End of interview.

Respondent 6

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

1. **How old are you?** 46.
2. **What is your gender?** No.
3. **What is your education level?** High school.
4. **Do you buy items from Pick N Pay?** Yes.
- m. **If yes, do you buy items from the online platform or physical stores?** The physical stores.
- n. **If no, does your decision relate to your perception of the brand?**
5. **Between online shopping and offline shopping, which one benefits the customer more? Why?** Offline shopping. You can budget better at the store and see the bargains on offer.
6. **What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** My friends shop online because they are lazy or too tired to go to the store.
7. **Do you think it is more cost-effective to shop online or in a traditional store? Why?** Traditional shopping. Since you don't have to pay the shipping costs.
8. **Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** No, it's not. You have to have all kinds of computer accounts and actually do not know how to use them.
9. **Do external factors, like culture and family, influence your online shopping behavior? If so, why?** I have always gone to the store to get what I need. I guess that's my culture.
10. **Do you consider online shopping secured and privacy observant?** No, it's not secure.

- 11. If you have never bought products from an online store, what contributes to this decision?** I just don't know how to, and I don't trust the whole online system.
- 12. Do you visit online stores to obtain information or buy items?** To get information.
- 13. What influences your online shopping intention?** N/A
- 14. Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** They are affordable and have quality products. The individual delivering the goods could tamper with them or steal them.
- 15. Do you think Pick N Pay online store offers high-quality service to online customers? Why?** I don't know.
- 16. Can you refer your friend to the Pick N Pay online shopping platform? Why?** No, I just do not trust their delivery team.

End of interview.

Respondent 7

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

- 1. How old are you?** 39 years old.
- 2. What is your gender?** Male.
- 3. What is your education level?** Masters.
- 4. Do you buy items from Pick N Pay?** Yes.
 - o. If yes, do you buy items from the online platform or physical stores?** From both the online and the physical store.
 - p. If no, does your decision relate to your perception of the brand?** N/A.
- 5. Between online shopping and offline shopping, which one benefits the customer more? Why?** Online shopping. It is more convenient for someone with a busy life and no time to go to the store.
- 6. What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** Good quality products, speed of delivery, and trust in the brand.
- 7. Do you think it is more cost-effective to shop online or in a traditional store? Why?** It is more cost-effective to shop online if you have a lot of shopping to do, but small purchases will be expensive.
- 8. Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** Yes, it is easier. All you have to do is scroll while seated on the couch and choose what you want, and it'll be delivered soon, unlike walking to the store.
- 9. Do external factors, like culture and family, influence your online shopping behavior? If so, why?** No.
- 10. Do you consider online shopping secured and privacy observant?** Yes, I do.

- 11. If you have never bought products from an online store, what contributes to this decision?** N/A.
- 12. Do you visit online stores to obtain information or buy items?** To buy items.
- 13. What influences your online shopping intention?** Adverts and price of products.
- 14. Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** Yes, it is. And no, delivery doesn't affect quality.
- 15. Do you think Pick N Pay online store offers high-quality service to online customers? Why?** Yes, they do. They have an easy way to use the website, and customer service is always ready to help.
- 16. Can you refer your friend to the Pick N Pay online shopping platform? Why?** Yes, I can. I wouldn't want my friends to keep wasting time visiting physical stores.

End of interview.

Respondent 8

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

- 1. How old are you?** 40.
- 2. What is your gender?** Male.
- 3. What is your education level?** Diploma.
- 4. Do you buy items from Pick N Pay?** Yes.
- q. If yes, do you buy items from the online platform or physical stores?** Physical store.
- r. If no, does your decision relate to your perception of the brand?** No.
- 5. Between online shopping and offline shopping, which one benefits the customer more? Why?** Offline shopping. You need to see the product before you buy it.
- 6. What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** Because they busy, feeling unwell, or just can't be bothered to go to the store.
- 7. Do you think it is more cost-effective to shop online or in a traditional store? Why?** Traditional store. Because you don't pay anyone to get it for you, and you can choose the best product that suits you.
- 8. Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** No, it's not. At the traditional store, the transactions are straight forward, and you deal with the store directly. You don't just send you money and hope it comes back.
- 9. Do external factors, like culture and family, influence your online shopping behavior? If so, why?** No, they don't.
- 10. Do you consider online shopping secured and privacy observant?** No.

- 11. If you have never bought products from an online store, what contributes to this decision?** I just don't trust the internet; it's full of conmen. I'd rather see the vendor who's selling to me.
- 12. Do you visit online stores to obtain information or buy items?** For information.
- 13. What influences your online shopping intention?** N/A.
- 14. Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** They offer good quality and affordable products. And online shopping and delivery could cause damage or theft of the products. Not to mention they could be tampered with.
- 15. Do you think Pick N Pay online store offers high-quality service to online customers? Why?** N/A.
- 16. Can you refer your friend to the Pick N Pay online shopping platform? Why?** No. it is too risky.

End of interview.

Respondent 9

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

- 1. How old are you?** 40.
- 2. What is your gender?** Male.
- 3. What is your education level?** Vocational Training.
- 4. Do you buy items from Pick N Pay?** No.
 - a) If yes, do you buy items from the online platform or physical stores?** N/A.
 - b) If no, does your decision relate to your perception of the brand?** No.

5. **Between online shopping and offline shopping, which one benefits the customer more? Why?** Offline shopping. The customer can get information easier and personally choose what they want.
6. **What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform? N/A**
7. **Do you think it is more cost-effective to shop online or in a traditional store? Why?** Traditional store. There are no extra shipping costs.
8. **Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** No, it is not easier. Online shopping needs computer knowledge, and you can't get help easily.
9. **Do external factors, like culture and family, influence your online shopping behavior? If so, why?** No.
10. **Do you consider online shopping secured and privacy observant?** No, I don't think so.
11. **If you have never bought products from an online store, what contributes to this decision?** I just don't understand it or trust it.
12. **Do you visit online stores to obtain information or buy items?** N/A.
13. **What influences your online shopping intention?** N/A.
14. **Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping?** N/A.
15. **Do you think Pick N Pay online store offers high-quality service to online customers? Why?** N/A
16. **Can you refer your friend to the Pick N Pay online shopping platform? Why?** No, the shipping cost is too high.

End of interview.

Respondent 10

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

Main interview

1. **How old are you?** 36 year.
2. **What is your gender?** Female.
3. **What is your education level?** Doctorate.
4. **Do you buy items from Pick N Pay?** Yes.
 - a) **If yes, do you buy items from the online platform or physical stores?** Both.
 - b) **If no, does your decision relate to your perception of the brand?** N/A.
5. **Between online shopping and offline shopping, which one benefits the customer more? Why?** Online shopping. It allows the customer to save time by ordering and get anything they want whenever they want it. And it has more choices.
6. **What are some of the reasons that make you or your friends buy items from Pick N Pay online shopping platform?** It is convenient, time-saving.
7. **Do you think it is more cost-effective to shop online or in a traditional store? Why?** online shopping does not need to pay transport to a traditional store
8. **Do you think it is easier to buy items and transact using online platforms than traditional stores? Why?** Online platforms. You don't need to walk around the store; you just add to your online shopping cart. And paying is just one click of a button.
9. **Do external factors, like culture and family, influence your online shopping behavior? If so, why?** No.
10. **Do you consider online shopping secured and privacy observant?** Yes.
11. **If you have never bought products from an online store, what contributes to this decision?** N/A.
12. **Do you visit online stores to obtain information or buy items?** I visit to buy items.

13. What influences your online shopping intention? My budget and how long it takes to deliver.

14. Do you think the Pick N Pay brand offers affordable and quality products, and will some of these products be affected once they have to be delivered via online shopping? They do offer affordable and quality products. And no, delivery from online shopping won't affect them.

15. Do you think Pick N Pay online store offers high-quality service to online customers? Why? Yes, they do. They have fast delivery, a wide range of products, and quality products.

16. Can you refer your friend to the Pick N Pay online shopping platform? Why? Yes, I would because I have used it repeatedly and was satisfied every time.

End of interview.

Pilot Questions For Pick N Pay Staff Members

Initially this report was to be done via audio, the management advised that this would be better executed if the staff members filled out the forms due to Corona Virus outbreak.

Staff Member 1

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

- 1. How long have you worked for Pick N Pay?** For about 7 years now.
- 2. Do you think that there is a more established online shopping culture in your influencing your consumers' shopping habits?** yes, the store has established a culture that ensures excellent consumer service by offering our buyers quality service in both online and offline stores

3. **What were previous consumers' perceptions of Pick N Pay and how these perceptions evolved?** Well, Pick N Pay has always been known to offer products at lower prices and high quality, and this has grown over the years, especially with the online expansion where consumers can get a variety of products online at an affordable price.
4. **As a manager, have you seen a decrease or increase in the use of the online shopping platform, and what do you attribute to this?** Increase, I think with the current condition of Covid- 19, many buyers are opting to buy items without having to visit our physical stores.
5. **How does the individual store deal with online order fulfilment, and what are the main difficulties?** Once the orders have been made, and all the transactions are cleared, our delivery team ensures that the consumer receives the product within the shortest time possible. Some of the most challenging difficulties we have encountered with online stores is delivering an Omnichannel customer experience and shopping cart abandonment.
6. **Do you think that your consumers' brand perception can be altered by a negative online experience?** Yes, online experience contributes significantly to how a consumer perceives the brand.

Staff member 2

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

1. **How long have you worked for Pick N Pay?** For 3 years
2. **Do you think that there is a more established online shopping culture in your influencing your consumers' shopping habits?** Yes, it is our culture to ensure that products on the online store are well explained, and all the information is available,

thus ensuring that the consumers do struggle while selecting the items they need online.

3. **What were previous consumers' perception of Pick N Pay and how these perceptions evolved?** Pick N Pay has always been known to offer excellent customer service, and this has evolved over the years, especially with the large volume of buyers visiting our online stores.
4. **As a manager, have you seen a decrease or increase in the use of the online shopping platform, and what do you attribute to this?** Increase, I think our prices have really supported the growth as almost everyone can afford our products.
5. **How does the individual store deal with online order fulfilment, and what are the main difficulties?** Well, after receiving the order and all transactions have been made, our physical delivers the items either weekly or monthly, depending on the product at the consumers' doorstep. Also, with the high volume of online stores, I think the most substantial challenge is maintaining consumer loyalty.
6. **Do you think that your consumers' brand perception can be altered by a negative online experience?** Of course, yes, negative experience results in a negative perception, be it delays on delivery, poor product quality, or even poor customer service.

Staff member 3

My name is Paloma Mlunjwana. I am researching to explore the influence the Pick N Pay online shopping platform has on the purchase behavior of Generation X and the impact this has on brand perception. This study will help significantly in enhancing Pick N Pay market penetration through online selling and increasing the overall South African revenue generated from e-commerce.

Thank you for participating in this interview, and please feel free to pause whenever you feel uncomfortable since this is voluntary. The interview comprises seven questions and will be recorded for transcriptions, after which the audio will be deleted. Each respondent will be named after a letter to enhance the anonymity of information.

1. **How long have you worked for Pick N Pay?** 2 years
2. **Do you think that there is a more established online shopping culture in your influencing your consumers' shopping habits?** Yes, it is our culture to ensure that the consumers are satisfied with our services by offering excellent customer service.

3. **What were previous consumers' perceptions of Pick N Pay and how these perceptions evolved?** Well, consumers have always had a positive perception toward Pick N Pay, but this has evolved over the years, especially with the growth of online stores where buyers perceive Pick N Pay as a store where one can get quality products at an affordable price.
4. **As a manager, have you seen a decrease or increase in the use of the online shopping platform, and what do you attribute to this?**
5. **How does the individual store deal with online order fulfilment, and what are the main difficulties?** It ensures that after the ordering process, consumers receive an accurate product at their doorstep within the shortest time possible. I think shipping cart abandonment is the most significant challenge faced by the store.
6. **Do you think that your consumers' brand perception can be altered by a negative online experience?** Yes, negative experience means a dislike o something associated with the brand. It is hence affecting consumers' perception.