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**The Influence of Cultural on Female Consumption Behaviour for Fashion Apparel:  
A Comparison between South Africa and Sweden**

**Semester 4 Thesis**

**Masters in Economics and Business Administration: International Marketing**

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## SUMMARY

The purpose of this graduation thesis is to investigate the effects of culture on female consumption behavior for fashion apparel purchases. The study assumed a cross-cultural analysis of South African and Swedish respondents to test the cultural influences affecting choice preference and shopping behaviour. Notably, the study considers how cultural upbringing might affect and impact consumer behaviour in a product purchase consumption situation. Previous authors have contemplated the effects of Individualism-Collectivism on the defining characteristics of national behaviour. The objectives outlined for the study are to assess and validate the announced influence of culture on consumer behaviour for the consumption of women's fashion apparel in a comparative study, while considering family and influence of reference groups as a strong motivator for decision making. In addition, South Africa and Sweden were evaluated by research criteria to define the propensity of Individualism-Collectivism within the national identity of the respondents. Therefore, allowing the researcher to assign and understand for the consumption difference between the South African and Swedish sample groups. The importance of which, can be used to by apparel firms considering internationalising of business development into global marketplaces. Preemptive understanding of socio-cultural differences in world audience's might guide oversight into duplicated market success and entry strategies. That is to say, that audiences are different depending on their socio-cultural convictions and to some extent defined by their geographic location. Therefore, a firm should acknowledge difference and not assume likeness between similar worldly consumer segments but see them as separate and make the necessary adjustments. The study assumed a post-positivist approach, which recognises that all observations can be imperfect and with error, and importantly, that all theory is revisable. The research project appropriated a structural approach, conducting research by first identifying a clear research topic while adopting of a suitable research methodology. Using a quantitative approach to data collection, the study was conducted with a sample of 40 female respondents, equally shared between South African and Swedish participants. A survey was administered through Survey Monkey (Survey Monkey, 2018) whereby inquiry to research objectives were easily communicated.

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## **1. INTRODUCTION**

The purpose of this chapter is intended to introduce the research topic, along with identifying the need for further study. Providing a background to the research and a focus point in proceeding. As a result, aims and objectives are determined to demonstrate the intended nature of the study. The study, will assume to afford the reader a broader overview therefore, with a focus on consumption behaviour with a cultural perspective in due of the women's' fashion industry. Interestingly the study will approach conveyance of how cultural upbringing might affect and impact consumer behaviour in product purchase consumption. The chapter will close having communicated the importance of the study, and appropriated a structure for the report to follow.

### **1.1 BACKGROUND TO RESEARCH**

(Kotler & Keller, 2011) define consumer behaviour as, “the study of buying and disposing of goods and services, ideas and experiences by the individuals, groups and organisations in order to satisfy their needs and wants.” The affect on buying decisions are undoubtedly complex in combination of both internal and external influences as noted by (Armstrong, Adam, Denize, & Kotler, 2015). The study here-in, assumes to examine difference between consumers found in Cape Town, South Africa and Gothenburg, Sweden for the consumption of womens' fashion clothing. In addition, accounting for socio-cultural variation and impacts to consumer behaviour in a traditional retail environment. (Mooj & Hofstede, 2011) have studied the phenomenon of culture, and the direct influence on consumer behaviour in an international setting. Further noted, that one cannot ignore the cultural variations of a community as a change-engine between continents, similarly confirmed by (Usunier & Lee, 2013) who notes consumer behaviour as being made up of many universal components at once, all of which needs consideration when formulating behavioural assumptions. Understanding the cultural impacts on consumer behaviour are imperative to strategizing correct marketing activities appropriately for difference in local market behaviour when evaluating entry and localised demographic engagements. (Mooj & Hofstede, 2011) review components of consumer behaviour such as self, personality and attitude in forming the basis of many reputable behaviour models. (Rath, Bay, Petrizzi, & Gill, 2015) rationalises importance in understanding where and how consumers buy fashion products in order to

further comprehend and forecast behavioural patterns. Notably, (Kim, Forsythe, Gu, & Moon, 2002) explores how apparel is considered a high-involvement shopping item, due to reason of many factors of influence across intent. Consumers are increasingly as a result, interested in fashion and appearance due to the command of media that govern fashion news, current and foreseeable trends and celebrity style looks (Barnes & Lea-Greenwood, 2010 as cited by Joung, 2014). The current setting for apparel relies on a movement of fast-fashion, whereby inexpensive designs are moving quickly from the catwalk to production, in order to meet current market demand. (Kenton, 2017) offer as a result, the tradition of introducing new fashion lines on a seasonal basis being challenged and interrupted. Today, it is not uncommon for fast-fashion retailers to introduce new products multiple times in a single week to stay on-trend with consumer call and demand.

## **1.2 AIM OF THE STUDY**

Accordingly, the aim of the study assumes to explore whether cultural difference regulates distinction in geographic consumption behaviour for women's fashion apparel in a retail environment. The study will measure difference between consumers found in Cape Town, South Africa and Gothenburg, Sweden for variation in consumption patterns. The study hopes to secure testimony for acknowledged difference in cultural upbringings as a basis for disparity in consumption.

## **1.3 OBJECTIVES OF THE STUDY**

To attempt resolution of the aim intended for the study, the researcher will take the appropriate steps to complete and guided-knowledge. Previous literature will council the identification of primary concepts and theories related to cultural differences independant and dependant on consumption rituals. Surveying noteworthy datasets on cultural community geography will afford insight into comparable leveraging later in the study. Upon identification of key concepts and supporting research, the researcher can interpret and structure correct method for data gathering in the form of a large-scale questionnaire circulated in area's Cape Town, South Africa and Gothenburg, Sweden. Comparison of primary and secondary data provided relevance will benefit the Findings and Conclusion chapters of this report.

## **1.4 IMPORTANCE OF THE STUDY**

A conclusion resulting in the appropriate findings for cultural difference given a geographic perspective impacting buying behaviour and consumption in women's fashion clothing would be of great usefulness. Both to Marketeers, but more importantly apparel firms considering internationalising of business development into global marketplaces. Preemptive understanding of socio-cultural differences in world audience's might guide oversight into duplicated market success and entry strategies. That is to say, that audiences are different depending on their socio-cultural convictions and to some extent defined by their geographic location. Therefore, a firm should acknowledge difference and not assume likeness between similar worldly consumer segments.

1. Do cultural factors influence consumer buying behaviour for consumption of women's fashion apparel?
2. Do factors such as family influence affect on women's buying behaviour for fashion apparel?
3. Within the cultural construct, do individualistic-collectivistic communities impact differently buying behaviour?
4. Assess how fashion consumption is different across the South African and Swedish culture?

## **1.5 STUDY CONTEXT IN SOUTH AFRICA**

South Africa has a multi ethnic population, comprised of Black Africans (79 percent), Coloureds (8,9 percent), Indian or Asian (2,5 percent), and Whites (9,6 percent). The religious composition is simplified of 63 different belief systems to Christians (86 percent), Muslim (1,9 percent), Ancestral or Other Traditional African Religions (5,4 percent), Hindu (0,9 percent), Jewish (0,2 percent) with the census accounting for 94,4% of the population, of which the remainder were unassigned (Statistics South Africa, 2018). Notably, in 2011, South Africa had a calculated estimate population of 50 586 756, the majority of which comprised of the age group 0-19 (41,5 percent), followed by 20-39 (33,9 percent). Accordingly, the division of religious belief represents the large actualisation of cultural diversity in South

Africa. Each of which are allocated a set of values, beliefs and moral behaviour to adhere by. According to (Collison, 2017), “South Africa’s diverse mix of cultures, ethnic groups and religions have given rise to a variety of traditional dress. In African cultures for example, age and social standing are reflected commonly in the clothes a person wears.” The compelling dress of the *Xhosa* community is informed by social standing, while featuring intricate beadwork and printed fabrics to reflect on the wearers life stage; comparable to other cultures in South Africa who follow similar arrangement.

## **1.6 STUDY CONTEXT IN SWEDEN**

Sweden has a multi ethnic population, however the Swedish Government does not collect nor does it base any statistics on ethnicity or religious composition according to (U.S. Department of State, 2009). Furthermore, it is against the law for the Government to register the faith of individuals; therefore, there are no statistics on correlation between religious groups and socioeconomic status. In instances, the Government relies on statistics submitted by religious organisations when they apply for annual state funds reflected in the 2009, International Religious Freedom Report as follows: Lutheran (72,9 percent), Other Protestant (4,4 percent), Muslim (5 percent) and Jewish (Less than 1 percent), with the remainder of which is declared unassigned.



## **2. LITERATURE REVIEW**

The focus of this chapter will address the appropriate research findings and relevant theories linked to cultural consumption, buying behaviour and women's clothing fashion. The author will assess the relevant literature while pursuing to affirm connectedness between the presented concepts from previous areas of research. Furthermore, the variables explored in the chapter will be admitted for empirical study and comparable analysis later in the paper.

### **2.1 WOMEN'S FASHION CLOTHING**

“As early as the fifteenth century, fashion was considered so important in that in France, Charles VII was asked to establish a separate ministry of fashion”, according to (Svendsen, 2010). Notably, the author, recognises fashion as being one of the most influential phenomena in Western civilisation since the Renaissance period. Arguing, how “fashion has kept permanent brand in every aspect of human activity in the modern civilization, while believing it has become almost second nature to humankind”. Interestingly, (Simmel, 2001) considered fashion a “universal rule that makes personal behaviour become a model”, that is to say a combination of social uniformity and individual difference. As a precursor, the author perceives any specific form of attire, art, form of behaviour and perception an element of fashion. The contemporary definition of fashion has been both limited and generalised towards clothing. Anne Hollander, a famous Art Historian, defines fashion “as the entire spectrum of attractive clothes styles at any given time”. Equally affirmed by Cultural Historian, Elisabeth Wilson who assumes “fashion as a dress in which the key feature is rapid and continual changes of styles” according to (Svendsen, 2010). (Hansen, 2004) announces several synonymous variants to fashion both overlapping in meaning and relatedness as: clothing, dress, garments, apparel and fashions. The authors definition follows the term ‘dresses’ defined as the “assemblage of body modifications and/or supplements,” which assumes the expressiveness of dress and the strategic effect which is is entitled with material properties. (Joung & Miller, 2006) accept *dress* as being recognized between social activities as informative clarification of setting. (Sproles & Burns, 1994) define clothing as simply, “any covering for the human body” but regard fashion as “the style of dress that is

temporarily adopted by a discernible proportion of members of a social group because that chosen style is perceived to be socially appropriate for the time and situation.” Similar view is established by (Workman & Johnson, 1993), who consider wearing fashion during interaction enhances positive emotion and heightened sociability amongst groups. Further, (Joung & Miller, 2006) refute how personal appearance is an important element in social interaction, whereby intrinsic value in confidence and comfort is afforded to the wearer and extrinsic value is offered and recognized by social populace. As such author, (O’Connor, 2005) abridges this notion to clothes being experimented in setting as wearing and viewing interactions. Furthermore, fashion is often ordained through situation and context, of which can be influenced by personal feeling and emotions and the evaluation the wearer might wish to receive. Notably, (Kaiser, 1997) argues despite clothing being tangible, how it is often taken for granted in terms of communication and expression of identity. That said, studies do suggest how clothing has been acknowledged for defining personality, social status, nassociation to group and protest to issue. Moreover in attempt to examine communication of clothing, (Barthes, 1983) developed a method in which three distinct structures are studied, (1) the technological structure, (2) the iconic structure and (3) the verbal structure. That is to say, the meanings communicated by clothing cannot be produced merely by the physical article, but by the visual and verbal structures also. (Campbell, 1997) states that “since consumers cannot avoid wearing clothes, they are unable to prevent others from reading meanings into the clothes they wear”.

## **2.2 CONSUMER BUYING BEHAVIOUR**

Revered authors (Kotler & Keller, 2011), term consumer behaviour as, “a study in which the ways of buying and disposing of goods, services, ideas or experiences by individuals, groups and organisations are conducted in order to satisfy needs and wants”. This definition is assumed by regarded author, (Solomon, Bamossy, Askegaard, & Hogg, 2013), who equally confers definition to “the study of processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”. (Kotler & Keller, 2011), suggest the division in study of consumer behaviour into three interdependent dimensions; (1) the study of culture, (2) the study of social groups and (3) the study of the individual. Comparable with a joint study by (Armstrong & Kotler, 2015), who together regard the following characteristics (1) cultural, (2) social, (3) personal and (4) psychological as having a considerable influence on consumer purchases. Furthermore, psychological characteristics have been acknowledged in relatedness to consumer purchases by (Koksal, 2014), who claims the importance of positive or negative feeling when purchasing or wearing clothing as a denominator for decision making. Moreover, the consumer is subjective to a variety of psychological stimulus influencing the buying process. (Armstrong & Kotler, 2015) designs a buying decision making process, of which consists of five key stages (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision and (5) post-purchase behaviour. Where (1) need recognition, was the buyer recognising a problem or need which can be triggered by internal or external stimuli. (2) Information search, when the consumer may or may not search for more information before decision to purchase. (3) Evaluation of alternatives, assumes how consumers ensue about evaluating alternatives based on the individual consumer and their personal buying decision. (4) Purchase decision, accordingly there are two leading factors that could change a consumer’s final purchase decision and (Armstrong & Kotler, 2015) asserts these as “the attitude of others, and unexpected situational factors”. And lastly (5) post-purchase behaviour, regarding aspects influencing the consumers such as culture and the role of the family involved. (Gilbert A. Churchill, & Peter, 1998) defines consumer behaviour as “the thought, feeling and action of consumers and the influences on them that determine the exchange.” More detailed does (Vignali & Vignali, 2009) exact that the disposition of

consumer behaviour is consisting of a range of activities performed by consumers used in selection, securing, use and disposing of products and services. Moreover, the author maintains that the setting in which consumer behaviour is examined can be different in terms of what, when, how, why, and from where they buy the products. Related to the buying decision making process by (Armstrong & Kotler, 2015), authors (Vignali & Vignali, 2009) justify several factors they have identified as influences for consumer decision making, and as such follow (1) organizational corporate value, (2) perceived quantity and (3) quality of information. According to (Talha, 2012) an important premise of consumer behaviour to consider, is “how consumers often buy products not simply to fulfill their needs but for what they mean inherently”. That is to say, that choice of product or service closely complies to and is consistent with their underlying ideas and beliefs. Notably, consumption can be an intangible experience, idea and service or tangible object according to (Holt, 1995). The author introduces an interesting point whereby categorizing consumption by examining the structure underlying the action of behaviour, whether the focus be on consumption of the object, or social interactions where the object becomes an important resource for interpersonal communication. Interestingly, relevant to the research topic is (Pereira, 2010) who conveys influence of culture, environmental and social factors to which impact consumer buying behaviours. Moreover, (Kotler & Keller, 2009) commune that commodity and physical protection were endorsed by physiological factors, while socio-cultural were constructs of family, career and social groupings. In terms of apparel, (Vignali & Vignali, 2009) recognise influence of personal considerations such as age, consumer life cycle, occupation, economic level, way of life and personality as motivations of choice during consumptions decision.

## **2.3 INDIVIDUALISM VS COLLECTIVISM**

(Triandis, 1995), considers how, “Collectivists are closely linked individuals who view themselves primarily as part of a whole, be it in a family, a network of co-workers, a tribe or a nation. Such people are mainly motivated by the norms and duties imposed by the collective entity.” That is to say, community of Individualism is the composition of Collectivistic Culture. The author continues definition of Individualism, as “motivated by their own preferences, needs and rights, giving priority to personal rather than group goals.” Demonstrative of individualistic thinking and behaviour as a result of singular interaction. Culture and Consumer Behaviour are deeply related concepts in topic of Individualism and Collectivistic cultures. Validated by Hofstede’s Cultural Dimension research, as a concept whereby linking Individualism and Collectivism with specific personalities and traits. Individualism-Collectivism, is considered by (Hofstede, 2010) the extent to which the self or group constitutes to the centre point, where the author regards Australia, the US and the UK as countries linked to Individualism, and China, Columbia and Greece as those represented by Collectivism. Furthermore, (Johnston & Johal, 1999), consider there to be a propensity by academics to assign Individualism to the “West” and Collectivism to the “East”. Therefore validating consensus with findings by (Hofstede, 2010), where China represented Collectivist community and the United Kingdom, Individualism. (Parker, Haytko, & Hermans, 2009), asserts equal validity to statements made by (Johnston & Johal, 1999), however expands on the traditional concept along with (Chiao et al., 2009), whereby individuals with Collectivistic tendencies view themselves as being dynamic, continually defined by their social context and relationships, as opposed to individuals with Individualistic tendencies who perceive themselves as stable, autonomous from other people and their environment. Further to (Hofstede, 2010) comment on geographic allocation of Individualism-Collectivism, authors (Lao, 2009), expands on reason as to which China is considered a Collectivist community - as being hugely influenced by history, rich culture, priority to relationships, consciousness towards what others think and attention to family focusness. However, notably there are instances challenging the assumption whereby relationships and social affiliation of values had little to no effect on consumers’ purchase motivations for apparel, according to (Kim et al., 2002). An academic insight by (Parker et

al., 2009), revealed a shift in Chinese students, from a propensity of Collectivism towards Individualistic behaviour as a result of socio-cultural advance. Validity to the admission by (Parker et al., 2009) is later supported by (Jin & Kang, 2011), who consider the shift in China to have materialised as consequence of growing affluism and modernisation within the East. While the research supports variation from Collectivism to Individualism in China, (Jin & Kang, 2011) continue to recognise the views authored by (Hofstede, 2010), (Luo, 2009) and (Johnston & Johal, 1999). (Jin & Kang, 2011), recognise a growing disposition in cultural change in China, with indication that 21st century Westernisation be the agenda for individuality in a materialistic capitalism. In addition, the author, (Jin & Kang, 2011) assert how Individualism-Collectivism is dependent on the culture of the country in which they live/born into - and is said to affect the consumers decision process, as well as buying habits. According to (Talha, 2012), Collectivism can be classified by Institutional Collectivism and In-Group Collectivism. Where Institutional Collectivism is defined by (House, 2004) as “the degree to which organisational and societal institutional practises encourage and reward collective distribution of resources and collective actions.” Notably, the practise of Institutional Collectivism is not primarily driven by personal relations and is therefore not considered for family association. (Talha, 2012) argue to Institutional Collectivism reflecting, “higher incentives and rewards for collective behaviour and norms in the society”, but importantly for the association with socially legitimated institutions. Simply, the author denotes how personal independence has low priority in institutionally oriented collective societies. Importantly, In-Group Collectivism as defined by (House, 2004) is described as “the degree to which individuals express pride, loyalty, and cohesiveness in their organizations or families.” The author declares importance to the cultural dimension of In-Group Collectivism with emphasis on being a strong predictor for group defined behavioural influences. Furthermore, (Talha, 2012) introduces relatedness to the level of family integrity, of which referring to, “how individuals relate to an ingroup as an autonomous unit and how they attend to responsibilities concerning their ingroup.” That is to say, how In-Group Collectivism reflects on a strong group identity of which embodies an affective identification towards the family, group, or community. Notably, (Kripalani, 2005) elaborates on the role of family and collectivism for consumer behaviour in India, where purchase decisions are made in reference to family and individual needs where resources can be pooled together to support habitat ingroup.

## 2.4 THE SELF & BODY CONCEPT

As maintained by (Warder, 1996), self concept refers to the understanding and all knowledge of oneself. The formation of which, consists of the psychological, physical and social attitudes, and finally the ideas and personal beliefs. Therefore self concept can be defined as a sum of the individual's thoughts and feelings referring oneself as an object rather than a person, a view asserted by (Talha, 2012). Moreover, (Hattie, 1992) refers to self concept as, "the cognitive appraisal of the attributes about oneself." Accordingly, (PayPerVids, 2017) explains how family history imposes the largest influence on self concept in referring to culture and experiences undergone by the individual. (Carducci, 2009), assumes how concept of self refers to existing beliefs that include self reflection of an individual's physical body and attributes defining expressions of personality. That is to say, the self is actualised by notions of individuality. However, in an Individualistic culture, (Hofstede, 1980) reflects on how self-orientation and identity is based on the individual's own achievements, practises and traits as opposed to Collectivistic cultures, where there are higher importances to collective identities and social systems of the group. Furthermore, authors (Sirgy, 1982) acknowledge three forms of self; as follows (1) the actual self, of which refers to perception of self, (2) the ideal self, referring to how in the ideal world the individual would like to perceive themselves, and lastly, (3) the social self, referring to how the individual presents themselves in the company of others. Moreover, author, (Hancock et al., 2000) denotes relevance to theory of (Carducci, 2009) by acknowledging "the self being inextricably bound with the physical body" as described by (Featherstone, 1991). Featherstone, later presumes, "body image as being the mental image of the body as it appears to others"; further simplified to the body being a reflection of self perception. Importantly, (Warlop & Beckmann, 2001) introduce clothing as a means of negotiating identity and the presence of consumption by the wearer in associating the body within social occupance. Moreover, (He & Wang, 2015) partners cultural identity with conditions of self concept and Collectivism, whereby cultural groups recognise and relate with a set of elements familiar within cultural identity. Notably, the author resolves how influence on cultural identity is more visible in Collectivistic communities, such as China, where connectedness to the group assembly is foundational. The expression "birds of a feather stick together", attempts to demonstrate the theory established

by the author (He & Wang, 2015). Furthermore, and consistent with theory assumed by (Sirgy, 1982) on three forms of self described above, (Hawkins & Mothersbaugh, 2010) finds it useful categorising self-concepts into two types; as follows (1) the independent self, of which is frequently referred to as one's separateness, and (2) the interdependent self, again referred frequently by researchers as one's connectedness. (Talha, 2012) elaborates on the categorisations assumed by (Hawkins & Mothersbaugh, 2010), where the independent version of self, "is based on the predominant Individualistic belief that individuals are inherently separate". Moreover, the independent self regards emphasis on personal goals, characteristics, achievements and desires all of which accipie closely to the definition of Individualistic behaviour. Accordingly, the independent group is said to define themselves based on (1) what they have accomplished, (2) personal possessions and ownership, (3) situated position and status within society, and lastly (4) the personal characteristics cycle. Differently, (Talha, 2012) regards the interdependent version of self, as "the common cultural belief in the fundamental collectiveness of human beings." Where, the interdependent self assumes emphasis on family, cultural, social welfare, professional and social relationship all of which accipie closely to the definition of collectivistic behaviour. Moreover, individuals who reside as independent are acknowledged as obedient, coordinated, and socio-centric. Said to define themselves in terms of their social roles instead of status, family relationships and similarities with other members of their groups according to (Talha, 2012). Notably, the author concludes that, "variation in the degree to which an individual or culture is characterized by an independent versus an interdependent self concept has been found to influence message preferences, consumption of consumer and luxury goods, and the types of products preferred." Interestingly, a key focus is the ability of self concept to both mediate and regulate behavior, as stated by (Hattie, 1992).



## **2.5 WOMEN'S FASHION CLOTHING AND CONSUMER BUYING BEHAVIOUR**

Buying behaviour in fashion apparel consumption is termed by authors (Pereira, 2010), an Individualistic gender-based activity. However, the same author subsequently conveys flaw in statement with reason for international market survey between Individualistic and Collectivistic community. In confidence, the author identifies between Individualism and Collectivist purchase tendencies and how culture is a means to purchase selection. Distinction is submitted for variation in choice of clothes and preference for consumer where colour, brand, fashion and material are factors for selection. That is to say, colours and contrasts are used to prompt expressions of feelings both internal to the mind of the wearer and appearance in the mind of an observer. The author, (Pereira, 2010) clearly instructs how product properties, designs, comfort and individuality are decisive in the role of apparel buying decision. (Rath et al., 2015) distinguishes between fashion leaders, and fashion followers subject to how individuals relate to fashion products. Majority of populace assume the role of fashion followers, where wearing an item follows the support of an already established trend. The author acknowledges motive as not having the sufficient time, finance or interest to spend on fashion pursuits before complete or nearing market acceptance. Interestingly, behaviour suggests how followers are insecure and apprehensive of their own tastes, so seek observation as to determine what is both accepting and appropriate. A clear example of this in today's society, is admiration and imitation for fashion leaders and those considered celebrity figures. Where admiration of a fashion leader is the cause for behavioural influences. (Koksal, 2014) identifies cues that influence consumers' judgement and decision for clothing purchase, (1) intrinsic, and (2) extrinsic. Author (Rahman, 2011) explains (1) intrinsic cues, are regarded as higher-level cues inherent to the physical composition of a product and instance in product fabric, style and fit. On the other hand (2) extrinsic cues, are considered lower-level cues that can be changed without changing the physical body of the product such as price, brand name and country of origin. Furthermore, (Koksal, 2014) accounts for evaluation of alternatives relating to brand, styles, design, colour and price as impelling influence towards selection in apparel purchases. Whereas, (Rahman, 2011) approaches the inference of perceived comfort and fit as factors probable to considering satisfaction, along

with price as a basis to surmise quality. (Crane, 2000), elects clothing as the most visible form of consumption while inferring motive for the social construction of consumer identity. That is to say, that consumers are concerned for their personal attractiveness and opposing perceptions by others. Fashion is therefore considered an element in enhancing profile and overall image, appearance and identity established by (Rahman, 2011). (Kembau & Mekel, 2014), approve with the statements made by authors (Koksal, 2014) (Crane, 2000) (Rahman, 2011) but advance with statement of fashion consumption being a means for self-realisation, not merely a tool for satisfying physiological needs but rather to create an identity of self whereby defining role in society. Self concept, is explored by (Aagerup, 2011) who regards fashion as the most expressive product category in existence; where expression is principal in identification with brands. Symbolism, image reinforcement and psychological satisfaction is evident in the study of apparel, where (Kim et al., 2002) considers it a high involvement shopping item. One of which is often purchased to reflect consumers' social life, aspirations and their respective affiliation. (Craig & Douglas, 2006) insert to (Aagerup, 2011) on brand identification, whereby consumers interpret symbol to membership in global cultures and communities through choice in apparel items. Furthermore, (Tombs, 2006 as cited by Koksal, 2014) explains how, "individuals not only dress in symbols and language to communicate with others, but also dress depending on their existing or desired emotional state to infer visual expression". (Crane, 2000), conveys how choice in clothing is a facilitator for how culture is interpreted, but more interestingly how culture is defined by the wearer. (Warlop & Beckmann, 2001) motivate the linkages between body and clothing implying expression in thoughts and feelings about body and mind in behavioural output. The author instances where some consumers avoid certain brands, due to untoward perceptions or actions by the brand which don't conform by the wearer. Research for linkages in clothing and consumer behaviour have concentrated to two focus elements, (1) where appearance serves as a form of nonverbal communication, of which stimulates judgemental and behavioural responses, and (2) how clothing behaviour of a person is a function of social situations and surroundings, personality and life stages as according to (Davis, 1984). Moreover, whereby clothing represented a form of nonverbal communication by the individual such as sex, age, social status, occupation, group memberships, personality, interests, values, and behavioural expectations. Authors (Davis, 1984), (Crane, 2000) and (Koksal, 2014) regard values as influential in impacting decision making of clothing purchases by individuals. Values being

viewed as the outcome of culture and ethnicity of a society by (Kim et al., 2002), who states how “certain values may be regarded as more important to consumers in one country market than another because of differences in culture and socio-economic conditions.”

## 2.6 CULTURE

(Warder, 1996) introduces culture as the behaviour and belief characteristics of a particular society, community or ethnic group. That is to say, the experiences we admit to in life are facilitated by the culture we live in, culture provides or is the environment which allows all these experiences to take place according to (PayPerVids, 2017). (Kroeber & Kluckhohn, 1952), defines the essential core of culture as consisting of traditional ideas and attached values that involves the presence of patterns, symbols and artefacts that all influence an individual's behaviour. The author doesn't limit the definition of culture to an explanation, but elaborates on the importance of culture on affecting influence in behavioural decision making. (Hollensen, 2007), approaches definition of culture with the association of learned behaviour, arguing to "the learned ways in which society understands, decides and communicates." Moreover, (Hollensen, 2007) considers the Theory of Social Learning as significant in the discussion of culture to assess the behavioural influence that exists within a social environment. The definition by (Hollensen, 2007) can be supported by earlier authors (Linton, 1945) as cited by (Usunier & Lee, 2013), where "culture is the configuration of learned behaviour and results of behaviour whose component elements are shared and transmitted by the members of a particular society." Evidently, it seems the assumption of learned behaviour is established between the two authors who admit to shared and transferable learnings. In a more recent academia, (Doole & Lowe, 2012) considers the findings and held assumptions by (Hollensen, 2007), (Linton, 1945), and (Kroeber & Kluckhohn, 1952) and concludes, "how culture is the sum total of learned beliefs, values and customs that serve to direct consumer behaviour in a particular country market." Notably, a more complex definition of culture is submitted by (Tylor, 1881) as cited by (Hollensen, 2014) who claims, how culture includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by a man as a member of society. And lastly, (Goodenough, 1971) as cited by (Usunier & Lee, 2013) establishes a simplified definition, humanising culture as "a set of beliefs or standards, shared by a group of people, which help the individual decide what is, what can be, how to feel, what to do and how to go about doing it." Notably, the definitions highlight association between culture, belief and behavioural influence. In consideration of the above, (Hollensen, 2004) identifies seven elements

associated with the concept of culture; (1) Language, (2) Social Institutions, (3) Education, (4) Aesthetics, (5) Religion, (6) Technology and lastly, (7) Values and Attitudes. After having examined the definitions by the above authors (Kroeber & Kluckhohn, 1952), (Hollensen, 2007), (Linton, 1945), (Doole & Lowe, 2012), (Tylor, 1881), and (Goodenough, 1971), we can assume values and attitudes as being a primary element in the defining of culture. (Hollensen, 2004), recognises how the element of values and attitudes determines what a person thinks is right, what is important and what is desirable. All the while, definition of value, according to (Rokeach, 1973) can be defined as “a centrally held, enduring belief that one end-states of existence is preferred to an opposing end of existence.” That is to say, that values are beliefs concerning the preferred ways of living and behaving in society. Attitudes on the other hand, as stated by (Talha, 2012) “apply an important role in shaping culture; as attitudes refer to a combination of beliefs towards a specific thing or situation as opposed to values that refer to a single belief to a certain thing or situation.” Moreover, (Mooij, 2004) describes how attitudes are considered the same as lasting opinions or approaches used in evaluating ideas, people, objects and issues. And, that is to say, that attitudes can be the expressed values that compel a person to act or react in a certain way.

## **2.7 CULTURAL IMPACTS ON CONSUMER BEHAVIOUR**

(Kim et al., 2002) establishes culture as the basis for product and brand consumption decision by consumers. The statement negates many of western buying behaviour models which focus on the assumption of the individual, but in this case the collective. (Doole & Lowe, 2012) concentrates research on collective decision making, whereby the complex of family is participating in major purchase decisions. Now, statement by (Doole and Lowe, 2012) is strongly supported by (Schiffman & Kanuk, 1997) who argue, “how culture is a powerful force, and should be considered the major factor in shaping and regulating human behaviour at community”. More often, only when we as consumers are exposed to people with different cultural values or customs do we become aware of how culture has molded our personal behaviour. (Jeannet & Hennessey, 2006) as cited by (Doole & Lowe, 2012) consider three processes through which culture influences consumer behaviour decision making; (1) cultural forces such as religion, family and history, (2) cultural message such as symbols, moral and knowledge and lastly (3) consumer decision process which assumes the selecting, prioritising of wants and decision making. (Kotler, 2008) reveals social factors affecting consumer decision making, considering groups, family, social roles and status as cause of influence. More importantly, the author corroborates how social elements have greater weighted authority towards appropriated consumer behaviour than personal considerations. Family is therefore, by author considered to have a strong influence on purchase decision. Inquiry by (Doole & Lowe, 2006) into statement by (Kotler, 2008) find culture relevant and associated with the social consideration set and elect how the two are interconnected. (Doole & Lowe, 2006) suggest that the conjoint of sociocultural construct are an imperative paradigm in the study of the whole consumer behaviour process. Promptly, in an attempt to diagnose ways in which sociocultural influence affects consumers’ attitudes, perceptions and behaviour it is important to define culture. Author (Terpstra & Sarathy, 2011) attempt to show explanation through eight components of which attribute to the understanding; (1) education, (2) social organization, (3) technology and material, (4) culture, (5) law and politics, (6) aesthetics, (7) religion and (8) language. All elements of the (Terpstra & Sarathy, 2011) construct are interconnected to form a unique understanding of the definition. Furthermore, (Czinkota & Ronkainen, 2004) interprets the impact of culture on consumer behaviour as “the variable

creating, transmitting content and patterns of values, ideas and symbolic-meaningful systems as factors influential in the shaping of human behaviour, through generational relegation. The author, assigns culture to preference, choices, behavioural measure of the announced community. Importantly, in context with socio-cultural instruction, (Kotler & Armstrong, 2014) comment on the presence of culture in compelling want behaviour, as-well as instructing forthcoming behavioural result. Where, according to (Kotler & Armstrong, 2014), “in a growing society, a child learns basic values, perceptions, wants and behaviours from his/her family along with other important institutions.” Notably, the authors apply emphasis on socio-cultural considerations as a indicant for behavioural action in community. Interestingly, a combined study by (Saegert, Hoover, & Hilger 1985), (Doran, 1994) and (Gentry, Tansuhaj, Manzer, & John, 1988) all successfully prove identified differences in consumer behaviour aspects like brand loyalty, decision making, novelty seeking and perceived risk across subcultural groups testing. Concurrently, authors (Saegert et al., 1985) and (Gentry et al., 1988) studied the differences found in the consumption patterns between ethnic groups and geographic subgroups in attempt to distinguish culture as a variable impacting decision making of which proved successful. Notably, the literature infers how many researchers have sought to understand the implications of culture influence on consumer behaviour, however were made in a one-dimensional study thus limiting the ability to confirm complexity in association between variables. To conclude, (Mooij, 2004) introduces level of diversity and uniformity within culture as a factor affecting consumer behaviour. The author affirms “how a culture that values diversity will not only accept a wide array of personal behaviours and attitudes, but is also likely to welcome variety in consumption for dress and other products and services.” That is to say, where Collectivistic cultures value uniformity, Individualistic cultures are said to value diversity.

## **2.8 SUBCULTURE**

According to authors (Kotler et al., 2010), “each culture contains smaller subcultures, or groups of people with shared value systems based on common life experiences and situations.” Subsequently, authors in the field of study affirm encompass with religious groups, nationalities, racial groups and geographical regions. Furthermore (Talha, 2012) announce addition to statements by (Kotler et al., 2010), whereby simplifying subcultures to the effects of religion and ethnicity, nationality, and conservatism which is comprised of traditionalism or resistance to change on consumer behaviour. Moreover, the effects announced by (Talha, 2012) are assumed as the basis for any culture and represent the foundation variables that exist within cultural examination. Importantly, with relatedness to consumption ritual, the author denotes how individuals who endure their national identity and sense of belonging are naturally more inclined towards consuming the national products and norms facilitated by their cultural placement.

## **2.9 SOCIAL CLASS**

(Kotler et al., 2010) defines social class as, “relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours.” Similar to subculture, social class has an significant impact on the evaluation criteria along with income in the consumer decision making process according to (Williams, 2002). Authors (Dinesha, 2014) denotes how social class can be classified by occupation, income, education and wealth as determining variables in consumption behaviour. An example made by (Kotler et al., 2010) illustrates social class divisions in an American Society, whereby segregating the community by Upper Class: upper uppers and lower uppers, Middle Class: upper middle class and middle class, Working Class, and lastly Lower Class, upper lower and lower lower class. The classifications used by (Kotler et al., 2010) assist researchers in accurate assumptions of consumer decision making.



## **2.10 RELATED THEORIES AND FRAMEWORKS**

To acknowledge Consumer Buying Behaviour in an academic format, it is important to follow the correct framing of information and approach for analysis. Within topic, four fundamental theories emerge with relatedness to the Consumer Decision-making Process.

### **2.10.1 SOCIAL LEARNING THEORY**

According to the social learning theory, (UK Essays, 2016) states how “spending behaviour can be viewed as a learned behaviour often transmitted by parents and other influential individuals, and is therefore, predominantly, one that is passed from generation to generation.” The analogy that spending patterns and behaviours have been conceived as existing along a continuum between two poles. Where one pole represents the “holding on” behaviours or preoccupation with the acquisition and hoarding of money; and the other pole, the obsessive spending behaviour.

### **2.10.2 ELABORATION LIKELIHOOD MODEL**

The model interprets how consumers evaluate alternatives when composing decisions, and following revision in attitude formation. Where attitude formation, is explained by central and peripheral variable; importantly, reformation of attitude relies on rational consideration on product/ service features, according to (Kotler et al., 2009).

### **2.10.3 EXPECTANCY-VALUE MODEL**

The model recognises consumer involvement in the decision-making process. Characterized by the level of engagement and active participation to marketing stimulus, according to (Kotler et al., 2009). Moreover, provisory to the level of engagement is identification of alternate decision making patterns, due to information volume and cognitive recognition. Subsequently, consumers that are highly involved in the decision making process, tend to consider a larger cognitive information set.

#### **2.10.4 THEORY OF PLANNED BEHAVIOUR**

Considers the time in which, a consumer is involved or motivated to accord an in-depth evaluation of the expected outcome of a product/ service before purchase decision, according to (Kotler et al., 2009).

### **3. METHODOLOGY**

The focus of this chapter will address the ontological and epistemological basis for the methodological research assumptions. During the course of the research phase, (Hammersley, 2011) asserts how certain philosophical considerations should be reflected upon. Commonly, the importance of research questions, the research design and the decided methods of collecting and analysing of data in assisting the researcher to understand specific subject phenomena to support development in theory, according to (Welch, 2011). That is to say, that in every field of research, certain agreements develop on the area of study; how the research question will be answered, what methods of data collection will be actioned and how the resulted findings will be interpreted by the researcher.

### **3.1 PHILOSOPHY**

The study herein assumes a post-positivistic approach, which in some cases, might coincide with critical realism. The research project appropriated a structural approach, conducting research by first identifying a clear research topic while adopting of a suitable research methodology. The post-positivistic approach is considered an update of the standard positivistic approach where certain stereotypes and pre-cut logic have been removed and replaced with a more flexible view. A post-positivist is assumed by beginning at recognising the way in which scientists think and work and conduct themselves in an everyday situation, as indifferent. Accordingly, (Trochim, 2006) asserts how scientific reasoning and common sense are considered as one in the same process. Therefore, it is considered, that there is no difference in kind between the two, only a difference in degree. In addition, it is a post-positivists belief that there is a reality independent of our own way of thinking, that science can study as a result. While positivists are likely considered realists, the difference is that post-positivists recognise that all observations can be imperfect and with error, and importantly, that all theory is revisable according to (Trochim, 2006). That is to say, that critical realists argue in the ability to know and distinguish between what reality with certainty is, where the positivists believe that science has the means to uncover the truth. The post-positivists believe that the goal of science is ongoing in attempting to uncover correct reality, even though it is perceived as a difficult goal in achieving, (Trochim, 2006). Furthermore, that all observations are theory-driven, and that researchers are always biased by their cultural experiences and worldviews. But how people are developing their worldview based on personal experiences, and how this shouldn't mean that researchers are unable in understanding and interpreting these views in an objective light (Trochim, 2006).

### **3.2 APPROACH AND DESIGN**

The research approach, refers to the “plans and procedures for research that spans steps from broad assumptions to detailed methods of data collection, analysis, and interpretation” according to author (Creswell, 2014). Appropriately, in the process of designing a study and the planning of the research approach, researchers can select between a qualitative research approach, a quantitative research approach, or a combination of the two. (Creswell, 2014), refers to this as a mixed methods research approach. The researchers in this instance has assumed to take a quantitative approach, to examine the variables implicated in the research question where culture is assumed to influence consumption behaviour for clothing apparels purchases between countries. (Creswell, 2014), argues that quantitative research is useful in recognizing the broader subject trends, the broader generalizations while analysing specific variables within a large population. Consequently, the quantitative data will assume the collection of closed-end and rating-scale questions to inform rich acquisition data to inform the findings. Notably, according to (Kent 2007) there are two primary research designs available; Exploratory Designs are concerned with “why”, and allows researchers to achieve a better understanding of a problem or situation according to (Centre for Innovation in Research and Teaching, 2018); Whereas Descriptive Designs are concerned with “what”, and are only used to establish associations between variables. Moreover, (Kent, 2007) states how in early phase of a study, an exploratory research design is used to consider association between variables, then followed by a descriptive research design to explain and evaluate the relationship between variables. The author quotes, to how “each stage will shade into the next with exploratory research becoming the basis for description, and description forming the first part of an investigative analysis and so forth”. Importantly relatable to the study herein, (Kent, 2007) insists to how in some cases, a study should only assume an exploratory design to validate association and focus the research towards an investigation of variables, rather than a complete analysis following descriptive design. Furthermore in continued study the author declares traditional use of both exploratory and descriptive designs to examine and validate a complete relational study. According to (McGivern, 2006), an accurately designed research structure pillars the strong foundation to deliver evidence to truthfully answer to the proposed research questions. Notably, the researcher will conduct a quantitative study

whereby facilitating a survey method collection to inform and investigate the influence of cross cultural differences in consumer behaviour for the purchase of fashion clothing apparels by women.

### 3.3 SAMPLING

A reliable data set is a crucial element for a successful research study and ensures the correctness and relevance of the findings, according to (Joseph Hair et al., 2007). Notably, the authors assert how collecting data from the population as a whole is an unachievable and an infeasible exploit. Accordingly, researchers tend to draw a sample from the population to examine on behalf of the larger degree. Which can be described by (Joseph Hair et al., 2007) as “a relatively small subset of the population.” There are two procedures used for drawing a population sample; Probability or Non Probability Sampling. Whereby definition of (McGivern, 2006), Probability Sampling, “involves drawing a sample by using random procedures and often used for large quantitative research studies.” Differently, Non Probability Sampling methods are used for qualitative studies and involve drawing a sample using assigned judgement. Accordingly, (McGivern, 2006) highlights the designing of a sample plan as an important task in the research process that includes: Defining the target population, choosing an appropriate sampling technique, deciding on a sampling size and lastly, preparing sampling instructions. The sampling process to be followed with the study herein, is a Non Probability Sampling method, using assigned judgement in selection of sample respondents. Notably, defined by (Explorable, 2009) as the “technique in which samples are gathered in a process that does not give all the individuals in the population an equal chance of being selected for the study.” The selecting of a Non Probability Sampling procedure is common for researchers bound by time, money and workforce. Where subjects are usually selected on the basis of their accessibility or by the purposive personal judgment of the researcher, according to (Explorable, 2009). In this case, selection was made by the researcher to specify the sample in which received the questionnaire who were assigned to a given country of birth, gender, age group and cultural upbringing. There are five types of methods for Non Probability Sampling procedures according to (Explorable, 2009); Convenience Sampling, Consecutive Sampling, Quota Sampling, Judgmental Sampling and lastly, Snowball Sampling. Where Convenience Sampling involves accessibility and ease of recruiting respondents for a easier and lesser time consuming study collection. Consecutive Sampling, of which is similar to Convenience Sampling involves the selecting of all accessible respondents in the sample to better represent the entire population. Quota

Sampling a technique wherein the researcher ensures equal and proportionate representation of the respondents based on shared quota elements such as age, gender or socioeconomic status. Judgmental Sampling on the other hand, or likely known as Purposive Sampling selects subjects by purpose, where certain respondents are likely to be better suited than others. And lastly Snowball Sampling, a technique where respondents are asked to identify other potential subjects to be involved in the study sample. For the purpose of this study, the researcher opts to participate in a Convenience Sampling method, whereby selecting participants available and suited for the study. While the researcher had divided their attention to study the research question in two different international markets, he was limited in the amount of participants known to him in Scandinavia and therefore had to ensure correctness in choice and selection. Furthermore, selection of the Convenience Sampling method is due to remarks by (Zikmund et al., 2013) who associates the method with being commonly used in cross cultural studies where the selection of the cultures can be easily accessible. The sample will address young and working professional female consumers between the ages of 18-34. (Saunders et al., 2009) asserts how sample size, depends largely on the research question and assigned objectives to the study. The author challenges how smaller sample sizes can still compete with the accuracy and perceived notion that larger samples reflect the accuracy of more data and information. Accordingly, the present study samples 30 respondents from both South Africa and Sweden to assess validity between cross cultural impacting on consumer behaviour during fashion clothing apparel purchases. Notably, South Africa can be observed as having multiple subcultures of which the study out of accessibility and sample known to the researcher decided to investigate white female consumers from the middle-to-upper class segment of which could be relatable to the Swedish sample.



### **3.4 DATA COLLECTION**

(McGivern, 2006) asserts to, “how quantitative research is useful for describing the characteristics of a population or market”. Notably, through quantitative methods researchers are able to collect structured and standardized data from larger samples to assert scalable findings to represent population figures. The present study, will conduct a quantitative approach to data collection by means of the Survey Method to aggregate information from respondents in South Africa and Sweden to represent cross-cultural influence on consumer purchase decisions for womens clothing apparel. The Survey Method is often used by researchers to, provide quick, inexpensive, efficient, accurate and meaningful findings according to (Williams et al., 2010). In addition, (Gide et al., 2002) remark to the use of the Survey Method as an effective tool to redeem opinion, attitudes and description while being able to assess causal relations between variables under large sample. The questionnaire was created online with a premium account on Survey Monkey (Survey Monkey, 2018); a tool used to distribute and capture respondent data as well as illustrate the findings using statistical measure and data dissemination technique. The survey was purposed for english language, as the sample in both countries was recognised as being proficient in understanding the language. The researcher did consider translating a Swedish version of the survey for respondents in Sweden, however decided against it at risk of translation error and time availability. According to preselected and convenient sampling technique, the survey was distributed to known respondents both in South Africa and Sweden respectively. The survey was delivered by web link, via personal messaging and introduced as an academic survey while announcing the research topic for context of response. The questioning for personal identifying information (PII) was removed and made anonymous to ensure security and openness in response, to decrease feelings of sensitivity and respect the respondents with anonymity. The researcher had previously been employed in womens retail in Sweden by NA-KD ONE WORLD AB, where introduction to the female sample was accessible and relevant for the study. At the time of the study, the researcher was in Cape Town, South Africa, the hometown where a larger sample was readily available to answer the survey. Notably the submissions had to be in full, and unanswered questions were not allowed, therefore incomplete surveys did not affect the data collection process.

### 3.5 SURVEY

Following the survey method for quantitative data collection, the researcher developed a survey with closed-ended and rating-scale questions to gain insight into respondents attitudes, behaviours, values and lifestyle motivations for consumption behaviour in womens' clothing apparel purchases to seek influences in variance by cultural impacting on Individualistic and Collectivistic tendencies. The demographic closed-ended questions were used to qualify the respondents and group participants to distinguish their country of involvement be it in South Africa or Sweden. Additional closed-ended questions were used to evaluate and analyse family and partner dependencies, followed by rating-scale questioning to enrich respondent analysis and assess individual or collective group motivations. Importantly, the questions were structured in such a way that the researcher could deduce motivations and attitudes towards apparel selection and consumer behaviour during shopping cycles. Section One, consisted of twelve closed-ended questions to qualify the respondent with demographic lead inquiry on age, gender, relationship status; country of birth, country of residence, city of residence. Followed by an attempt to distinguish family related behaviour and circumstances whereby approaching questions related to whether the respondent lived in the same country as their family, whether or not they still lived within the same city and if the respondent had recently moved. Addition inquiry into monthly budgets and disposable spending allowances towards personal clothing were addressed, as well as current living conditions, be it with family, room mates, a partner or alone. All of which were necessary in order to frame the responses received from Section Two which assumed rating-scale questions to assess the levels of approval or disapprovals. In addition, the responses from Section One would distinguish context for consumer behaviour and decision making during data analysis. Section Two, consisted of eight rating-scale questions applying the 7-point Likert Scale depiction to enrich responses to motivations for participated or personal shopping experience to assess Individualism-Collectivism. The 7-point Likert Scale depiction was represented by the respondent being able to choose from the following levels of approval: (1) Strongly Disagree; (2) Disagree; (3) Slightly Disagree; (4) Neither Agree nor Disagree; (5) Slightly Agree; (6) Agree; and (7) Strongly Agree. The questions enquired to behaviour acceptance when shopping with family members, friends, partners or alone. While assessing the

relationships with each allocation, and whether the respondent was very close with their family that they often accompanied the participant while shopping for clothing. Similarly, Section Three consisted of nine rating-scale questions following the same 7-point Likert Scale, this time adding context to shopping participation by assessing willingness to receive advice from friends, family, partner while examining time involvement during shopping consumption. Following in theme, Section Four also consisted of nine questions, assessing multiple respondent behaviours. Exploring to what degree respondents were more likely to purchase based on others suggestions or opinions of the garment. In addition assessing acceptance and willingness to purchase for clothing brands and styles that family, friends or partners would approve of. Moreover, assessing whether the respondent was more likely to wear something that others preferred than that of their own personal choice. And lastly, Section Five consisted of eight questions again examining psychological benefits of clothing shopping for improving self concept and body image. Ability to make unplanned purchases and assess shopping behaviour on limited or unavailable budgets during store sales. More importantly, closing the survey by addressing reliance on family members to partially contribute to the purchasing of clothing. In addition of friends, family and partner in full contribution to clothing purchases for the respondent.

### **3.6 DATA ANALYSIS**

Mikkelsen (2005) pressures how “data is seldom readily present in the form that is suited for further analysis and interpretation”. Notably, the approach by researchers to construct data in an appropriate and representable fashion requires action. The author recognises the distinction between two roles of the researcher during data analysis. That of the Data Analyst who follows an inductive approach to information analysis; searching for the interpretation most consistent with the data, while letting the data tell the story. Or the Data Miner, who follows a deductive approach to information analysis, with a predetermined assumption of what to look for within the data. Furthermore, according to (Gabriel, 2013) an inductive approach is concerned with the generation of new theory, exploring new phenomena in addition to exploring previously researched phenomena from a different perspective. The researcher has committed to following an deductive approach to data analysis to identify where cultural variables are tested in impacting women's' purchasing behaviour for clothing apparel in South Africa and Sweden respectively. As previously admitted, the data was collected using Survey Monkey (Survey Monkey, 2018); a tool used to distribute and capture respondent data as well as illustrate the findings using statistical measure and data dissemination technique. Accordingly, the data was processed to a cross tabular measure for ease in comparison, using nationality to group tabulate data. The method of cross tabular dissemination enabled the researcher to illustrate frequency of response between South African and Swedish respondents based on the graphing key. The illustration allowed the researcher to analyse frequency of response in order to examine cultural differences by the national behaviour of respondents.

### **3.7 RESEARCH VALIDITY AND RELIABILITY**

(Bryman, 2012) regards validity and reliability as the the criteria necessary for correctly assessing the quality of research. Notably, (Denscombe, 2014) refers to validity as the “extent to which researchers can demonstrate that their data is accurate and appropriate.” In addition the author recognises three types of internal validity; Content Validity, Construct Validity and Predictive Validity. Where Content Validity according to (Saunders et al., 2016) refers to “the extent to which the measurement device is adequate coverage of the investigative questions.” Content Validity was approached in the present study during the literature review process whereby themes and validity in study had been assured by a number of field authors. The process for Content Validity from the literature enabled correct coverage and formulation of questions to be submitted in survey with assurance and relevance to the phenomenon in study. (Saunders et al., 2016) approaches Construct Validity as “the extent to which a scale item actually measures the presence of the construct that the researcher intends to measure.” Simply, how well the questions submitted in the survey measured the influence of culture on the purchasing behaviour of women for clothing apparel. The approach to Construct Validity was again measured and assured using the literature review by identifying themes and patterns advanced by previous authors in a similar field of study to warrant correct direction and means for improvements to topic coverage. And lastly, Predictive Validity is “concerned with the ability of the measures to make accurate predictions”, according to (Saunders et al., 2016). The effects of a small sample might affect validity, due to generalising of populations scale. However choice in a quantitative approach to study cross-cultural comparisons on condition it is approached effectively and with correct measure can be means of assurance to Predictive Validity for the present study. Reliability on the other hand is concerned with the question of whether the results of a study are repeatable according to (Bryman, 2012). Notably, (Sprague, 2015) strongly positions being transparent throughout the research process with a clearly defined Theoretical and Methodological Framework in order to afford the reader opportunity to follow the researcher’s interpretations and resolve towards result. This type of clarity and transparency in combination with a clarity considering the selection of methods, data and what the interpretations of the project supported in, also contributes in strengthening the project’s reliability (Bryman, 2012).

Similar to remarks by (Bryman, 2012), (Saunders et al., 2016) refers to reliability as the replicability and consistency of the research design. Further acknowledging two types of reliability; Internal Reliability and External Reliability. (Saunders et al., 2016) refers to Internal Reliability as the “ensuring of consistency during a research project”. Furthermore, regards External Reliability as the process by which data collection techniques and analytic procedures should produce consistent findings within the research study. In addition, the author elaborates on common threats to reliability, of which include participant error, participant bias, researcher error and researcher bias. In order to avoid such threats to the study, the researcher treated the survey with objectivity and an open mind. While approaching the data in considerations of alternative and competing viewpoints, in an attempt to reduce bias and interpretation. Additionally, the researcher attempted to maintain continuous self-reflection throughout the entire research process, if not minimize to completeness, at least being conscious of and transparent with the ability to influence, and effect on the result.

### **3.8 RESEARCH ETHICS**

Ethics as it relates to research can be referred to as “the principles, rules and standards of conduct that apply to investigations”, according to authors (McMillan et al., 2011). For this reason, the researcher was made fully aware of the potential ethical issues prior to conducting the study. Notably, the author asserts to three fundamental assumptions in approaching an ethical research study; the research should do no harm, consent to participation of the study should be voluntary and confidentiality should be respected throughout (McMillan et al., 2011). In accordance with, and out of sensitivity to the questions surrounding the study of cultural behaviour and spending habits, personal identifying information (PPI) were removed from the survey and clear communication to the data being anonymous and confidential was enforced. In addition, respondents had the option not to submit or enroll in the survey collection.

#### **4. ANALYSIS & FINDINGS**

The focus of this chapter will address the presenting of findings from the survey distribution within Sweden and South Africa respectively. Furthermore elaborating on the variances found within each respondent sample. Comparing the data to themes explored within the literature review to understand relevances to previous study and substantiate claims to culture having influence on women's purchasing behaviour for fashion clothing in South Africa and Sweden.

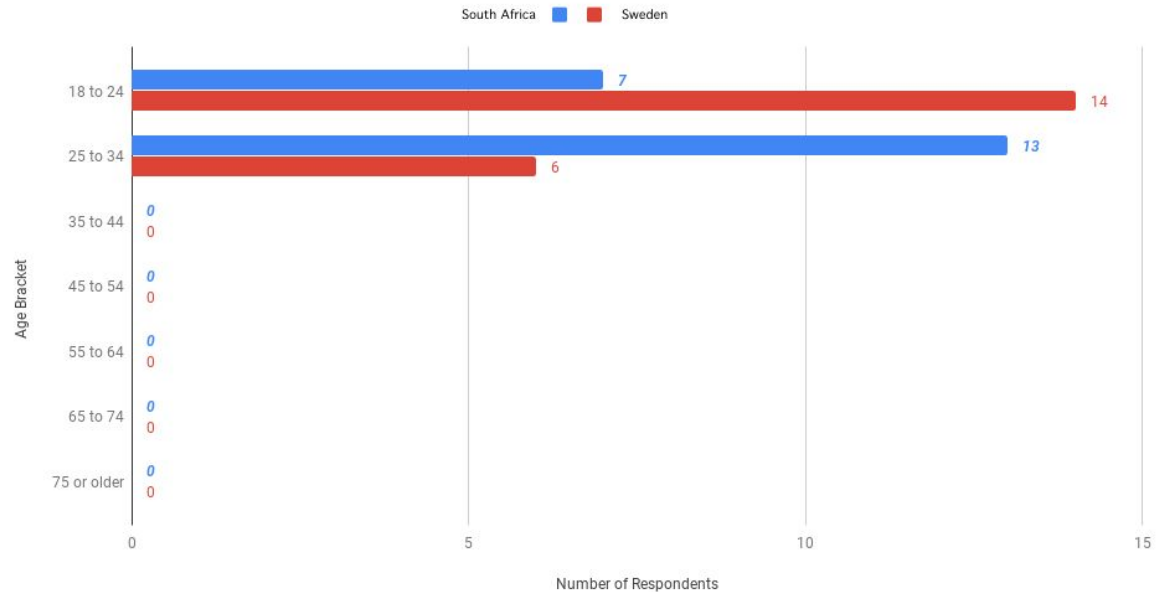
Notably the literature justifies the impressions of culture as having considerable adjustments to consumer behaviour, in a regard to how individuals think, feel and behave according to (Hollensen, 2014; Goodenough, 1971 as cited by Usunier & Lee, 2013). Furthermore, (Usunier & Lee, 2013) have announced previously to cultural values and behaviours having a great impact on attitudes, decision-making and importantly, buying behaviour of which this study hopes to validate in comparisons between South Africa and Sweden. The objective in study to achieve an observable variance in comparison was to approach the respondents in such a manner to acknowledge Individualistic-Collectivistic behaviour while monitoring the differences implicated to purchases by women for fashion clothing apparels. Moreover, the study addressed how communities to respondents acted in order to clarify group behaviour in supporting the studies nuances.



## 4.1 QUESTION: AGE

What is your age?

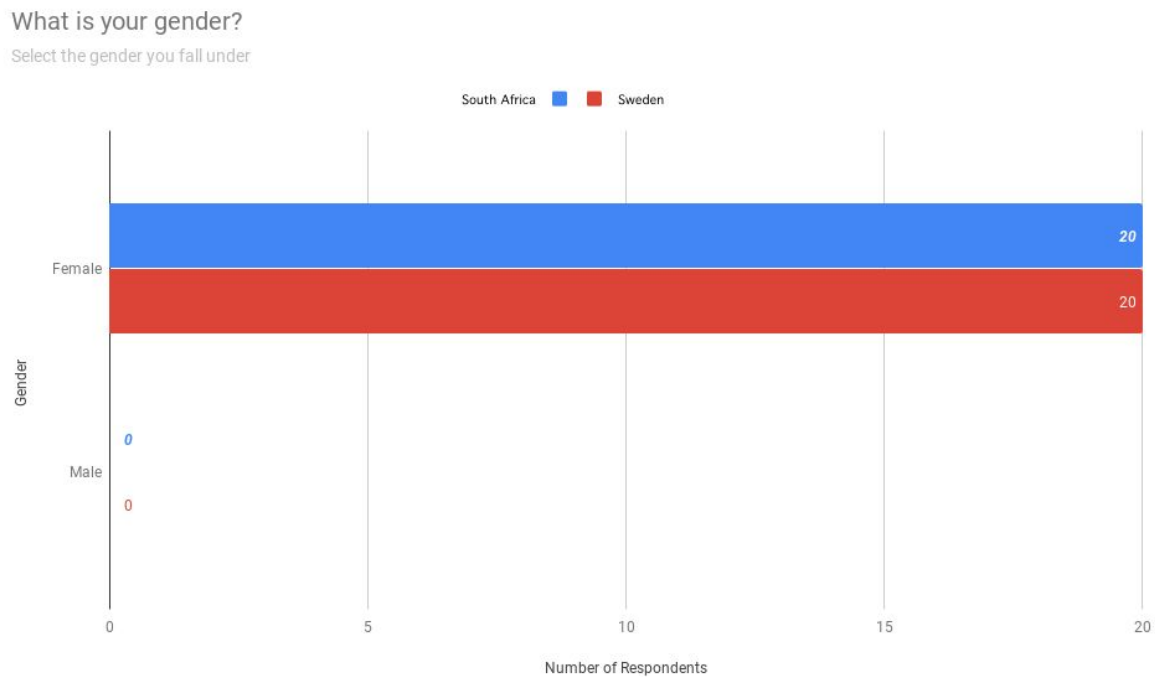
Select the age bracket you fall under



**Graph 4.1.1: Age**

In order to give context to the 7-point Likert Scale questions that followed towards the end of the survey, control questions were asked as introductory to frame responses. In order to control and represent correct sample, and in addition to providing context to individual responses, age was informed as a control measure whereby assuring range of respondents ages were between 18 to 34. Accordingly the sample in South Africa represented having an elder selection of respondents who were grouped between the 25 to 34 age range consisting of 13 respondents, and the remaining 7 respondents in between the 18 to 24 age range. Dissimilar to the sample received from Sweden where the allocation was the opposite where majority of respondents were between the age range of 18 to 24 with an allocation of 14 individuals, with the remainder of 6 fitting in the age range 25 to 34. Notably, a total sample of 40 respondents were admitted to the study with 20 being from South Africa, and the remaining 20 from Sweden. Any such additions to the sample that fell outside of the age range of study would have been easily identified and removed in order to proceed correctly with study of the selected audiences.

## 4.2 QUESTION: GENDER



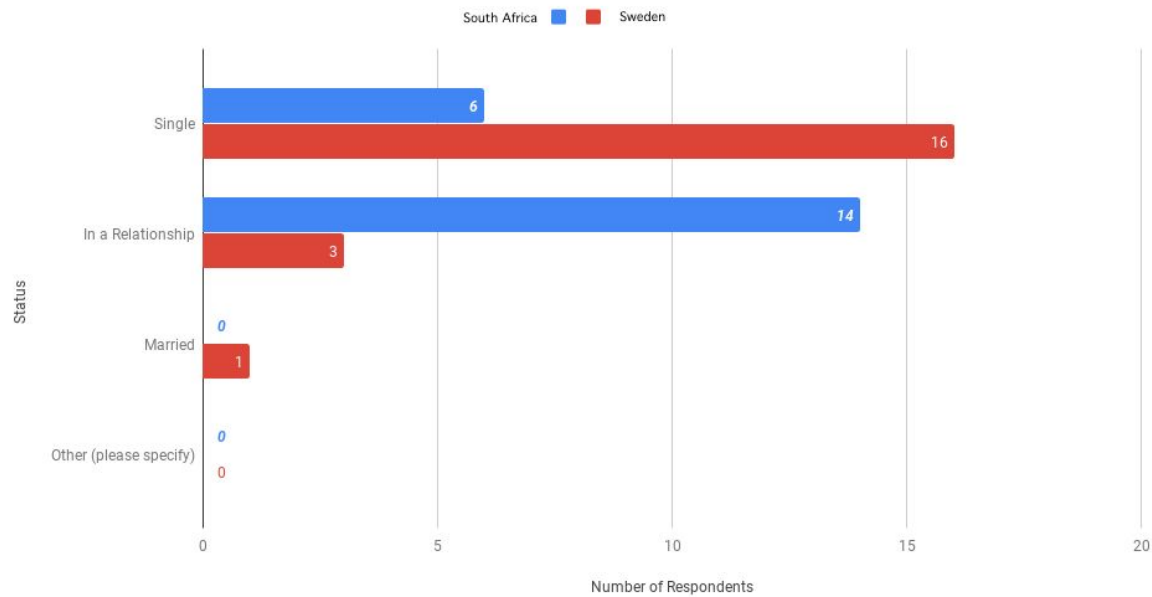
**Graph 4.2.1: Gender**

The gender status of the study was committed to investigate the effects of culture on women's purchasing behaviour for fashion apparels in South Africa and Sweden. Moreover, and consistent with the delivery of the survey, females were classed as the only respondents found herein; with 20 female respondents allocated from the South African sample, and 20 female respondents from Swedish sample. The focus of the study to observe differences in female behaviour was associated with retail and a majority of which derive occupancy and activity in fashion clothings purchases on a regular occasion.

### 4.3 QUESTION: RELATIONSHIP STATUS

What is your relationship status?

Select from the options below



**Graph 4.3.1: Relationship Status**

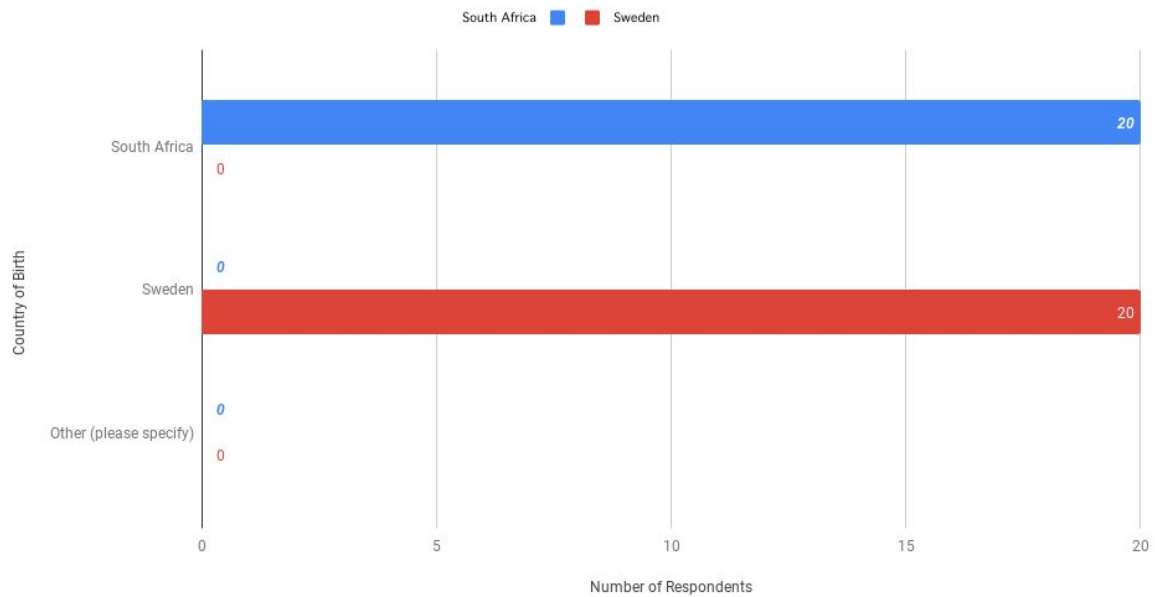
Relationship status of respondents were admitted to provide context and difference between South Africa and Sweden, an approach to observe any foundational Individualistic-Collectivistic tendency of participants in the study. (Talha, 2012) defines self-concept as “the a sum of the individual’s thoughts and feelings referring oneself as an object rather than a person.” In this instance, the attributes of oneself can often be described by situational occurrence and behaviour determined by relational occupancy. (Hofstede, 1980) might implicate choice in status as a medium for Individualistic-Collectivistic behaviour, where decided choice in being single might approach reason for satisfying Individualistic element within a society. Furthermore, (Hofstede, 1980) approaches how Individualistic elements reflect on self-orientation and identity, where individuals own achievements, practises and traits are encouraged. As opposed to Collectivistic element, where there is a higher importance by individuals to uniform collective identity and social systems as a group. The importance of identifying the relationship status of respondents in sample and allocation towards country of study might admit to the notion of visible Individualistic-Collectivistic elements between the South African and Swedish sample. Notably, 70% of the South African respondent sample have committed to being in a

relationship. Seen as a large disposition towards satisfying group collective, with a comitance of 14 respondents assigned to being in a relationship, and 6 assigned as single out of the 20 country participants. Contrary, 80% of the Swedish respondent sample commit to being single, observed as a large proportion of the sample satisfying individuality. Moreover, the Swedish sample assign 16 respondents to being classed as single, 3 respondents being in a relationship and lastly 1 respondent assigned to married status.

#### 4.4 QUESTION: COUNTRY OF BIRTH

What country were you born in?

Select from the options below



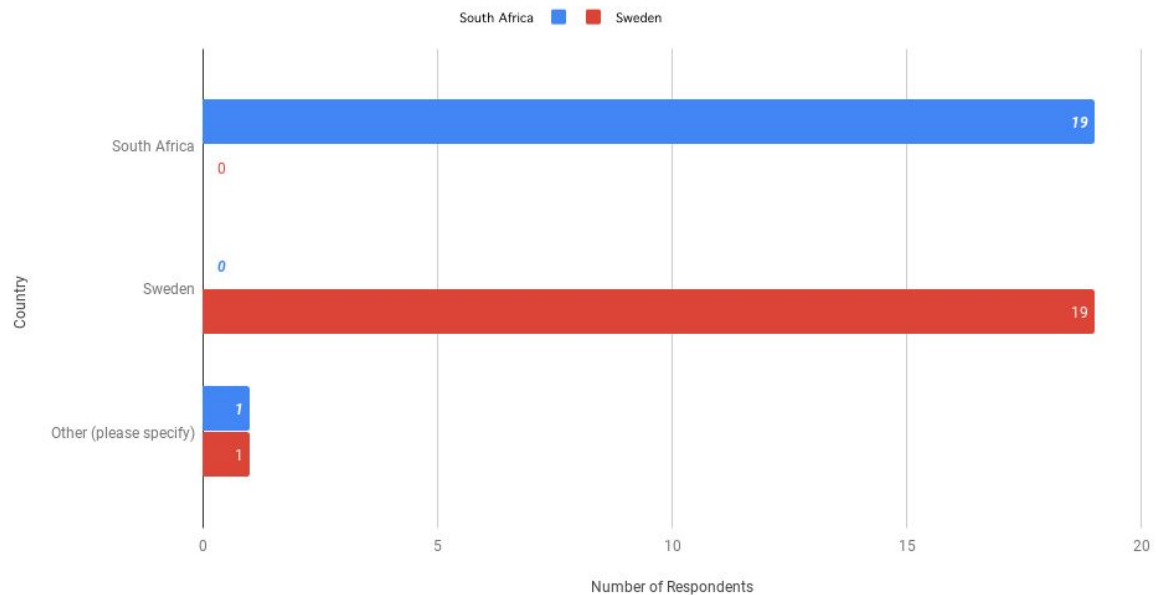
**Graph 4.4.1: Country of Birth**

The study committed to investigate variance between South African and Swedish respondents, to assure correct measure of response and validity of participants a series of questions were admitted to control the sample and ensure their country of origin. (Zeynep & Durairaj, 2000) implicates country of origin as having direct influence and motivations on cultural behaviour. Furthermore, revered authors (Kotler et al., 2010) similarly encourages proof of statement to religions, nationalities, racial groups and importantly geographical regions as having differential influences on consumer buying behaviour. Concurrently, necessity to measure inquiry was supported by authors (Saeger, Hoover & Hilger 1985; Gentry, Tansuhaj, Manzer & John 1998) who studied and found differences in the consumption patterns between ethnic and geographic subgroups, while concluding culture as the primary variable impacting decision making. Accordingly, 20 respondents were admitted from South Africa and 20 respondents from Sweden as representatives to the study.

## 4.5 QUESTION: COUNTRY OF OCCUPANCY

What country are you currently living in?

Select from the options below



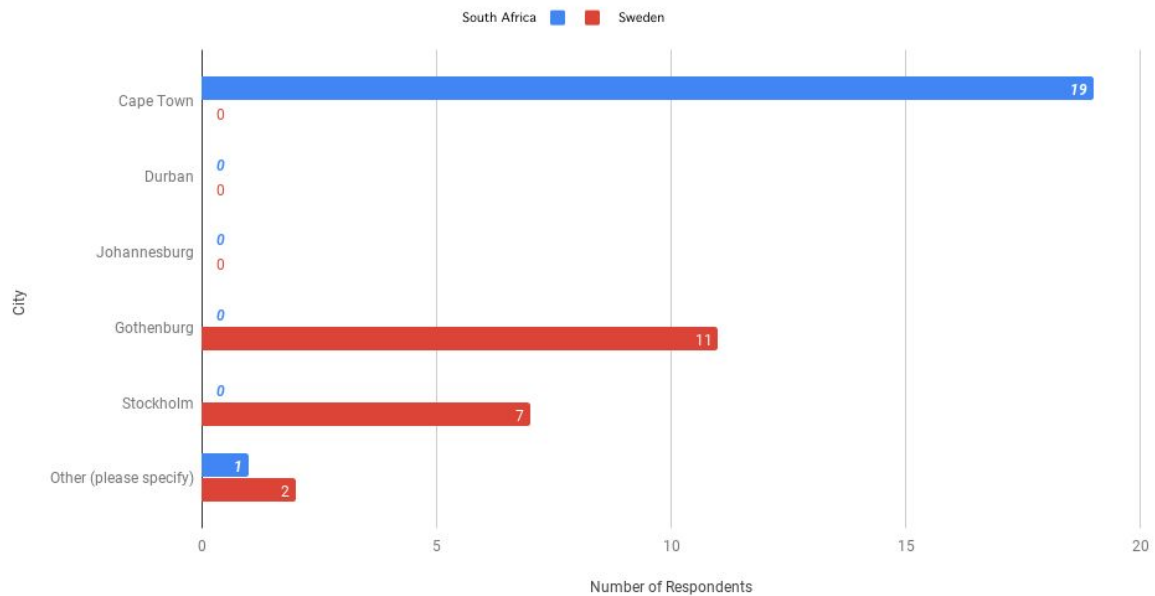
**Graph 4.5.1: Country of Occupancy**

Out of the total 40 respondents from South Africa and Sweden together, 2 participants were observed as being in another country during the time of study. The rest of which were found living in their countries of origin. The importance of this question was to distinguish behavioural relevance to the country of origin while assessing influences from outside sources or country impacts where they existed. Notably, the study consisted of 19 respondents from South Africa still living in their country of birth. And accordingly the same consisting of 19 respondents in Sweden still living in their country of birth. 1 respondent from the South African sample had recently moved to Kenya, and the other Swedish respondent had recently moved to the United Kingdom.

## 4.6 QUESTION: CITY OF OCCUPANCY

What city are you currently living in?

Select from the options below



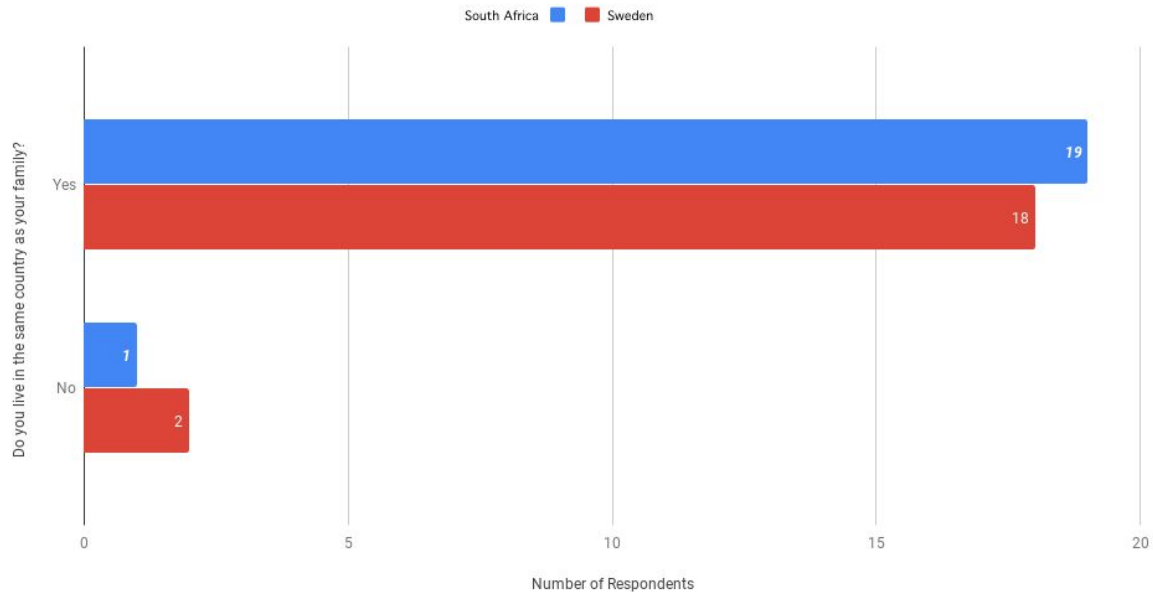
**Graph 4.6.1: City of Occupancy**

Observation to 95% of respondents from South Africa were found to be residing in Cape Town, which constitutes to 19 out of the 20 study participants. The single South African respondent living in Kenya had recently moved to Nairobi. The disparity of respondents living in Sweden were found residing in different cities with 11 out of the 20 study participants living in Gothenburg, 7 respondents in Stockholm, and the final 2 in Malmo and London. Again to a similar intention as Question 4.5 above with inquiry to Country of Occupancy, the researcher sought clarity to distinguishing whether outside sources or cities of occupancy were reason to variance in later cultural responses.

#### 4.7 QUESTION: SAME COUNTRY OF OCCUPANCY AS FAMILY

Do you live in the same country as your family?

Select from the options below



**Graph 4.7.1: Same Country of Occupancy as Family**

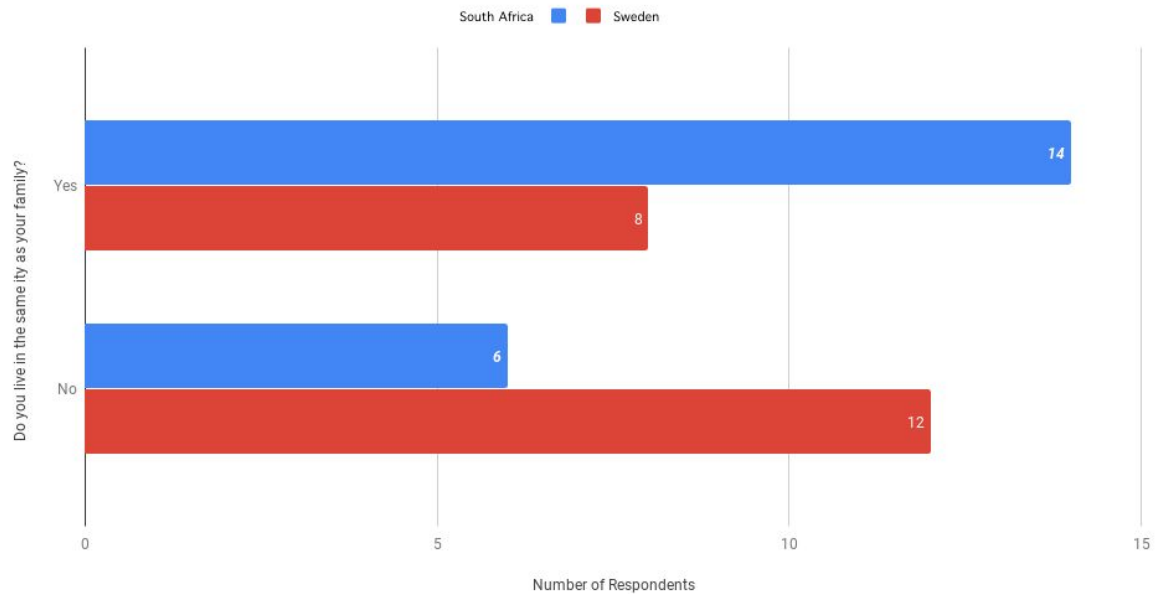
There were 19 out of 20 South African respondents who still remained living in the same country as their immediate family. There was one instance where the respondent in Kenya was not living in the same country as her family, however had recently moved there for career progressions. Similarly, 18 out of the 20 Swedish respondents remained living in the same country as their family, with exception to 2 individuals; one of which who had moved to England and the other whose family had immigrated overseas. The importance of inquiry to *same country of occupancy as family* was critical to the understanding of context related questions, in addition to studying claims by authors who admit to family influences on purchasing behaviour. Where, according to Kotler and Armstrong (2014), “in a growing society, a child learns basic value, perceptions, wants and behaviours from his/her family”. That is to say, the inquiry allowed the researchers to understand the degree to which family would accessibly be able to influence respondent behaviour. Again, further supported by (Doole & Lowe, 2006) who admit to “family being considered to have a strong influence on result of a purchase decision.”



#### 4.8 QUESTION: SAME CITY OF OCCUPANCY AS FAMILY

Do you live in the same city as your family?

Select from the options below



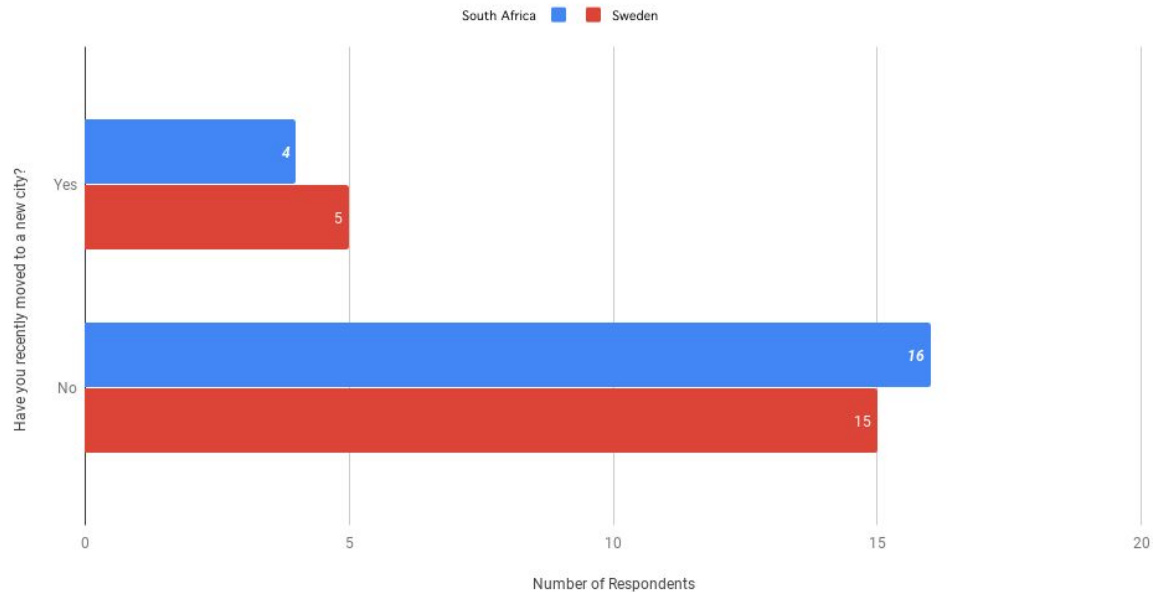
**Graph 4.8.1: Same City of Occupancy as Family**

In order to address assumption to Individualistic-Collectivistic action, the researcher wished to observe individual country-specific behaviour with regards to family proximity. Interestingly the findings announced to a larger share of South African respondents to living within the same city as their immediate family, where 14 out of 20 respondents answered to same city of occupancy as family. As opposed to the Swedish participants, where 12 out of the 20 answered to not living in the same city as their family. This might consider a stronger degree of Individualism in Sweden where independence to achieve personal decision making is communicated in the findings.

#### 4.9 QUESTION: RECENTLY MOVED TO A NEW CITY

Have you recently moved to a new city?

Select from the options below



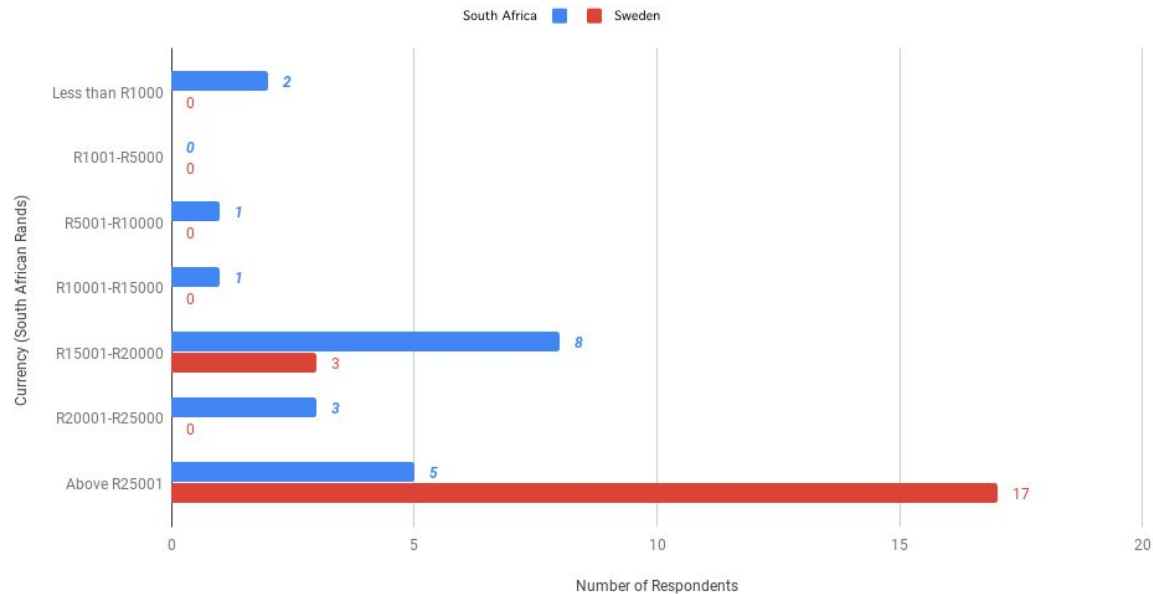
**Graph 4.9.1: Recently Moved to a New City**

In order to contextualise Question 4.8, the need to observe whether respondents had recently moved to a new city assumed importance in understanding how respondents that did not live in the same city as their family would impact the result of the findings. Where moving to a new city might reveal changes to the rating scale questions that were to follow later in the survey design. Majority of respondents from both South Africa and Sweden committed to not having moved to a new city; represented by 16 respondents from South Africa, and 15 respondents from Sweden. Therefore assuming that for those of the respondents who did not live in the same city as their family, either had been living away from the family for sometime or the family had moved away accordingly. In order to conclude accuracy the question should have added the option for the parents having moved away.

#### 4.10 QUESTION: MONTHLY INCOME (CONVERTED TO ZAR)

What is your monthly income?

Select from the options below



**Graph 4.10.1: Monthly Income (Converted to South African Rands)**

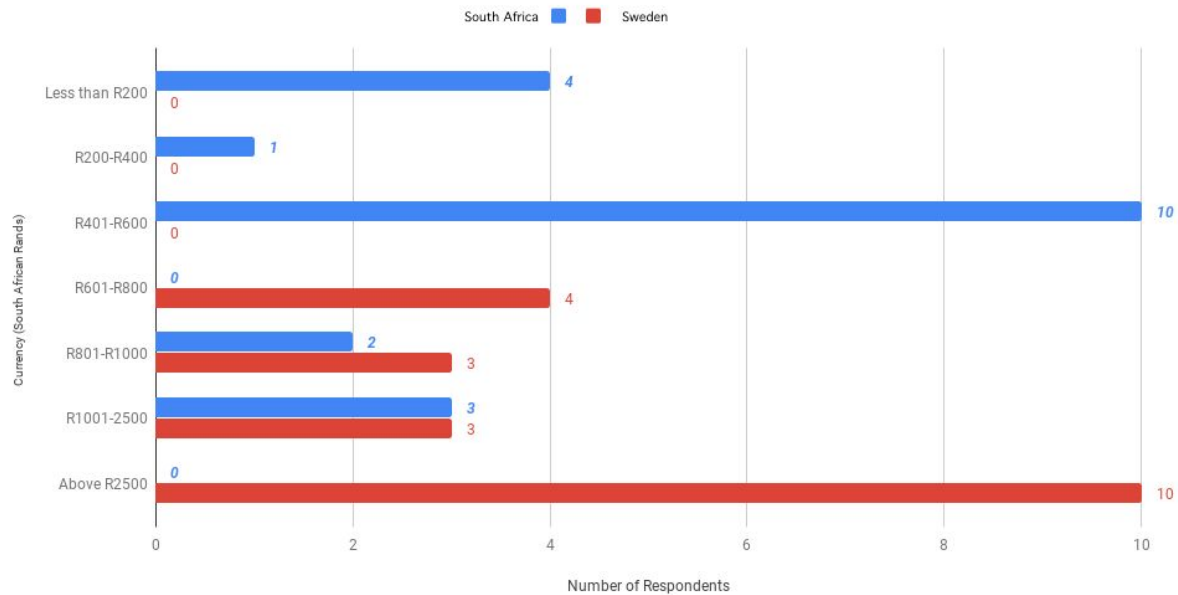
In order to illustrate compatibility, Swedish responses originally in Swedish Krone (SEK) have been converted to South African Rands (ZAR).

Noticeably, there was a large disparity in monthly income by respondents in South Africa and Sweden. Where 75% of the respondent sample from South Africa earned *less than R25 000* a month, equating for comparative study and understanding to roughly *15 790 sek* at the time of conversion on the 18<sup>th</sup> of December 2018. Moreover, 85% of Swedish respondents committed to earning *above R25 000* a month owing to a stronger currency and a large difference in economic and living standard allowance. The graph suggests to the income share of South African respondents being between the range of *R15 001 - R20 000* at an allotment of 8 out of 20 survey participants. And a dissimilar, 17 out of 20 Swedish respondents to earning *above R25 001* per month. (Kotler et al., 2010) refers to social class as “relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviours.” However is used importantly in the classifications of occupation, income, education and wealth which in instance of comparing countries is difficult due to economic and political differences which limit comparability.

#### 4.11 QUESTION: MONTHLY DISPOSABLE INCOME FOR CLOTHING (CONVERTED TO ZAR)

What is your monthly disposable income to spend on clothing?

Select from the options below



**Graph 4.11.1: Monthly Disposable Income for Clothing (Converted to South African Rands)**

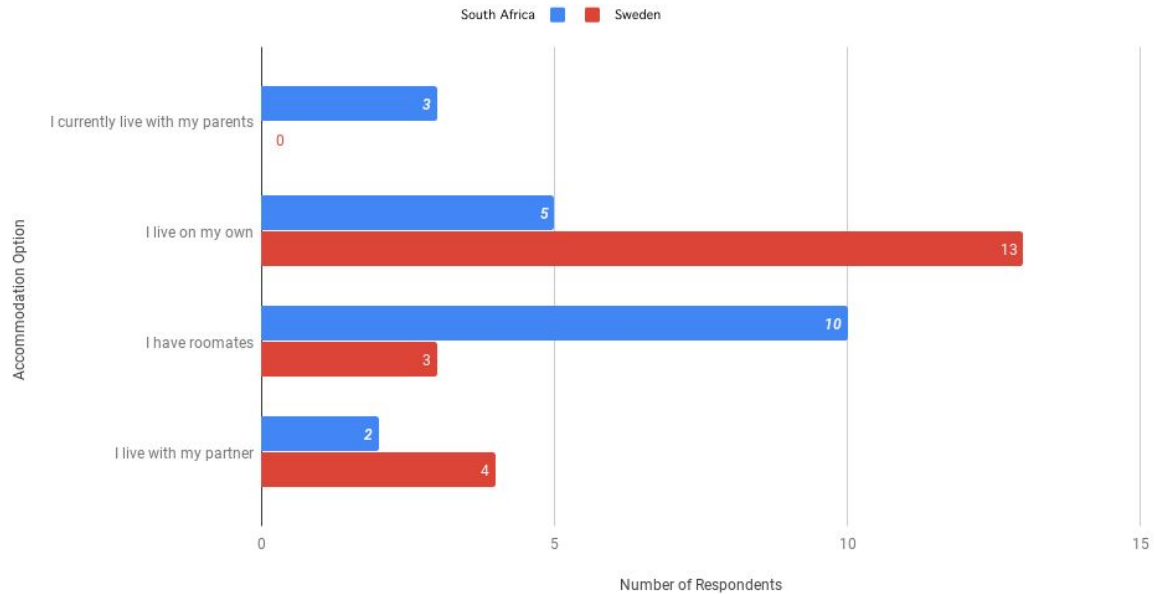
In order to illustrate compatibility, Swedish responses originally in Swedish Krone (SEK) have been converted to South African Rands (ZAR).

Monthly disposable income was used to assess the purchase ability of consumers in both geographic regions for clothing fashion apparels. Noticeably there is a large gap between South African and Swedish respondents. Moreover, where 50% of South African respondents committed to a disposable availability of income between R401 - R600 per month; as opposed to 50% of Swedish respondents who committed to a range of above R2500 per month. One can observe instances where availability of income for purchase of clothing apparels overlap where 37.5% of total respondents are found within close proximity of available income distributions. However, observably pricing for clothing apparel differs largely between a South Africa and Swedish context.

## 4.12 QUESTION: ACCOMMODATION STATUS

Where do you currently live?

Select from the options below



**Graph 4.12.1: Accommodation Status**

Noticeably there is a strong propensity by the Swedish respondent sample for *living alone* which constitutes to a 65% allocation; represented by 13 out of 20 participants. The remainder of which, 3 respondents commit to *having roommates* and 4 respondents *living with their partner*. Vastly different from the South African respondent sample where 25% of participants committed to *living alone*; represented by 5 out of 20 respondents. The largest share of South Africa respondents committed to *living with roommates*, which comprised of 50% of the sample and represented by 10 participants. The remaining South African sample committed of 2 respondents *living with their partner*, and 5 respondents to *living alone*. Importantly, 15% of the South African sample were found *living with family* which was not observed when analysing the Swedish sample. The 15% *living with family* was represented by 3 out of 20 South African respondents.

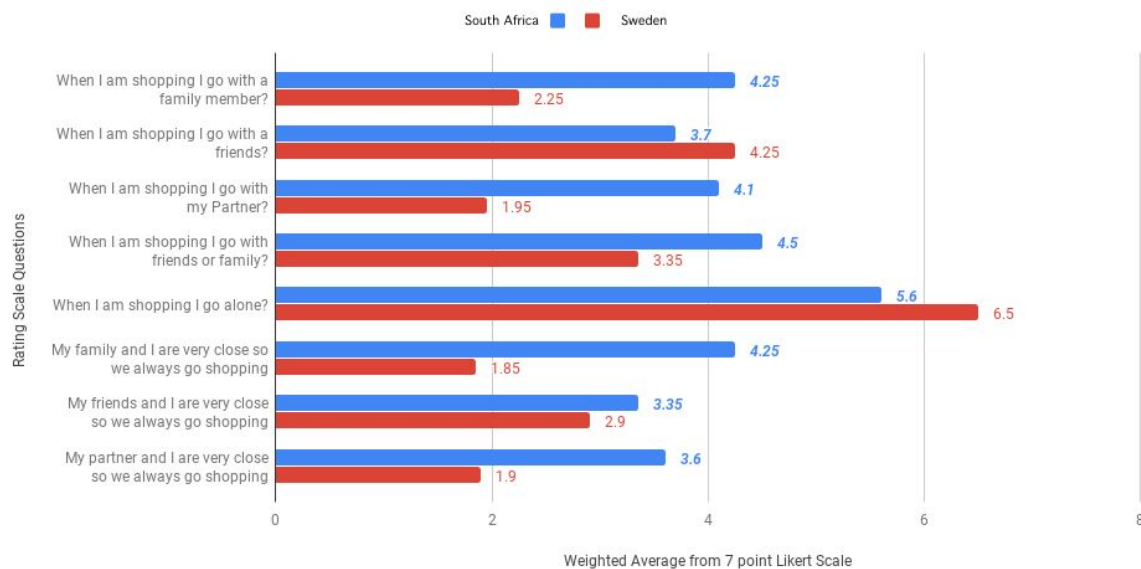
## 4.2 LIKERT SCALE QUESTIONS

The series of questions that follow are of rating-scale element, and are guided by an approval/disapproval process using the 7-Point Likert Scale Model. Where respondents are given the option to strongly disagree, disagree, slightly disagree, neither agree nor disagree, slightly agree, agree and strongly agree. The representations to follow are a summary of the calculated weighted average, and more detailed information can be found in the (Addendum: Raw Survey Data, Page 90).

### 4.2.1 RSQ-L1

Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.

Select from the options below



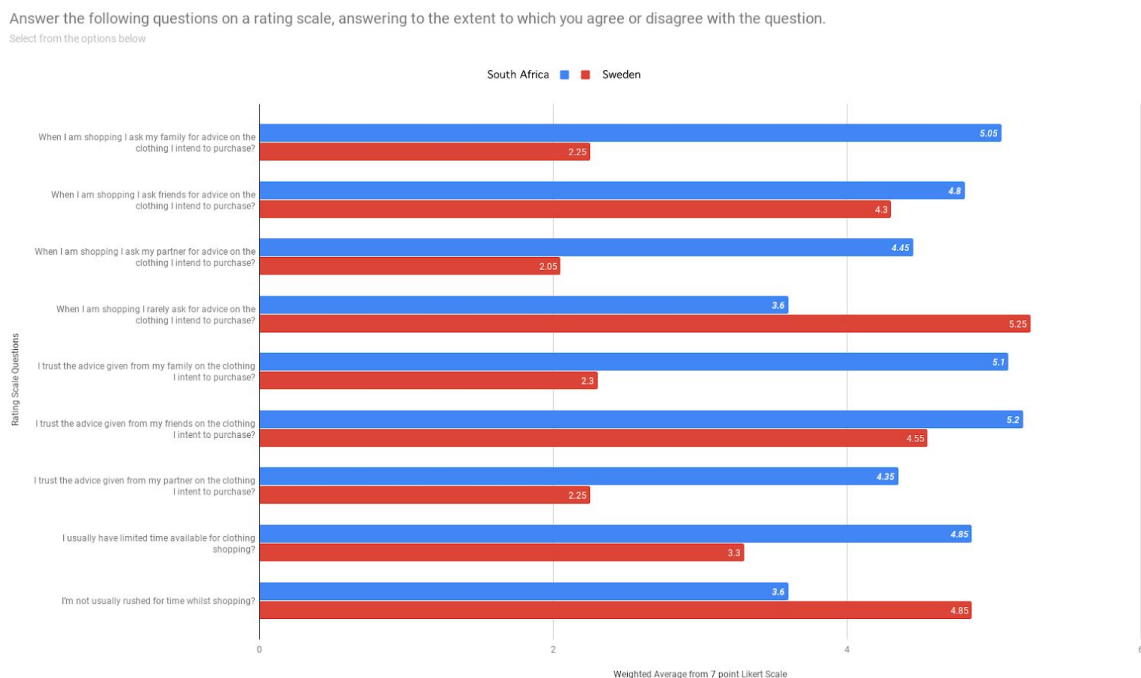
**Graph 4.2.1.1: RSQ-L1**

The set of questions sought through the rating-scale process and found above, are posed to elicit insight into the respondents behaviour during purchases for clothing apparels. Whereby the degree to which the participants behaviour is assessed by inquiry into the shopping relationship the respondent enjoys with family, friends and partner. Reasons for which, allow the researcher to compose assumption to the Individualistic-Collectivistic influence by social occupancy during fashion clothing apparel shopping and developing a comparative view for behavioural response by South African and Swedish populace. Noticeably, there is a much stronger approval from the South African respondents agreeing with the inquiry into *when I am shopping I go with a family member*; represented by a 4.25 weighted average to that of a

disapproval received by Swedish participants of a 2.25 score. *When I am shopping I go with friends* is accepted similarly by both Swedish and South African respondents, however is favoured by Swedish participants with a weighted average score of 4.25 as opposed to 3.70 addressed by the South African sample. *When I am shopping I go with my partner* is better received by the South African sample with a 4.10 weighted average approval; represented by a 70% sample committed to being *in a relationship* by South African participants. The question of *when I am shopping I go with friends or family* is readdressed and with an approval disparity of 4.50 by South African participants, as to 3.35 by Swedish participants. Notably, the Swedish sample are observed as scoring the highest weighted average towards *when I am shopping I go alone*, represented by a 6.5 score approval allocation, followed closely by a 5.6 represented by the South African sample. Suggestive that while both country samples enjoy shopping alone, there is a higher propensity by respondents to include their partners, friends and family in the process. In order to further validate the relationships held by respondents and the social involvement and participation, South African respondents scored to a stronger approval when asked *my family and I are very close so we always go shopping together* with 4.25 weighted average score; disapproved by the Swedish sample scoring 1.85 on the 7-Point Likert Scale Model. The Swedish respondents were more approving towards the inquiry of *my friends and I are very close so we always go shopping together*, however was the propensity to agree was lesser than that of the South African comparative sample who scored to 3.35 as opposed to the Swedish sample of 2.90 as a weighted average. Lastly, *my partner and I are very close so we always go shopping together* was approved by the South African sample, but importantly the sample makeup consisted of a 70% participation community committed to being in a relationship as opposed to that of the Swedish sample represented by 20%.

#### 4.2.2 RSQ-L2

While we recognise a strong disposition by South African respondents to participate in shopping purchases for clothing with family, friends and partners. It is important to recognise the receiving of advice in order to assess the levels of Individualistic-Collectivistic degree.



**Graph 4.2.2.1: RSQ-L2**

The next set of questions sought through the rating-scale process and found above, are posed to elicit insight into the respondents behaviour during purchases for clothing apparels. Whereby the degree to which the participants behaviour is assessed by inquiry into the advice the respondent considers accepting from family, friends and partner. In addition to degree of which the advice is received and believed trustworthy by the multiple reference groups to the respondent. The rating-scale questions furthermore intend to assess the time availability by respondents for clothing shopping purchase. Reasons for which, allow the researcher to compose assumption to the Individualistic-Collectivistic influence by social occupancy during fashion clothing apparel shopping and developing a comparative view for behavioural response by South African and Swedish populace. Noticeably, there is a much stronger approval from the South African respondents agreeing with the inquiry into *when I am shopping I ask my family advise on the clothing I intend to purchase*; represented by a 5.05 approval score as opposed to 2.25 received by Swedish survey participants. This commits to a more approved propensity by South African respondents to receive advice from immediate



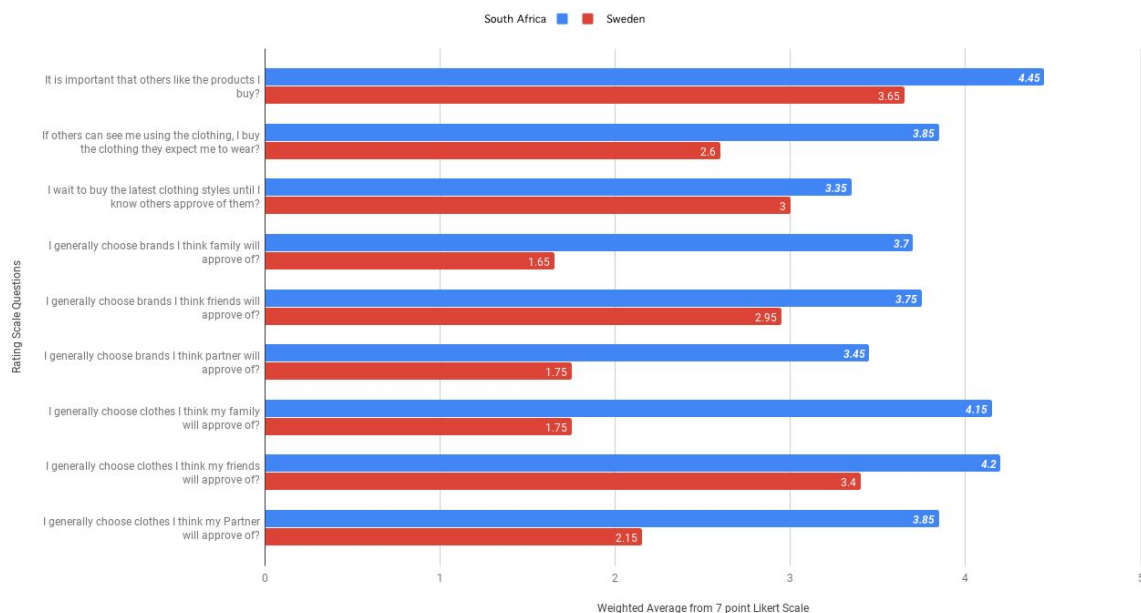
family members during a clothing shopping experience; and an untoward, disapproval by Swedish respondents to accept advice from family members. *When I am shopping I ask my friends advise on the clothing I intend to purchase* is accepted closely with approval by both country units; however is favored by the South African respondent sample represented by 4.80 and followed closely by Sweden committed to a 4.30 average weighted score. Assuming that while Swedish participants are disapproving of advice by family on the clothing they intend to purchase, they are more open to the receiving of advice from friends. *When I am shopping I ask my partner advise on the clothing I intend to purchase* is better received by the South African sample with a weighted average approval of 4.45; notably represented by a 70% committed sample to being *in a relationship* by respondents, as opposed to a score of 2.05 by Swedish participants with a comitance of 20% of the sample to being *in a relationship*. Responses of inquiry to *when I am shopping I rarely ask for advice on the clothing I intend to purchase* revealed a *slightly agreed/ agreement* by Swedish respondents represented by a weighted score of 5.25 to appealing for advice from any reference groups, as opposed to result by the South African participants who were in a *slight disapproval* of the statement whose response represented a score of 3.60 on the weighted average. Asking advice is one thing, but trusting the advice received is another, where the following series of questions sought to assess the degree of trust received by respondents. *I trust the advice given from my family on the clothing I intend to purchase* revealed a *slightly agreed* weighted average score of 5.10 by South African participants, with a sense of *disagreement* by the Swedish participants represented by a 2.30 weighted average. Interestingly, *I trust the advice given from my friends on the clothing I intend to purchase* revealed a favorable *slight agreement* by Swedish participants to trusting the advice they received from friends represented by a score of 5.2, followed closely by the South African sample towards a similar result of a 4.55 weighted average score. Again inquiry into *I trust the advice given from my partner on the clothing I intend to purchase* revealed a sense of *neither agreement nor disagreement* by the South African sample which is interesting, considering the *slight agreement* by participants in appealing for advice from significant partners; represented by a score of 4.35 for the South African sample, and 2.25 by the Swedish sample. As a means of assessing time availability for clothing shopping initial inquiry to *I usually have limited time available for clothing shopping* was presented to both sample groups; resulting in a disparity where South African respondents represented by a 4.85 weighted average score were found in

*slight agreement*, as opposed to a Swedish sample committed to a represented score of 3.30 observed as *slightly disagreeable* to the statement. The inquiry was further reinforced by *I'm not usually rushed for time whilst shopping* which supports initial results where the Swedish respondent sample were a favoured towards an *approval* over the South African participants.

### 4.2.3 RSQ-L3

While we recognise a strong disposition by South African respondents to participate in shopping purchases for clothing with family, friends and partners. It is important to recognise the receiving of advice in order to assess the levels of Individualistic-Collectivistic degree.

Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.  
Select from the options below



**Graph 4.2.3.1: RSQ-L3**

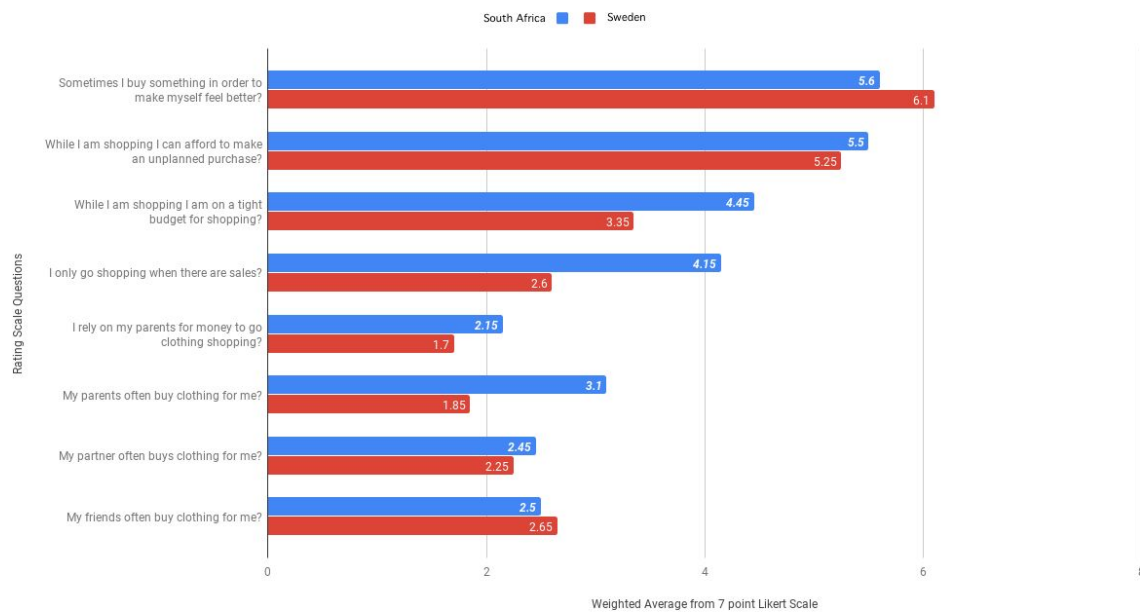
The next set of questions sought through the rating-scale process and found above, are posed to elicit insight into the respondents behaviour during purchases for clothing apparels. Whereby the degree to which the participants behaviour is assessed by inquiry into the recognition of reference group approvals. Reasons for which, allow the researcher to compose assumption to the Individualistic-Collectivistic influence by social occupancy during fashion clothing apparel shopping and developing a comparative view for behavioural response between South African and Swedish populace. Noticeably, there is a *slight approval* from both of the country samples to inquiry of *it is important others like the products I buy*; represented by a 4.45 approval score by South African participants, to that of 3.65 reflected by the Swedish respondent sample. Therefore assuming agreement by both sample groups to the seeking of approval before purchase during shopping consideration. *If others can see me using the clothing, I buy the clothing they expect me to wear*, revealed a more favourable approval by the South African sample, represented by a score of 3.85 however staged proximity to *neither agree nor disagree* on the 7-Point Likert Scale Model. There was a

propensity by the Swedish sample to disagree with the inquiry assuming resistance to purchasing clothing expected of them by others within the subject reference group. *I wait to buy the latest clothing styles until I know others approve of them* was slightly disapproved by Swedish respondents represented by a weighted average score of 3.00, however similar resistance was asserted by the South African participants with a score of 3.35 within close proximity of the Swedish result. The set of inquiry to follow would assess the approval by reference groups on the brand and clothing choice of respondents. Where *I generally choose brands I think my family will approve of* revealed variance in response, where the South African respondents committed to an approval score of 3.75 as opposed to the Swedish sample who were in certain *disagreement* to brand considerations by family represented by a 1.65 score. *I generally choose brands I think my friends will approve of* revealed a greater committal by the Swedish participants whereby slightly disagreeing to the inquiry; represented by a 2.95 score indicating opportunity whereby respondents were not in entire disagreement to considering brands suggested by friends. *I generally choose brands I think my partner will approve of* revealed a weighted average score of 3.45 by South African participants which reflected to a *neither agree nor disagree* selection, as opposed to a more *disagreeing* outcome by the Swedish respondent sample scoring 1.75 on the 7-Point Likert Scale Model. Noticeably the researcher attempts to establish difference by introducing *brand-approval* versus *clothing-approval* with the next series of inquiry. Where the South African samples score for approval from brand to clothing adjusted to an increase in 0.4 points towards *I generally choose clothing I think my family will approve of*. The Swedish sample remained to a similar state of any family involvement, disagreeable represented by a 1.75 weighted average score. *I generally choose clothes I think my friends will approve of* revealed a propensity by South African participants to be more considering of selecting clothing instead of brand as recommendation; represented by a 4.20 score which assumes in between *neither agree nor disagree* and *slightly agree* as opposed to a 3.40 followed by Swedish respondents indicating *slight disapproval* to the inquiry. *I generally choose clothes I think my partner will approve of* revealed a lesser degree of disapproval to the receiving of a recommendation from a partner than that received by a family member by the Swedish respondent sample; represented by a 2.15 score as opposed to a 1.75, which indicates difference to the degree of disapproval by respondents.

#### 4.2.4 RSQ-L4

While we recognise a strong disposition by South African respondents to participate in shopping purchases for clothing with family, friends and partners. It is important to recognise the receiving of advice in order to assess the levels of Individualistic-Collectivistic degree.

Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.  
Select from the options below



**Graph 4.2.4.1: RSQ-L4**

The last set of questions sought through the rating-scale process and found above, are posed to elicit insight into the respondents behaviour during purchases for clothing apparels. Whereby the degree to which the participants behaviour is assessed by inquiry into self gratification, ability for unplanned purchases and reference group reliance. Reasons for which, allow the researcher to compose assumption to the Individualistic-Collectivistic influence by social occupancy during fashion clothing apparel shopping and developing a comparative view for behavioural response between South African and Swedish populace. Initial inquiry to *sometimes I buy something in order to make myself feel better* assumes to test self gratification in purchase where the Swedish respondent sample were found in favor of agreement with a weighted score of 6.10, followed closely by the South African participants with a score of 5.60; implicating emotion of the respondent to the purchases of clothing shopping. *When I am shopping I can afford to make an unplanned purchase* assesses the ability by respondents to conduct an unplanned shopping purchase; both respondent samples average to *slightly agreeing* with the inquiry where the South African sample in

favored represented by a score of 5.5, followed closely by the Swedish participants of 5.25 against the 7-Point Likert Scale Model. Notably, both country samples are approving of being able to commit to an unplanned shopping purchase. In order to contextualise the capacity by respondents to commit to an unplanned shopping purchase, inquiry into *while I am shopping I am on a tight budget for shopping* reveals *slight disapproval* by the Swedish respondent sample represented by a score of 3.35 and towards a *slight agreement* by South African respondents represented by a 4.45 average weighted score. *I only go shopping when there are sales* reveals a comitance by South African respondents of 4.15 to *neither agreeing nor disagreeing*, however shows *disagreement* by the Swedish sample assuming the impact of clothing sales to having a limited influence on shopping behaviour. *I rely on my parents for money to go clothing shopping* was introduced as inquiry into an assumption to reliance on family as a reference group providing expense to go clothing shopping. Leaning towards a *strong disagreeance* by the Swedish sample, represented by 1.70 as opposed to *disagreement* by the South African sample. *My parents often buy me clothes* reveals a *slight disagreement* by the South African respondent sample which might imply some instances where this may be committed; reflected by a score of 3.10, as opposed to the Swedish respondent sample who assert *disagreement* at a score of 1.85 weighted average. *My partner often buys me clothes*, reveals close proximity of both samples to *disagreement* of inquiry, where the South African respondent sample is represented by 2.45 and Sweden 2.25 on the 7-Point Likert Scale. *My friends often buy me clothes* reveals similar instance by both samples to *slightly disagree* with the inquiry, where the South African respondent sample is in greater disagreement represented by a score of 2.5 as opposed to the Swedish participants who commit to a 2.65 weighted average score.

## **5. DISCUSSION**

The study committed to answer to four research questions with purpose and validity from previous research and current survey assessment. Findings from the literature review and survey results are examined and compared to study the research phenomena.

## **5.1 CULTURAL IMPACTS ON CONSUMER BUYING BEHAVIOUR**

Notably, (Pereira, 2010) defines culture as a means to purchase selection. The author implicates alliance between both variables whereby the construct of culture defines consumer behaviour. The literature assumes to how culture differs by ethnic groups, nationality and geographic regions, to which the study herein explores to cultural differences between South African and Swedish consumption behaviour for fashion clothing apparel. Relatable to the understanding of cultural differences in consumption patterns by South African and Swedish respondents, might be explained by the definition of culture by (Hollenson, 2007), “as the learned ways in which society understands, decides and communicates”. Similarly expressed by (Linton, 1945), who claims culture to be defined by “shared and transferable learnings”. That is to say the findings from the survey illustrated clear differences in the shopping habits by country-specific respondents. Differences where invitations by respondents were admitted to reference group participation during shopping consumption; the receiving and consideration of advice from family, friends and partner; to the recognition of approvals; the need for self affirmation of purchase; and lastly the availability of time and money to commit to shopping purchase for fashion clothing apparels. (Talha, 2012) expresses how individuals who endure their national identity and sense of belonging are naturally more inclined towards consuming the national products and norms facilitated by their cultural affiliation. In addition to the learned behaviours educated through formative upbringings, can we assume from the differences in findings that values and attitudes authored during development in Sweden, might reason for respondents to endure a resemblance to Individualism. Where society has motivated respondents towards individuality. And visa versa where in South Africa, there is a noticeable propensity by respondents to the survey to participate in group shopping where approvals of doing so are in admittance to the accepting of advice which reflects enduring approval to consider. Therefore might we assume that the behaviours in consumption ritual are in due to the propensity of uniform attitudes and beliefs by culturally separate countries. Attitudes and beliefs that have been established by the generational regulation of learned behaviour and transferable teaching of how to behave in a familiar culture. (Hollensen, 2004) regards value and attitudes in determining what is important; supported by the difference in



result between South African and Swedish respondents. Where attitudes have defined the country-specific marketplace in compelling action and reaction to element behaviour.

## 5.2 INDIVIDUALISTIC CULTURE

(Chiao et al., 2009) defines Individualism as those motivated by their own preferences, needs and rights, giving priority to personal rather than group interaction. Furthermore, defined as stable, autonomous from others and their environment according to (Triandis, 1995). Literature has often assigned Individualism to the countries of the West, represented by Hofstede's Cultural Dimension research as Australia, the United States and the United Kingdom. Whereby linking Individualism to specific personalities and traits that encourage independence. The findings suggest range of association by the Swedish country-sample to favoring Individualistic identity as described by (Chiao et al., 2009; Triandis, 1995). Determined by survey response as a disposition appropriate of personal choice, independence and self-reliance. (Hofstede, 2018) commits to assigning Sweden as an Individualistic society, where the score of 71 is appropriated out of a 100 point scale as result of participant independence. Noticeably, inquiry by survey into relationship status indicates a strong propensity by Swedish participants represented by 80% of the sample to being single; which might assume validity by (Hofstede, 2018) towards the favoring of self-reliance and individuality by respondents. Similar findings observe to the accommodation status of Swedish participants; where 65% of respondents are self-assigned to living alone. Both inquiries imply and assume preference towards being autonomous from others as defined by (Chiao et al., 2009). Furthermore, inquiry by RSQ-L1 imply a favoring response by Swedish participants to shopping alone with a propensity to strongly agree. Noticeably the findings suggest as despondency by the Swedish sample to satisfy the company of others during a shopping process. Moreover the sample are found disagreeing to satisfy the company of family, friends and partner; However, there was a disposition by respondents to slightly disagree to shopping with friends which might assume underlying and potential activity on a rare occasion. RSQ-L2 assumes agreement by Swedish participants to rarely asking for advice on the clothing respondents intend to purchase, with animosity towards receiving advice from family or partner. However seem willing to receiving advice from friends. The notion of individuality is further tested by RSQ-L3 where inquiry to the selection of brand and clothing choice by reference group approvals are committed to a disapproval by Swedish respondents. However noticeably, slight disagreement is committed to the influence of friends on such

selection which might advise limited consideration. Inquiry to the importance of others liking the products respondents might choose to purchase, challenges definition of Individualistic tendency whereby the Swedish sample is found perplexed between slight disagreement and neither agreeing nor disagreeing which might implicate the desire for community affirmation. Notably, RSQ-L4 indicates a further disapproval by the Swedish respondents whereby reference groups are found purchasing clothing items for participants; however the findings do suggest a closeness by respondents to acknowledging friends with the greatest propensity of doing so in purchasing.

### 5.3 COLLECTIVISTIC CULTURE

(Mooij, 2004) asserts to Collectivistic cultures valuing uniformity; defined as “the state or quality of being uniform; overall sameness, homogeneity, or regularity” within culture according to (Dictionary.com, 2018). Notably, (Triandis, 1995) defines Collectivists as “closely linked individuals who view themselves primarily as part of a whole, be it in a family, a network of co-workers, a tribe or nation.” The South African respondents as observed from the findings assume value to the presence and cohesion of reference group participation such as family, friends and partners as expressed in RSQ-L1. Which assumes validity to statement by (Chaio et al., 2009) who asserts how Collectivists view themselves as being dynamic, however continually defined by their social context and relationships. RSQ-L2 assesses the level of acceptance by respondents for participant opinion which regulates comminicable group identity, where South African respondents are found agreeing to the request of advice and more importantly the trusting of reference group opinions. Moreover, the South African sample reports towards disagreement of inquiry to rarely asking for advice during clothing shopping, which represents collective propensity of community involvement. The South African respondents agree to having limited time available for clothing shopping, which might infer reason towards agreement by the sample to shopping alone in some situations. The inquiry is further demonstrated by disapproval to the question where respondents are not usually rushed for time. Group opinion and affirmation is a value defined by Collectivist authors as fundamental, where RSQ-L3 affirms Collectivistic tendency by South African participants in response to the importance that others like the products purchased by respondents. As a result, there is a propensity by the participants to approve, which indicates the need for affirmation implicating self and body concept to the recognition within group identity. Moreover, participants were asked to scale their response to purchasing clothing expected of them to wear by others; the South African sample had a favoured position whereby listed towards a more approved scale than the Swedish sample. The result was allocated a weighted average indicating towards neither agreeing nor disagreeing; however reflected in greater approval than the comparing Swedish participants. Representing uniformity by the South African sample, inquiry in survey to waiting to buy the latest styles until respondents knew others had approved of them scored to slightly disagree

whereby notion of concern was still present. Therefore responding to a behaviour that is predisposed to group approval. (Rath et al., 2015) might implicate the response to distinguishing the sample between fashion leaders and fashion followers. Where in this instance there is a disposition by the South African population following response to assume the role of a fashion follower; where wearing an item of clothing follows the support of an already established trend. The author defines groups that resonate as fashion follower as “not having sufficient time, finance or interest to spend on fashion pursuits before complete or near market acceptance.” Accepted by response from South Africans to agree with having limited time and disposable money available for shopping activity. Summary by (Rath et al., 2015) defines the behaviour of fashion followers as insecure and apprehensive of their own tastes, so seek observation and affirmation in order to determine what is accepting and appropriate. The definition familiarizes with the responses recorded from the South Africa respondent sample and closely defines the identity of a Collectivistic community. Reliance on reference group for purchasing of clothing for respondents was tested to indicate association purchases, which resulted in a disagreeable propensity by South African respondents however, slight disagreement was favorably by the sample indicating to a sense of activity where there might be instances of purchases by family members.

#### **5.4 PRESENCE OF OTHERS**

(Doole & Lowe, 2012) assert explanation to collective decision making, whereby the complex of family is found participating in major purchase decisions. In such instance, the literature denotes to the Collectivistic behaviour of individuals where reference groups such as family, friends and partners are recognised as influential in the decision making process. Similar assumption is held by (Kotler, 2008) who in study has acknowledged the phenomena of presence on the process of impacting consumer behaviour. While (Kotler, 2008) reflects on the presence of others motivating consumption habit, in a joint effort to elaborate of the cultural implications the authors (Kotler & Armstrong, 2014) assume how “in a growing society, a child learns basic values, perceptions, wants and behaviours from his/her family along with other important institutions.” The importance of which family and institutions during formative development regulate respondents behaviour thereafter. That is to say, the values and attitudes towards behaviour are imposed on children that later define and govern behavioral response. The author (Ronkainen, 2004) explains the cultural phenomena as learned behaviour through generational supervisions, whereby behavioural impositions are transferable. The Social Learning Theory is committed by (Lois Carrier, CFP; David Maurice, CFP, 1998) as to “how spending behaviour can be viewed as a learned behaviour often transmitted by parents and other influential individuals, and generally one passed from generation to generation. Can we therefore assume to the difference in behaviour committed by Individualistic-Collectivistic country as a method of the Social Learning Theory. Notably, the presence of others is evaluated by the survey; where RSQ-L1 reflects a distinct propensity by the South African sample towards participation shopping, where respondents favourably admit to shopping with family, followed closely by shopping with a partner, then friends. The distinction by the Swedish sample reflects despondency to participation shopping, however interestingly is found favoring of opening invitation to friends. While RSQ-L1 commits to the participation of reference groups in the shopping process, RSQ-L2 is concerned with the welcoming of advice to assist in purchase decision where the South African sample reflected approval, as opposed to the Swedish sample observed only to approve advice from friends. The degree to which the advice is perceived as trustworthy is measured by similar inquiry and resulted with the equivalent findings whereby there is a strong propensity by the South

African respondents to trust the advice received from reference groups. As opposed to the the distrust encountered by the Swedish sample towards family and partner recommendations. Notably the disposition to trust recommendations by friends was welcomed towards a slight agreement which challenges the assumption of Individualism by Swedish representatives who seek affirmation of purchase. RSQ-L3 assesses the affirmation of reference group approvals for clothing and brand decision by respondents. Where the importance of approvals by reference groups are requested by South African participants and might warrant immediate purchase should the admission of approval be valid. There is a propensity by Swedish respondents to slightly disagree to the importance of approval from others which might reflect to a requirement of approval before purchase. A similar inquiry to waiting for purchase approval is in slight disagreement by both samples; where the South African respondents might seek shopping participation to avoid the wait, and the Swedish respondents might avoid participation entirely in order to avoid waited response. Notably the selection of brand and clothing is evaluated by choice approval; where respondents consumption and purchase decision relies on the propensity of selection by reference group approval. South African respondents are notably more willing to purchase clothing that reference groups approve of, however seem despondent to brand decisions relying on family approval. That is to say, brands are considered more personal to respondents according to (Warlop & Beckmann, 2001), due to identification of dress and associates to self and body concept. There is a throughout disagreement by the Swedish sample to satisfy selection by reference group approval, however seem slightly less despondent to purchasing clothing choice over brands approved by friends.

## **5.5 SELF & BODY CONCEPT**

Maintained by (Warder, 1996) self concept refers to “the understanding and all knowledge of oneself”. That is to say the formation of which consisting of the psychological, physical and social attitudes, and finally the ideas and personal beliefs of an individual. Moreover, (Talha, 2012) simplifies definition by “the sum of an individual's thoughts and feelings referring oneself as an object rather than a person”. However it is important to distinguish family history as the largest influence on self concept due to the culture and experiences undergone by the individual according to (PayPerVids, 2017). Self and body concept is addressed in study and evaluated by RSQ-L3 where the importance of reference group approval is supported to statement by (Joung & Miller, 2006) who refute to personal appearance as an important element in social interaction. Where intrinsic value in confidence and comfort is afforded to the wearer after acknowledgment of approval from reference group participants. The findings suggest to South African respondents satisfying a slight approval towards self and body concept as an element in social evaluation, however the importance by Swedish participants is evidently less meaningful, where social approval is less influential on purchase behaviour. The propensity by which respondents are concerned with intrinsic and extrinsic evaluation is further assessed by inquiry to purchasing clothes that others might expect the respondent to wear; which denotes to statement by (O'Connor, 2015) who asserts how “fashion is often ordained through situation and context, of which can be influenced by personal feeling, emotion and the evaluation the wearer might wish to receive”. Result of which observed the Swedish sample to be in disagreement to purchasing what is expected of them by reference group appraisals. Unsimilar disposition is held by South African respondents who neither agree nor disagree, however identify concerning of reference group opinions. Notably (Hawkins et al., 2010) define self concept by two types; the independent self, and the interdependent self. There is a distinct familiarity associating the South African sample with the interdependent self; where emphasis relies on family, culture, social welfare and relationship. As opposed to the Swedish sample who represent a self concept of independence; defined by self-serving motivations, to what the individuals have achieved, gathered to possessions of ownership and positioned within society with status.



Importantly, the author (Talha, 2012) concludes that “variation in the degree to which an individual or culture is characterised by an independent versus and interdependent self concept has been found to influence message preference, consumption behaviour and preference for product”. Inquiry to respondents purchasing clothing in order to make themselves feel better resulted in a favored propensity by the Swedish respondents to do where agreement in fact greater than that of the opposing South African sample. Reasons for which might include admission by (Workman & Johnson, 1993) who consider the purchase of clothing to enhance positive emotion and during wearing heightened sociability. Alternatively (Koksal, 2014) claims the importance of positive or negative feeling when purchasing or wearing clothing as an indication towards decision making.

## 6. CONCLUSION

The study assumed to investigate whether cultural differences regulate distinction in geographic consumption behaviour for women's fashion apparel. Where South Africa and Sweden are compared in identifying and motivating difference by nationality, and countries issued by Individualistic-Collectivistic tendency which infers cultural variation influence on the consumption of buying behaviour for women's clothing apparel. The objectives were to (1) confirm culture to influencing consumer buying behaviour for the consumption of women's fashion apparel; (2) confirm family to influencing consumer buying behaviour for the consumption of women's fashion apparel; (3) investigate Individualistic-Collectivistic community impacting buying behaviour for the consumption of women's fashion apparel; and (4) assess difference in cultural fashion consumption across South Africa and Sweden. Notably, previous research suggests clear evidence to cultural influence on consumer buying behaviour however fail to acknowledge the variable of fashion clothing consumption. The results conclude nationality and cultural familiarity to influencing respondent behaviour and consumption for women's fashion apparel by way of previous research and combined data collection. Furthermore, clarity to which family influences the consumer buying behaviour of respondents represents difference; where the South African respondents have a propensity to welcome shopping participation by members of family, as opposed to the Swedish respondents who motivate negative response towards any such presence than that of friends. There is distinction by the South African sample to support In-group Collectivism where family, friends and partner approvals are requested by respondents, and admitted for affirmation before purchase decision. Knowledge to Individualistic behaviour presumes Sweden to be defined by Individualism whereby the propensity to seek purchase approvals or affirmation is sought after less by national respondents. Further supported by despondency towards the invitation by family to support in shopping decisions for clothing fashion. There is a disposition which must be noted, whereby traits of Individualism are definitely acknowledged by Swedish participants in the study, however response suggests a positive outlook to the invitation to welcome participation and opinion from friends. Clear differences can be observed in view of the South African and Swedish sample, which reflect not how

national culture can fully represent country individuals, but rather how behaviour is shaped by the commanding country cultural.

## 7. LIMITATIONS

The study presented limitations in reference to sampling, data collection and generalization of findings. Sampling limitations might derive from a finite selection, where Convenience Sampling followed method for ease of recruiting respondents. However achieving response proved difficult whereby the researcher was unable to source a large enough respondent consort to use in a cross-comparison study between South Africa and Sweden. Notably, a study consisting of 40 participants resulted in a equal split between comparisons. Generalisation of results were admitted from the 40 participants in study, which might represent insufficient sampling for a quantitative study of comparisons. Furthermore, with regards to Comparison Sampling, incorrect selection within the South African demographic might induce varying results. Where South Africa envelops multiple cultural groups, of which the subset chosen for study to investigate white middle-to-upper class females between the ages of 18-34, might be already influenced by westernisation as stated previously in case by (Parker et al., 2009), who revealed a shift in Chinese students from a propensity of Collectivism to Individualism. Where the shift is considered by (Jin & Kang., 2011) to have materialised as consequence of growing affluism and modernisation within the East. Indicating there to be a growing disposition in cultural change in China, due to 21st century Westernisation in retail as an agenda for motivated individuality. That is to say, the South African sample might not have totally represented a Collectivistic subset to the same degree study of an alternative subset of the population might have, and may have been better exposed by a sample fitting of an alternate ethnic group with demographic relevancy to the larger population scale. The method for data collection committed to survey outreach, whereby english was the primary language used to inquiry by both South African and Swedish nationalities. The choice might have impacted understanding and response by Swedish participants whose ability to discern questions in english might have been in error of understanding, and likely resulted in misunderstanding to the questions answered. By way of resolution, the researcher should have committed to having the survey translated to Swedish first-language for ease of interpretation and response.

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## **9. ADDENDUM**

### **SURVEY**

The following Questionnaire will be used to collect data as a requirement of my Master's Thesis. The study assumes to explore whether cultural difference regulates distinction in geographic consumption behaviour for women's fashion apparel.

Please note that the data collected here will be highly confidential and used for academic purpose only. This is an Anonymous Questionnaire so your information is protected and all Personal Identifying Information (PII) has been purposefully removed.

1. What is your age?

- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 to 74
- ☐ 75 or older

2. What is your gender?

- ☐ Male
- ☐ Female

3. Are you single or in a relationship?

- ☐ Single
- ☐ In a Relationship
- ☐ Married
- ☐ Other (please specify)

4. What country were you born in?

- ☐ South Africa
- ☐ Sweden
- ☐ Other (please specify)

5. What country are you currently living in?

- ☐ South Africa
- ☐ Sweden
- ☐ Other (please specify)

6. What city are you currently living in?

- ☐ Cape Town
- ☐ Durban
- ☐ Johannesburg
- ☐ Gothenburg
- ☐ Stockholm
- ☐ Other (please specify)

7. Do you live in the same country as your family?

- ☐ Yes
- ☐ No

8. Do you live in the same city as your family?

- ☐ Yes
- ☐ No

9. Have you recently moved to a new city?

- ☐ Yes
- ☐ No

10. What is your monthly budget?

- ☐ Less than R1000
- ☐ R1001-R5000
- ☐ R5001-R10000
- ☐ R10001-R15000
- ☐ R15001-R20000
- ☐ R20001-R25000
- ☐ Above R25001

What is your monthly budget for clothing?

- ☐ Less than R200
- ☐ R200-R400
- ☐ R401-R600
- ☐ R601-R800
- ☐ R801-R1000
- ☐ R1001-2500
- ☐ Above R2500

Where do you currently live?

- ☐ I currently live with my parents
- ☐ I live on my own
- ☐ I have roommates
- ☐ I live with my partner

13. Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.

**When I am shopping I go with a family member?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**When I am shopping I go with a friends?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**When I am shopping I go with my Partner?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**When I am shopping I go with friends or family?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**When I am shopping I go alone?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**My family and I are very close so we always go shopping together?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**My friends and I are very close so we always go shopping together?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**My partner and I are very close so we always go shopping together?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

14. Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.

**When I am shopping I ask my family for advice on the clothing I intend to purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**When I am shopping I ask friends for advice on the clothing I intend to purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**When I am shopping I ask my partner for advice on the clothing I intend to purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**When I am shopping I rarely ask for advice on the clothing I intend to purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I trust the advice given from my family on the clothing I intend to purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I trust the advice given from my friends on the clothing I intend to purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I trust the advice given from my partner on the clothing I intend to purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I usually have limited time available for clothing shopping?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I'm not usually rushed for time whilst shopping?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree



15. Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.

**It is important that others like the products I buy?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**If others can see me using the clothing, I buy the clothing they expect me to wear?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I wait to buy the latest clothing styles until I know others approve of them?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I generally choose brands I think family will approve of?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I generally choose brands I think friends will approve of?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I generally choose brands I think partner will approve of?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I generally choose clothes I think my family will approve of?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I generally choose clothes I think my friends will approve of?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I generally choose clothes I think my Partner will approve of?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

16. Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.

**Sometimes I buy something in order to make myself feel better?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**While I am shopping I can afford to make an unplanned purchase?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**While I am shopping I am on a tight budget for shopping?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I only go shopping when there are sales?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**I rely on my parents for money to go clothing shopping?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**My parents often buy clothing for me?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**My partner often buys clothing for me?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

**My friends often buy clothing for me?**

☐ Strongly Disagree ☐ Disagree ☐ Slightly Disagree ☐ Neither Agree nor Disagree ☐ Slightly Agree ☐ Agree ☐ Strongly Agree

### SURVEY DATA: QUESTION 4.1

Academic Research Survey - South Africa		
What is your age?		
Answer Choices:	Responses	
18 to 24	35.00%	7
25 to 34	65.00%	13
35 to 44	0.00%	0
45 to 54	0.00%	0
55 to 64	0.00%	0
65 to 74	0.00%	0
75 or older	0.00%	0
	Answered	20
	Skipped	0
Academic Research Survey - Sweden		
What is your age?		
Answer Choices:	Responses	
18 to 24	70.00%	14
25 to 34	30.00%	6
35 to 44	0.00%	0
45 to 54	0.00%	0
55 to 64	0.00%	0
65 to 74	0.00%	0
75 or older	0.00%	0
	Answered	20
	Skipped	0

### SURVEY DATA: QUESTION 4.2

Academic Research Survey - South Africa		
What is your gender?		
Answer Choices	South African Responses	
Female	100.00%	20
Male	0.00%	0
	Answered	20
	Skipped	0
Academic Research Survey - Sweden		
What is your gender?		
Answer Choices	Swedish Responses	
Female	100.00%	20
Male	0.00%	0
	Answered	20
	Skipped	0

### SURVEY DATA: QUESTION 4.3

Academic Research Survey - South Africa			
Are you single or in a relationship?			
Answer Choices	South African Responses		
Single	30.00%	6	
In a Relationship	70.00%	14	
Married	0.00%	0	
Other (please specify)	0.00%	0	
	<b>Answered</b>	<b>20</b>	
	<b>Skipped</b>	<b>0</b>	
Academic Research Survey - Sweden			
Are you single or in a relationship?			
Answer Choices	Swedish Responses		
Single	80.00%	16	
In a Relationship	15.00%	3	
Married	5.00%	1	
Other (please specify)	0.00%	0	
	<b>Answered</b>	<b>20</b>	
	<b>Skipped</b>	<b>0</b>	

SURVEY DATA: QUESTION 4.4

Academic Research Survey - South Africa		
What country were you born in?		
Answer Choices	Responses	
South Africa	100.00%	20
Sweden	0.00%	0
Other (please specify)	0.00%	0
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>

Academic Research Survey - Sweden		
What country were you born in?		
Answer Choices	Responses	
South Africa	0.00%	0
Sweden	100.00%	20
Other (please specify)	0.00%	0
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>

### SURVEY DATA: QUESTION 4.5

Academic Research Survey - South Africa		
What country are you currently living in?		
Answer Choices	Responses	
South Africa	95.00%	19
Sweden	0.00%	0
Other (please specify)	5.00%	1
	Answered	20
	Skipped	0
Academic Research Survey - Sweden		
What country are you currently living in?		
Answer Choices	Responses	
South Africa	0.00%	0
Sweden	95.00%	19
Other (please specify)	5.00%	1
	Answered	20
	Skipped	0

SURVEY DATA: QUESTION 4.6

Academic Research Survey - South Africa		
<b>What city are you currently living in?</b>		
Answer Choices	Responses	
Cape Town	95.00%	19
Durban	0.00%	0
Johannesburg	0.00%	0
Gothenburg	0.00%	0
Stockholm	0.00%	0
Other (please specify)	5.00%	1
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>
Academic Research Survey - Sweden		
<b>What city are you currently living in?</b>		
Answer Choices	Responses	
Cape Town	0.00%	0
Durban	0.00%	0
Johannesburg	0.00%	0
Gothenburg	55.00%	11
Stockholm	35.00%	7
Other (please specify)	10.00%	2
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>

SURVEY DATA: QUESTION 4.7

Academic Research Survey - South Africa		
<b>Do you live in the same country as your family?</b>		
Answer Choices	Responses	
Yes	95.00%	19
No	5.00%	1
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>
Academic Research Survey - Sweden		
<b>Do you live in the same country as your family?</b>		
Answer Choices	Responses	
Yes	90.00%	18
No	10.00%	2
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>

SURVEY DATA: QUESTION 4.8

Academic Research Survey - South Africa		
Do you live in the same city as your family?		
Answer Choice:	Responses	
Yes	70.00%	14
No	30.00%	6
	Answered	20
	Skipped	0

Academic Research Survey - Sweden		
Do you live in the same city as your family?		
Answer Choice:	Responses	
Yes	40.00%	8
No	60.00%	12
	Answered	20
	Skipped	0

SURVEY DATA: QUESTION 4.9

Academic Research Survey - South Africa		
Have you recently moved to a new city?		
Answer Choice:	Responses	
Yes	20.00%	4
No	80.00%	16
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>
Academic Research Survey - Sweden		
Have you recently moved to a new city?		
Answer Choice:	Responses	
Yes	25.00%	5
No	75.00%	15
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>

SURVEY DATA: QUESTION 4.10

Academic Research Survey - South Africa					
<b>What is your monthly budget?</b>					
Answer Choices		Responses			
Less than R1000	10.00%	2			
R1001-R5000	0.00%	0			
R5001-R10000	5.00%	1			
R10001-R15000	5.00%	1			
R15001-R20000	40.00%	8			
R20001-R25000	15.00%	3			
Above R25001	25.00%	5			
Answered		20			
Skipped		0			
Academic Research Survey - Sweden					
<b>What is your monthly budget?</b>					
Answer Choices		Responses			
Less than 700 SEK	0.00%	0	Less than R1 102	Less than R1000	0
701 SEK - 3000 SEK	0.00%	0	R1103 - R4724	R1001-R5000	0
3001 SEK - 7000 SEK	0.00%	0	R4725 - R11023	R5001-R10000	0
7001 SEK - 10000 SEK	0.00%	0	R11024 - R15748	R10001-R15000	0
10001 SEK - 15000 SEK	15.00%	3	R15749 - R23637	R15001-R20000	3
15001 SEK - 22000 SEK	30.00%	6	R23638 - R34668	R20001-R25000	0
22001 SEK - 27000 SEK	35.00%	7	R34669 - R42547	Above R25001	17
27001 SEK - 30000 SEK	10.00%	2	R42548 - R47313		
Above 30001 SEK	10.00%	2	Above R47314		
Answered		20			
Skipped		0			

SURVEY DATA: QUESTION 4.11

Academic Research Survey - South Africa					
What is your monthly budget for clothing?					
Answer Choices		Responses			
Less than R200	20.00%	4			
R200-R400	5.00%	1			
R401-R600	50.00%	10			
R601-R800	0.00%	0			
R801-R1000	10.00%	2			
R1001-2500	15.00%	3			
Above R2500	0.00%	0			
Answered		20			
Skipped		0			

Academic Research Survey - Sweden					
What is your monthly budget for clothing?					
Answer Choices		Responses			
Less than 500 SEK	20.00%	4	Less than R788	Less than R200	0
501 SEK - 1000 SEK	15.00%	3	R789 - R1576	R200-R400	0
1001 SEK - 1500 SEK	15.00%	3	R1577 - R2364	R401-R600	0
1501 SEK - 2000 SEK	15.00%	3	R2365 - R3153	R601-R800	4
2001 SEK - 2500 SEK	20.00%	4	R3154 - R3941	R801-R1000	3
2501 SEK - 3000	5.00%	1	R3942 - R4729	R1001-2500	3
Above 3001 SEK	10.00%	2	Above R4730	Above R2500	10
Answered		20			
Skipped		0			

SURVEY DATA: QUESTION 4.12

Academic Research Survey - South Africa		
<b>Where do you currently live?</b>		
Answer Choices	Responses	
I currently live with my parents	15.00%	3
I live on my own	25.00%	5
I have roomates	50.00%	10
I live with my partner	10.00%	2
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>
Academic Research Survey - Sweden		
<b>Where do you currently live?</b>		
Answer Choices	Responses	
I currently live with my parents	0.00%	0
I live on my own	65.00%	13
I have roomates	15.00%	3
I live with my partner	20.00%	4
	<b>Answered</b>	<b>20</b>
	<b>Skipped</b>	<b>0</b>

Academic Research Survey - South Africa												
Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.												
Questions	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average - South Africa			
When I am shopping I go with a family member?	2	2	3	2	5	5	1	20	4.25			
When I am shopping I go with a friends?	1	6	2	2	7	2	0	20	3.7			
When I am shopping I go with my Partner?	5	2	0	3	2	5	3	20	4.1			
When I am shopping I go with friends or family?	1	2	1	6	3	6	1	20	4.5			
When I am shopping I go alone?	1	0	1	0	4	10	4	20	5.6			
My family and I are very close so we always go shopping together?	1	3	2	2	6	4	0	20	4.25			
My friends and I are very close so we always go shopping together?	1	6	6	2	2	3	0	20	3.35			
My partner and I are very close so we always go shopping together?	4	5	1	2	2	5	1	20	3.6			
Answered									20			
Academic Research Survey - Sweden												
Answer the following questions on a rating scale												
	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average - Sweden			
When I am shopping I go with a family member?	4	12	2	0	1	1	0	20	2.25			
When I am shopping I go with a friends?	0	2	5	2	8	3	0	20	4.25			
When I am shopping I go with my Partner?	10	6	1	1	2	0	0	20	1.95			
When I am shopping I go with friends or family?	0	6	6	7	1	1	0	20	3.35			
When I am shopping I go alone?	0	0	0	0	1	8	11	20	6.5			
My family and I are very close so we always go shopping together?	7	11	1	0	1	0	0	20	1.85			
My friends and I are very close so we always go shopping together?	2	7	6	1	4	0	0	20	2.9			
My partner and I are very close so we always go shopping together?	11	5	1	2	0	1	0	20	1.9			
Answered									20			
Skipped									0			



# SURVEY DATA: RSQ-L2

Academic Research Survey - South Africa												
Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.												
	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average			
When I am shopping I ask my family for advice on the clothing I intend to purchase?	0	3	1	0	6	8	2	20	5.05			
When I am shopping I ask friends for advice on the clothing I intend to purchase?	0	3	2	1	5	8	1	20	4.8			
When I am shopping I ask my partner for advice on the clothing I intend to purchase?	3	3	0	1	4	7	2	20	4.45			
When I am shopping I rarely ask for advice on the clothing I intend to purchase?	0	7	5	2	2	3	1	20	3.6			
I trust the advice given from my family on the clothing I intend to purchase?	0	3	1	0	2	12	1	20	5.1			
I trust the advice given from my friends on the clothing I intend to purchase?	0	2	3	0	1	12	2	20	5.2			
I trust the advice given from my partner on the clothing I intend to purchase?	4	3	0	1	1	9	2	20	4.35			
I usually have limited time available for clothing shopping?	0	4	0	2	4	9	1	20	4.85			
I'm not usually rushed for time whilst shopping?	0	8	3	2	3	4	0	20	3.6			
Answered									20			
Academic Research Survey - Sweden												
Answer the following questions on a rating scale												
	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average			
When I am shopping I ask my family for advice on the clothing I intend to purchase?	6	10	1	0	2	1	0	20	2.25			
When I am shopping I ask friends for advice on the clothing I intend to purchase?	0	1	6	1	10	2	0	20	4.3			
When I am shopping I ask my partner for advice on the clothing I intend to purchase?	12	3	0	2	3	0	0	20	2.05			
When I am shopping I rarely ask for advice on the clothing I intend to purchase?	0	2	1	0	6	9	2	20	5.25			
I trust the advice given from my family on the clothing I intend to purchase?	6	8	4	0	1	0	1	20	2.3			
I trust the advice given from my friends on the clothing I intend to purchase?	0	1	3	1	14	1	0	20	4.55			
I trust the advice given from my partner on the clothing I intend to purchase?	12	3	0	1	2	1	1	20	2.25			
I usually have limited time available for clothing shopping?	3	7	3	0	3	3	1	20	3.3			
I'm not usually rushed for time whilst shopping?	1	2	3	0	4	7	3	20	4.85			
Answered									20			
Skipped									0			



Academic Research Survey - South Africa												
Answer the following questions on a rating scale, answering to the extent to which you agree or disagree with the question.												
	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average			
It is important that others like the products I buy?	1	4		1	5	8	0	20	4.45			
If others can see me using the clothing, I buy the clothing they expect me to wear?	1	3		6	1	3	0	20	3.85			
I wait to buy the latest clothing styles until I know others approve of them?	1	7		5	5	2	0	20	3.35			
I generally choose brands I think family will approve of?		4		7	1	5	0	20	3.7			
I generally choose brands I think Friends will approve of?	1	7		2	4	5	0	20	3.75			
I generally choose brands I think partner will approve of?	3	6		2	1	4	0	20	3.45			
I generally choose clothes I think my family will approve of?	0	6		1	8	4	0	20	4.15			
I generally choose clothes I think my friends will approve of?	1	6		1	4	8	0	20	4.2			
I generally choose clothes I think my Partner will approve of?	3	5		1	0	8	0	20	3.85			
							1	20				
Answered									20			
Academic Research Survey - Sweden												
Answer the following questions on a rating scale												
	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average			
It is important that others like the products I buy?	1	4		6	0	1	0	20	3.65			
If others can see me using the clothing, I buy the clothing they expect me to wear?	3	9		4	1	0	0	20	2.6			
I wait to buy the latest clothing styles until I know others approve of them?	1	7		8	0	1	0	20	3			
I generally choose brands I think family will approve of?	9	9		2	0	0	0	20	1.65			
I generally choose brands I think Friends will approve of?	2	5		9	0	4	0	20	2.95			
I generally choose brands I think partner will approve of?	10	7		1	2	0	0	20	1.75			
I generally choose clothes I think my family will approve of?	9	9		1	1	0	0	20	1.75			
I generally choose clothes I think my friends will approve of?	1	4		8	0	0	0	20	3.4			
I generally choose clothes I think my Partner will approve of?	10	5		0	2	0	0	20	2.15			
								Answered	20			
								Skipped	0			

# SURVEY DATA: RSQ-L4

Academic Research Survey - South Africa									
Answer the following questions on a rating scale									
	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average
Sometimes I buy something in order to make myself feel better?	0	0	1	2	3	12	2	20	5.6
While I am shopping I can afford to make an unplanned purchase?	0	0	2	0	5	12	1	20	5.5
While I am shopping I am on a tight budget for shopping?	0	1	5	1	10	3	0	20	4.45
I only go shopping when there are sales?	1	4	3	2	4	5	1	20	4.15
I rely on my parents for money to go clothing shopping?	9	6	2	0	2	1	0	20	2.15
My parents often buy clothing for me?	8	3	0	0	6	3	0	20	3.1
My partner often buys clothing for me?	11	2	2	1	1	2	1	20	2.45
My friends often buy clothing for me?	10	3	1	0	5	1	0	20	2.5
Answered									20
Academic Research Survey - Sweden									
Answer the following questions on a rating scale									
	Strongly Disagree	Disagree	Slightly Disagree	Neither Agree Nor Disagree	Slightly Agree	Agree	Strongly Agree	Total	Weighted Average
Sometimes I buy something in order to make myself feel better?	0	0	0	0	2	14	4	20	6.1
While I am shopping I can afford to make an unplanned purchase?	0	0	3	1	6	8	2	20	5.25
While I am shopping I am on a tight budget for shopping?	2	6	3	3	4	2	0	20	3.35
I only go shopping when there are sales?	4	9	3	0	3	1	0	20	2.6
I rely on my parents for money to go clothing shopping?	10	8	1	0	1	0	0	20	1.7
My parents often buy clothing for me?	6	11	3	0	0	0	0	20	1.85
My partner often buys clothing for me?	6	9	1	2	2	0	0	20	2.25
My friends often buy clothing for me?	4	7	5	0	4	0	0	20	2.65
Answered									20
Skipped									0

