

**The development of a conceptual framework of female clothing
evaluative criteria preferences during the purchasing decision that
includes body shape, personal values and emotions**

by

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I declare that

“The development of a conceptual framework of the influence of body shape and personal values on female consumers’ evaluative criteria preference and the influence of specific emotions on purchasing decision and behaviour”

is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

I further declare that I have not previously submitted this work, or part of it for examination at Unisa for another qualification or any other higher education institution.

A handwritten signature in black ink, appearing to be 'J. S. Q.', written over a horizontal line.

SIGNATURE

21 October 2016

DATE

To my wonderful twins

Vuyo and Wanita

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SUMMARY

Much of the effort that goes into a purchasing decision occurs at the stage where a choice has to be made from the available alternative clothing products (Solomon & Rabolt, 2009:392). In this phase of the decision making process, consumers' perceptions of the clothing item they anticipate to purchase includes evaluation of the clothing and the application of specific evaluative criteria in order to assess the suitability of the clothing item (Saricam, Kalaoglu, Ozdygu & Urun, & 2012:2). Evaluative criteria are the specifications or standards that consumers use when comparing and assessing alternatives (Forney, Park & Brandon, 2005:158). Because consumer needs vary not only by the product they want to purchase but also in terms of information (Forney *et al.*, 2005:158), identifying the evaluative criteria that consumers use in the clothing purchasing decision-making process may provide an insight into preferences relative to specific products, such as clothing.

While several studies have shown that the purchasing decision can be influenced by *individual differences* as well as *environmental influences*, it is no doubt that the investigation of each of these variables provides important clues to understanding consumer purchase decision broadly, but are limited in some parts in their explanations when it comes to clothing purchasing decision. Literature has highlighted the significance of body shape on clothing preferences because of the inherent relationship between the clothing product and the body. The difference in body shape often determines how clothing will drape on a figure, how comfortable the garment feels and ultimately how the clothing product will be evaluated by the consumer. Moreover, personal values, which are defined as the desired end-states have been shown to be one of the most powerful explanations of, and influence on the way consumers are likely to behave in a specific situation, such as the purchasing of new clothing product, the process that includes evaluation, choosing among the alternatives and finally the purchasing decision (Vincent 2014:119; Kim *et al.* 2002:481; Laverie, Klein & Klein, 1993:2). Additionally, while in the process of evaluating various clothing attributes for the suitability of the clothing product in terms of body shape and personal values, female consumers may experience either positive or negative emotions (Zeelenberg *et al.*, 2008:18), depending on how the clothing is assessed. Most theories of emotional influences on decision making take the valence-based approach (Lerner & Keltener,

2000:473), focusing on the effects of positive versus negative emotional states. However, Lerner and Keltener (2000:473), have suggested that emotion specific approach, in particular the Appraisal-Tendency Framework (ATF) model is more effective to understand and predict the influence of specific emotions on decision making and behaviour.

Consumers' choice of the clothes based on the evaluative criteria during the decision making process is regarded as a form of consumer input to the clothing manufacturing and design (May-Plumee & Little, 2006:62). Since these underlying factors are regarded as important for understanding the rationale behind consumer clothing purchasing decision and behaviour, a thorough investigation of such factors on how they impact clothing evaluative criteria is greatly necessary. This may help and guide the clothing manufacturers and retailer on how to design and produce clothing products that are most relevant for the needs and preferences of South African female consumers. The study, therefore, aimed to determine the influence of body shape and personal values on women's preferences for and use of intrinsic evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptance, fit/sizing, comfort and fibre content/material) in the purchasing of casual blouse/top, trouser/skirt and dress. Information on the relevant importance of various clothing product attributes in the consumers' mind may provide clothing manufacturers and designers with the basis for effective new clothing product development and marketing strategies. Furthermore, considering that emotions are involved in clothing purchasing decision, the study also focused on understanding the influence of emotions on clothing purchasing decision and subsequent behaviour.

This study reflected the postpositive philosophical worldview which is typically associated with quantitative approach. In this case, the study assumed quantitative research design and methods and is regarded as exploratory in nature. Using purposeful, convenient and snowball techniques, the sample was solicited in Gauteng, Johannesburg, South Africa. A total of 316 women aged between 18 and 66 plus years old took part in the study. A survey using a group administered questionnaire was used to collect primary data from the respondents. The group administered questionnaire included demographic information of the participants, self-reported perceived body shape measure, personal values measure, evaluative measure and emotions measure. Descriptive statistics were used to analyze demographic information, as well as on overall data before inferential statistics were performed. Inferential statistics such as the z-test was applied to establish the significant evaluative criteria and to test the proportions of the selected emotions. Chi-Square test of independence was used to determine the association between body shape evaluative criteria investigated, while nonlinear canonical correlation analysis (OVERALS) was

performed to establish the relationship between personal values and evaluative criteria and lastly, discriminant analysis was used determine purchasing behaviour.

The analysis established that *fit/sizing* and *comfort* are the most important evaluative criteria that women consider in the purchasing of casual clothing categories studied. Respondents, also agreed that *styling/design* was the determinant evaluative criteria when purchasing a casual dress, while *fit/sizing* was the determinant evaluative criteria in the purchasing of a casual blouse/top and trouser/skirt. The results further showed that respondents in this study who perceive themselves to be *diamond* shaped, think *colour/pattern* is very important particularly when purchasing a casual blouse/top. However, when purchasing a trouser/skirt, the results reflected that the *oval* body shaped respondents think *styling/design* is very important, while respondents who perceive themselves to be *rectangular* body shaped, consider *comfort* when purchasing a casual dress. With regards to the relationship between personal values and evaluative criteria, the study found that when purchasing a casual blouse, respondents consider the *appearance* for the achievement of *warm relationship with others*, *excitement* and *confidence*. The results also indicated that through *fit/size* of a blouse/top, female consumers strongly aspired for *self-respect*. The results further showed that through the *styling/design* of a blouse/top, female consumers in this study want to achieve *self-fulfillment*, while a sense of *accomplishment* is influenced by the *comfort* of a casual blouse/top. On the other hand it was also revealed that *appropriateness/acceptability* of a casual blouse/top seemed to influence *fun and enjoyment* as well as *sense of belonging*. In the purchasing of a casual trouser/skirt, the results clearly showed that in order to achieve a *warm relationship with others*, female consumers strongly considered the *fibre content/material* and *colour/pattern* of trouser/skirt. The results also suggested that consumer considered the *appearance* of a trouser/skirt for the achievement of *sense of belonging* and *self-fulfillment*, while the *styling/design* of a trouser/skirt was somewhat considered for attainment of *excitement*. Through the *fit/sizing* of a casual trouser/skirt, it was shown that female consumers strongly aspired to achieve *self-respect*, *confidence* as well as *fun and enjoyment*. The results further highlighted that respondents considered *appropriateness/acceptability* of a casual trouser to somewhat influence *being well-respected*, while *comfort* of a casual trouser somewhat influenced a *sense of accomplishment*. In the purchasing of a casual dress, the results indicated that in order to achieve *excitement* and a *warm relationship with others*, female consumers in this study considered the *appearance*. The results further suggested that through the *appearance* of dress respondents somewhat also aspired for a *sense of belonging*. On the other hand, the results clearly revealed that respondents will consider *fibre content/material*,

styling/design, fit/sizing and colour of casual dress in order to achieve *self-respect, self-fulfillment, confidence, being well-respected* and a *sense of accomplishment*. Lastly the results demonstrated that the best behaviour that drives the emotion “disgust” is “*I walk away*”. On the other had the best behaviour that drives the emotion “sadness” is “*I spend more time shopping around*”. The results were fully consistent and gave support to the emotions specific hypothesis (ATF) which postulates that different emotions of the same valence for instance, “disgust” and “sad”, both being negative, can exert opposing influences on decision making and behavior. However, concerning the positive specific emotions, it emerged that there were no behaviour differences between the emotions “happiness” and “contentment”, probably, suggesting unpredictable behaviour.

It is, therefore, recommended that clothing designers and retailers should have a knowledge of the attributes that are preferred by female consumers of various body shape. It is also recommended that clothing manufacturers and retailers should endeavor to understand the value systems of their target. This study has contributed to the body of knowledge of understanding the role that body shape, personal values and emotions play in the clothing purchasing decision and behaviour.

KEYWORDS: body shape, personal values, female consumers, evaluative criteria, emotions, Appraisal Tendency Framework, clothing purchasing decision.

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CHAPTER 1

THE STUDY IN PERSPECTIVE

“...to know what a dog is feeling, all you have to do is look at its tail. If people had tails, retailers and designers would know when consumers were satisfied or dissatisfied with their apparel shopping experiences”

(Yurchisin & Johnson, 2010)

1.1 BACKGROUND AND MOTIVATION

Product and service providers across industries face immense pressure to remain innovative and competitive in the current ever-changing global market (Reinartz, Dellaert, Krafft, Kumar & Varadarajan, 2011). Moreover, the success of any business is largely dependent on information that is timely and relevant (Cant & Van Heerden, 2013:118). This is certainly true for the South African clothing industry which has experienced the effects of increased competition from the arrival of international brands and changing customer needs. According to Kaplan (2014:1), in this highly diverse, saturated and competitive market, clothing retailers are compelled to examine the needs of the consumers continuously as well as provide merchandize that reflect the demands of the customers. As a means of market differentiation, the author further explains that the effective strategy for South African clothing manufacturers and retailers is to be mindful and be guided by the local clothing product attributes considered important by consumers. The importance of what consumers consider in making purchases should be done by responding with innovative, well designed products for various body shapes and proportions as well as adherence to consumers' fit preference (Zhang, Li, Gong & Wu, 2002:54). Thus, interpreting global trends in such a way that will be relevant to the local clothing market.

Clothing can communicate an extensive array of information about an individual, without the observer having to meet or talk to the wearer (Howlett, Pine, Orakc,og̃lu & Fletcher, 2013:39). Moreover, clothing has been shown to convey qualities such as character, sociability,

competence, intelligence (Damhorst, 1990) (cited in Howlett *et al.*, 2013) and the first impression about the wearer can be formed in a matter of seconds (Todorov, Pakrashi & Oosterhof, 2009:819). As such the consumer's choice of clothing influences the impression created and is, therefore, a powerful communication tool. Moreover, shopping for clothing products involves a complex decision making processes about a range of beliefs regarding what is appropriate for or desirable to the consumers (Otieno, Harrow & Lea-Glenn, 2005:229). According to Solomon and Rabolt (2009:392), much of the effort that goes into a purchasing decision occurs at the stage where a choice has to be made from the available alternative clothing products. In this phase of the decision making process, consumers' perceptions of the clothing item they anticipate to purchase includes evaluation of the clothing and the application of specific evaluative criteria in order to assess the suitability of the clothing item (Saricam, Kalaoglu, Ozdygu & Urun, & 2012:2).

Evaluative criteria are the specifications or standards that consumers use when comparing and assessing alternatives (Forney, Park & Brandon, 2005:158). In other words they are particular characteristics or attributes that are used in judging the choice alternatives or competing options (Solomon & Rabolt, 2009:394). Usually, the attributes, to name a few considered by consumers when purchasing clothing items, are aspects such as clothing fit, style, construction, colour as well as price, country of origin reflecting underlying personal values, lifestyle, attitudes, personality knowledge and experiences which have different importance in the minds of the consumers (Ling, 2015:566; Paramasur & Roberts-Lombard, 2012:255). Typically, prior to the clothing shopping experience, women especially have established preferences with regard to evaluative criteria (Rieke, Fowler, Chang & Velikova, 2016:211), This has resulted in the process of selection of clothing products to include the determination of satisfaction in terms of their evaluation of their reflected image, as well as the assessment of suitability in terms of overall fit and appearance prior to the purchasing decision (Rieke, *et al.*, 2016:211). Since consumer needs vary, not only by the product they want to purchase but also in terms of information required on the product, (Forney *et al.*, 2005:158), evaluative criteria are, therefore, key concepts in understanding the underlying reasons behind consumer choice. The question is, which then are the evaluative criteria that female consumers with various clothing needs consider in their purchasing decision? Obviously, identifying the most important and determinant evaluative criteria may provide an insight into preferences. The information on the relevant importance of various clothing product attributes in the consumers' mind may provide clothing manufacturers and designers with the basis for effective new clothing product development and marketing strategies for the target consumer. Another question arising here is, who is the target consumer? Defining who the target

consumer is, may involve clarifying female consumers' clothing needs and wants within the context of use situation. It is, therefore, important to understand that although there are many different factors that can impact or determine the preferences for specific evaluative criteria in clothing product purchases, most decisions are based only on a select few (Jansson-Boyd, 2012:131). Further clarification on this question asked here is given in the following paragraph.

According to Pisut and Connell (2007:370), the differences in body shapes will often determine the way the garment will hang on the body as well as how comfortable the garment will feel, and how the female consumer will perceive the garment. Researchers (Pisut & Connell, 2007; Alexander, Connell & Presley, 2005; Anderson, Brannon, Ulrich, Presley, Woronka, Grasso & Stevenson, 2001) have shown that different body shapes results in clothing fit problems at certain parts of the body, that influence body satisfaction and benefit sought by female consumers. This implies that body shapes may have an influence on the evaluative criteria that female consumers consider when purchasing clothing. Furthermore, female consumers choose clothing attributes that will express who they are, whom they associate with as well as their social status (Kim, Forsythe, Gu & Moon, 2002:481). Hence the clothing purchasing decision is about communicating personal values such as confidence, belonging, and self-respect to others. (Kim *et al.*, 2002:481). This may imply that the underlying personal values that female consumers aspire to achieve through clothes may also influence evaluative criteria preferences in their clothing purchasing decision. It is, therefore, imperative that clothing manufacturers and designers have a knowledge of evaluative criteria considered important by female consumers of various body shapes as well as the evaluative criteria that help them achieve their personal values. By doing so, they may be able to identify the target consumer they wish to serve. The following section will discuss the significance of body shape and personal values in the clothing purchasing decision, particularly at a point when female consumers evaluate the clothing products among the alternatives.

1.2 THE SIGNIFICANCE OF BODY SHAPE ON EVALUATIVE CRITERIA

According to Newcomb (2009:74), the female body shape is an important influence on evaluative criteria preferences specifically related to the attribute of garment fit. Clothing fit is closely associated with the shape of the body (Simmons, Istook & Devarajan, 2004a:1). More specifically, fit is dependent on the body dimensions, proportions, and posture of the anticipated target customer, the current fashion trends, and the fit preferences of the wearer (Ashdown & O'Connell, 2006), all of which can be subjective. However, clothing fit remains a major consumer

frustration and barrier to ready-to-wear clothing sales, because most clothing manufacturers and designers fail to understand and address body shape properly when they are producing clothing products (Gribbin, 2014:3).

According to Horwaton and Lee (2010:22) and Otieno *et al.* (2005:307), when it comes to clothing purchases, women especially, have difficulty in finding clothes that fit well, which makes them the most discontented consumers. The reasons offered to explain this phenomena is that female body shapes and proportions vary greatly. A study conducted by Zwane and Magagula (2007) on Swazi women revealed that body measurements of women with disproportionate figures such as the bottom heavy, as referred to by the authors, were different from measurements of standard patterns, particularly on the waist and hip measurements. This resulted in dissatisfaction with ready-to-wear clothing. Moreover, body shapes may change dramatically over years as a result of age, changes in nutrition, lifestyle and increase or loss in body weight among other factors (Howarton & Lee, 2010:220; Bougourd, 2007:108; Pisut & Connell, 2007:370; Pechoux & Ghosh, 2002:3). Additionally, Lee, Istook, Nam and Park (2007:375), mention that body shapes and proportions may also differ due to ethnicity. A South African study conducted by Makhanya, De Klerk, Adamski and Mastamet-Mason (2014) also confirmed body shape differences between African and Caucasian women of the same body shape. This strongly points to the role of ethnicity in body shape differences. Although it is clear that female consumers' of different ethnic background have different body shapes, South African clothing manufacturers still base their designs to fit women with Western ideal body shape (Zwane & Magagula, 2007:283) and this has resulted in the problem of ill-fitting clothing. Therefore, in a country such as South Africa the industry needs to invest in researching and designing clothing products that should meet various needs of the female with different body shapes.

1.3 THE SIGNIFICANCE OF PERSONAL VALUES ON EVALUATIVE CRITERIA

The fact that when it comes to clothing purchases, most women find it difficult to find clothes that fit well which means in most cases they experience clothing fit problems. A study conducted by Kasambala, Kempen and Pandarum (2014) established that as a result of clothing fit problems the majority of female consumers fail to attain their aspired personal values through their clothing. Personal values are usually understood by consumer researchers to represent a number of enduring basic beliefs held by consumers about desired states of existence or modes of behaviour (Homer & Kahle, 1988:638). As already stated, female consumers choose clothing attributes that express their personal values that they desire to achieve such as a sense of *belonging*, *self-*

fulfillment, being well-respected, confidence, a sense of accomplishment to name a few. Furthermore, personal values have been shown to be one of the most powerful explanations of, and influence in the way consumers are likely to behave in a specific situation, such as evaluating clothing products and finally deciding what to purchase (Vincent, 2014:119; Kim *et al.*, 2002:481 & Laverie, Klein & Klein, 1993:2). As such, personal values may exert a major influence on consumer purchasing behaviour where female consumers have to choose clothing products among the alternatives.

According to Desmet, Overbeeke and Tax (2001:32), all human interactions involve emotions. This implies that when female consumers evaluate clothing attributes as relevant for their concerns or preferences, in itself becomes an emotional process. The section that follows discusses the involvement of emotions in clothing purchasing decision and behaviour.

1.4 EMOTIONS IN CLOTHING PURCHASING DECISION AND BEHAVIOUR

Negative or positive emotions elicited while evaluating clothing products may influence the purchasing decision as well as the behavioural outcome (Watson & Spence, 2007:488). This means that the influence of emotions on decision making and behavioural intentions is not only mediated by cognition (appraisal processes) but also by motivation goals (Raghunathan & Pham, 1999). Most theories of emotional influences on decision making take the valence-based approach (Lerner & Keltener, 2000:473), focusing on the effects of positive versus negative emotional states. However, Lerner and Keltener (2000:473), have suggested that an emotion specific approach, in particular the Appraisal-Tendency Framework (ATF) model is more effective to understand and predict the influence of emotions on decision making and behaviour. Specifically, the ATF systematically links the appraisal processes associated with specific emotions to different decision making and behavioural outcomes. The general approach predicts that emotions of the same valence, such as *fear* and *anger* (both negative emotions) can exert distinct influences on decision making, while emotions of the opposite valence, such as *anger* and *happiness* (a negative and a positive emotion) can exert similar influences.

Additionally, emotions can enter the decision making process in several ways, however the ATF distinguishes between two kinds of emotions that can influence decision and behaviour which are the integral and incidental emotions. According to Renshon and Lerner (2012:1), integral emotions, are those that are clearly related to the decision at hand, whether they are predictions of future emotions or emotions triggered in the heat of the moment. For example experienced *disgust* and anticipated *regret* when evaluating the *style* or *fit* of a dress in a clothing retailer might

indicate how much a consumer is willing to purchase that particular clothing product. On the other hand incidental emotions arise from past situations that are normally irrelevant to the present purchasing decision. Such incidental carryover occurs even when decision makers are unaware of such influences (Lerner, Small & Loewenstein, 2004). For example emotions produced by listening to music or experiencing bad weather have all been shown to influence decision making of unrelated tasks (Han, Lerner & Keltner, 2006:2) such as the clothing purchasing decision and behaviour. Although such emotions are unrelated to the decision at hand, incidental emotions nonetheless affect decision-making in critical and often unappreciated ways (Renshon & Lerner, 2012:1).

However, the fact that integral emotions are clearly related to the decision at hand (Renshon & Lerner 2012:1), these emotions are used to indicate the value of a product in the eyes of the consumer, as such they can facilitate evaluation of the various clothing options (Yip, 2011:1). This implies that integral emotions may produce adaptive decisions relevant to the situation when the female consumer thinks about the parameters of decision or its implication with the expectations or goals they hope to achieve through clothing. Although both kinds of influences can exert strong emotions on consumer decision making, this study focuses on immediate emotions, specifically integral emotions which emphasizes the role of emotions that attach directly to the decision rather than to possible consequences of those decisions. This is because integral emotions are elicited whilst the process of evaluating clothing products takes place. Additionally, the study conducted by Kasambala (2013), showed that mainly negative emotions such as disappointment, disgust, sadness and anger were expressed by female consumers as a result of clothing fit problems. The study further revealed that a few female consumers expressed positive emotions such as happiness, contentment, excitement and good feeling with clothing fit. For this reason, it is necessary to investigate the influence of both the negative and positive integral emotions on purchasing decision and the behavioural outcome. More specifically, the influences of the integral negative emotions, *disgust* and *sadness* and integral positive, *happiness* and *contentment* will be researched.

1.5 PROBLEM STATEMENT

Currently, the global clothing retail industry, including South Africa is characterized by intense and dynamic competition (Carpenter & Moore, 2010:1) of which consumers are supporters of the market growth and help to maintain the competitive advantage (Newman & Patel, 2004:770). According to

Cant (2013:106), an integral part of the retailer's task is to manage the expectations of their customers. De Klerk and Tselepis (2007) further add that it is an advisable strategy to keep the present consumers satisfied rather than continually looking for new customer or changing focus to different markets. Thus the ultimate measure of a successful clothing retailer is the one that provides clothing that is well-matched to consumer preferences and needs (Cant, 2013:10). North, De Vos and Kotze (2003) specified the importance of evaluative criteria as a form of consumer input to the clothing development. In order for the clothing manufacturers to design and market clothing successfully, they need to understand the various market segments for clothing and how consumers evaluate clothing products (Dickson, Lennon, Montalto, Shen & Zhang, 2004:302). However, to accomplish this, clothing manufacturers and retailers require knowledge of their consumers' needs deemed relevant to various consumers (Easey, 2002:3).

Nowadays, female clothing consumers seem to be more sophisticated, demanding and decisive when they are shopping for their clothing (Rahman, 2009:358). These consumers are generally not satisfied with a product consisting of only imposing features; they often seek clothing that projects their personal values such as, a sense of belonging, a sense of accomplishment, self-respect or confidence (Rahman, 2009:358). Moreover, the literature indicates that personal value research in marketing has received substantial attention from both academics and practitioners (Joubert & Mabunda, 'n.d.':39). For example, a study by Koo, Kim and Lee (2008:156), on personal values as underlying motives of shopping online demonstrated that personal value of self-actualization and social affiliation serve as underlying beliefs or values in determining consumer's shopping-specific motives. Kim *et al.* (2002) and Humayun and Hasnu (2013) both demonstrated that personal values are most significantly related to the type of needs to be satisfied. A South African study, conducted by North, De Vos and Kotze (2003), analyzed female consumers' apparel purchasing decision on the basis of the value they attach to certain product attributes. Additionally, research continues to explore prototyping, body scanning and other innovative product development technologies to improve clothing fit (May-Plumlee & Little, 2006:53). Although these methods are useful in the effort to provide desirable clothing fit, these efforts continue without the benefits of a thorough understanding of the driving force of personal values behind the evaluative criteria when purchasing clothing. The importance of personal values in explaining individual consumers' decision has been recognized by researchers, however, little research has been conducted or reported in the South African context which reported on the deeper personal values that may contribute to the clothing purchasing decision. Such type of information may be useful in current and future clothing manufacturing for the benefit of both the female consumers and the clothing retail industry. Hence

the present study is motivated by female consumers' personal values, as one of the critical factors that may lead to the underlying decision when evaluating the alternatives during the clothing purchasing decision.

According to Horwaton and Lee (2010:221), fit is one of the first elements that individuals consider when evaluating ready-to-wear clothing. However, dissatisfaction with fit is one of the most frequently stated problems with clothing purchases (Chen, 2007:131; Alexander *et al.* 2005:53). The literature records that variations in body shapes are the reason why clothing manufactures are failing to produce proper fitting garments (Pisut & Connell, 2007:368; Schofield, Hethorn, Labat & Salusso, 2006:148; Simmons *et al.*,2004a:1). In order to provide a good fit, clothing manufacturers must successfully interpret body shapes and measurements. However, very few sizing systems including the systems used in South Africa, accommodate different body shapes (Ashdown, 1998:324). Without a proper sizing system that accommodates various female body shapes, clothing fit problems will persist.

South Africa has a well-developed clothing sector, with highly competitive local as well as foreign retail brands such as the Spanish retail Zara, United States of America's Gap, Forever 21, and Australia's Cotton On Group among others that supply a wide variety of products to a large multicultural society (cultural variety) in South Africa. Despite this vibrancy, the South African clothing manufacturers and retailers have surprisingly little idea of the changing body shapes and sizes of the South African population (Papa 2010) cited in Pandarum and Yu (2015:192) as a wide spread survey of anthropometric sizing has never been conducted on the general population (Pandarum, 2014). Garment sizing systems currently used in South Africa for the production of ready-to-wear clothing have been adopted from the British, mainland European and American systems and adapted over times to accommodate a population that is continuously changing in shape and size (Pandarum & Yu, 2015). These systems are based on outdated and inaccurate anthropometric data. Lack of data on fit characteristics of garments for different body shapes have limited ways of trying to solve the problems of clothing fit (Ashdown *et al.*, 2007:1).

The relationship between the varying body shapes and clothing tend to influence consumers overall clothing preferences (Alexander *et al.*, 2007; Pisut & Connell, 2007), which may subsequently influence evaluative criteria when selecting among the alternatives. The clothing industry needs to understand the existence of different female body shapes within the population. Such knowledge may enable clothing manufacturers and designers to promote their sales and business, by incorporating attributes in the clothing products deemed important among female consumers of

various clothing needs. Moreover, to date, there is no research evidence in South Africa on the influence of body shape when female consumers evaluate the alternatives during the purchasing decision.

The literature further indicates that when female consumers evaluate the various clothing product attributes during the purchasing decision, the decision making process does not only elicit the cognitive reactions, it also elicits emotional reactions (Zeelenberg, Nelissen, Breugelmans & Pieters, 2008:18). These emotions influence how we evaluate our decision outcome, and thus our well-being. Evaluation of alternatives can be a source of either positive or negative emotions. More specifically, integral negative and positive specific emotions may also determine the subsequent behaviour of the consumer in the decision making process. Although making the link between the evaluation of alternatives and decision making is a necessary step in the manufacturing of marketable clothing for female consumers with various clothing needs, no research conducted in South Africa has applied the ATF approach to link the influences of integral specific emotions to the female consumers' clothing purchasing behavior. Since these underlying factors are regarded as important for understanding the rationale behind consumer clothing purchasing decision making, a study that provides a thorough investigation of such factors is greatly needed for the success of clothing industries and for female consumers to be able to find well designed clothing products suitable for various needs and preferences.

1.6 PURPOSE OF THE STUDY

The purpose of this study is, therefore, to explore the influences of personal values and body shapes in the preferences of intrinsic clothing attributes (*fit/sizing, comfort, fibre content/material, colour, styling/design and appearance and appropriateness/acceptable*) when purchasing clothing products among South African female consumers. This will be investigated during the decision making process specifically during the pre-purchase alternative evaluation stage. The study will further research whether specific integral emotions of the same valence (positive emotions – happiness and contentment and negative emotions – disgust and sadness) will influence the purchasing decision and behaviour the same or differently. In this way, the study will attempt to satisfy clothing manufacturers with market-related information concerning the role that body shape and personal values play during the evaluation of the alternatives and selection of clothing and how integral emotions can influence the purchasing decision and behaviour as well as how the clothing

manufacturers and designers can provide suitable clothing attributes that can satisfy specific consumers' needs and demands.

1.6.1 Aim and Objectives

The aim of this study is to provide both marketing and product information to the clothing manufacturers and retailers. This might help them to focus their offerings towards female consumers' unique needs and preferences in South Africa. May-Plumee and Little (2006:59) state that evaluative criteria may take the form of product characteristics, marketing characteristics and even emotions associated with the product. Moreover, consumers' choice of the alternatives based on the evaluative criteria during the decision making process is regarded as a form of consumer input to the clothing product development process (May-Plumee & Little, 2006:62). This research, therefore, intends to use this connection to explore the relationship between important evaluative criteria, body shape, personal values as well as the associated integral (negative and positive) emotions when evaluating the alternatives during the clothing purchasing decision of female shoppers. This will be done in an attempt to develop a conceptual framework on the influence of body shape and personal values on evaluative criteria preferences and the influence of specific emotions on clothing purchasing decision and behaviour. It is important for researchers to place issues and concepts in the context of a framework in order to contribute to the understanding of markets, consumers and market dynamics (Du Preez, 2003:1). To achieve this aim, the following five objectives guided the research.

Objective 1

To determine the most important and determinant evaluative criteria used by female consumers when shopping for clothing.

Objective 2

To determine the extent to which evaluative criteria preferences are influenced by perceived body shapes.

Objective 3

To determine the extent to which evaluative criteria preferences are influenced by personal values.

Objective 4

To determine and describe the influence of specific (positive and negative) integral emotions on the purchasing decision process and behaviour.

Objective 5

To develop a conceptual framework of the factors that influence female consumers' clothing purchasing decision and behaviour.

1.7 RESEARCH DESIGN AND METHODOLOGY

This study reflects a post-positivism philosophical worldview which is typically associated with quantitative research approach. As such, the study assumed quantitative research design and methods. The purposive, snowballed and convenient sample for this study were women solicited primarily in Gauteng specifically from the Johannesburg Metropolitan area. The women were aged between 18 and 66 years, buying ready-to-wear clothing, meaning they could make a clothing purchasing decision as well as demonstrate their emotions when shopping for clothing.

1.7.1 Data gathering instrument

A survey using a group administered questionnaire was used to collect primary data from the respondents. The group administered questionnaire was divided into five sections. In section A respondents provided demographic information concerning their age, ethnicity, level of education, occupation and the total household income. Demographic questions were used to understand better the profile of the respondents. In section B respondents were instructed to study Liddelow's (2011) female body shape illustration including the hourglass, the inverted triangle, the triangle, the rectangle, the oval and the diamond body shapes and select the body shape that they feel most closely corresponded to their own body shape. The female body shape illustrations were the stimuli to measure perceived self-reported body shape. Respondents identified their perceived body shape from the given illustrations of female body shapes by putting an [X] in the appropriate box next to the illustration of body shape closest to their own.

Section C included personal value measure using the Kahle (1983) List Of Values (LOV) scale, respondents were requested to indicate the importance of each value item on a seven - point

scale with end-points (where 1 = not at all important to me and 7 = extremely important to me). Analysis of this scale gave an indication of the personal values respondents liked to portray through clothing they purchased in general. Section D included evaluative criteria preferences measure, whereby respondents were asked to rate the importance of the seven clothing evaluative criteria (in general. The scale used was a 5-point rating scale, from “not at all important” (1) to “very important” (5). This allowed the respondent to determine the value associated with each selected attribute in relation to their body shape. The evaluative criteria measure also included the separate rating of each of the selected attributes when purchasing casual pants, top/blouse, skirts and a dress. This allowed the researcher to determine the importance that the respondents place on preselected evaluative criteria for different garments considering their body shapes. The second part required the respondents to rank the three most important evaluative criteria they believe influences their selection of the alternatives among different clothing attributes when purchasing garments by placing (1) next to the most important attribute, a (2) next to the second most important attribute and a (3) next to the third most important attribute. Analysis of these scales, provided an indication of the importance and determinance of selected evaluative criteria in clothing purchasing decisions.

Lastly, in section E, respondents were asked to view two different image illustrations for the intention to induce various negative (disgust and sad) and positive emotions (happiness and contentment). To make the emotional image more personally meaningful and intense, after viewing the images, respondents were requested to write down about how they felt about the images. This provided an effective means of eliciting specific emotions (Lerner *et al.*, 2004:338). In order to establish behavioural intentions, respondents were also asked to answer a series of questions designed to assess whether the felt emotion carry over to influence their evaluation of garments attributes and the alternatives and possibly purchase decision and behaviour. Respondents read each statement and using the seven number scales, they were required to indicate the extent to which they strongly agree or strongly disagree with the statement. The behavioural intentions were measured using the measurement adapted from the study conducted by Webb, Mohr and Harris (2007), which measured the recycling intentions for different types of materials.

1.7.2 Data analysis

The statistical software program SPSS version 23 (IBM) was used for all data analysis procedures while different techniques were applied to analyze specific sections of the data.

Descriptive statistics were used to analyze demographic information, as well as overall data before inferential statistics were performed. Data were presented in frequency tables, comprising of frequency counts (n), percentages (%) as well as graphs. Z-test was applied to establish the significant evaluative criteria and compared which proportions differed significantly. Z-test was further used to test the proportions of the selected emotions. This was used to establish whether the emotion-inductions were effective in both image illustrations. Furthermore, in order to determine the effect of body shape information on the importance attributed to any of the evaluative criteria investigated, Chi-Square test of independence was used to analyze frequency counts given to each evaluative criteria across body shape categories. Meanwhile nonlinear canonical correlation analysis (OVERALS) was performed using the ratings information on personal values and evaluative criteria to confirm that female consumers associated certain evaluative criteria for the achievement of different personal values. Lastly, discriminant analysis was performed to determine firstly, if there were any differences between the two emotional categories (i.e. disgust; sad) and purchasing behaviour and secondly, to establish if there was a significant difference among the behaviours and which behaviours were key drivers in separating the two emotional categories.

1.8 ETHICAL CONSIDERATION

A thorough research proposal with anticipated ethical considerations involved, was approved by the College Ethics Committee of the College of Agricultural and Environmental Sciences at UNISA (Ref # 2014/CAES/175). Furthermore, before proceeding with data collection, respondents read and signed the consent form. In the consent form, respondents were made aware of the purpose of the study and they were also assured that the information they gave remained confidential and anonymous. Respondents agreed to take part voluntarily.

1.9 PRESENTATION AND STRUCTURE OF THE THESIS

This thesis is divided into nine chapters. Following is a brief description of each chapter.

Chapter 1 – The study in perspective

Chapter 1 presents an overview of the key concepts that form an overview of the study. These include body shapes, personal values and emotions. An overview of Appraisal Tendency Framework (ATF) that offers an explanation of emotions may influence consumer's decision making and behaviour is also given. This is followed by a discussion on the problem statement, purpose of the study, as well as aim and objectives of the study. The chapter concludes with a brief explanation of the research methodology, data gathering instruments and data analysis as well as definition of terms.

Chapter 2 – Theoretical framework

Chapter 2 discusses the literature review based on the framework of the study. The chapter highlights the important concepts that framed this study including pre-purchase alternative evaluation, body shape, personal values and emotions. In this chapter, the proposed conceptual model is presented. The chapter ends with the summary of the concepts discussed.

Chapter 3 – The relationship between clothing purchasing decision and evaluative criteria

Chapter 3 provides a relevant literature study of the consumer behaviour and decision making. Besides this, the literature on the stages in the decision making process, specifically the evaluation of the alternatives is discussed. Evaluative criteria are also addressed. The chapter ends with the summary of the major concepts discussed.

Chapter 4 – The influence of body shape on clothing purchasing decision

Chapter 4 outlines the relevant literature relating to the influence of body shape in clothing purchasing decision. An account of the classification of body shape is given. The chapter further discusses the relationship between body shape and clothing fit as well body shape and clothing fit problems. Lastly a concluding summary regarding the important aspects discussed in the chapter is given.

Chapter 5 – The influence of personal values on clothing purchasing decision

In this chapter, literature on personal values as one of the influencing factors in the purchasing decision is discussed. The concept of personal value is defined as well as how personal value relate to clothing purchasing decision is discussed. Furthermore, personal value scales are highlighted with the discussion focusing more on Kahle's (1983)'s List of Values (LOV). The summary of the chapter is drawn from the discussions presented.

Chapter 6 – The influence of specific emotions on female consumers' decision making and behaviour

Chapter 6 outlines the relevant literature on emotions. The chapter begins with an overview of contemporary approaches to emotions. An overview of the cognitive appraisal theory of emotions is given. Furthermore, a discussion on Appraisal Tendency Framework (ATF) is given. This is the model that is more effective to understand and predict the influence of emotions on decision making. The specific negative (disgust, sadness) and positive emotions (happiness, contentment) to be investigated in this study are discussed. The summary drawn from the chapter is also presented.

Chapter 7 – Research methodology

This chapter is the detailed account of the procedures followed when conducting this research. These include the research strategy followed, detailed research methods applied, sampling and data instruments used and how the data were collected and analyzed. Measures taken to ensure reliability and validity of the study as well as ethical considerations are also discussed. The summary of the chapter is drawn from the discussions presented

Chapter 8 – Results and discussions

In this chapter the results of the research are presented, interpreted and discussed according to the objectives of the study.

Chapter 9 – Conclusions and recommendations

In the final chapter, conclusions of the study are drawn. Contributions of factors that influence evaluative criteria in the purchasing decision and behaviour are also discussed. In this chapter the final objective (objective five) is presented. This objective entails the presentation of the conceptual framework which was developed with the input of female consumers who took part in this study. The conceptual framework suggests possible driving forces behind their clothing preferences and

purchasing behaviour. The findings of the study also facilitated specific recommendations regarding initiatives that ought to be implemented by clothing manufacturers and retailers as well as for future studies to be considered in terms of the psychological aspect related to clothing purchasing decisions and behaviour. Limitations of the study are also presented.

1.10 DEFINITION OF TERMS

Appraisal Tendency Framework (ATF): is based on the idea that explicit emotions generate specific cognitive and motivational processes, which in turn also influence consumers' evaluations of products that they come across when experiencing the emotion (Han, Lerner & Keltner 2007:158).

Body shape: the cumulative product of a human's skeletal structure (build) and the quantity and distribution of muscle and fat on the body (Rasband & Liechty, 2006:19).

Emotions: a mental state that arises spontaneously rather than through conscious effort and is often accompanied by physiological changes; a feeling; the emotion of joy, sorrow, hate, love etc. (Martin, O'Neil, Hubbard & Palmer, 2008:226).

Evaluative criteria: the various features a consumer looks for in a clothing product in response to a particular type of need or goal (Neal, Quester & Hawkins, 2006:123).

Cognitive appraisal: personal interpretation of a situation. The perception of a situation can cause either a negative or positive psychological reaction rather than the situation itself (Lazarus, 2001:55).

Consumer behaviour: the dynamic interaction which involves the thoughts and feelings consumers experience and the actions they perform in the environment that influences these thoughts, feeling and actions (Peter & Olson, 1999:6).

Consumer decision: is the selection of an option from two or more alternative choices (Schiffman & Wisenblit, 2015).

Integral emotions: are emotions that are clearly related to the decision at hand, whether they are predictions of the future emotions or emotions triggered in the heat of the moment (Renshon & Lerner, 2012:1).

Intrinsic attributes: product attributes that cannot be changed or manipulated without also changing the characteristic of the product itself (Abraham-Murali & Littrell, 1995).

Personal values: general representatives of basic needs and goals consumers use to guide beliefs and evaluation of products (Goldsmith, Stith, & White, 1989:84).

1.11 CITATION MANAGEMENT AND REFERENCING METHOD

Referencing was managed electronically with the Mendeley citation manager. Mendeley offers approximately 7000 citation styles. For consistency, the Harvard method of referencing, British Standard BS ISO 690:2012 was used throughout this thesis. For further references, appendices are provided.

1.12 FOR CONSIDERATION

It is worthwhile to point out to the reader that some sections in this thesis are similar to the researcher's Masters Dissertation. The title of the Masters study was "*An exploration of female consumer's perceptions of garment fit and the effect of personal values and emotions*". This study explored how female body shapes contribute to garment fit problems and how the perceptions of garment fit affect personal values and emotion. Considering the fact that the current study builds on this work, it was necessary to revisit the aspects related to classification of female body shapes as well as the cognitive appraisal theories of emotions so as to provide the necessary background to the current study. In particular this is included in Chapter 4, section 4.3; 4.4. and in Chapter 6, section 6.3.1 – 6.3.5. However, the wording has been changed in some parts and more information has been added in the present study.

CHAPTER 2

CONCEPTUAL FRAMEWORK OF THE STUDY

“The framework to study consumer behaviour is like a country’s transport system involving cars, buses, and trains”

(Ling, D’Alessandro & Winzar, 2015)

2.1 INTRODUCTION

Consumers make decisions, such as the clothing purchasing decision, based on their own established preferences and on the goals they want to achieve behind a purchase (De Klerk & Tselepis, 2007:414). This may suggest that the evaluation of clothing products can also be an individual consumption-oriented task. Establishing female consumers’ priorities in terms of evaluative criteria that subsequently influence female consumers’ purchasing decision is fundamental to developing consumer responsive strategies in the highly competitive clothing industries. Moreover, understanding consumer’s differences, needs and desires requires market knowledge and excellent marketing concepts that can be applied to designing and producing clothing products. As stated in Chapter 1, section 1.7, the current study applies a post-positivism worldview, hence a quantitative research approach must be regarded as exploratory in nature. However, the purpose of the study is to discover the major variables that may be important in female clothing purchasing decisions. The results, though exploratory will describe how female consumers make decisions and may, therefore, be useful both to management interested in marketing clothing and to the academics interested in expanding the satisfaction of clothing. This chapter, therefore, presents concepts that guide this research on various factors that influence female consumers’ purchasing decision, specifically during the pre-purchase alternative evaluation phase of the decision making process. The chapter will start with a discussion on the concept of consumer decision making including the Engel, Blackwell and Minard (EBM) (1995), consumer decision process model which provides a framework for identification and interaction of factors that influence the consumer decision making process in general. Thereafter a

discussion on factors that may influence evaluation of the alternatives and the effect of emotions in the clothing purchasing decision and behaviour will follow and lastly a proposed conceptual framework that guides this study will be presented.

2.2 CONSUMER DECISION MAKING

Consumer decision making is an essential part of consumer behaviour and it is of particular interest to the marketers (Erasmus, 2013a:16), including clothing retailers who wish to influence female consumers' purchasing decision. However, purchasing is only the visible part of a more complex decision process created by the consumer for each buying decision (Perreau, 2016:1). The purchase decision can be defined as a cognitive process consisting of mental activities that determine which course of action is undertaken to bring about need satisfaction (Parumasur & Roberts-Lombard 2012:250; Shareef, Kumar & Kumar, 2008:94) This means, when female consumers shop for clothing, they have options or alternatives to evaluate and choose from. Hence the purchasing decision is a course of action that a female consumer will take in order to achieve the desired results to the perceived need (Parumasur & Roberts-Lombard, 2012:250; Rath, Bay, Petrizzi & Gill, 2008:275). Shareef *et al.* (2008:95) further point out that consumers now have diversified attitudes, versatile bargaining power as well as extensive alternatives of available choices, as a result they are very critical and sensitive to a purchase decision. It is therefore essential for companies including clothing retailers to have an extensive knowledge and identify the various factors influencing consumer purchasing decision (Neal *et al.*, 2006:33) to ensure the successful development of clothing products and retention of customers.

According to Newcomb (2009:16), models within the consumer behaviour discipline provide a structure to understand the formation of consumer preferences in product evaluation and purchase decisions. One such model is the Engel, Blackwell and Minard (EBM) (1995) consumer purchasing decision model depicted in Figure 2.1. The EBM model provides conceptual guidance on the variables involved in consumer decision making. It is assumed that female consumers think of the implications of the evaluative criteria in terms of what they aspire to achieve, the EBM model was, therefore, specifically used in this study because it is one of the models that shows that consumer decision making is a cognitive problem solving process. Moreover, the EBM has been successfully used in several studies such as May-Plumlee and Little (2006); Cassill and Drake (1987) and Shim and Drake (1990), to describe the consumer decision making process for clothing purchases. The present study drew upon the pre-purchase alternative evaluation stage (highlighted in red) of the model.

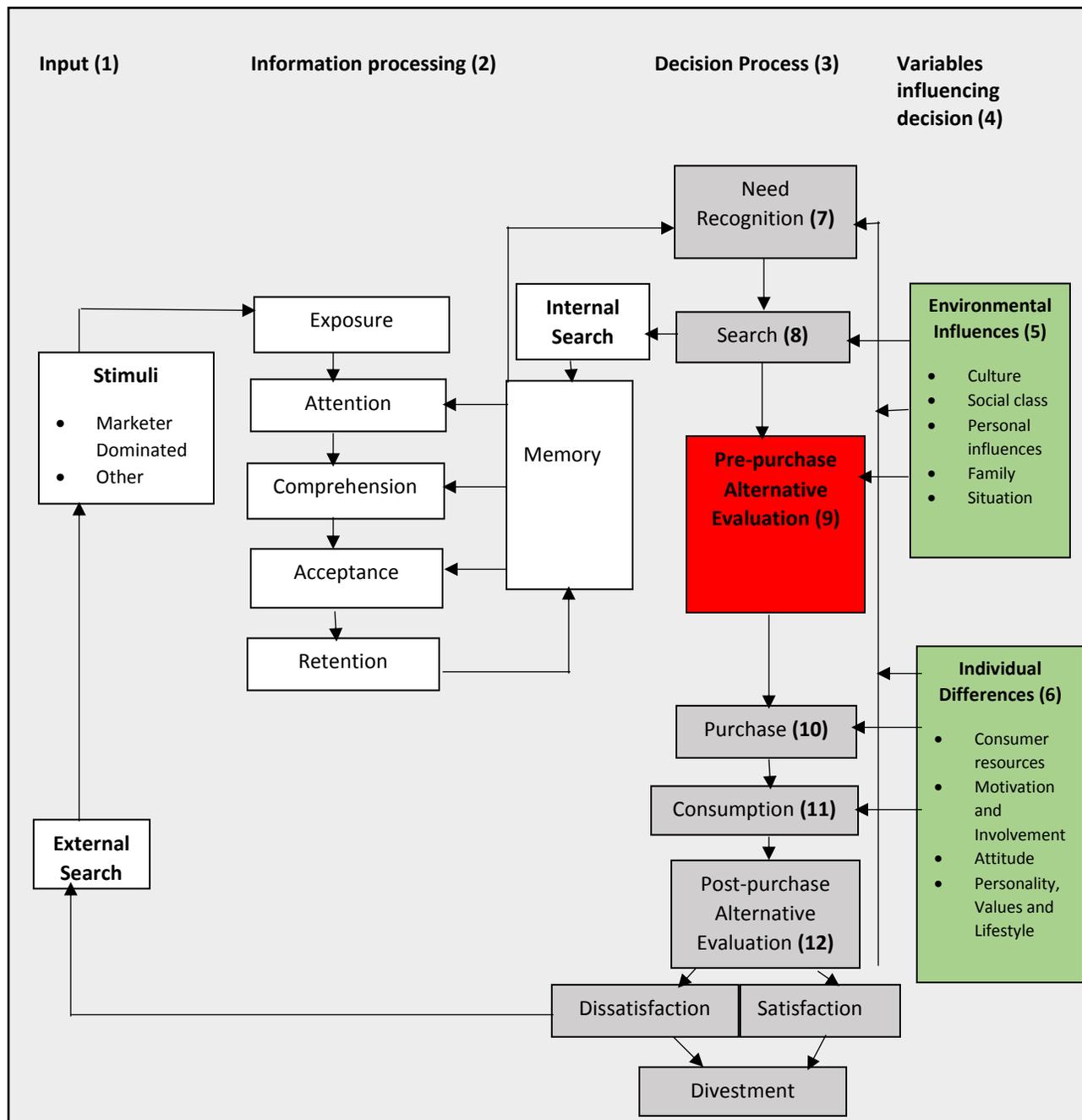


Figure 2.1 Consumer decision making process model

Adapted from: Engel, Blackwell & Miniard (1995)

2.3 CONSUMER DECISION MAKING PROCESS MODEL

The components of the decision process in the EBM (1995) consumer model are *input (1)*, *information processing (2)*, *decision process (3)* and *variables influencing the decision (4)*. Typically this model illustrates that the initial stage in any decision making process is *need recognition (7)*. The need recognition occurs when consumers develop a need for a particular product to change the existing state and subsequently conform to the desired state (Paramasur & Roberts-Lombard, 2012:252). This can be as a result of external stimuli such as interactions with friends, family, culture or advertising (that form the environmental influences **(5)** of the EBM model to name a few) at that particular time or the internal stimuli such as the personality, attitudes or emotions of an individual (that form the individual differences **(6)** of the EBM model to name a few). Basically, female consumers may begin the decision process when they feel that their lives or current situation could be improved in some way (Yurchisin & Johnson, 2010:60). For example, I want to feel good about my body (desired state) but I do not like the design of my trouser (actual state). Once an individual has recognized a problem, the consumer can initiate some action that may bring about a solution such as gathering information concerning the needed product. Generally, *the information search stage (8)* involves two types of searches in which clothing consumers engage in, there is an internal search into memory, to recall previous experiences with the product as well as external search of personal sources such as friends and family or public sources such as online reviews by experts and customers (Winzer, 2015:444; Yurchisin & Johnson, 2010:65). After having all the information about the type of a clothing product, such as the type of jeans or the type of blouse, the consumers can now narrow down the choice and engage in the third step of the decision process, *the pre-purchase alternative (9) evaluation*. During pre-purchase alternative evaluation, female consumers consider which of the possible alternatives might be best for fulfilling the need (Blythe, 2013:273) based on evaluative criteria. Evaluative criteria are particular dimensions or attributes, such as style, colour, fit/sizing, to name a few that are used in judging alternative choices (Engel *et al.*, 1995:208). According to Perreau (2016:1), after the evaluation process, a female consumer can engage in *the purchase decision (10)*. The purchase decision involves mental processing of choosing the most desired product among the alternatives (Paramasur & Roberts-Lombard, 2012:260). In other words, it is the consumer's final choice of the product. This is followed by the *consumption (11)* stage, which involves wearing the chosen product. Lastly the fifth stage, *post-purchase evaluation (12)* occurs when the female consumer starts using the clothing product. At this moment the consumer can see whether the garment meets her expectations or not (Blythe, 2013:273). The experience with

the purchased clothing may influence the evaluative criteria used in the future purchase (May-Plumlee & Little, 2006:59). However, as observed by Blythe (2013:273), it is important to note that decision making is not necessarily linear. In the majority of purchase situations, consumers simply buy the same brand as last time or spend very little time in evaluating choices.

Furthermore, the EBM (1995)'s model of consumer decision making process (Figure 2.1), suggests that all consumer decision making stages including the evaluation of the alternatives (a stage of particular importance in this study) and the ultimate clothing product preference and purchase can be influenced by *environmental influences* **(5)** including culture, social class, family, situation as well as *individual differences* **(6)** such as consumer resources, motivation and involvement, attitudes, knowledge, personality, values, life style and demographics. To add, Ling (2015: 566), also mentions aspects of attitudes, values, as well as personal mental shortcuts, emotions, product attributes, brand familiarity and brand preferences as the influencing factors during the evaluation of the alternatives in the purchasing decision.

It is therefore essential that steps in decision making should be carefully studied by marketers in order to understand how the clothing need comes about, how information is obtained, how beliefs are formed, what is involved when evaluating the alternatives and how the purchasing decision is reached. This will enable clothing manufacturers and retailers to emphasize appropriate designs in their clothing making and develop promotional strategies that are tailored to deliver the types of clothing products most likely desired by female consumers (Solomon & Rabolt, 2009:382).

As already mentioned, this study focused on pre-purchase alternative evaluation, the third stage (colored red) in consumer decision making process in Figure 2.1 and is the starting point for this study. Notwithstanding the various factors mentioned above that can potentially influence the clothing purchasing decision, the present study examined the influences of body shape and personal values on the importance placed on evaluative criteria used by female consumers during the pre-purchase alternative evaluation step of the decision process stage. Considering the fact that consumers are diverse, an understanding on how female consumers' differences may impact clothing purchasing decision may help marketers understand and predict consumer purchasing decision as well as help the marketer and retailers formulate better marketing programmes and strategies.

Expanding on these factors, consumer researchers such as (Holbrook & Batra, 1987; Olney, Holbrook & Batra, 1991; Sherman, Mathur & Smith, 1997; Bagozzi, Gopinath & Nyer, 1999; Watson & Spence, 2007; Mazaheri, Richard & Laroche, 2012) agree that emotions play a significant role in

consumer decision making and the actual behavior. As such the influence of emotions in female consumer decision making and purchasing behaviour was also investigated in this regard. The influence of these factors on clothing purchasing decision specifically during the pre-purchase alternative evaluation are of particular relevance for the present study and, therefore, provides theoretical support for this study. Hence pre-purchase alternative evaluation stage of consumer decision making process, body shapes, personal values and emotions will be discussed further.

2.4 PRE-PURCHASE ALTERNATIVE EVALUATION STAGE OF THE DECISION MAKING PROCESS

Considering the fact that when shopping for clothing female consumers make decisions that directly affect their appearance (Akturan & Tezcan, 2007:3), evaluation of a clothing product is an important step in deciding to purchase (Fiore & Damhorst, 1992). Pre-purchase alternative evaluation refers to the stage when a consumer identifies the products in a store that mostly incorporate the characteristics that are preferred or considered important by the female consumer (Erasmus, 2013b:343) and will allow them to make a purchasing decision. Perreau (2016:1) further mentions that the female consumer will use the information previously collected and their perception or image of a brand to establish a set of evaluative criteria, desirable or wanted features, classify the different clothing products available and evaluate which alternative has the most chance to satisfy their need. The process will then lead to what is called “evoked set”. The “evoked set” according to Schiffman and Wisenblit (2015:370), is the set of brands or products with a probability of being purchased by the consumer (because he has a good image of it or the information collected is positive; the dress style suits her body shape and also happens to fulfil her personal values). On the other hand, an “inept set” is the set of brands or products that have no chance of being purchased by the shopper (because she has negative perceptions or has a negative buying experience with the product in the past; i.e the style or design of a dress that exposes your figure type which you want to hide or the brown coloured dress looks bad on you). The third set is referred to as the “inert set”, which consist of products the consumer is indifferent toward because they are perceived as not having any particular advantages. Regardless of the total number of clothing products available in a store, Schiffman and Wisenblit (2015:371) point out that the evoked set are usually few. In reality, the criteria consumers use to evaluate clothing products within the “evoked sets” are in the form of important evaluative criteria that they consider in their purchasing decision. It is, therefore, important that clothing marketers and retailers provide more favourable and relevant clothing products to target

consumers' "evoked sets". However, Paramasur and Roberts-Lombard (2012:251), further mention that consumers' final decision depends on certain influential variables that can affect any of the stages in the decision making, in this instance the influence of body shape and personal values.

2.5 BODY SHAPES AND CLOTHING PURCHASING DECISION

As previously highlighted in Chapter one, female body shape is an important influence on evaluative criteria preferences specifically related to the fit of the clothing. Pisut and Connell (2007:370) mention that the differences in body shapes will often determine the way the garment will hang on the body as well as how comfortable the garment will feel, and how the female consumer will perceive the fit of the garment. Furthermore, well-fitting clothing contributes to the confidence and comfort of the wearer (Alexander, Connell & Presley 2005:52) and helps to bring out an attractive and desired appearance (Moody, Kinderman & Sinha, 2010:162). The perceptions of good fit from the consumers' perspective may be one of the strongest ties a clothing manufacturer and retailer can have to the consumer (Anderson *et al.*, 1999:1). In a study that analysed the effect of body size on the importance of aesthetic attributes, Chattaraman and Rudd (2006) showed that larger body size is associated with preferences for styles that provide greater coverage, through less fitted silhouettes and long sleeves and lengths, and high waists. Moreover, considering the fact that some consumers' clothing shopping may focus at enhancing the attractive body parts or concealing the perceived body shape "flaws" (Rasband & Liechty, 2006), consumers' views on body shape may influence evaluative criteria preference (Choudhary *et al.*, 2013:629) in the clothing purchasing decision. It is, therefore, necessary for clothing manufacturers and designers to consider appropriate clothing attributes in order to satisfy needs of female consumers with various body shapes and proportions when designing clothes. Knowledge of consumer characteristics such as body shapes, plays an extremely important role in marketing applications, such as defining the market for a product or deciding on the appropriate techniques to employ when targeting a certain group of consumers (Solomon & Rabolt, 2009:3).

2.6 PERSONAL VALUES AND CLOTHING PURCHASING DECISION

According to Kaiser (1998), there is a relationship between personal values and the way consumers dress their body. Moreover, Cassill and Drake (1987:20) are of the opinion that female consumers know exactly what they need in clothing, and often their choices are influenced by

their personal values (Solomon & Rabolt, 2009:117). As previously stated in Chapter 1, section 1.3, personal values, which are defined as the desired end-states, play a major role in guiding choice of products or choice and preference of product (Gutman, 1982). Similarly, Baker, Thompson, Engelken and Huntley (2004:3) state that, personal values are what motivate people's behaviour to strive to attain desirable goals in life. Thus personal values can be regarded as the points of reference in the evaluation processes. Therefore, this supports the assumption that personal values may exert a major influence on the consumers' behavior (Kaze, 2010:605) and subsequent purchase decision, thus serving as determinant for that particular individual decision making in different clothing product attributes and among the alternative choices.

Furthermore, Kaze (2010:605) points out that the choices or preferences of certain evaluative criteria in a clothing product are not personal values themselves; however, they are consequences of the application of individual personal values in a process of choice. Basically the purchasing behavior of the consumer reflects the actions which are based on a consequential relationship between the individual's personal values and consequential wants and actions (Kaze, 2010:605). As such the underlying personal values may influence the evaluative criteria preference and the selection of clothing based on what they want to communicate through the clothing product. Thus, information regarding the personal values that is important to the target market, which influences their purchasing behaviour would be valuable to the clothing manufacturers and marketers in the product design, development and positioning of the clothing products (Vincent, 2014).

As previously stated in Chapter One, the clothing purchasing decision can be an emotional process (Zeelenberg *et al.*, 2008:18). The discussion that follows is on the significance of emotions on consumer clothing purchasing decision and subsequent behaviour.

2.7 EMOTIONS AND CLOTHING PURCHASING DECISION

Purchasing of clothing is an event which involves the analysis of the alternatives before the actual purchasing decision can take place. Historically, decision making was viewed as a cognitive process, that is, a matter of estimating which of the various alternatives would yield the most desirable and positive consequences (Loewenstein & Lerner, 2003:619). However, many researchers such as Loewenstein and Lerner, (2003); Keltner and Lerner, (2010); Frijda, (1988) have argued that emotions are the dominant driver in most meaningful decisions, including clothing purchasing decision that undoubtedly play a significant role in consumer decision making and influence the actual behavior (Bagozzi *et al.*, 1999; Watson and Spence, 2007). Typically emotions

arise when consumers evaluate clothing attributes as relevant for their concerns or goals they want to achieve through clothing (Lazarus, 2001). For example if the goals that the consumer seek to achieve through clothing are challenged through the attribute such as fit or size, negative emotion can be elicited. On the other hand, positive emotions can be elicited if the evaluation of the attributes upholds the desired clothing goals. Lerner and Keltener (2000:473) have suggested that an emotion specific approach, in particular the Appraisal-Tendency Framework (ATF) model is more effective to understand and predict the influence of emotions on decision making. Specifically, the ATF systematically links the appraisal processes associated with specific emotions to different judgment and behavioural outcomes. The general approach predicts that emotions of the same valence (such as sad and disgust), which are both negative emotions, can exert distinct influences on decision making. The ATF also predicts that emotions of the opposite valence (such as anger and happiness), which are negative and a positive emotion, can exert similar influences. The fact that specific emotions may have opposing effects, the ATF may point out how specific negative or positive emotions may affect female consumers' behaviour differently when evaluating clothing products.

The above mentioned factors that may influence clothing purchasing decision were briefly introduced in **Chapter 1**, however a broader overview of these factors will be discussed in **Chapters three, four, five** and **six** that follow.

2.8 PROPOSED CONCEPTUAL FRAMEWORK

Taking into consideration the background of the study discussed in the previous sections, the following conceptual framework (Figure 2.2) is a proposed structure that will guide this study on the various factors that influence female consumers' clothing purchasing decision, specifically the pre-purchase alternative evaluation in the decision process. The conceptual framework highlights the most important concepts of the study and it also proposes how each concept is ultimately linked or influenced by each other. Furthermore, the proposed conceptual framework enables that all aspects that the study intends to bring forth are considered and highlighted when drawing up the conclusions and making recommendations at the end of the study. This conceptual framework was developed with research objectives and the literature background of the study in mind. Thus, ultimately it proposes to serve as a means to understand female consumers' decision making process and behaviour when purchasing clothing products, taking into account the influences of personal values, body shape and emotions.

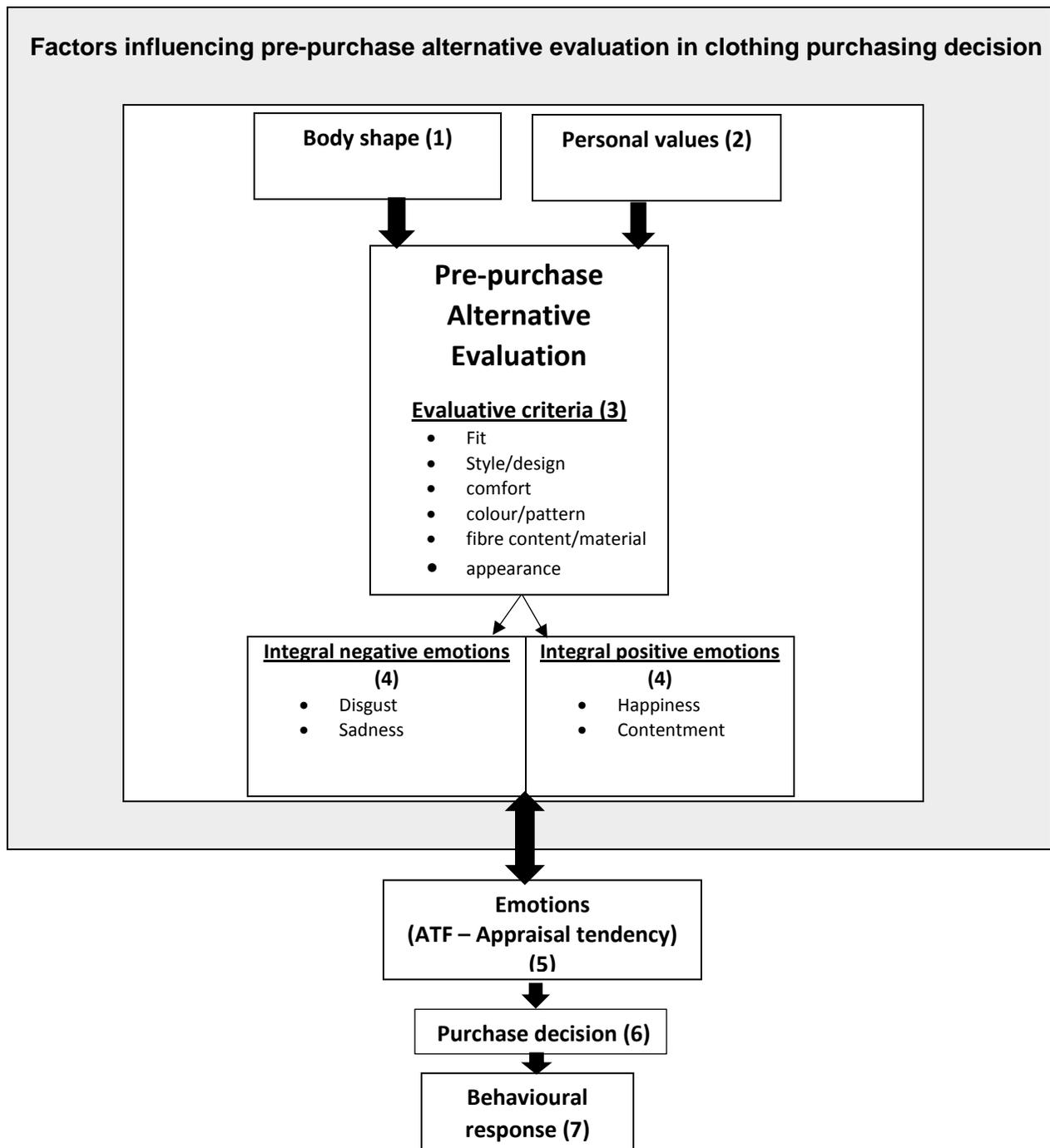


Figure 2.2 The Proposed conceptual framework: created by the author (Kasambala, 2016)

The purpose of this study was to understand the various factors that influence female consumers' clothing purchasing decision, more specifically the pre-purchase alternative evaluation in the decision process component. For the purpose of this study, the above conceptual framework (Figure 2.2) thus proposes that body shape **(1)** and personal values **(2)** are two of the factors that

can influence female consumers' pre-purchase alternative evaluation when considering purchasing ready-to-wear clothing. Furthermore, research suggests that intrinsic attributes, when compared to extrinsic attributes, are more influential and predominant in the evaluation of overall clothing product quality (Eckman *et al.*, 1990:14; Fiore & Damhorst, 1992:168). Intrinsic criteria refers to inherent product, are created during manufacturing and cannot be changed or manipulated without also changing the characteristic of the garment itself (Eckman *et al.*, 1990:14; Abraham-Murali & Littrell, 1995:66). This study, therefore, approaches evaluative criteria from the perspective of intrinsic clothing product characteristic. In this regard, evaluative criteria **(3)** will be determined by evaluations of *fit/sizing, style/design, comfort, colour/pattern, fibre content/material, appearance* and *appropriateness/acceptable* of the selected garments. This list of evaluative criteria used in this regard is not exhaustive. The evaluative criteria investigated in this study are simply some of the most frequently cited by respondents as the considered evaluative criteria in their clothing purchasing decision. Motivation for use of the above evaluative criteria is further discussed in Chapter 3, section 3.7 and 3.8, of this thesis.

Additionally, clothing purchasing decision can be an emotional process. The proposed conceptual model further suggests that when evaluating clothing products, female consumers may experience integral negative or positive emotions **(4)** which may influence their purchasing decision. Specifically this study proposes to investigate both negative (disgusted, sad,) and positive (happiness, contentment) integral emotions so as to determine the impact of specific both positive and negative emotions on clothing purchasing decision. The conceptual framework further suggests that the specific integral emotions elicited during the pre-purchase evaluation process will through appraisal tendencies **(5)** carry over to influence female consumers' purchasing decision **(6)** and behavioural responses **(7)**. However, the proposed conceptual framework is aimed at developing a conceptual framework that will propose body shapes, personal values may influence female consumers' evaluative criteria preference and the emotions elicited during the evaluation process will ultimately influence the purchase decision and behaviour.

2.9 SUMMARY

This chapter has focused on the main concepts that formed the theoretical framework for this study. From an in-depth literature search, the main concepts that may also influence pre-purchase alternative evaluation when female consumers consider purchasing clothing products were identified as body shapes and personal values. The study suggests that differences in body shapes will often determine the way the garment will hang on the body as well as how comfortable the garment will feel, and how the female consumer will perceive the fit of the garment. This may have an influence on the evaluative criteria that a female consumer may consider when purchasing clothing products. Moreover, female consumers often choose clothing for the expressive qualities such as to communicate personal value (Kaze, 2010). The underlying personal values may influence the preferences of the important evaluative criteria and the selection of clothing based on what they want to communicate through the clothing product.

Furthermore, it emerged through the literature that shopping for clothing products can be an emotional process, hence the influence of emotion on purchasing decision and behaviour were also highlighted in the discussion of factors that may also influence pre-purchase alternative evaluation. Both the positive and the negative integral emotions will be investigated in this regard. Additionally, the study further suggests that through the ATF the elicited emotions can carry over to influence female consumer's purchasing decision and behaviour. If these factors can be taken into consideration by clothing manufacturers, they may help them understand and predict consumer purchasing decision as well as help marketers and retailers formulate better marketing programs and strategies.

However, this study is aimed at developing a conceptual framework of factors that influence female consumers' clothing purchasing decision. It is hoped that the conceptual framework will be useful to understand female consumer clothing shopping behaviour better. The study may also be beneficial to the clothing manufacturers and retailers who seek to improve their offerings and customer retention.

CHAPTER 3

THE RELATIONSHIP BETWEEN CLOTHING PURCHASING DECISION AND EVALUATIVE CRITERIA

*“Actually, evaluative criteria used to differentiate among the choices are called determinant”
(Solomon & Rabolt, 2009)*

3.1 INTRODUCTION

Female clothing shopping behaviour in a multicultural consumer society such as South Africa is a very complex phenomenon (Du Preez & Visser, 2003:15). This is because different consumers present various psychological as well as social needs, which may differ tremendously (Schiffman & Wisenblit, 2015:33). For retailers and any other business, the key to a successful marketing strategy is based on a thorough understanding of consumer behaviour (Neal *et al.*, 2006:5). According to Erasmus (2013a:12), consumer behaviour is a simple term that describes many mental and physical processes associated with consumer decision making. In relation to clothing, it entails the way female consumers deal with clothing purchases in different contexts with the aim of satisfying their clothing needs and requirements. However, in the early stages when consumer behaviour was being developed, the field was often referred to as buyer behaviour, reflecting an emphasis on the interaction between consumers and producers at the time of purchase (Solomon & Rabolt, 2009:26). Although the exchange, in which giving and receiving of some values remains an important part of consumer behaviour, most marketers now recognize that consumer behaviour is an ongoing process.

Different authors have given various definition to the consumer behaviour discipline. Cant and Van Heerden (2013:55), defines consumer behaviour as the “study of individual, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impact that these processes have on the consumer society”. In other words consumer behaviour includes all the activities and influences that occur before, during and after the purchase itself (Cant & Van Heerden, 2013:54). Alternatively, Hoyer, MacInnis and Pieters (2013:3), state that consumer behaviour “reflects the

totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people and ideas by human decision-making units over time". Similarly, Schiffman and Wisenblit (2015:30), refer to consumer behaviour as "the study of consumers' actions during searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs". These definitions indicate that there are wide scopes of influences on consumer behaviour and that it encompasses a variety of activities that consumers carry out and a number of roles that they play (Parumasur & Roberts-Lombard, 2012:2). However, the fundamental basis for marketers according to Blythe (2013:7), is to understand how female consumers make decisions concerning spending their available resources (i.e. time, money, effort) on clothing products that retailers offer to be purchased. This brings us to the key question that will be discussed in this chapter:

What is the link between clothing purchasing decision and evaluative criteria preferences and the evaluative criteria that are used by female consumers in their clothing purchasing decision?

Before this question is addressed in some detail, it is important to clarify the concept consumer decision making and the views that explain consumer decision making. Of the consumer decision views, it is appropriate to point out the cognitive views which typically are models that illustrate that consumer decision making is a complex process that involves five stages, including the pre-purchase alternative evaluation stage. However, as it will be discussed later, pre-purchase alternative evaluation is the focus of the current study.

3.2 CONSUMER DECISION MAKING

Consumers are constantly making decisions regarding every aspect of their everyday lives (Schiffman & Wisenblit, 2015:366). A decision, according to Schiffman and Wisenblit (2015:366), is a selection of an option between two or more alternative choices. When a female consumer has a choice between purchasing a certain clothing item and not purchasing it, they find themselves in a position to make a purchase decision. Parumasur and Roberts-Lombard (2012:250) went further to explain that consumer decision making is similar to problem solving. A problem arises when a consumer seeks a goal or particular end-state, but is uncertain as to the best solution to the problem. In this case it can be a female consumer who seeks certain attributes in a dress that will satisfy her clothing needs in terms of body shape or personal values. In consumer decision making, this means, the 'need' that a female consumer seeks to achieve through a clothing item becomes a problem and the solution is the act that includes evaluating among the alternatives and making a purchasing decision. Thus a decision, which can also be

referred to as a solution is a course of action that provides a desired result to the perceived state of need (Parumasur & Roberts-Lombard, 2012:2). Understanding the needs that trigger consumers to make a purchase, affect their decision-making processes, and may lead to variations in choice for different individuals, are very important (Karimi, 2013:54). The success of clothing manufacturers and retailers depends on the production of clothing products with sought after attributes. This can happen if they have a knowledge of female consumers' needs they seek through clothing.

3.3 VIEWS FOR EXPLAINING CONSUMER DECISION MAKING

According to Schiffman and Kanuk (2010:482), there are four views, namely; (1) *economic view* (2) *passive view* (3) *cognitive view* and (4) *emotional view* that explain how and why consumers behave as they do in a purchasing situation. These views, also referred to as models, depict consumer decision making in distinctly different ways. The existence of these views have been fundamental in terms of the theory of consumer decision making that is used today (Erasmus, 2013:329). A brief overview of each of these views are discussed next.

3.3.1 Economic view

The assumption of an economic view, is that consumers are rational in their decisions (Shiffman & Kanuk, 2010:480) who are aware of all the information of the products they want to purchase (Paramasur & Roberts-Lombard, 2012:259) and the information gathered enables them to make informed purchasing decision (Solomon & Rabolt, 2009:288). Moreover, according to Asamoah and Chovancova (2011:1), this view suggests that consumers are clear about their desires and needs and are able to determine the best way to satisfy them, hence consumers are seen to be capable of ranking each alternative in terms of its benefits and disadvantages and, therefore, decides accordingly (Bettman, Luce & Payne, 1998:187).

This assumption however, is not always supported, it has been argued that a rational consumer is unrealistic and it is totally impossible to be completely rational in decision making for the reason that consumers, in most cases, do not have access to "all the information", do not have time for such an extensive process, and are not skilled and motivated enough to make the "perfect" decision (Schiffman & Kanuk, 2010:480). Despite these criticisms, the economic view has made a remarkable contribution to the study of consumer decision making (Bettman *et al.*, 1998:187) by showing that consumers make use of the available information to assist them in their purchasing decision. Bettman *et al.* (1998:188) further point out that consumers are most likely to have well-articulated preferences when they are familiar and experienced with the preference

object, in such cases, the rational choice perspective may be most applicable when consumers are aware of what they need to purchase.

3.3.2 Passive view

The opposite of the economic view is the passive view that depicts consumers as impulsive and irrational in their decision making (Schiffman & Kanuk, 2010:480). In this view, it is assumed that consumers are limited in the amount of information to which they can pay attention, store or recall, hence, they can be manipulated and are vulnerable to marketers (Paramasur & Roberts-Lombard, 2012:259). According to Schiffman and Kanuk (2010:480), this view is largely unrealistic as consumers are rarely objects of manipulation. The authors further explain that the principle limitation of the passive view is that it fails to recognize that consumers play an equal, if not dominant role in many purchasing situations, by seeking information about product alternatives and selecting the product that appears to offer the greatest satisfaction.

3.3.3 Cognitive view

According to Schiffman and Kanuk (2010:481), from a cognitive view, consumers are characterized as thinking problem solvers. This view focuses on the processes by which consumers seek and evaluate information about selected products and retail outlets. The information may be gathered from the environment, social influences, personal needs, attitude and perceptions and experiences (Paramasur & Roberts-Lombard, 2012:259). As such the information processing leads to the formation of preferences and ultimately to purchase intention. The cognitive view describes consumers who fall between the extremes of the economic and passive views, who do not have complete knowledge about alternatives and therefore cannot make perfect decisions, but who actively seek information in order to make a satisfactory decision. Additionally, this view also assumes that consumers are rational, logical in decision making, assumptions which have already been questioned by several authors (Schiffman, 2010:480). Consistent with the cognitive view is the assumption that a great deal of consumer behaviour is goal oriented (Bagozzi, 1997:539).

3.3.4 Emotional view

The emotional view suggests that consumers make purchasing decisions based on their emotions with less emphasis on the search for pre-purchase information and evaluating the alternatives before buying (Schiffman & Kanuk, 2010:482). However, this does not necessarily mean that emotional decisions are not rational, for at times some purchases may afford emotional

satisfaction. For example if a female consumer purchases an item of clothing to make them feel better, is a rational decision. Emotions have attracted little attention in decision making until recently. Indeed many researchers such as Keltner and Lerner, (2010); Loewenstein and Lerner (2003) and Frijda, (1988) have argued that emotions are the dominant driver in most meaningful decisions, including clothing purchasing decisions. The influence of emotion on the purchasing decision is discussed extensively in Chapter six of this thesis.

It is necessary to consider the above mentioned views, as each may contribute to an understanding of the complex nature of decision making in a clothing purchasing situation. However, when purchasing clothing, women normally engage in a series of cognitive and behavioural activities (Yurchisin & Johnson, 2010:57). Ideally, the cognitive view, best represents the clothing consumer behaviour that rationally evaluates products in order to arrive at the optimum decision (Paramasur & Roberts-Lombard, 2012:259). In other words female consumers think of the implication of the attributes in terms of what they aspire to achieve through clothing, that is they are goal oriented. The present study, therefore, discusses the clothing purchasing decision in the cognitive view. The following section briefly overviews the cognitive models of consumer. The term *model of consumers* refers to a view or perspective as to how and why individuals behave as they do (Schiffman & Kanuk, 2010:482).

3.4 THE COGNITIVE MODELS OF CONSUMER DECISION MAKING

Since the 1960s, many influential consumer decision making models have been developed in the various fields of consumer behaviour (Milner & Rosenstreich, 2013:6). These models, labeled the “grand models” of consumer decision making with a rational problem solving approach (Muhammadi & Mohamed, 2011:151) acknowledge a broad range of both internal and external influences in guiding the decision (Paramasur & Roberts-Lombard, 2012:251). The grand models among others include: the Howard-Sheth (1969) model; the Engel-Kollat-Blackwell (1995) model; Nicosia’s (1966) model; the Schiffman and Wisenblit (2015) model and the Hawkins, Best and Coney (1989) model (Erasmus 2013:331; Milner & Rosenstreich 2013:6). Of these so called grand models, the consumer decision model proposed by Engel-Kollat and Blackwell (EKB) (1995), presented previously in Chapter 2, has been widely cited and regularly updated to provide a full account of the influences on consumer behaviour (Bray, 2011:23). Moreover the EKB has been used in several studies to describe the consumer decision making process for clothing purchases (May-Plumlee & Little, 2006; Shim & Drake, 1990; Cassill & Drake, 1987). The

components of the decision process in this consumer model are *input*, *information processing*, *decision process* and *variables influencing the decision process*, of which the *decision process* component was the main focus of this study. This study examined the decision process component. Typically, the grand models are based on the theory that illustrates that consumer decision making is a complicated process involving five sequential stages, (1) problem recognition; (2) the information search; (3) the alternative evaluation; (4) the purchasing decision and (5) post-purchase evaluation (Blythe, 2013:273) as outlined in Figure 3.1.

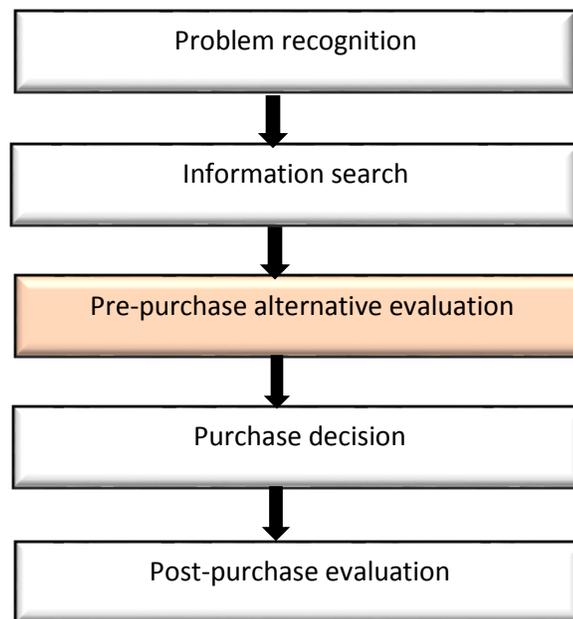


Figure 3.1 Stages in the consumer decision making process

Adapted from Yurchisin and Johnson (2010)

These stages were discussed in the previous chapter (Chapter two), as such they will not be discussed further. However, the current study focuses on the pre-purchase alternative evaluation (the third stage) in Figure 3.1. This stage in the consumer decision making process is used as the starting point for this study on the factors that influence female consumers' purchasing decisions.

3.5 PRE-PURCHASE ALTERNATIVE EVALUATION OF CLOTHING PRODUCTS

Newcomb (2009:14) as well as De Klerk and Lubbe (2008:36), mention that a critical and an important stage in the EBM (1995) model is the evaluation of the product alternatives according to a set of evaluative criteria considered by the consumer. When female consumers shop for clothing in a clothing retailer, they are faced with various clothing products with different dimensions such as colours, sizes, designs and prices available to choose from. It is impractical to evaluate all the clothes in the store, consequently consumers develop evaluative criteria to help narrow down the choices. Evaluative criteria are thus the various dimensions a consumer looks for in a product in response to a particular type of need (Neal *et al.*, 2006:123) and they are used to compare clothing products before a choice can be made. Schiffman and Kanuk (2010) further point out that the criteria that female consumers use to evaluate the clothing products among the alternatives constitute of “evoked sets”. Usually these are expressed in terms of important clothing product attributes.

However, according to May-Plumlee and Little (2006:59), evaluative criteria may vary in number and importance, with some criteria exerting more influence than others and even non-negotiable. Moreover, specific criteria may differ from decision to decision based on individual customer preferences and characteristics as well as the purchase situation (i.e. the type of product being evaluated, the variety of available alternatives and consumer experience and involvement (Newcomb, 2009:46). Whatever the case, Erasmus (2013:343) states that, evaluative criteria limits the number of products that are scrutinized before a final decision is made among the clothing products that have potential of being selected. Given a competitive marketplace where the objective is to provide consumers with clothing products that will be chosen among the alternatives, it is essential that the evaluative criteria considered by female consumers be understood by clothing manufacturers so as to deliver desirable products.

It is worthwhile to mention to the reader that the term evaluative criteria, product features, product characteristics and attributes are used interchangeably in this thesis. Generally these terms basically refer to the same concept.

3.6 EVALUATIVE CRITERIA USED IN CLOTHING PURCHASING DECISION

Given the importance of appropriate clothing to the success of any clothing manufacturing firm and retailers, it is not surprising that clothing researchers have conducted extensive studies that have looked at evaluative criteria that consumers use when making clothing purchasing decisions.

Newcomb (2009:46) further points out that research into the clothing attributes used as evaluative criteria is imperative due to the high number and variety of attributes that consumers may choose to use in an evaluation. According to May-Plumlee and Little (2006:59), evaluative criteria used by consumers in making clothing purchase may take the form of product or marketing characteristics, and even feelings associated with ownership of the product such as prestige or image. Moreover, clothing researchers usually organise evaluative criteria into unique categories according to the researcher's point of view (Park & Sullivan, 2009:184). This could be based on dimensions of clothing research, individual research objectives and presentations requirements (Newcomb, 2009:47). For example, Abraham-Murali and Littrell (1995), in their study on consumer's conceptualization of apparel attributes, classified clothing evaluative criteria into four dimensions, namely; physical appearance, physical performance, expressive and extrinsic. Forney *et al.* (2005) also extracted four evaluative dimension for their study on fashion brand extension when purchasing casual apparel and casual home furnishings, including; image, quality, colour/style and design/beauty. On the other hand, Jenkins and Dickey (1976) separated clothing evaluative criteria into two categories: product-related and person-related. While Lamb and Kallal (1992), in developing a model for apparel design suggested three evaluative dimensions: functional, expressive and aesthetic. Furthermore, Park and Sullivan (2009) classified evaluative criteria into utilitarian and aesthetic attributes, whereas several researchers such as Rahman (2011); Jin, Park, and Ryu (2010); Eckman *et al.* (1990); Newcomb (2009); May-Plumlee and Little (2006:59); and De Klerk and Tselepis (2007) have classified assortment of attributes into intrinsic and extrinsic. Intrinsic attributes are those inherent in the product, while extrinsic attributes are those that do not form part of the physical product but are supplied by retailers and manufacturers (Forney *et al.*, 2005:154), but are used by consumers to evaluate products and make purchase decisions (Abraham-Murali & Littrell, 1995:71). Basically, these can all be summarized as intrinsic and extrinsic categories (Eckman *et al.*, 1990:14).

Although both intrinsic and extrinsic attributes are used by consumers in their evaluation of clothing products (Hugo & Van Aardt, 2012:461), Fiore and Damhorst (1992:169) are of the opinion that extrinsic attributes (i.e. price, brand, country of origin) have been frequently examined. However, research suggests that intrinsic attributes, when compared to extrinsic attributes, are more influential and predominant in the evaluation of overall clothing product quality (Eckman *et al.*, 1990:14; Fiore & Damhorst, 1992:168), hence may influence the female clothing purchasing decision. Furthermore, Rahman (2009:358) mentions that modern consumers increasingly base their clothing selection on aesthetic values, which can elicit positive and

negative experiences to the consumers and beholders alike, thus may influence their evaluation and purchasing decision. Moreover, researchers agree that clothing evaluation involves the consideration of an item's ability to satisfy basic function of dress such as appropriateness or appearance (Newcomb, 2009:49). This study, therefore, approaches evaluative criteria from the perspective of intrinsic clothing product characteristic. Specifically, this study will determine female consumers' important intrinsic evaluative criteria when shopping for clothing in general.

3.6.1 Intrinsic evaluative criteria

As already mentioned, intrinsic criteria refer to inherent product, are created during manufacturing and cannot be changed or manipulated without also changing the characteristic of the garment itself (Eckman *et al.*, 1990:14; Abraham-Murali & Littrell, 1995:66). Certain intrinsic attributes of clothing products, such as the fabric, the style and design, the construction and size could influence how the clothing product will be evaluated in terms of its functionality and aesthetic aspects (De Klerk & Tselepis, 2007:416). Thus the intrinsic attributes of clothing products can include two subcategories of aesthetic and functional product characteristics (Newcomb, 2009:50).

3.6.1.1 Aesthetic evaluative criteria

O'Neal (1998) cited in De Klerk and Lubbe (2008:38) defined aesthetic as "the study of human reaction to the non-instrumental qualities of an object or occurrence". Consumers' aesthetic appeal of a clothing product is related to the pleasing look or beauty of garment, evaluated in terms of style, colour, appearance, fashionability or attractiveness (Lamb & Kallal, 1992:43). De Klerk and Lubbe (2008:36) further point out that the aesthetic of a product is a valuable element because many consumers not only purchase but also value the emotional experience offered by the product such as what clothing offers. Given that consumers search for outstanding attributes, in that they must be different and special in comparison with the alternatives or similar products (De Klerk & Lubbe 2008:47), it is evident that aesthetic appeal has the ability to increase the desirability of a product (Rahman, 2009:358) and, therefore, it should not be underestimated.

Past studies, such as Eckman *et al.* (1990), investigated the criteria used by consumers to evaluate clothing items during the actual purchase decisions. The researchers found that aesthetic attributes were primarily used in evaluation during an actual point of purchase situation. Similarly, Fiore and Damhorst (1992) in exploring predictors of perceived quality of women's pants, concluded that aesthetic attributes, primarily surface aspects and some layout aspects of

a pants design, are important estimators of perceived quality. In a similar vein, Chattaraman and Rudd (2006:47), posit that appropriate aesthetic attributes incorporated in the design of a garment, can enhance and adorn the body, while also minimizes actual or perceived body shape flaws. This opinion is also supported by Rahman's (2009) study that explored the desirability of a fashion product such as a denim jean. The researcher established that young consumers may use specific styles such as low-rise skinny jeans to construct their image, to impress and attract others, to camouflage perceived figure faults and bring their bodies closer to the "ideal" norm. In addition, in 2008, a study conducted by De Klerk and Lubbe went further to explain that if a garment is not aesthetically pleasing, consumers may not evaluate it further to discover any functional qualities. The researchers proposed that this finding may be due to the consumer's difficulty in accurately anticipating functional performance, whereas aesthetic characteristics are more immediately recognizable (De Klerk & Lubbe, 2008:44). These studies seem to suggest that aesthetic characteristic of a clothing product may play an important role in the assessment of clothing during the purchasing decision. For this reason, it is important that clothing manufacturers and retailers must try to differentiate their product by using important aesthetic attributes considered important by female consumers.

3.6.1.2 Functional evaluative criteria

Functional evaluative criteria are used to assess utility or performance of the garment and preferences of these are dependent on user needs or demands (Sproles, 1979) cited in Newcomb (2009:53). Functional criteria for clothing evaluation include sizing and fit, comfort, fibre content, durability, safety, care, construction or workmanship (Hugo & Van Aardt, 2012:416; Eckman *et al.* 1990:14) among others. Although previous studies such as Eckman *et al.* (1990); De Klerk and Lubbe (2008); and Rahman (2009), established that aesthetic attributes are considered more prominent in attracting clothing consumers to certain items of clothing than functional attributes, Newcomb (2009:55) points out that functional attributes play a critical role in clothing products that are themselves functional in nature, such as sportswear, intimate wear, or military wear among others. However, in general clothing purchasing, functional attributes should not be underestimated (Newcomb, 2009:55). In fact, in some instances, Rahman (2009:359) explains that it has been proven that many consumers do seek functional attributes of a clothing product before they search for aesthetic appeal. For example, if a blouse gapes (improper fit) when trying it on, may not be considered further no matter how attractive the appearance is. Many consumers will not consider to purchase such a blouse, unless the important functional attributes have been met. However, the functional needs of a clothing product are considered low-level motivators

because many consumers have difficulty in distinguishing between the functional attributes among similar types of clothing items (Rahman, 2009:359). Moreover, Lamb and Kallal (1992:43) asserted that in some situations, functional needs will dominate over aesthetic concerns, while in others, aesthetics appeal will prevail over functional concerns. This is supported by a study conducted by Zhang, Li, Gong and Wu (2002), who investigated the importance of product attributes of casual wear for Chinese consumers. In a total of fifteen attributes that were identified through a questionnaire survey, the researchers discovered that fit and comfort were regarded as the most important attributes for Chinese consumers. Moreover, a study related to South African female consumers was conducted by Hugo and Van Aardt (2012) who investigated intrinsic criteria applied at the point of purchase to assess the quality of casual wear clothing. Using a representative sample from the academic staff from tertiary institutions in the Vaal Region, which is located 60 km south of Johannesburg, in South Africa, the results showed that three functional aspects namely durability, comfort and fit were regarded most important in judging quality, more so than aesthetic attributes such as colour. The researchers pointed out that durability was important probably to assure that garments retained their original form, appearance and attractiveness. Attractiveness and appearance are attributes which relate to aesthetic image. This may indicate that there is a relationship between the aesthetic and functional dimensions of the clothing product. De Klerk and Tselepis (2007:416) also made a connection between the style or design (aesthetic attribute) and fit (functional attribute) of the garment. The researchers mentioned that the choice of specific garment styles that are more suitable for a specific body shape is advisable to ensure a well-fitting garment.

It is worthwhile to note that occasionally, the aesthetic and functional intrinsic clothing characteristics overlaps. For example, fit can be an aesthetic feature (i.e. attractive fit versus unattractive fit) or it might also be a functional feature (i.e. comfortable fit versus uncomfortable fit). Moreover in terms of fabric or material, according to Dedhia (2015), the right fabric is required for the garment to meet both aesthetic and functional expectations. The overlapping characteristics may be considered important in both instances as they either work independently or simultaneously influencing each other. Therefore, an understanding of important intrinsic attributes that can support both functional and aesthetic characteristics of a clothing product is essential for the development of a successful strategy towards the female clothing consumer market in South Africa. The evaluative criteria that were examined in the current study are discussed next.

3.7 EVALUATIVE CRITERIA FOR CURRENT STUDY

As previously mentioned, respondents focused more on intrinsic attributes than on extrinsic attributes when determining the most important criteria when purchasing clothing product. Table 3.1 provides some of the studies in which intrinsic attributes were regarded most important by consumers in their clothing purchasing decisions. Thus the focus on intrinsic clothing attributes in the current study is supported.

Table 3.1 Evaluative criteria considered by consumers when purchasing clothing

Researchers	Type of study	Evaluative criteria considered by respondents
Kasambala, Kempen and Pandarum (2014)	Explored the most important evaluative criteria used by female consumers when choosing ready-to-wear garments in store considering their body shapes	Fit, style and design
Hugo and van Aardt (2012)	Investigated the criteria used by South African female fashion consumers when purchasing casual day wear	Durability, comfort, and fit
Saricam, Kalaoglu, Ozduygu and Orun (2012)	Determined the product quality evaluation and quality perception of Turkish consumers	Durability and performance, style and fit.
Rahman (2011)	Explored the relative salient of intrinsic and extrinsic attributes as determinants of consumers' purchasing intent toward denim jeans.	Fit, style and quality whereas brand names and country-of origin were relatively insignificant.
Rahman, Jiang and Liu (2010)	Investigated evaluative criteria of denim jeans of functional and aesthetic aspects	Fit, quality, comfort and style
Rahman (2009)	Examined the functional, psychological and experiential aspects of desirable denim jeans.	Fit (silhouette/cut), style (design features), and fabric

Forney, Park and Brandon (2005)	Investigated dimensions of evaluative criteria used when purchasing extended casual apparel and home furnishings	Image, quality, colour/style and design
Hsu and Burns (2002)	Determined the most important clothing evaluative criteria used by Taiwanese and United States college women for clothing purchasing	Size/fit
Zhang, Li, Gong and Wu (2002)	Investigated the importance of product attributes of casual wear for Chinese customers.	fit, comfort, style, colour and workmanship
Eckman, Damhorst and Kadolph (1990)	Examined women's apparel evaluative criteria, for in-store purchase decision process	color/pattern, styling, and fabric – in the early interest phase Fit, styling, and appearance on the body – in the trial phase in the dressing room.

As illustrated in Table 3.1, a number of evaluative criteria are considered important when consumers evaluate clothing purchases in their decision process. According to Newcomb (2009:49), researchers agree that clothing evaluation involves the consideration of a clothing item's ability to satisfy basic functions of dress, including adornment of the body, symbolic affiliation or differentiation, self-enhancement, utility, modesty, sexual attraction as well as modernism. Based on the previous research, fit/size, style/design, colour, workmanship, quality, fabric, appearance, durability, performance and image were determined as the most evaluative criteria used by consumers in a clothing purchasing decision. However the intrinsic attributes most frequently examined by researchers according to Abraham-Murali and Littrell (1995:66), include style, fit, design, fibre content, colour, care, and appearance.

Considering the fact that the current study involves South African women in general, meaning they could belong to different ethnicity, who could have different body shapes and personal values (discussed in the following chapters), who belong to different age groups as well as having varied social economic status, the following seven intrinsic attributes *fit/sizing, style/design, colour/pattern, appearance, appropriateness/acceptable, comfort* and *fibre content/material,*

shown in Table 3.2, are appropriate because they include the relevant attributes that may be considered by the diverse female consumers. These attributes were, therefore, selected for examination of the evaluative criteria that play a role in the purchasing decision of female clothing consumers.

Table 3.2 Evaluative criteria for the current study

Aesthetic intrinsic attributes	Functional intrinsic attributes
Style/design	Fit/size
Colour/pattern	Comfort
Appearance	Appropriateness
	Fibre content/material

Researchers Fiore and Damhorst (1992:170) and Newcomb (2009:76) have reported that consumers may use different evaluative criteria depending on the purchasing situation. Evaluation of various clothing attributes can vary depending on the specific type of clothing product being considered for purchase (Newcomb, 2009:76). In this study the clothing products that will be investigated are casual blouse/top, trouser/skirt and dress. The following discussion provides an overview of how the various intrinsic attributes (Table 3.2) may be used in the clothing purchasing decision.

3.8 EVALUATIVE CRITERIA IN CLOTHING PURCHASING DECISION

De Klerk and Tselepis (2007:415) state that clothing consumers have expectations of how particular clothing items ought to fit their bodies. *Fit* of the clothing item is one of the most important attributes that contributes to the confidence and comfort to the wearer (Alexander *et al.*, 2005:52). Clothing fit can be defined as the relationship between the size and contours of the clothing to that of the body (Chen, 2007:132). However, Ashdown, Loker, Schoenfelder and Lyman-Clarke (2004:3), mention that evaluating garment fit can be a complex process. This is because the relationship between the human body and the clothing is assessed on how well the garment conforms to the elements for a good fit. Fabric grain, garment ease, line, set and balance, are some important elements that are present in a garment that can be used to describe

well-fitting garments (Stamper, Sharp & Donnell, 2005:297). According to Ashdown *et al.* (2004:3) these elements determine how smoothly and evenly a clothing item hangs on the body, with no wrinkles no pulls or distortion of the fabric, has straight seams, pleasing proportions, and adequate ease for movement with the hems parallel to the floor unless otherwise intended. Additionally, Rasband and Liechty (2006:5) are of the opinion that a good fit is supposed to be flattering and enhance the appearance of the wearer by making the body look well-proportioned and smart. Therefore, clothing fit and the subsequent appearance of the wearer are considered to be one of the most important aspects that a female consumer will use to evaluate the appropriateness of the clothing item (Kaiser, 1998:301).

Specific features of the clothing product such as style/design, colour and fabric could influence how the fit could be evaluated (De Klerk & Tselepis, 2007:416). According to Marshall *et al.* (2004) cited in Hugo and Van Aardt (2012:462), *style/design* can be defined as the lines that distinguish one form or shape from another. Examples can include; dress waist, A-line, collar types, sleeves type among others. When evaluating different clothing attributes, selection of clothing styles may become very important as a way to enhance the attractive body parts or conceal body shape “flaws” (Rasband & Liechty (2006:20). De Klerk and Tselepis (2007:416) further point out that some clothing styles are suitable for certain body shapes but are not suitable or comfortable on the other body shapes. Therefore, a consideration of specific styles when purchasing clothing may be important to consumers who may need to enhance their body shape.

Similarly, *colour* or pattern of the clothing item has the potential to direct attention to or away from certain body locations (Chattaraman & Rudd, 2006; Anderson *et al.*, 2001). Colour, according to Rasband and Liechty (2006:10), is “the internal sensation experienced when coloured light waves stimulate the eye”. Colour has three dimensions, namely, *hue* (the family of colour such as red, black or blue), *value* (the range from lighter to darker) and *intensity or chroma* (involves the range from bright to dull). The fact that clothing comes in different colours that may flatter the body shape or not (Rasband & Liechty, 2006:10), it might be one of the most important criteria to satisfy when trying to persuade a female consumer toward a positive purchase decision (Eckman *et al.*, 1990:19). Hence colour could play an important role in some female consumers’ evaluation of the clothing products.

Moreover, the predominant component of any clothing product is fabric (Hugo & Van Aardt, 2012:462). Fabric is an important attribute that can influence the appearance as well as the

physical comfort of the clothing product (Kadolph *et al.*, 1993:7) cited in De Klerk and Tselepis (2007:416). However, inconsistent tension in woven or knit fabric can result in a clothing product that does not hang correctly on the body (Ashdown, Lyman-Clarke, Smith & Loker, 2007:355), which may signal improper fit. Moreover, Ashdown *et al.* (2007:355) mention that different fabric defects can affect the size and fit of the clothing differently. For example, fabric that shrinks more than specified or inconsistently during laundering after purchase, may result in smaller garments than anticipated. A study by Fiore and Damhorst (1992) found that fabric content and care requirements were considered important in the evaluation of the quality of pants. Furthermore, Rasband and Liechty (2006:54) warns that consumers must not assume that fabric from 100 percent natural fibre such as cotton, linen, silk and wool is better than a partial percent. All fabric whether natural, synthetic or blend is available in different levels of quality from low to high. Good quality fabric feels good, not flimsy, scratchy or brittle. Softly styled clothing such as casual wear requires fabric that can drape, gather, or flare appropriately over the body (Rasband & Liechty 2006:54). This may suggest that fabric of the clothing product could be an important feature in the clothing purchasing decision.

Furthermore, both visual and tactile information are used to determine the *comfort* level which may affect the individual's perception of the clothing fit (Das & Alagirusamy, 2010:159). Comfort in clothing fit is multifaceted and includes several dimensions such as physical comfort; which includes the mechanical properties such as elasticity, flexibility and the weight of the garment. The psychological comfort includes good feelings and well-being experiences when wearing the garment such as femininity or sophistication of the garment and social comfort which includes appropriateness of the garment to the occasion, or satisfaction with the impression made on others (Otieno *et al.*, 2005:299). Tactile comfort according to Das and Alagirusamy (2010:54), refers to the human sensory response to the fabrics the garment is manufactured from. The sensations such as prickly, scratchy, allergic reaction or perception of moisture among others are related to tactile comfort (Wong, Li & Yeung, 2002:108). Some female consumers may consider various clothing comfort in their purchasing decision. Thus the decision to purchase or not to purchase a casual blouse or a trouser may also ultimately be determined by the evaluation of the type of comfort the consumer seeks in a garment.

Importantly, Rasband and Liechty (2006:6) explain that the whole process of manufacturing clothes is an art that involves manipulating the elements of fit, colour or pattern, fabric, style in order to achieve harmony (when all details agree with one another) and unity (a sense of

completeness). The product that results is a finished clothing, or the total *appearance*. According to Rahman *et al.* (2010:294) the appearance of the clothing item reaches out to consumers in many ways that affect first impressions, purchase intent and satisfaction. As such appearance reflects a total impression created by the physical features and emotional statement of clothing (Hugo & Van Aardt 2012). Female consumers may evaluate how flattering or unattractive a clothing item is will be on their body. Moreover appearance can reveal a great deal about how *appropriateness* or *suitability* an item of clothing is for the consumer and for specific use (Eckman *et al.*, 1990:17; Hugo & Van Aardt, 2012:462).

Regardless of the problem that consumers want to address through the clothing purchase, it is, however, critical for companies including clothing retailers to have an extensive knowledge and identify the various factors and characteristics influencing consumer purchasing decision (Neal *et al.*, 2006:33; Cant *et al.*, 2013:54) to ensure the successful delivery of clothing products and retention of customers.

3.9 SUMMARY

In this chapter, the literature review focused on a broad introductory coverage of consumer behaviour and decision making in clothing purchasing situation. Consumer behaviour has been described differently by different authors, however, basically it explains how and why consumers purchase or do not purchase clothing, in other words it entails the way female consumers deal with clothing purchases in different context with the aim of satisfying their clothing needs and requirements. For clothing manufacturers and retailers, understanding the way in which female consumers make decisions about their clothing purchasing behaviour is essential for their planning and strategizing so as to maximize their profit share in the market.

An important part of consumer behaviour is the decision making process. Consumer purchasing decision is a cognitive process that involves a number of stages such as need recognition, information search, evaluation of alternatives, decision and post-purchase evaluation. The fact that when shopping for clothing female consumers make decisions that directly affect their appearance, moreover, much effort that goes into purchasing decision occurs at a point when a choice has to be made, the discussion has specifically followed the evaluation of the alternatives stage. Evaluation of the alternatives refers to the stage when consumers identifies a clothing product that has the desired characteristics, such as colour, style among others referred to as

evaluative criteria. Thus evaluative criteria are used to compare clothing products before a choice can be made.

From the analysis, of evaluative criteria, it is clear that various studies have used different criteria or attributes which can broadly be categorized into intrinsic or extrinsic evaluative criteria. Intrinsic attributes are those inherent in the product, while extrinsic attributes are those that do not form part of the physical product but are supplied by retailers and manufactures. The discussion has pointed out that intrinsic attributes, when compared to extrinsic attributes, are more influential and predominant in the evaluation of overall clothing product, hence may influence female purchasing decision. A discussion of intrinsic evaluative criteria which includes two subcategories of aesthetic (pleasing look of a clothing product) and functional (utility or performance of the clothing product) characteristics was put forward. Specifically the discussion highlighted aesthetic evaluative criteria such as style, colour and appearance as well as functional evaluative criteria of fit/size, comfort, fabric and appropriateness. These attributes were investigated to determine female consumers' important evaluative criteria during clothing purchasing decision process. It therefore raises the question of what could be the driving force behind the preferred attributes when female consumers consider various clothing in their purchasing decision.

The following chapter will discuss the influence of body shape on female consumers' preferences for and use of evaluative criteria in their clothing purchasing decision.

CHAPTER 4

THE INFLUENCE OF BODY SHAPE ON THE CLOTHING PURCHASING DECISION

“Body shapes are simply another guideline used to make clothing selection easier, so you are looking for a figure type most similar to yours”

(Rasband & Liechty, 2006)

4.1 INTRODUCTION

In the previous chapter, it became clear that the consumer purchasing decision is a complex process (Paramasur & Roberts-Lombard, 2012:248) which starts with initial awareness of a need, moving to product search and evaluation of alternatives based on a set of evaluative criteria, and ending with purchase, consumption, and post-purchase assessment (Engel *et al.*, 1995). A differentiation of different stages of consumer decision making is necessary in terms of our understanding of consumer decisions (Erasmus, 2013b:346). Specifically this study explores the stage at which female consumers evaluate the alternative clothing products in the purchasing decision process. Evaluation of the alternatives is a very crucial stage in which female consumers make the final decision by deciding which clothing item will be selected from many other available clothing following evaluative criteria. As the prior discussion described, evaluative criteria are product features or attributes associated with either benefits desired by the customer or the costs they must incur (Hawkins & Motherbaugh, 2010:556). However, the importance that consumers assign to each evaluative criterion may differ among female consumers depending on various influencing factors affecting their decision making process.

According to Engel *et al.* (1995)'s model of consumer decision making process (presented in Chapter two), all consumer decision making stages including the evaluation of the alternatives (a stage of particular importance in this study) and the ultimate clothing product preference and purchase can be influenced by *individual differences* such as consumer resources, motivation and involvement,

attitudes, knowledge, personality, values, life style and demographics as well as *the environmental influences* including culture, social class, family and situation. To add, Ling (2015: 566) also mentions aspects of attitudes, values, as well as personal mental shortcuts, emotions, product attributes, brand familiarity and brand preferences as the influencing factors during the evaluation of the alternatives in the purchasing decision. These factors may help a marketer understand and predict the consumer purchasing decision as well as help the marketer and retailers formulate better marketing strategies.

However, the clothing industry also recognizes the influence of body shape on clothing preferences because of the inherent relationship between clothing and the body (Ackman *et al.*, 1990:20; Spores, 1979 cited in Newcomb 2009:73). Pisut and Connell (2007:370) have reasoned that even though female consumers may have similar body measurements, their body shape may be different. The difference in body shape often determines how a garment will drape on a figure, how comfortable the garment feels and ultimately how the clothing product will be evaluated by the consumer. Thus proper fit is not about size or measurements, it is all about body shape (Gribbin, 2014:4), as such, the clothing purchasing decision may also largely be influenced by the fit of the clothing item and the interaction with the body shape.

Ideally, clothing products should be designed and made according to the consumers' body shape in order to fit well (Daanen & Reffeltrathe, 2007:202). However, clothing fit is an issue that has often concerned researchers, retailers, clothing manufactures and consumers alike (Boorady, 2011:344). Moreover, the literature, (Gribbin, 2014:3; Alexander, Pisut & Ivanescu, 2012:3; Howarton & Lee, 2010:22; Otieno *et al.*, 2005:307) indicates that clothing fit remains a major concern and barrier to ready-to-wear sales, because most clothing manufacturers and designers fail to properly understand and address body shape when producing clothing. As already mentioned in Chapter one, female consumers reflect various body shapes, which can be influenced by food, genetics, lifestyle as well as environmental factors and ethnicity among other influences (Howard & Lee, 2010:220; Bougourd, 2007:108; Pisut & Connell, 2007:370; Lee *et al.*, 2007:375; Zwane & Magagula, 2007:286; Pechoux & Ghosh, 2002:3). These influential factors shape the body to different frames that can be identified among female consumers. It is, therefore, essential that female body shapes be thoroughly explored, as variations in body shapes may have an effect on the fitting of the garment. Moreover, the clothing purchasing decision of ready-to-wear clothing may ultimately be determined by the evaluations of whether the clothing fits the body shape properly (Kim *et al.*, 2002:481). When the relationship between body shape and evaluative criteria is understood, it may be possible to predict more accurately which evaluative criteria will be used in the selection of a clothing product.

Ever since clothing products were first produced for an unknown customer rather than a specific person with known body dimensions and clothing fit preferences, manufacturers of ready-to-wear clothing have attempted to estimate the dimensions of the garments that they must produce in order to sell them successfully (Petrova, 2007:57). The clothing industry is aware of the diversity of body shapes and sizes in the consuming world (Gribbin, 2014:5). According to Simmons (2002:1), attempts to classify body shapes into analogous types in order to establish sizing standards have resulted in the formation of several sizing systems. Sizing systems, according to Ashdown (2014:17), are designed to provide the best fit for the consumers and to provide enough variations to accommodate all customers with various body shapes and sizes. However, most clothing manufacturers would admit to their frustration at not being entirely successful in this endeavour. To date, the industry as a whole has not adopted a single sizing system for clothing manufacturing, as a result various garment sizing systems have been developed worldwide (Pandaram & Yu, 2015:187). Although some clothing manufacturers have carried out their own studies to collect body measurements of their customers, this is not a common practice (Ashdown, 2014). Ashdown (2014:24), further points out that in recent years, clothing industries have lacked reliable data on actual body shapes and sizes for the sizing systems. In most instances, available data for the sizing systems were often outdated or were collected on a different population from a company's target market. Hence, due to the inconsistency in sizing systems, women discover that locating and selecting well-fitting clothing among the alternatives is not an easy task (Alexander *et al.*, 2012:3). It is, therefore, important that clothing manufacturers must successfully interpret body measurements and produce clothing products that satisfy their customers' fit preferences (Alexander *et al.*, 2005: 53). The satisfaction of ready-to-wear clothing is dependent on the evaluations of whether the garment fulfils the consumers' aspirations through clothing (Kim *et al.*, 2002:481).

This chapter therefore begins with a discussion on body shape and purchase decision, thereafter, a discussion on the classification systems of body shapes as previously summarized by Kasambala (2013) will follow. This discussion will briefly highlight the different techniques which have been used to date to classify body shapes into different body shape categories. Such information is necessary background for this study on the influence of body shape and personal values on evaluative criteria preferences. The chapter will further discuss the relationship between body shape and clothing fit as well as body shape and clothing fit problems. Lastly, a summary regarding the important aspects discussed in the chapter will be given.

4.2 BODY SHAPE AND CLOTHING PURCHASE DECISION

According to Rieke *et al.* (2016:209), female consumers are always searching for clothing products that define who they are as individuals, thereby creating a sense of self-identify. Moreover, women use clothing to boost their confidence (Alexander *et al.*, 2005:52), and enhance the attractive and desired appearance (Moody, Kinderman & Sinha, 2010:162) among other things. As such clothing purchasing decisions are largely influenced by how the clothing item fits and interacts with the body (Kim & Damhorst 2013:2) and fit takes into account the body shape of the wearer (Boorady, 2011:244). Thus body shape has implications regarding clothing satisfaction, which ultimately impacts fit preferences and consumer purchase decisions (Manuel, Connell & Presley 2010:26).

Although researchers such as Zwane and Magagula (2007) and Otieno *et al.* (2005), have shown that female consumers with different body shapes are dissatisfied with clothing fit, these problems may not be apparent to the clothing manufacturers who depend on sales figures as indicators of consumer fit satisfaction (Jones & Giddings, 2010:59). The authors further state that consumers may continue to purchase clothing on the market because of the lack of alternative solution. This may imply that some consumers are settling for what is available in the retailers. However Kim and Damhorst (2010) warns that dissatisfied female consumers feel less confident in their purchasing decision, causing them to shop less and spend less money. Clothing retailers can increase their competitiveness by closely targeting and fulfilling consumers' needs of various body shape. In order to achieve that goal, they need to have a knowledge of the various female body shapes through the systems used to identify and classify varying female body shapes. This may enable them to design clothing products that may encourage confidence in female consumers' purchasing decisions.

4.3 CLASSIFICATION SYSTEMS OF BODY SHAPES

According to Singh and Singh (2006:333) and Rasband and Liechty (2006:19), female body shape or female figure is the cumulative product of a woman's skeletal structure (build) and the quantity and distribution of muscle and fat on the body. In the literature, a variety of terms have been used to express or describe unique body shapes and proportions, some approaches use geometrical figures such as triangle, inverted triangle, rectangle or oval. Some use letters such as **A, V, H, O, X**, while others use fruits such as pear, apple and banana. These terminologies refer more or less to the same body shapes mostly from the front view and there is no acceptable

standard terminology to describe human body shape (Vuruskan & Bulgun, 2011:47). As previously stated, female body shapes differ from one another, and it has been suggested that no two bodies are precisely the same (Rasband & Liechty, 2006:19). According to Chen (2007:8), body shapes can be manually classified using several methods such as the somatotyping technique, graphic somatometry, anthropometer (measuring stand), calipers and shoulder angle measuring devices as well as 3-D body scanning technology accompanied by computer software which has also been utilized recently by several researchers. Apart from these methods, general observation is also another method of classifying body shapes (Chen, 2007:8). In the following section a brief overview of somatotyping, graphic somatometry, 3-D body scanning technology and observation methods will be discussed.

4.3.1 Somatotyping technique method

The most significant contribution to body shape classification began in the 1930s by the American psychologist William Sheldon. In 1940, Sheldon, Stevens and Tucker introduced the theory of “somatotype” which was described in their book *‘The varieties of Human Physique’*. “The patterning of the morphological components as expressed by three numerals is called somatotype” of the individuals Sheldon, Stevens and Tucker (1940) cited in Sheldon, Stevens and Tucker (1970:7).

In their study, the physical aspects of 4,000 photographs of male college students were studied. The process included three photographic poses of the frontal, dorsal and profile or side views. The researchers concluded that there were three primary body shapes and they categorised them as “endomorph”, “mesomorph” and “ectomorph”. **(See Figure 4.1)** “Endomorph” described the body that is soft and round. It was categorized mainly as a pear shape body (Sheldon *et al.*, 1970:37). In contrast to endomorph, a “mesomorph” was described as having well developed muscles, comprised of heavy bones and a broad chest (Sheldon *et al.*, 1970:39). “Ectomorph” described the body that is linear, frail with delicate bone structure (Sheldon *et al.*, 1970:42). Although Sheldon (1940) cited in Sheldon *et al.* (1970) related these body types to human personality characteristics, his work has been an inspiration in many fields including the field of clothing, as he provided a system of classification for the variations that exist among individual bodies.

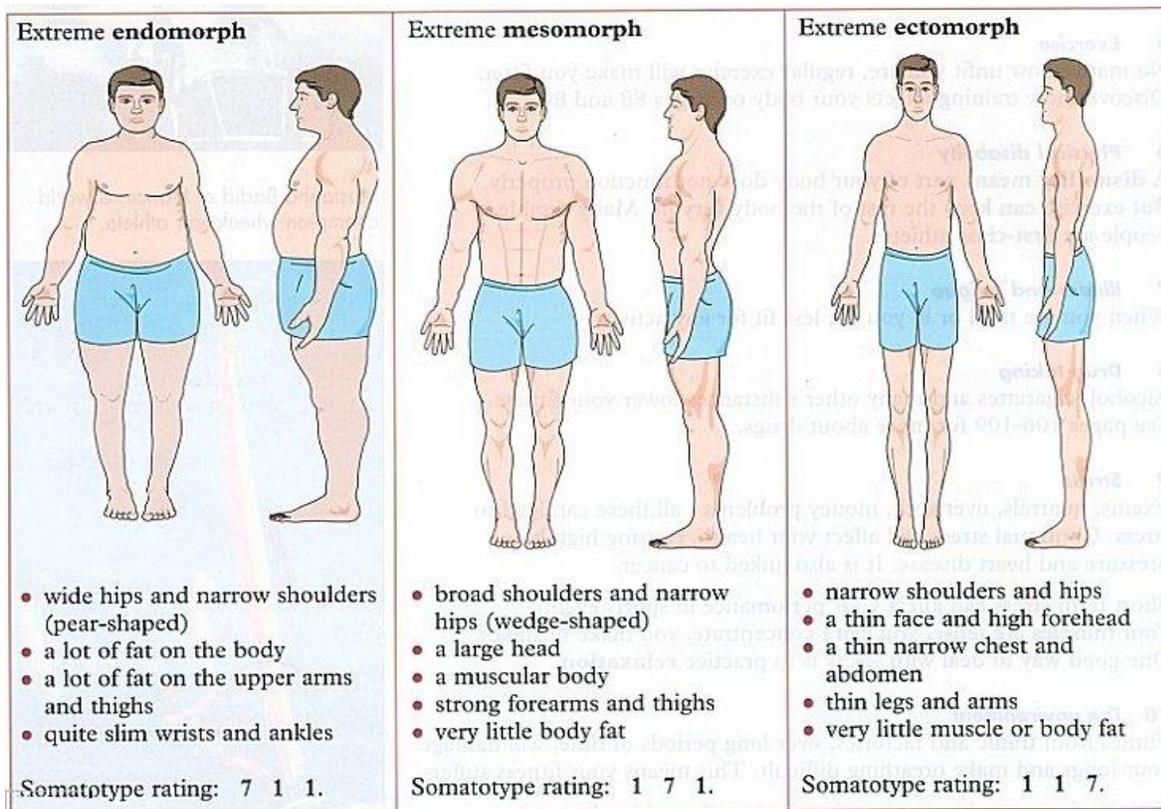


Figure 4.1 Three Main Somatotypes (Sheldon *et al.* 1970)

4.3.2 Graphic somatometry method

Douty (1968), a clothing specialist was influenced by Sheldon's somatotyping to develop a method called 'graphic somatometry', meaning to measure the human body visually with a graph (Simmons, 2002:44). Somatometry was aimed at improving the fit of custom-made apparel.

The process, according to Simmons (2002:44), involved a light source placed on the left side. A translucent screen with grid was in the centre with the person facing the light and their back towards the screen. The camera was placed on the side opposite the light and the person. Two full body photographs were taken, a back and side view. The black and white photograph became the somatographs (Chen, 2007:133). Somatographs were a means to obtain a visual measurement of the human body on a graph which were used to evaluate postures, body masses, proportions, and body shape.

According to Chen (2007:133), 300 somatographs of Dr Douty's subjects were evaluated, and the body shapes were classified into five categories of the body-build ranging from thin to heavy as illustrated in Figure 4.2.

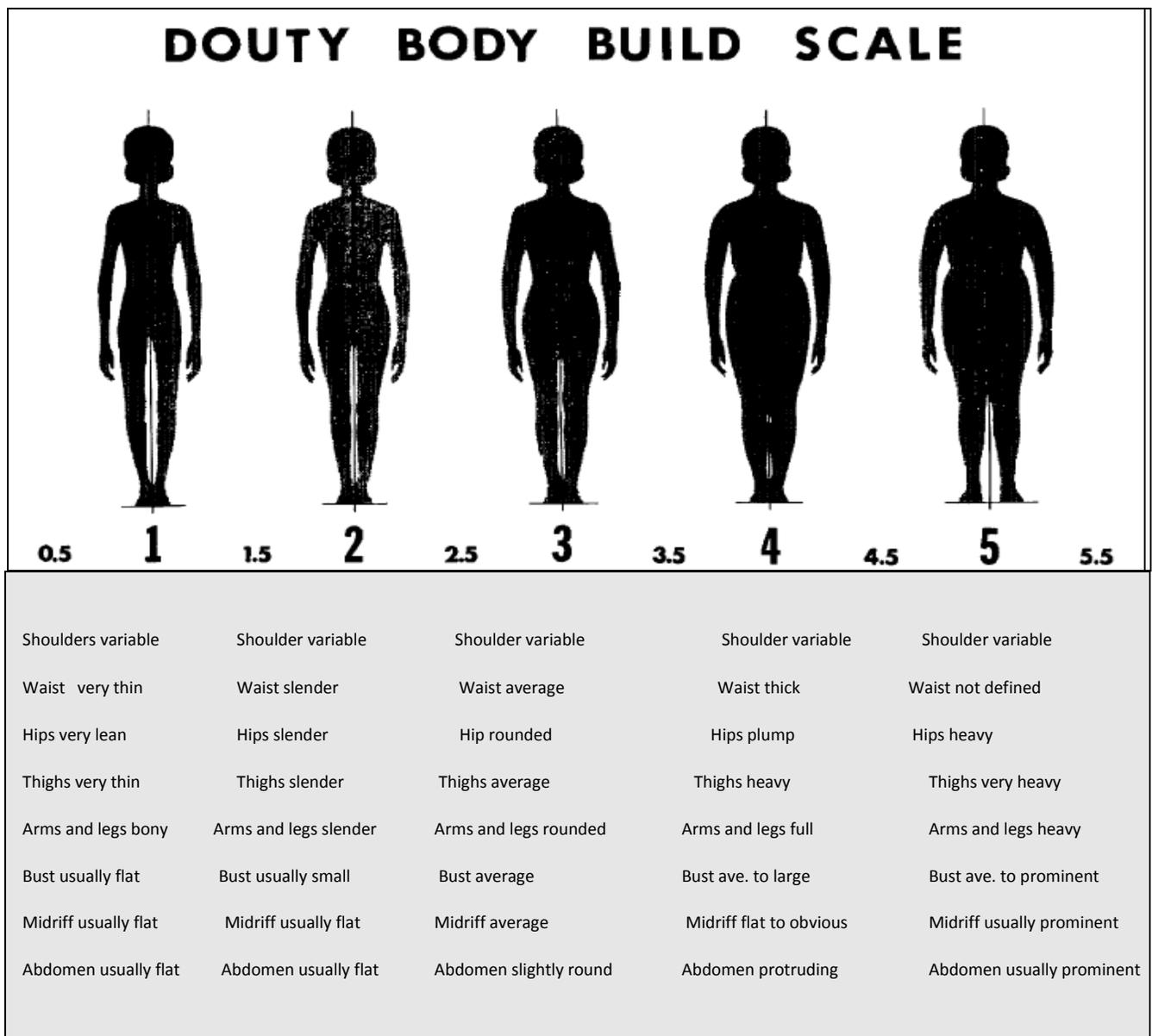


Figure 4.2 Douty Body Build Scale (Douty 1968a:28 cited in Simmons (2002:47))

Each of the five body builds contained a list of characteristics an individual needed to possess to be placed in a particular group. The body-build scale contained different sizes but not different shapes of the women's body and also not based on height, but on size and weight. Douty (1968) concluded that the back shape, shoulder shape, buttocks shape, posture and body build were important elements that researchers need to pay attention to while conducting a fitting test on the female body (Chen, 2007:134).

4.3.3 3-D body scanning technique

According to Ross (2010:12), the Textile and Clothing Technology Corporation ([TC]²) developed one of the first body scanners for the apparel industry and was made commercially available in 1998. The body scanner has the ability to capture hundreds of body measurements, body shape, and body volume in a matter of seconds without contact with the body, using different software to extract the data. This is in contrast with the time consuming process of obtaining individual body measurements by hand and also developing somatographs for body analysis. Computer analysis techniques such as the Body Shape Assessment Scale (BSAS) (Connell, Ulrich, Brannon, Alexander & Presley, 2006) and Female Figure Identification Technique (FFIT) (Simmons, 2002) are some of the software which have been developed for use with scan data to classify body shape in the clothing industry.

4.3.3.1 Body Shape Assessment Scale (BSAS)

The computer software called Body Shape Assessment Scale (BSAS) was developed to analyze body shapes by Connell *et al.* (2006). BSAS is used to evaluate the front and side views of bodies and analyze the characteristics of the body as a whole. After assessing body scans derived from a sample of 42 women between the ages of 20 and 55 in combination with the review and revision of existing body scales, the researchers developed nine scales or variants for body shape assessment. The BSAS is equipped with four categories of Body Build, Body Shape, Hip Shape and Shoulder Slope from the frontal view and five categories of Torso Contour, Bust Shape, Buttocks Prominence, Back Curvature and Posture from side view. The Body Shape category yielded four prominent frontal body shapes which include; rectangular, hourglass, pear and inverted triangle body shapes (See Figure 4.3) for illustrations and descriptions. The four body shapes were based on the following points of assessment: shoulder to shoulder point, the frontal waistline and the widest point between the waist and crotch line as seen from front.

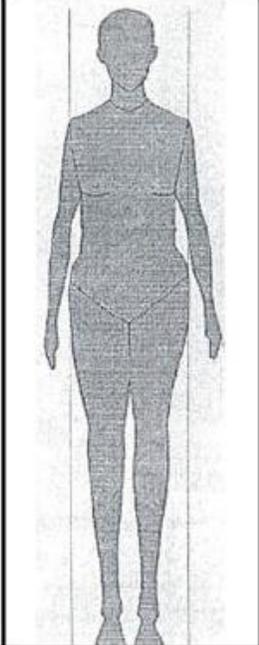
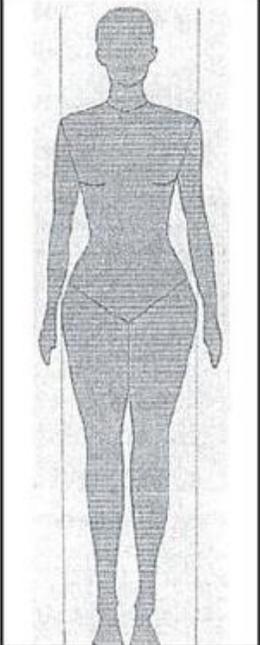
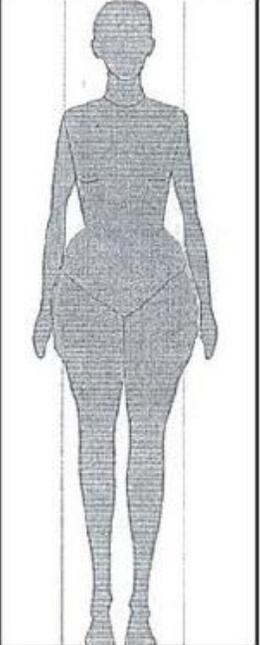
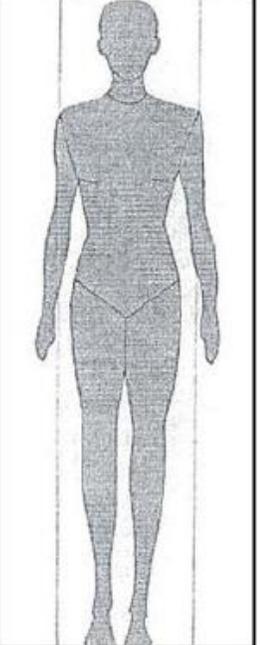
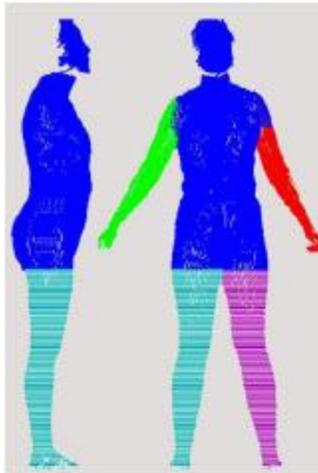
LABEL	R (RECTANGULAR)	H (HOURLASS)	P (PEAR)	I (INVERTED TRIANGLE)
DESCRIPTION	SHOULDER AND HIP WIDTH ARE BALANCED WITH LITTLE TO NO WAIST DEFINITION	SHOULDER AND HIP WIDTH ARE BALANCED WITH CLEARLY DEFINED TO VERY SMALL WAIST IN RELATION TO SHOULDER AND HIP WIDTH.	HIP AND/OR THIGH WIDTH IS VISUALLY GREATER THAN SHOULDER WIDTH.	SHOULDER WIDTH IS VISUALLY GREATER THAN FULLEST WIDTH AT HIP OR THIGHS
STIMULI				

Figure 4.3 Body Shape Assessment Scale (BSAS) (Connell *et al.*, 2006)

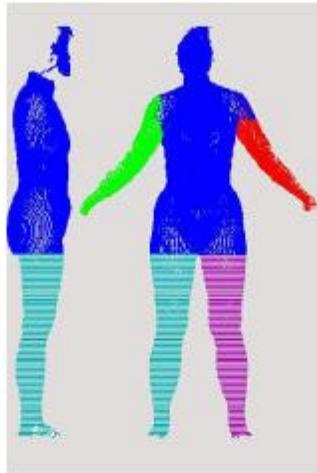
4.3.3.2 The Female Figure Identification Technique for apparel (FFIT)

The objective of Simmons' (2002) research was to develop software that could use data from 3-D body scanner and categorize the body based on measurements, proportions and shape. As a result, the FFIT for apparel software was developed. The software FFIT for apparel was developed for the representation of female body shapes in a mathematical way (Simmons, 2002:80). Common body shapes from existing information were assessed using body scan data of 222 subjects. Body measurements for shape identification were taken from bust, waist, hips, high hips, stomach and abdomen circumferences. Mathematically combining the ratios and differences of the body measurements, the six measurements were used to categorize each individual's body into different body shapes. The results revealed nine body shapes namely; hourglass, bottom hourglass, top hourglass, spoon, rectangle, diamond, oval, triangle, and

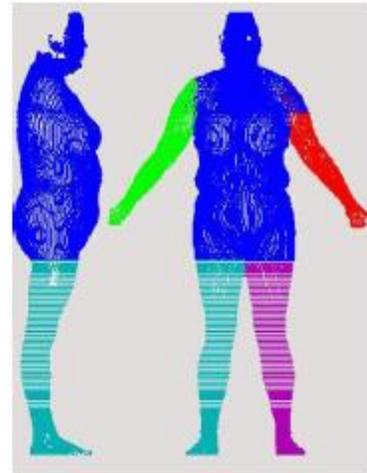
inverted triangle. Figure 4.4 depicts illustrations and description of each of the nine body shapes defined by FFIT for apparel.



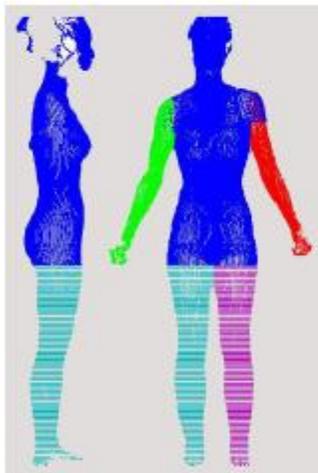
Rectangle
Little to no waist definition; balanced under arm and hips



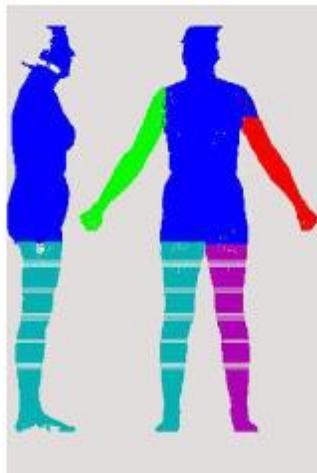
Spoon
Bust is small in proportion to waist; waist is well-defined; hips are large in proportion to waist



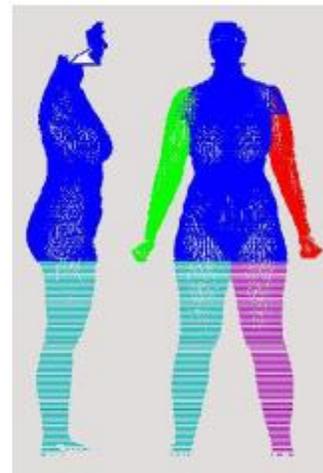
Inverted Triangle
Upper body is larger than lower body



Hourglass
Bust and hips are balanced; waist is well-defined



Top Hourglass
Bust is larger than hips; waist is well-defined



Bottom Hourglass
Hips are larger than bust; waist is well-defined

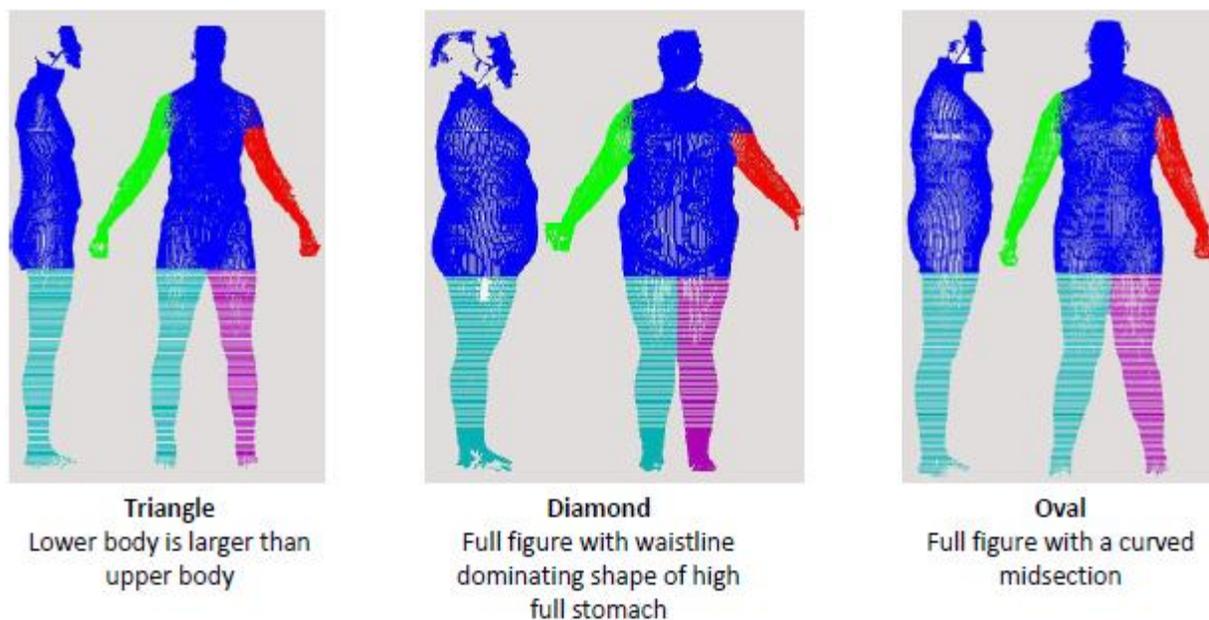


Figure 4.4 Nine body shapes defined by FFIT for Apparel (Simmons 2002)

4.3.4 Visual observation method

Rasband and Liechty (2006) also identified common body shapes based on human expert observation. The researchers described figure variations as physical features that differ from the ideal body shape. Ideal body shape according to Rasband and Liechty (2006:24), is a shape which is similar in width in the shoulders and hips, with medium bust, small waist, flat to slightly curved abdomen, moderately curved buttock and slim thighs. The ideal body is well balanced with no exaggerated area present.

Rasband and Liechty (2006:19) point out that female body shapes vary in six characteristic ways. These include height, bone size or structure, weight, proportional body areas, contour, including weight distribution or figure type and posture. Height relates directly to bone size and body weight. The terms bone size, structure or bone frame refer to the size of individual's bones measured at the wrist, elbow or ankle. Those points are used as reference places as individuals rarely carry extra weight here. Weight refers to how heavy or light an individual is, whereas proportion is defined as the relationship of each part of the body to another and to the body as a whole. Contour refers to the curves of the body, where an individual curve and how much they curve depend on the bone size and structure, proportional areas, weight, muscle tone, pattern of weight distribution and posture. All these characteristics affect each other.

Furthermore, the authors state that when it comes to body contour, there are several typical forms of weight distribution. These are referred to as body shapes or types as viewed from the front. Body shapes can be identified according to the specific areas on the body where weight tends to accumulate regardless of height (Rasband & Liechty, 2006:24). For contour and body shape, Rasband and Liechty (2006:24) classified female body shapes into eight body shapes namely; ideal, triangular, inverted triangle, rectangular, hourglass, diamond, tubular and round shapes. (See Figure 4.5) for illustrations and descriptions of each body shape.

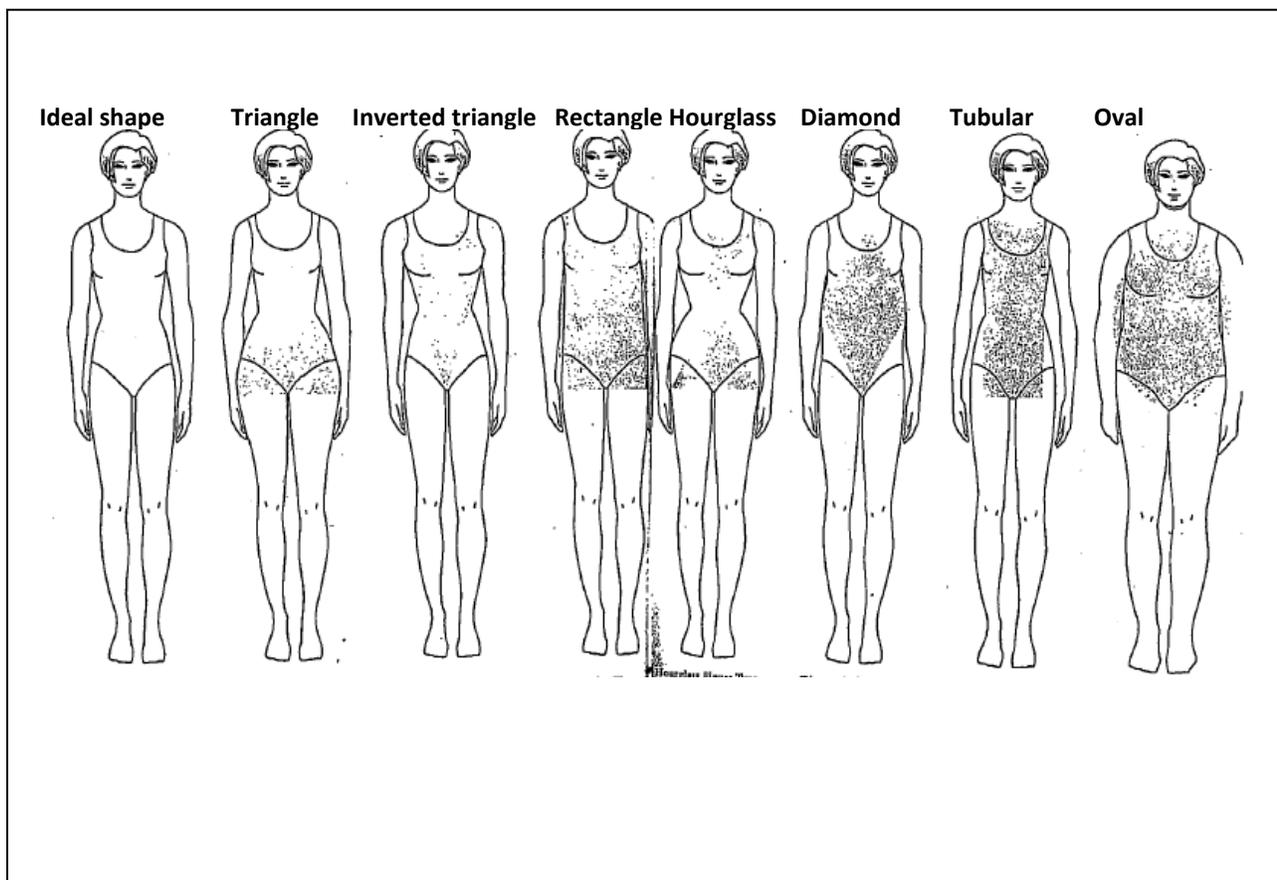


Figure 4.5 Body Shape Variations (Rasband & Liechty 2006:28)

Rasband and Liechty (2006: 24) describe the body shapes as follows.

- a) Ideal body shape – is a shape which is similar in width in the shoulders and hips, with medium bust, small waist, flat to slightly curved abdomen, moderately curved buttock and slim thighs. The ideal body is well balanced with no exaggerated area is present. The shape is made up of proportional areas that are harmonious or pleasing to look at in length and width.
- b) The tubular body shape – is described as a body shape similar to the rectangular body shape, only thinner because weight is considerably below the “ideal range” “Ideal weight” refers to the range in which you are likely to be the healthiest (Rasband & Liechty 2006:21). This body shape appears more nearly straight up and down with comparatively narrow shoulders and hips; small bust, waist and buttocks; and thin arms and legs.
- c) Triangular body shape – appears smaller or narrower above the waist and larger or wider below the waist.
- d) Inverted triangular body shape –appears larger or wider above the waist and smaller or narrower below the waist.
- e) Rectangular body shape – appears to be nearly the same width at shoulders, waist and hips. Hourglass body shape appears larger or full-rounded in the bust area and hip area, but appears proportionally very small in the waist.
- f) Diamond body shape – is typified by comparatively narrow shoulders and hips in combination with a wide midriff and waist.
- g) Oval or round body shape – appears full-round all over. Typically, the upper back and upper arms are larger and rounding.

Furthermore, Liddelow (2011), an image consultant, also used observation methods to identify six female body shapes namely; hourglass, inverted triangle, triangle, rectangle, diamond and oval body shapes. Liddelow’s (2011) assessment method was to observe one’s body shape in front of the full length mirror. A long straight object such as long ruler was also used to establish whether the hip line is narrower, wider or the same width as the bust line. Liddelow’s six body shape are outlined in Table 4.1. The classification of Liddelow (2011) body shapes is important for this research because these shape definitions will be used to obtain body shape perceptions for the sample of female consumers analyzed in this study. Description of each shape are also given in Table 4.1.

Table 4.1 Predominant female body shapes (Liddelow 2011)

Body shape	Body shape description
	<p>The hourglass body shape appears to be larger or full rounded in the bust area, but appears proportionally very small in the waist. The hourglass body shape is generally balanced top to bottom</p>
	<p>The inverted triangle body shape has an appearance of being heavy or wider above the waist and smaller or narrower below. The shoulder area is comparatively wider than the hip area and the legs may be proportionally longer</p>
	<p>Triangle body shape, also known as pear shape, appears to be smaller or narrower above the waist. Hips are proportionally wider and rounded. The shoulders are narrower than the hips and waist is smaller to medium. The triangular body shape appears unbalanced from top to bottom, with more weight carried below the waist</p>
	<p>The rectangle body shape appears to be almost the same width at the shoulders, waist and hips – nearly straight up. Rectangle body shape is characterized by not having a clear defined waistline. The bust is small to medium, and the figure is balanced top to bottom.</p>
	<p>The oval body shape is also referred to as an apple shape. The oval body shape has an overall appearance of being round at the waistline. The bust, midriff, waist, stomach, hips and upper legs are larger and round, and the waistline is undefined. An individual with an oval body shape may also have rolls of flesh in the midsection in comparison to the rest of the body.</p>
	<p>The diamond body shape is characterized by comparatively having narrow shoulders and hips, with a wide midriff and waist. They may also have several rolls of flesh in the midsection of the body that protrude away from the body at the waist area, and the waist is undefined. The bottom may be smaller and legs are proportionally thinner.</p>

Compiled by the researcher based on the following sources:

Body shapes descriptions: Rasband & Liechty (2006)

Body shapes illustrations: Liddelow (2011)

4.4 JUSTIFICATION FOR USING LIDDELOW'S (2011) BODY SHAPES

The classification system of Sheldon *et al.* (1940) cited in Sheldon *et al.* (1970) identified body shapes into three categories of endomorph, mesomorph and ectomorph. When descriptions of different female body shapes are being discussed in clothing, the terms “endomorph, mesomorph and ectomorph” are not commonly used (Simmons *et al.*, 2004a:4). Moreover, Sheldon *et al.* (1940) only used male respondents when they did somatotyping to establish these body shape illustrations and descriptions. Douty (1968) used female subjects in her graphic somatometry to establish the body-build scale. The body-build scale indicates different body sizes ranging from thin to heavy without indicating the body shapes of the females. The only shape on the body-build scale was the hourglass shape (Douty, 1968) cited in Ross (2010:17). Thus these two classification systems did not identify various female body shapes. Moreover, Song and Ashdown (2011:2) state that body shapes have increasingly been recognized as a fundamental factor to a good fit. If only the sizes of one body shape such as the hourglass can be regarded when manufacturing garments, other body shapes may still have problems with garment fit.

On the other hand, Connell *et al.* (2006), Simmons (2002), Rasband and Lietchy (2006) and Liddelow (2011) established the four prevalent body shapes – the hourglass, the triangular, the inverted triangular and rectangular body shapes. Studies conducted by De Klerk, Mabuza and Adamski (2014) as well as Zwane and Magagula (2007) on African population also established that these were the prominent female body shapes. However besides these four common body shapes, Simmons' (2002) Female Figure Identification Technique (FFIT) for apparel included the spoon body shape as well as three categories of the hourglass body shape. The hourglass body shape was split to include bottom hourglass and top hourglass (See Figure 4.4). Thus nine female body shapes were identified. In light of the fact that the current study will identify female body shape through self-report of the perceived body shapes, Simmons' (2002) body shape illustrations may be confusing because of the many options of body shapes. Women who may identify themselves as being the hourglass, might not be able to distinguish to which hourglass they belong.

Equally Rasband and Liechty (2006:24), in their classification system of female body shapes identified eight body shapes, including the “ideal” and the tubular body shapes. The “ideal” body shape, according to Rasband and Liechty (2006:24), is a shape which has proportional areas that are harmonious or pleasing to look at in length and width. Very few people can identify themselves with an ideal body shape (Rasband & Liechty, 2006:23) and the tubular body shape is almost similar to a rectangular body shape. While Connell *et al.*'s (2006) Body Shape

Assessment Scale (BSAS) determined only the four prominent body shapes (See Figure 4.3). It may be possible other female consumer may fail to identify themselves with any of them due to limitations of the shapes

However, the illustrations of Liddelow (2011) include six female body shapes which were identified using different methods of body shape classification systems apart from somatotyping and somatometry. The inclusion of the diamond and oval body shapes was necessary considering the fact that weight is noticeably above the average or ideal range (Rasband & Liechty, 2006:25). Moreover, in light of the fact that this study included female consumers from 18 up to 56 plus in years, it was essential that these body shape be included. According to Singh and Singh (2006:333), during and after pregnancy, a woman experiences body shape changes. Again, after menopause, with the reduced production of estrogen by the ovaries, there is a tendency for fat in the body to redistribute from a female's buttocks, hip and thighs to her waist or abdomen. It is, therefore, possible that the oval and diamond body shapes may be identified among female clothing consumers. As such Liddelow's (2011) six illustrations of body shapes (Table 4.1), were considered relevant for self-reporting of perceived body shapes for female consumers. Additionally, Liddelow's (2011) body shapes were successfully used for self-identification of perceived body shapes by the study conducted by Kasambala (2013).

4.5 THE RELATIONSHIP BETWEEN BODYSHAPE AND CLOTHING FIT

Pisut and Connell (2007:376), reasoned that there is a relationship between female consumers' body shapes and their garment fit problems. According to Rasband and Liechty (2006:3), wearing poor fitting garments draws negative attention to the body shape variations and ill-fitting garment. Body shape variation refers to the body shapes that deviate or are different from the "ideal" body shape (Rasband & Liechty, 2006:19). On the other hand, a proper fitting garment can camouflage and draw attention away from body shape variations. However, the challenge for clothing manufacturers is to provide garments that will fit a variety of female body shapes. Moreover, Vuruskan and Bulgun (2011:46) mention that even if two individuals have the same body measurements, the results of the garment fit may be different because their body shapes may be different.

Several studies have been conducted on the relationship between female body shapes and garment fit. Alexander *et al.* (2005:52), studied clothing fit of females using four different body shapes; pear, hourglass, rectangular and inverted triangle in trying to find the relationship between body shape

and garment fit preferences. The researchers observed that the participants who identified their bodies as rectangular, pear and hourglass shapes were more likely to express fit problems at the bust area than those who perceived themselves as the inverted triangular shape. Fit problems at the waist, hip and thighs were more likely to be reported by the pear and hourglass body shapes than the rectangular and inverted body shapes. The findings also revealed that respondents who reported fit problems at the bust did not prefer fitted tops. Similarly, respondents who had fit problems at the hip did not prefer fitted jackets and respondents who had fit problems at the waist preferred more fitted pants. Schofield *et al.* (2006:158) explored body shape as a contributing factor to garment fit and sizing problems for a specific target market. The study was limited to differentiating two seat shapes. Seat shape, according to Schofield *et al.* (2006:158), refers to the buttocks shape. Participants with flatter seat shapes were given pants labelled A and participants with fuller seat shapes were given pants labelled B to wear. This study found that two women with identical seat shape and hip circumference may have different degrees of abdominal protrusion, yet another woman still with flat seat shape may have a full high hip circumference and thin thighs. The researchers concluded that the differences in body measurements identified within each size suggested that these relationships affected the garment fit. This may imply that different female body shapes can experience different types of fitting problems, and fit problems due to body shape may influence garment fit preferences among female consumers and consequently the evaluative criteria they consider when evaluating among the alternatives during the purchasing decision.

4.6 BODY SHAPE AND CLOTHING FIT PROBLEMS

Variations in body shapes are repeatedly mentioned as the reason why clothing manufactures are failing to produce proper fitting garments (Pisut & Connell, 2007:368; Schofield *et al.*, 2006:148; Simmons, Istook & Devarajan, 2004a:1). Ashdown (1998:324) mentioned that very few sizing systems including the systems used in South Africa accommodate different body shapes. According to Gribbin (2014:6) and Connell *et al.* (2003:1), most clothing manufacturers still base their body measurements on an hourglass or slightly pear shaped figure when manufacturing or designing clothing for female consumers. This is because for many years the hourglass body shape has been reflected as the “standard” shape for clothing construction in the United States of America. A “standard” is a published document that has been developed and established within the consensus principles of a governing standards organisation (LaBat, 2007:88). This type of practice does not accommodate the diversity of female body shapes that currently exist in the United States of America

(USA) and in other countries including South Africa. Unfortunately, those standards were based on data originally collected in the 1940s (Connell *et al.*, 2003:1; Simmons *et al.*, 2004). Additionally, the body shape of today's women differ greatly from the shapes of generations ago (Simmons *et al.*, 2004a:1). A study conducted by Simmons *et al.* (2004a:7) when applying body shape analysis from 3D body scanning data confirm that the female body shapes have changed from the 1950s when most standards were set in United States of America. Lee *et al.* (2007) compared body shapes between USA and Korean women. The study revealed that the largest body shape category was the rectangle shape in both countries. Furthermore, also in a study that sought to identify the unique body shape in African developing countries. Among 150 women of between the ages of 25 and 55 year, Mastamet-Mason (2008) found that among Kenyan (African) women 74% were rectangular shape, followed by triangular (21.5%) and the hourglass shape was only 1.5%. In another African study, Makhanya *et al.* (2014) compared the most prevalent body shapes and body characteristics of young African and Caucasian women in South Africa of between the ages of 18 and 25 years. Of the 234 respondents, 47% were African and 53% were Caucasian. The study found that triangular (58.7%) body shape was the most prevalent, followed by the hourglass (27.5%) and the rectangular shape (12.8%) and among the Caucasian women, the prevalent was the hourglass shape (40.8%) followed by triangular shape (33.6%) and the rectangular shape (22.4%). Equally, in a bid to compare the body shapes of female Swazi consumers and body forms used in apparel manufacturing, De Klerk, Mabuza and Adamski (2014) studied young Swazi University students aged between 18 and 30 years, and the researcher found that the triangular shape (34.7%) was prominent, followed by the hourglass shape (34.7%), rectangular shape (7%) and inverted triangle (4%). Similarly Zwane and Magagula (2007) observed that the triangular body shape was the common figure among the Swazi women. This clearly indicates that the majority of female consumers who do not have the body shape that meets the standardized hourglass body shape mostly used by clothing industries for manufacturing ready-to-wear clothing may have problems with clothing fit (Park, Nam, Choi, Lee & Lee, 2009:374). This is because patterns that were previously developed are not easily adaptable to fit well on other body shapes such as the rectangular, triangular or oval shapes among others (Pisut & Connell, 2007:368).

4.6.1 Body shapes and sizing systems

Ashdown (1998) further points out that most sizing systems are based on two or three body dimensions such as bust, hip and waist measurements, which do not accommodate the specific body dimensions of large variations of female body shapes and proportions in the population. As a result, a large number of female consumers do not fit well into the garment sizes currently in

the United States of America, including South Africa (Strydom & De Klerk, 2006:87). The problem of different body shapes and the lack of realistic body measurements of the population and the problem of clothing fit have also been highlighted in South Africa. According to Pandarum (2014), in South Africa a detailed survey of the shape and size of the South African consumer has never been done before. Moreover, the South African Bureau of Standards has never published a standard of sizing of women's clothing (Muthambi, De Klerk & Mastamet-Mason, 2015:65). Garment sizing systems currently in use by manufacturers and retailers have been adopted from the British, mainland European and American systems and adapted over times to accommodate a population that is continuously changing in shape and size (Pandarum & Yu, 2015). It is, therefore, assumed that the sizing systems used in South Africa for the production of ready-to-wear garments found in retail stores in South Africa are also outdated. This type of practice does not accommodate the diversity of the female body shapes in South Africa. Therefore, in order to achieve acceptable clothing among female consumer with various body shapes and proportions, it is essential that clothing manufacturers and retailers re-evaluate and update the sizing systems from time to time. Moreover, sizing systems should be representative of female body shapes and characteristics prevalent in the clothing consumer population.

However, the 3-D body scanner is a promising new technology that may have the potential to solve the majority of the garment fit problems in South Africa, by ensuring that more consumers fit into the different size ranges. This, however, will not solve all the population fit problems but will establish niche markets for the outlying data sets (Pandarum, 2014). The body scanner, according to Simmons *et al.* (2004b:2), has the ability to obtain a realistic image of three dimensional data of the human body, providing valuable information to improve garment fit. The body scanner has the ability to identify body shapes and the measurements that are said to be more accurate than those taken with a tape measure, as scans are quicker and more reliable (Simmons *et al.*, 2004b:2). It is hoped that this new technology will better reflect the different body shapes and true body measurements of the female South African population which may help to improve garment fit in general.

In brief, consumers need to be aware of their body shapes, knowledge of body shape will help decision process when evaluating the alternatives. This may enable them to select clothing products that are suitable for their body shape. Additionally, Rasband and Liechty (2006:4), point out that consumers that understand their body shapes are able to select clothing products that accommodate and compliments their body shape. Furthermore, when it comes to clothing fit, nearly every woman has problem areas. Knowledge of the body shape may be the first step in learning how to dress in

such a way that will make the body look at its best. This may influence the selection of clothing during the purchasing decision.

4.7 SUMMARY

In this chapter, an attempt has been made to draw out the relative importance of the female body shape in the clothing purchasing decision. Through the discussion, it became clear that proper fit is not about size or measurement, it is all about body shape. The difference in body shapes often determines how a garment will drape on a figure, how comfortable the garment feels and ultimately how the garment will be evaluated by the consumer. As such, the evaluation and selection of clothing products may also largely be influenced by how the clothing item will fit and interact with the body shape.

From the analysis of clothing fit and body shape. The discussion pointed out that clothing fit remains a major concern and barrier to ready-to-wear sales, because most clothing manufactures and designers fail to understand and address body shape properly when producing clothing. Variations in body shapes and sizes were discussed as the main reasons why clothing manufacturers and retailers are failing to produce proper fitting clothing for female consumers. Furthermore, from the discussion on classification of body shapes, it became apparent that female body shapes are naturally different. The common female body shape includes the triangular, the inverted triangular, the hourglass, the rectangular, the oval and the diamond. However, female body shape can also change over time as a result of age, lifestyle, and nutrition among other factors. Classification of body shapes may help clothing manufacturers design and produce clothing that can fit well consumers of different body shape.

While the clothing industry is aware of the differences between the female body shapes in the population, the discussion highlighted that very few sizing systems including the systems used in South Africa accommodate different body shapes. Most clothing manufacturers still base their body measurements on an hourglass shaped figure when manufacturing or designing clothing for female consumers. For many years the hourglass body shape has been reflected as the “standard” shape for clothing construction in the United States of America. This means that the majority of women who do not have the body shape that meets the standardized hourglass body shape may have problems with clothing fit. It is, therefore, evident that body measurements and classification of the body shapes are precedent to accurate clothing fit.

Thus, it can be said that the selection of a clothing product, may be dependent on how the clothing fit the body shape of the female consumer. However, in order to achieve the desired fit, the consumer may consequently consider evaluative criteria that may satisfy that need. In satisfying the need, there may be a personal value that is being achieved. The following chapter will discuss the influence of personal value in the purchasing decision, specifically when evaluating the alternatives.

CHAPTER 5

THE INFLUENCE OF PERSONAL VALUES ON THE CLOTHING PURCHASING DECISION

“It’s not hard to make decisions when you know what your values are”

(Roy E. Disney, 2011)

5.1 INTRODUCTION

Although the ultimate clothing product preference and purchasing decision can be influenced by *individual differences* such as consumer resources, motivation and involvement, attitudes, knowledge, personality, values, life style and demographics as well as *environmental influences* including culture, social class, family and situation, the previous chapter illustrated that body shapes can also impose a great influence on the clothing purchasing decision. The difference in the female body shape often determines how a garment will drape on a figure, how comfortable the garment feels and ultimately how the clothing product will be evaluated by the consumer. It also became clear that clothing fit remains a major concern and barrier to ready-to-wear sales, because most clothing manufactures and designers fail to understand the importance and address body shape properly when producing clothing. Subsequently, due to clothing fit problems the majority of female consumers fail to attain their aspired personal values through clothing (Kasambala *et al.*, 2014:105). Personal values are usually understood by consumer researchers to represent a number of enduring basic beliefs held by consumers about desired states of existence or modes of behaviour (Homer & Kahle, 1988:638). Moreover, personal values have been shown to be one of the most powerful explanations of, and influence in the way consumers are likely to behave in a specific situation, such as evaluating clothing products and finally the purchasing decision (Vincent 2014:119; Kim *et al.* 2002:481; Laverie *et al.*, 1993:2). As such, personal values are thought to exert a major influence on consumer purchasing behaviour where a conflict of choice exists (Vincent 2014:119).

Furthermore, personal values, which are defined as the desired end-states, play a major role in guiding choice of products or choice and preference of product (Gutman, 1982) including clothing products. The role of personal values in determining evaluative criteria preferences suggest that consumers often evaluate and select clothing based on their internally-held personal values as well as characteristics they want to project to others (Kaiser, 1998:290). Moreover, the choices or preferences in terms of clothing attributes are not personal values themselves, however they are consequences of the application of individual personal values in a process of choice (Kaze, 2010:605). This may imply that a female consumer may identify attributes with a clothing product which are in line with her personal values, which are the desired goals to communicate through clothing such as “acceptance” “belonging” or “social status” among others. Thus, basically the purchasing behaviour of the consumer reflects the actions which are based on a consequential relationship between the individual’s personal values and consequential needs and actions (Kaze, 2010: 605) influenced by evaluative criteria consumers have set for themselves.

Considering the importance typically assigned to personal values as reflected in the literature, Solomon and Rabolt (2009:41) are of the opinion that personal values have not been widely examined to investigate the underlying dimensions of consumer behaviour as might be expected. Information regarding the personal values that are important to the target market, which influences their purchase behaviour would be valuable to the clothing manufacturers and marketers in the clothing product design and marketing strategies (Vincent, 2014:119). While it seems personal values have important implications for clothing manufacturers and retailers in the way in which they could influence female consumers’ clothing purchasing decision, this chapter, therefore, discusses the influence of personal values on the clothing purchasing decision. Specifically when female consumers evaluate clothing products among the alternatives.

The chapter, therefore, begins by defining what personal values are and their connection to consumer behaviour. Thereafter, the relationship between the clothing purchasing decision and personal values will be considered. The chapter will further discuss the most commonly used value scales. These scales include; the Rokeach Value Survey (RVS) (Rokeach, 1973), the Values and Lifestyles (VALS) (Mitchell, 1978), the List of Values (LOV) (Kahle, 1983) and the Schwartz’s Value Inventory (SVI) (Schwartz, 1992). Expanding on Kahle’s (LOV) scale (the scale used in this study to measure female consumers’ personal values when purchasing clothing), the clothing research that used this scale in their studies will be presented. This will be followed by the discussion on dimensions related to this scale. Lastly, a concluding summary regarding the important aspects discussed in this chapter will be presented.

For clarity, personal values can be classified into two categories, namely personal (individual) and social values (institutional, cultural, and organizational). According to De Souza Leão and Benicio de Mello (2007:3), social values are shared beliefs that characterize a group of people and define the acceptable normal behaviour to a society or group. On the other hand, personal values define the acceptable normal behaviour of an individual. In this thesis, the values referred to are the personal values or individual values.

5.2 DEFINING PERSONAL VALUES

Engel *et al.* (1968) were the first to propose a central role for personal value in their consumer decision making model (Chan, 2013). However, it was until the late 70s that the importance of personal values in the understanding of consumer behaviour received the attention that it deserved in marketing (Vinson, Scott & Lamont, 1977:44). The concept of “personal value” has been defined in various ways by different authors. Table 4.1 presents some of the widely used definitions and have been cited from the following authors; Cheng and Fleishmann 2010; Vinson, Scott and Lamont (1977); Gutman (1982) and Kaiser (1998).

Table 5.1 The definitions of personal values

	Definition
Friedman, Kahn and Borning (2006)	“what a person or group of people consider important in life”
Baker, Thompson, Engelken and Huntley(2004)	“personal values are what motivate people’s behaviour to strive to attain desirable goals in life”.
Braithwaite and Blamey (1998)	“principles for action encompassing abstract goals in life and modes of conduct that an individuals or a collective considers preferable across contexts and situation”
Kaiser (1998)	“values are self-organising principles that guide our thoughts and actions”
Schwartz (1994)	“a belief pertaining to desirable end-states or modes of conduct that transcends specific situations; guides selection or evaluation of behaviour, people and events; and is ordered by the importance relative to other values to form a system of value priorities”
Gutman (1982)	“a power that directs humans’ behaviour throughout their life”
Vinson, Scott and Lamont (1977)	“centrally held cognitive elements that stimulate motivation for behavioural response”.
Rokeach (1973)	“an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence”

Hutcheon (1972)	"...values are not the same as ideals, norms, desired objects or exposed beliefs about 'good' but are, instead, operating criteria for action..."
Guth & Tagiuri (1965)	"a conception, explicit or implicit, of what an individual or a group regards as desirable and in terms of which he or they select, from among the alternatives available modes, the means and ends of action"
Kluckhohn (1951)	"a conception, explicit or implicit, distinctive of an individual, or characteristic of a group, of the desirable which influences the selection from available modes, means, and ends of action"

Source: Cheng and Fleishmann 2010; Kaiser (1998); Gutman (1982); Vinson, Scott and Lamont (1977).

Chryssohoidis and Krystallis (2005:587) mention that, in the marketing and consumer behaviour field, personal value research has been heavily influenced by the theoretical and operational contribution of Rokeach. Rokeach (1968, 1973, 1979) has presented a generally accepted theory of personal values as is best summarized in the following statement of theory.

"Values are determinants of virtually all kinds of behaviour that could be called social behaviour – of social action, attitudes and ideology, evaluations, moral judgements and justifications of self and others, comparisons of self with others, presentations of self to others, and attempts to influence others. Boiling all these down to a more succinct theoretical statement, it can perhaps be stated that values are guides and determinants of social attitudes and ideologies on the one hand and of social behaviour on the other hand" (Rokeach, 1973:24).

In other words, Rokeach views a personal value as a centrally held belief which guides actions and judgements across specific situations and beyond immediate goals to more ultimate end-states of existence, something more fundamental than attitude, oftentimes supporting it (De Souza Leão & Benicio de Mello, 2007:3). In a nutshell, personal values are the core principles that an individual upholds in life which directs thought and drives action (Vincent & Selvarani, 2013:511).

In terms of clothing, Kaiser (1998:290) suggests that personal values serve as a standard to guide consumers in their selection or evaluation of products such as clothing, whereby influencing consumers' behaviour to help in reaching the goals that matter most. Thus personal values can be regarded as the points of reference in the evaluation processes. As such personal values exert a major influence on the consumer behaviour, serving as determinant for female consumers' decision

making when considering different product attributes among the alternative choices (Kaze, 2010:605).

5.3 PERSONAL VALUES IN RELATION TO CONSUMER BEHAVIOUR

According to Chrysohoidis and Krystallis (2005:587), it was until the research conducted by Rokeach during the 1969s and 1970s, that many of the studies that examined values classified the values as a subcategory of attitudes. Baba (2003:39) points out that values have been used synonymously with attitudes. However, while an attitude refers to the organisation of several beliefs around a specific object or situation which predisposes consumers to react positively or negatively toward a stimulus, beliefs generate personal values that an individual holds leading to the formation of attitudes toward persons, objects or events. A belief is a descriptive thought that consumers hold about something such as a clothing product (Paramasur & Roberts-Lombard, 2012:186). For example, a female consumer may believe that tight fitting jeans are commonly associated with young women, are comfortable or are expensive. The total beliefs about this design of jeans represents the cognitive component of an attitude towards tight fitting jeans. This can cause the customer to react favourably or unfavourably towards an item of clothing. Thus personal values are the belief system that underlie attitudes and behaviour. While consumers have a large number of beliefs, a smaller number of attitudes depending on the number of products one is exposed to, there are relatively fewer, deeply held and more enduring personal values (Baba, 2003:39). Therefore, personal values guide and affect attitudes, decision making and behaviour (Gutman, 1982:60), becoming both the cause and effect of behaviour (Ercis, Unal, & Bilgili, 2016:3)

Moreover, in the context of consumer behaviour, personal values are regarded as the most deeply rooted, abstract formulas of how and why consumers behave as they do (Vincent, 2014:119). However, individuals are not born with personal values, they are passed from parents to children and are reinforced by the major institutions of society such as schools, religion, government, media, culture, as well as social influences like peers (Kaze, 2010:606; Vincent 2014:119) among other sources. In view of the fact that everybody has a different psychological world and social environment, it is then expected that the formation of the personal values also differ (Ercis *et al.*, 2016:3). This may imply that when evaluating different clothing attributes among the alternatives, female consumers' purchasing decision may be driven by different personal values.

A significant amount of research suggests that personal values affect various aspect of consumer behaviour. For example, Kaze (2010) studied the impact of customer personal values on purchasing

behaviour concerning the Latvian insurance market. The study provided insights and empirical evidence on personal values being determinant for consumer choice. The other study conducted by Erdem, Oumlil and Tuncalp (1999) supported the importance of judgments for store attributes which were influenced by the set of terminal and instrumental personal values viewed as important by the shoppers. Again a study conducted by Allen, Gupta and Monnier (2008) on the interactive effect of cultural symbols and human values on taste evaluations also endorsed that personal values influence product preference through prioritizing the importance of tangible attributes. In 1999, O'Cass conducted a study that focused on the specific influence of personal values on clothing involvement. The view developed indicated that there are distinct relationships between specific personal values and the degree of involvement in purchasing and consumption behaviours for fashion clothing. Furthermore, the influence of personal values on consumer behaviour can also be used as a basis for effective consumer segmentation, as is evident in a study conducted by Kim in 2005. The researcher explored how consumers may be segmented based on their level of apparel product involvement using Kapferer and Laurent's consumer involvement profiles (CIP). The study went further to examine whether consumers within each profile group could be differentiated by their personally-held values. Five consumer involvement types were identified based on four dimensions of involvement; challenged moderate, knowledge enthusiast, indifferent moderate, challenged enthusiast and cautious enthusiast. The study found that personal values could be used to explain further differences between moderate and enthusiast consumer type, in terms of the different dimensions of involvement.

A further review of literature suggests that the relationship established between personal values and consumer behaviour extends to cultural differences. This is justified in the study conducted by Lawan and Zanna (2013). The study assessed cultural factors influencing consumer purchasing behaviour of clothes in Borno state, Nigeria, using a sample of 192 clothes buyers. The study was specifically carried out to examine the consumer buying decision making process and assess cultural, economic as well as personal factors influenced clothes buying behaviour. The study concluded that culture, either independently or in conjunction with economic and personal factors significantly influences buying behaviour of clothes. Furthermore, Jain, Singh and Rankawat (2011), explored the relationship of general values and clothing behaviour. The study was carried out on 160 college and university students. The results indicated that students in general place economic value on top and do not show any difference between economic and aesthetic values. However, it also came to light that educational background does make an impact on clothing behaviour related to economic value and social value. These studies seem to suggest that consumers' personal values

have an influence on consumer behaviour in different aspects. As such personal values may also affect prioritization of clothing product attributes when female consumer engage in clothing purchasing decision.

Beatty, Kahle, Homer and Misra (1985:198) state that the growing interest in personal values by consumer researchers should be welcomed by marketers, who for a long time have recognized the importance of understanding and appealing to personal values so as to market their products such as clothing. In the discussion that follows, the relationship between clothing purchasing decision and personal values is highlighted.

5.4 THE RELATIONSHIP BETWEEN CLOTHING PURCHASING DECISION AND PERSONAL VALUES

Clothing is generally a highly symbolic and visible product. The appearance of an individual that is portrayed through clothing, communicates a complete set of information and usually immediate impressions about the wearer are formed by the onlookers purely on the basis of their dressing (Vincent, 2013; Banister & Hogg, 2007:218). In today's diverse and dynamic societies, there is probably no other sphere of human activity that reflects individual's values and lifestyles better than clothes (Vincent 2013:12). According to Jain *et al.* (2011:13), everyday an amount of time is spent on selecting what to wear, and much time goes to decision making while evaluating, selecting and purchasing clothes. In all of these activities related to clothing, personal values act as directive and motivating force behind the behaviour and decision making.

In addition, these days, female consumers know exactly what they need in clothing, compared to previous generations and they have money to spend on what they want (Cassill & Drake, 1987:20). Moreover, they have a higher education level, and are interested in clothes that are personally satisfying. Since clothing is a form of artistic expression that reflects the cognitive, moral, aesthetic and social aspect (Vincent, 2013:12; Kaiser, 1998:15), female consumers perceive clothing as being more than just a basic necessity that covers and provides warmth to the body. As a matter of fact, female consumers use garments especially as a tool to express their personality, social status, self-esteem, acceptance or confidence to mention a few, hence, communicating personal values to others (Kim *et al.* 2002:481). As such the clothing purchasing decision and the subsequent appearance serves as a personal expression, communicating personal values that may not easily be said in a conversation (Otieno *et al.*, 2005:298; Kim *et al.*, 2002:481; Kaiser, 1998:290). That is,

the decision making is organised to ensure the personal values are matched to what is aspired to be achieved in clothing.

According to Kaiser (1998:290), there is a relationship between personal values and the way consumers dress their body. This supports the assumption that personal value may exert a major influence on the consumer's behavior (Kaze, 2010:605), serving as determinant for that particular individual's decision making when evaluating different product attributes. Moreover personal values play a major role in guiding choice of products or choice and preference of product (Gutman, 1982) including clothing products.

The important aspect in the study of personal values is how to measure them. In the studies on personal values, several scales have been developed over the years to measure an individual's value system. The section that follows discusses different personal value scales.

5.5 PERSONAL VALUES SCALES

According to Vincent and Selvarani (2013:511), personal value scales are psychological inventories used to determine the personal values that consumers endorse in their lives. The scales facilitate the understanding of the general values that individuals uphold. The authors further explain that most scales have been normalized and, therefore, can be used cross-culturally for vocational, marketing and counselling purposes yielding unbiased results. Value scales can be used successfully by psychologists, political, economists and others interested in defining personal values, determining what people value and the purpose of personal values. In the studies on personal values, several scales have been developed to measure them. While there are a number of different scales developed and used over time there are few most commonly used in the marketing research.

The most commonly used value scales as the literature review reveals include:

- a) The Rokeach Value Survey (RVS) (Rokeach, 1973)
- b) The Values and Lifestyles (VALS) (Mitchell, 1978)
- c) The List of Values (LOV) (Kahle, 1983)
- d) The Schwartz's Value Inventory (SVI) (Schwartz, 1992)

A brief description of these widely used value scales in consumer behaviour is provided next.

5.5.1 The Rokeach Value Survey (RVS)

The Rokeach Value Survey (RSV) value measure was created by a prominent psychologist named Milton Rokeach more than forty years ago. The RSV was one of the first widely accepted instruments and still is among the most popular scales (Kaze, 2010:606) and its importance cannot be overstated. According to Rokeach (1973) cited in Bearden, Netemeyer and Haws (2011:155), the RSV is designed to measure two sets of values. One set is composed of eighteen terminal values which refer to desired end states of existence. These are the goals that the individual would like to achieve during their lifetime. For instance, an exciting life or national security among others. The other set is also composed of eighteen instrumental values, which refer to preferable modes of behaviour to achieve the terminal values. For example being ambitious or independent, just to mention a few. When using the RSV as a mode of value measure, the eighteen values within each category (terminal and instrumental) are alphabetically listed separately. Then, respondents are asked to rank each value in the order of importance to them. This approach can be time consuming and often ranking is complicated for respondents (Kaze, 2010:606). According to Sirgy, Rahtz and Dias (2014:2), the RSV scale has been useful in identifying market segments in terms of personal values members hold. Once the marketers identify values related to a particular product, it is possible to develop communications messages consistent with those values.

5.5.2 The Values and Lifestyles (VALS)

The VALS – short for values and lifestyles is a way of viewing people on the basis of their attitudes, needs, wants, beliefs and demographics (Gilman, 2016:1). According to Yankelovic and Meer (2006:3), the VALS was developed by Social Scientist Arnold and his colleagues at the Stanford Research Institute (SRI) in 1978. VALS draws heavily on the framework developed by Harvard Sociologist David Riesman and Psychologist Abraham Maslow, who posited the now well-known hierarchy of needs (Yankelovic & Meer, 2006:3). The authors further explain that the VALS classified individuals according to nine enduring psychological types. An individual consumers' behaviour, could in turn be explained by his/her correspondence to one of those types. Thus, VALS and similar models turned psychographics into the most accepted mode of segmentation and they are currently being applied in many areas of business as well as in diverse areas such as sociology, politics, law, education and medicine (Gilman, 2016:1). Psychographic segmentations can be used to create advertising that will influence consumers to think positively about a particular product, however, they are not well suited for other purposes (Yankelovic & Meer, 2006:3). Moreover, Vincent and Selvarani (2013:514), point out that the VALS is a

proprietary tool and is restricted to permissions and applicable only within the United States of America.

5.5.3 The Schwartz's Value Inventory (SVI)

The Schwartz's Value Inventory (SVI) was developed by Shalom Schwartz in 1992. Schwartz sought to identify a comprehensive set of basic values that are universally recognized in all societies. Hence, the SVI was created as a result of value surveys conducted through twenty countries as well as through study of psychological value theories (Cheng & Fleischmann, 2010:5). According to Cheng and Fleischmann (2010:5), the SVI specifies the dynamic relations among the motivational value types leading to a three-level hierarchy containing fifty six basic human values, categorized into ten value types. Schwartz (1992) theorized that basic values are organised into a coherent system that underlies and can help to explain individual decision making, attitude and behaviour (Schwartz, Cieciuch, Vecchione, Davidov *et al.*, 2012:2).

5.5.4 The List of Values (LOV)

According to Kahle, Beatty and Homer (1986:406), the List of Values (LOV) scale was developed by Kahle, (1983) and Veroff, Douvan and Kulka, (1981) at the University of Michigan Survey Research Centre. The LOV scale was developed from a theoretical base of values proposed by Feather's (1975), based on Maslow's (1954) hierarchy of values, Rokeach (1973) eighteen terminal values and other contemporary values in research (Bearden *et al.*, 2011:151; Chrssohoidis & Krystallis, 2005:587), in order to assess adaptation to various roles through value fulfillment (Kahle *et al.*, 1986:406). The LOV items were derived by selecting the values from the above sources from a much larger pool of values down to nine items. The nine value items that the LOV scale measure consists of: (1) *security*, (2) *sense of belonging*, (3) *being well respected*, (4) *fun and enjoyment*, (5) *warm relationship* (6) *self-respect*, (7) *sense of accomplishment*, (8) *self-fulfillment* and (9) *excitement*. Concerned primarily with market research, Kahle created the LOV scale for the measurement of cultural values as a determinant of consumer behaviour.

Among the above mentioned measuring scales, the LOV scale is commonly used in consumer and marketing research (Beatty *et al.*, 1985:186) as well as in research on values in general (Humayun & Hasnu, 2013:3373). The LOV scale was chosen as the personal value measure of the present study primarily because it is easy to manage, highly reliable and is considered to be well-organised and has assessable sets of variables that show less variation (Humayun & Hasnu, 2013:3373). According to Bearden *et al.* (2011:152), the original study on the LOV scale was conducted with a

probability sample of 2,2264 Americans. The study found the LOV scale to be significantly correlated with various measures of mental health, well-being, adaptation to society and the self (Kahle, 1983:151). Many of the findings from that research provided evidence that the validity of LOV scale exists (Kahle *et al.*, 1986:406).

The LOV scale topology is a well-established instrument and has been widely used in several studies relating to personal values. For example in organic consumers' personal value research (Chryssoidis & Krystallis, 2005), understanding consumer behaviour (Kahle & Kennedy, 1989; Homer & Kahle 1988); influence of personal values on e-shopping (Jayawardhena, 2004); effective positioning and target market of liquid milk (Hamayun & Hasnu, 2013); culturally diverse in parks and recreation (Li, Chick, Wu & Yen 2010); application of values in education (Kopanidis, 2009); decision making styles and personal values (Ercis *et al.*, 2016; Helmi, 2016); and adoption of innovation (Daghfous, Petrof & Pons, 1999). According to Kahle and Kennedy (2007:11), the LOV will often help one understand the nature of consumers the researcher wants to reach (Kahle & Kennedy, 2007:11). Furthermore, most marketing efforts will be more effective if the role of values is considered, and the LOV scale provides an effective mechanism for assessing this role. Table 5.2 depicts a brief description of the items of the Kahle's (1983) LOV scale.

Table 5.2 Brief description of the items of Kahle's (1983) LOV

Personal value	Description
Self-respect	Engage in social identity purchasing – requires the cooperation of from others
Security	Associated with purchasing for self-indulgence and with desire for quality
Warm relationships with others	Characterized by purchasing for patriotism, deal proneness and the belief that the “ads are informative”
Sense of accomplishment	Associated with conspicuous consumption, purchasing for sex appeal, self-indulgence and convenience
Self-fulfilment	Tend to make purchases that emphasize quality self-indulgence, convenience, patriotism, conspicuous consumption, brand loyalty
Being well respected	Associated with a strong desire for quality, reputation, patriotism, social identity – can be achieved alone

Sense of belonging	Believe that “you get what you pay for”, they admire voluntary simplicity, purchasing for reputation, patriotism, nostalgia, brand loyalty – this is a home and family oriented value
Fun and enjoyment*	Associated with purchasing for elegance, convenience, nostalgia, Patriotism, authenticity and brand consciousness *note: include subsumes the value of excitement

Adapted from: Ercis *et al.* (2016)

A number of researchers such as Kopanidis (2009); Jayawardhena, (2004); Chryssohoidis and Krystallis, (2005); Kim *et al.*, (2002); Shim and Eastlick, (1998); and Homer and Kahle, (1988), while administering the LOV scale as a measurement tool in their research, have shown that the nine LOV values can be grouped into either two or three dimensions. The LOV topology broadly distinguishes these values into internal and external values. The external values include “sense of belonging”, “being well respected”, and “security”, while the internal values include the rest. Furthermore, the LOV scale also notes the importance of interpersonal relations and individual factors within the internal dimension. The internal interpersonal include “warm relationship with others” and “fun and enjoyment of life”, while internal individual values are “self-fulfillment”, “self-respect”, “a sense of accomplishment” and “excitement” (See Table 5.3).

Table 5.3 Kahle’s LOV Scale Dimensions

	Category of value	Value Label
1	External values	Sense of belonging
2		Being well respected
3		Security
4	Internal Interpersonal values	Warm relationship with others
5		Fun and enjoyment of life
6	Internal Individual values	Self-fulfilment
7		Self-respect
8		A sense of accomplishment
9		Excitement

Source: Vincent 2013; Kopanidis 2009; Chrysohoidis & Krystallis, 2005; Jayawardhena, 2004; Kim *et al.*, 2002; Shim & Eastlick, 1998; Homer & Kahle, 1988;)

Clothing choice is regarded as claims of individuality that could be self-directed or directed by others (Vincent, 2013:12). Categorizing the values into dimensions provides scope for researchers to analyze the value orientations of individuals and group them under similar categories for branding and positioning (Vincent, 2013:27). The purpose of this study was not to brand or position female consumers’ clothing personal values, but rather to understand the behaviour in clothing purchasing decision. For that reason the present study will not draw the distinction of female personal values into dimensions but will use the LOV items as depicted in Table 5.2. However, the original Kahle’s (1883) personal value “security” has been adapted to the synonym “confidence”. This is due to the consideration that clothing consumers may easily associate with such term than the original terminology. More is explained in the methodology chapter.

5.6 KAHLE’S LOV SCALE APPLIED IN CLOTHING RESEARCH

In clothing research, the LOV scale has also been used to study the influence of value on consumer behaviour. For example, Goldsmith and Stith (1992), examined the social values of fashion innovators, the earliest buyers of new clothing fashions. It was hypothesized that when compared with non-innovators, fashion innovators would place more emphasis on the value of excitement.

Data from a random sample of 607 middle and upper class consumers provided support for the hypothesis. Another study conducted by Goldsmith, Heitmeyer and Freiden (1991), examined the relationships between fashion leaders and the nine social values measured by Kahle's LOV scale. Data from 248 women aged between 16 and 85 revealed that fashion leadership was associated with social values of excitement and fun/enjoyment in life.

In an attempt to explore cross-cultural consumer values, needs and purchase behaviour, Kim *et al.* (2002) examined which values are strong motivators of needs to be met by apparel in two Asian markets – China and South Korea. Using Kahle's LOV scale, two dimensions of consumer values: self-directed values and social affiliation values were identified in the study. The findings demonstrated that only self-directed consumer values were significantly related to types of needs to be satisfied by apparel products for both Chinese and Korean female consumers. In 2005, Kim attempted to examine potential linkages between values and dimensions of apparel consumer involvement. The study found that values could be used to explain differences between moderate and enthusiast consumer type – the different dimensions of involvement. In general, the findings suggest that associating brand products with different values could generate stronger perceptions of status and pleasure.

Another study on consumer clothing involvement was conducted by O'Cass (1999). The researcher sought to unravel the influence of values on consumer behaviour relative to the construct of involvement in fashion clothing. Values were measured using Kahle's (1983) LOV scale and four additional value items from the Schwartz (1992) scale that attempted to capture a broader array of possible consumer values. Data were captured from 450 (209 male; 241 female) students from an Australian University. The discriminant analysis results indicated that different values do in fact contribute differentially to a consumer's involvement in fashion clothing and its consumption.

According to these studies, it is clear that the relevance of Kahle's LOV (1983) scale relates to providing an insight in understanding how personal values drive and influence consumers' behaviour in relation to clothing purchasing decisions. In essence, Kahle (1983:151) mentions that the LOV scale measures those personal values that are central to people in living their lives, particularly the values of life's major roles including clothing decision which is done on a daily basis. Hence the LOV scale may also be appropriate for the measure of the influence of personal values related to clothing purchasing decision when female consumer evaluate different attributes among the alternatives. Knowledge about the importance of personal values can be incorporated into marketing and retail strategies.

5.7 SUMMARY

Although there are many factors that can influence female consumers' purchasing decision when evaluating different clothing attributes among the alternative, this chapter has specifically drawn the attention to the influence of personal values in consumer decision making and behaviour. Through the discussion, it becomes apparent that personal values play a major role in guiding choice and preference of products such as clothing. As such, personal values are thought to exert a major influence on consumer purchasing behaviour where a conflict of choice exists.

While the concept of value has been defined differently by various authors, however, in the marketing and consumer behaviour, value research has widely been influenced by the theoretical and operational contribution of Rokeach (1968, 1973, 1979). Rokeach views a value as a centrally held belief which guides actions and judgements across specific situations and beyond immediate goals to more ultimate end-states of existence. In terms of clothing, the discussion pointed out that personal values serve as standards that guide consumers in their selection or evaluation of products such as clothing, whereby influencing consumers' behaviour to help in reaching the goals that matter most. As such personal values can be regarded as the points of reference when female consumers evaluate various alternatives among the alternative clothing products.

Furthermore, a discussion on how personal values can be measures was put forward. Specifically the discussion highlighted the most commonly used scales including; the Rokeach Value Survey (RVS) (Rokeach 1973); the Values and Lifestyles (VALS) (Mitchell 1978); the List of Values (LOV) (Kahle 1983) and the Schwartz's Value Inventory (SVI) (Schwartz, 1992). Of the mentioned scales, it became apparent that the LOV scale is easy to manage, highly reliable and is considered to be well-organised and has assessable sets of variables that are less varied, hence, is commonly used in consumer and marketing research. The LOV scale measures consist of nine items including: (1) *security*, (2) *sense of belonging*, (3) *being well respected*, (4) *fun and enjoyment*, (5) *warm relationship* (6) *self-respect*, (7) *sense of accomplishment*, (8) *self-fulfillment* and (9) *excitement*. In light of the fact that the LOV measure will often help clothing designers and marketers to understand the type of consumers they want to reach, it was clear that without considering female consumer's personal values, clothing manufacturers may be missing an important influence on consumer decision making and behaviour. While assessing different clothing attribute in relation to their personal values, consumer may experience emotions. The chapter that follows discusses the influence of specific emotions on female consumers' clothing purchasing decision and behaviour.

CHAPTER 6

THE INFLUENCE OF SPECIFIC EMOTIONS ON DECISION MAKING AND BEHAVIOUR

“Emotion would not be emotion without some evaluation at its heart”

(B. Parkinson, 1997)

6.1 INTRODUCTION

Purchasing of clothing is an event which involves the analysis of the alternatives before the actual purchasing decision can take place. Historically, consumers have been assumed to purchase products including clothing based on functional and purposeful decision making (Solomon, Russell-Bennet & Previte, 2013:31). In other words, decision making was viewed as a cognitive process – a matter of estimating which of the various alternatives would yield the most desirable and positive consequences (Loewenstein & Lerner, 2003:619). While the logical process is a key factor in considered purchases such as a financial product or insurance (Margalit, 2015:3), contemporary decision research is characterized by intense focus on emotion. Moreover, consumer researchers (Mazaheri, Richard & Laroche, 2012; Watson & Spence, 2007; Bagozzi et al., 1999; Sherman, Mathur & Smith, 1997; Olney, Holbrook & Batra, 1991; Holbrook & Batra, 1987) explain that emotions, undoubtedly play a significant role in consumer decision making and influence the actual behaviour.

Consistent with the fact that the impact of emotions on consumer decision making has been an important topic in psychology and consumer behaviour. Williams (2013:viii), observed that the focus of the field has progressed from demonstrations that emotions, just like cognitions, do have an impact on consumption, to more refined understanding of what drives the experience of different emotional states, to how those distinct emotions uniquely affect decision making that

consumers might have to regulate their emotional states. The influence of specific emotions on female consumer decision making and behavior can be traced back to the cognitive appraisal theories which describe an emotional experience in terms of underlying appraisal dimensions. Essentially, cognitive appraisal theories of emotions assume that emotions come from the evaluation of a situation (Lazarus, 1991) and appraisal dimensions are what differentiates the emotions (Smith & Ellsworth, 1985). Moreover, previous studies on the influence of emotional states on decision processes have generally contrasted positive and negative emotions. Using the Appraisal Tendency Framework (ATF), this study argues that emotions of the same valence (sad and disgust) which are brought about by different evaluations can have opposite influences on decision making and behaviour on female consumers. Therefore, this chapter discusses emotions as motivating properties to female consumers 'decision making and behavior when evaluating the alternatives. However it is essential to firstly gain a better understanding of approaches to emotions in order to clarify the emotion theory.

6.2 AN OVERVIEW OF CONTEMPORARY APPROACHES TO EMOTIONS

Although a scholarly topic over centuries, the fundamental question “what are emotions?” rarely generates the same answer from different psychologists, philosophers, scientists or laymen alike (Scherer, 2005b:696). There is by no means a consensus on the understanding of emotions and thus about what a definition of emotion must include (Russell, 2012:337). In the history of psychology, emotional processes and states have been described and analyzed through a wide range of perspectives, making it virtually impossible to define except in terms of conflicting theories (Kleinginna & Kleinginna, 1981:345). The idea that emotion is deeply rooted in evolutionary history and has survival value began with Darwin, whose (1872) work “*The expression of the Emotions in Man and Animal*” proposed that emotion expressions are the visible part of an underlying emotional state, communicating intentions to others. He also believed that facial expressions are innate (hard-wired) (Hess & Thibault, 2009:120).

In the 1880s, psychologist William James (1884) and physiologist Carl Lange (1885) independently proposed one of the best known physiological theories known as the James-Lange theory (Roseman & Smith, 2001:3). This theory suggests that an external stimulus leads to a physiological reaction. Physiological responses include activation of the sympathetic nervous system resulting in increased heart rate, blood pressure, respiration rate and muscle tension and the release of arousal hormones (noradrenaline and cortisol) from the adrenaline glands (Rickard, 2004:372). The emotional reaction is dependent upon how one interprets the physical reactions. For example, people do not cry

because they feel sad, rather, people feel sad because they cry. This theory, therefore, suggests that different physiological states correspond to different experiences of emotion (Strongman, 2003:14).

In recent times, cognitive theories are among the best to have appeared in terms of emotion theories (Strongman, 2003:98). The cognitive theorists including Frijda (1986); Lazarus (1991); Ortony, Clore and Collins (1990) and Zeelenberg *at al.* (2008:20) argue that thought and other mental activities play an essential role in the formation of emotions. That is cognitive activity is regarded as a necessary precondition of emotion because in order to experience an emotion, consumers must know whether in the form of primitive evaluative perception or a highly differentiated process that their well-being is implicated for better or worse (Lazarus,1984:125). In general terms, Lazarus (1991), states that the cognitive theory rests centrally on the process of evaluation, through which the meaning of the person-environment relationship is constructed.

In this study, various garment attributes are regarded as a stimulus that female consumers may analyze. Typically emotions arise when consumers evaluate garment attributes as relevant to their concerns or preferences (Lazarus, 2001), meaning that the influence of emotions on choice and behavioural intentions is not only mediated by cognition (appraisal processes) but also by motivational goals (Raghunathan & Pham, 1999:56), which in turn also influence consumers' evaluations of products that they come across when experiencing the emotion (Han, Lerner & Keltner, 2007:158). This evaluation may lead to emotions which are expressed. In this thesis, the consensual definition proposed by Scherer (2001), where emotion is defined as: "*an episode of interrelated, synchronized changes in the states of all or most of the five organismic subsystems in response to the evaluation of external or internal stimulus event as relevant to major concerns of the organism*" (Scherer, 2001:93) will be adopted. According to Sbai (2014), this definition involves that cognition and emotion are interdependent and ways an individual appraises a situation or object will determine the emotion that will be elicited. The aforementioned focuses on the cognitive and evaluation of a situation. Hence, the nature of the emotion elicited does not depend upon the situation itself, but upon individual's subjective evaluation of the situation in terms of specific appraisal dimensions. The next section briefly reviews appraisal theory of emotions, previously highlighted in parts by Kasambala (2013).

6.3 APPRAISAL THEORY APPROACHES TO EMOTIONS

According to Strongman (2003:78); Schorr (2001:21) and Ellsworth (1991:144), it was with Arnold (1945; 1960) that the concept of appraisal took hold firmly in the cognitive conceptualization of

emotion. However, the most influential scientific contributions to the appraisal theory research was Lazarus (Ellsworth & Scherer, 2003:573; Schorr, 2001:22) whose contribution spans almost five decades, from the early 1950s to 2000s (Schorr, 2001:22). According to Ellsworth and Scherer (2003:573), the basic assumption of appraisal theories is that the assessment or evaluation of the current, remembered or imagined situation or environment occupies a central role in the triggering and the differentiation of emotions, where the elicited emotions are adaptive responses to the events of the environment that are significant for an individual's well-being (Vorneward, Eckhardt & Kronung, 2015:1760) and concerns. "Concerns" may include the individual's needs, attachments, values goals as well as beliefs (Frijda, 2007).

Moors, Ellsworth, Scherer and Frijda, (2013:119) further point out that appraisal theories are componential theories in the view that an emotional episode triggers a series of changes in organismic subsystems or components. These components include an appraisal component (evaluation), motivational component (action tendencies or action readiness), somatic component (peripheral physiological responses), motor component (expressive and instrumental) and the feeling component (subjective experiences). However, appraisal theories assign a central role to the appraisal (evaluation) component, suggesting that appraisal triggers and differentiates emotional episodes through synchronic changes in other components (Moors *et al.*, 2013:120). For example a change in evaluation may lead to changes in physiological and behavioural responses, hence, the contemporary appraisal theories define emotion as processes rather than states that is why the terms emotion and emotional episodes are used interchangeably (Moors *et al.*, 2013:119).

The appraisal theories have greatly advanced our understanding of the elicitation and unfolding of emotional responses (Brosch & Sander, 2013:163) and accounting for why the same situation leads to different emotions for different individuals (Sbai, 2013:45). Therefore appraisal theories not only describe emotions, but also explain the resulting emotion.

Specifically, the appraisal theories emphasize a range of cognitive dimensions that usefully differentiate emotional experiences and emotional effects (Lerner & Tiedens, 2006:117). That is, the appraisal itself is represented by a number of appraisal dimensions, which refer to the process of answering evaluative questions (Demir, Desmet & Hekkert, 2009:42). In this approach for example, when the female consumer is faced with an ill-fitting blouse she intended to purchase, she might have to evaluate several aspects relating to the situation such as "does this garment meet my expectations"?, "which personal goals will be affected" or "what caused the problem" or "what can be done to alleviate the problem" (Parkinson, 2001:175). This means that the emotions

that are elicited as she evaluates the garment are not described in a single question but by several questions each focusing on the different aspects of the garments (Demir *et al.*, 2009:42). Furthermore, the emotions elicited and its intensity is dependent on the individual answers to these evaluative questions.

Additionally, the appraisal dimensions also help to account for transitions between emotions (Oatley, Keltener & Jenkins, 2006:176). For instance, often in our emotional experience we move from one emotion to another, we shift from being angry to feeling guilty quite rapidly. These transitions can be explained through the dimensional approach to emotions. Furthermore, it should be understood that different combinations of the appraisal dimensions determine which of the emotions will occur in response to an event or situation. However, Parkinson (2001:176) argues that in a situation where there are many possible appraisal processes, it is more likely that the emotion will depend on at least one of them. Therefore, it can be concluded that in order to experience a particular emotion, the process must lead to the rational meaning connected to the emotion.

Although the appraisal dimensions proposed by various theorists (Lazarus, 1991; Roseman, 1984, 2001; Scherer, 1984, 2001; Smith & Ellsworth, 1985) slightly differ in terms of dimension and the number of the dimensions evaluated in a given situation, most theorists introduced similar appraisal dimensions. Nevertheless, the number and nature of the appraisal variables are closely related to the number and nature of emotions that the theorist can or wish to explain (Moors *et al.*, 2013:121). The core appraisal dimensions common to different theorists according to Ellsworth and Scherer (2003:573), can be categorized into five major classes namely; *novelty, valence, goals/needs, agency and norms/values*. Table 6.1 presents a comparative listing of the major appraisal dimensions as postulated by different theorists (Roseman, 2001; Scherer, 2001; Frijda, 1986; Smith & Ellsworth, 1985).

TABLE 6.1 A COMPARATIVE VIEW OF MAJOR APPRAISAL DIMENSIONS AS POSTULATED BY DIFFERENT THEORISTS

Core Dimensions	Roseman (2001;1984)	Scherer (2001;1999)	Frijda (1986)	Smith/Ellsworth (1985)
Novelty	Unexpectedness not unexpected unexpected	Novelty suddenness familiarity predictability	Change Familiarity	Attentional activity
Valence	Situational state inconsistent motive consistent motive	Intrinsic Pleasantness	Valence	Pleasantness
Goals/needs	Motivational state appetitive motives aversive motives Certainty	Goal significance concern relevance outcome probability	Focality Certainty	Importance Certainty Perceived obstacle/ Anticipated effort
Agency	Agency Control potential	Coping potential cause: agent cause: motive	Intent/Self- other	Human agency Situational control
Norms/values	Problem type	Compatibility with standards external internal	Value relevance	Legitimacy/ Responsibility

Adapted from: Ellsworth and Scherer, 2003; Roseman, 2001; Scherer, 2001, 1999; Smith and Ellsworth 1985

In the following section the five core appraisal dimensions are briefly explained.

6.3.1 Novelty – According to most theories of appraisal, the appraisal sequence begins with the detection of change in the environment (Brosch & Sander, 2013:164), a novel event that requires attention and further processing (Ellsworth, 2013:126). To illustrate, in a retail clothing environment, a female consumer may encounter an innovative dress or an item of clothing she has never seen before. This can serve as a stimulus. A stimulus event refers to something that happens to an

individual that triggers a response after having been evaluated for its significance (Scherer, 2005:700). This appraisal is associated with physiological changes, such as lowering of the heart rate; or expressive and other motor changes such as widened eyes, turn of the head or frown among others Ellsworth (2013:126). In addition to external stimuli, the researchers (Ellsworth, 2013:126; Scherer, 2005:698) further explain that a novel of thought or memory can also generate strong emotions whereby there may be changes in action tendency and the preparation of action such as fight –flight tendencies or a consumer may be motivated to concentrate on a new event.

Scherer (1999; 2001) proposed a dynamic model of emotion called the Component Process Model of emotion (CPM). The theory attempts to explain that emotions are elicited and differentiated by the results of the individual's evaluations of events according to a set of appraisal dimensions referred to as *stimulus evaluation checks* (SECs) (Scherer, 2013:152). Table 1 shows that Scherer (2001:152) postulated three sub-checks for the novelty dimension stimulus, namely; *suddenness* (does the event or situation occur abruptly to the consumer), *familiarity* (does the event or situation match with something that the consumer already knows) and *predictability* (what was the probability of this situation occurring and/or does it occur regularly?). Frijda (1986) uses the term *change*, to mean the extent to which the situation is the same as or different from the previous situation and *familiarity* (Omdahl, 1995:62). Roseman (2001) proposes the term *unexpectedness*: not unexpected/unexpected (whether the event violates one's expectations), while Smith and Ellsworth (1985) introduce the term *attentional activity* for the novelty dimension to mean the degree to which a person desires to attend to the situation (Omdahl, 2014:50). Hence, the degree of novelty is likely to determine the amount of attention that the consumer will devote to the situation or event and the depth of further processing during the subsequent evaluations (Scherer, 2013:152).

6.3.2 Valence – According to Lewin (1938/1951) cited in Scherer (2013:150) the positive (+) *valence* are forces that attract and the negative (–) *valence* are forces that repel people. That is differentiating good, positive qualities from bad, negative qualities, as defined by approach-avoidance behaviour tendencies. Very often the appraisal of valence also referred to as *intrinsic pleasantness* check (Scherer 1984; 1999; 2001) or just *pleasantness* dimension (Smith & Ellsworth 1985). However, Roseman (2001) proposes the term *situational state*: motive inconsistent/consistent (whether the event is unwanted or wanted) (Roseman, 2001:68). This dimension occurs simultaneously or almost simultaneously with the appraisal of novelty and the same stimulus event may elicit responses from positive (i.e. delight) to negative (i.e. disgust) (Ellsworth, 2013:126). Thus, valence determines the fundamental reaction or responses of the stimulus event or situation such as liking or attraction which encourages approach versus dislike or aversion, which leads to

withdrawal or avoidance (Ellsworth & Scherer, 2003:577). Ellsworth (2013:126) further point out that it is important to note that the appraisals of different consumers are different and so are their physiological responses, their expressions as well as their behavioural responses.

6.3.3 Goals/needs – This is the appraisal dimension of the degree to which the situation facilitates progress toward the satisfaction of goals or hinders them (Brosch & Sander, 2013:164). A goal is a particular end state or outcome that an individual would like to achieve (Hoyer *et al.*, 2013:53), hence the extent to which an individual is successful or unsuccessful in achieving their goals will determine the emotions that will be elicited. Moreover, this dimension occupies a central position in all subsequent appraisal theories because, according to Lazarus (1991:133), the implication of the situation or event for the well-being takes central stage when determining to what extent the stimulus event or situation hinders the achievement of goals (Ellsworth & Scherer, 2003:578).

Theorists used somewhat different terminology to refer to this dimension, thus Scherer (1999; 2001) proposes the term *goal significance* check and further proposes subordinates or subchecks which are linked to goal significance such as; *concern relevance*, which assesses whether the situation or event produces outcomes which affect needs or goals and *outcome probability*, which assesses the probability of the event occurring. Roseman (2001) assumes that all emotions have a motivational basis, distinguishing between *appetitive/aversive motives*, which addresses whether motives are states to be attained or avoided (Watson & Spence, 2007:493). Frijda, (1986) talks of *Focality*, meaning the degree to which the event is viewed as specific that is linked to one's entire life span (Omdahl, 1995:62), for different concerns. Smith and Ellsworth (1985) propose the term *importance*, to mean how considerable significant the situation is to attainment of the goal. Additional dimension related to the motivational domain (goals) is assumed to be *certainty* (Roseman, 2001; Frijda, 1986; Smith & Ellsworth, 1985) of the situation or event outcomes (the degree to which an individual is sure of what is happening or will happen in the situation) (Omdahl, 2014:50). For example, it is often not the ill-fitting of the garment that matters but the outcomes, hence the likelihood or certainty of possible effects need to be assessed. As in the case of emotions such as “fear” and “hope” (Ellsworth & Scherer, 2003:579).

6.3.4 Agency – The other event or situation characteristic to be evaluated that determines an emotion is agency. Agency appraisal dimension represents the extent to which oneself, someone or something else, is responsible for bringing about the event or situation that aroused the emotions, meaning, whom or what caused the event or situation (Brosch & Sander, 2013:165). For example, perhaps a female consumer would like to purchase a dress which she believes would fit her body

shape well, only to discover that the dress fits badly. If she believes the manufacturers did not consider her body shape she is likely to become angry (situation caused by other); if not, frustration or shame is more likely (situation caused by circumstance or oneself) if she evaluates the problem to be caused by her own body shape. Scherer (2001;1999) addresses this dimension in terms of *agent* and *motive cause*, which evaluates the perceived or attributed cause of the event, the motive intention and goal or needs of the agent (Watson & Spence, 2007:494). Frijda (1986) uses the term, *intent/self-other* which evaluates whether the situation was caused by self or other person (Watson & Spence, 2007:494).

The appraisal of agency is also related to *controllability* (Roseman, 2001;1984; Ellsworth & Smith, 1985), that is to assess who or what had control over the outcome or situation (Watson & Spence, 2007:496). In general, according to Watson and Spence (2007:496), when someone else is responsible for the situation, it is believed that they had control over the situation, otherwise the situation is attributed to circumstance. Roseman (2001) also proposes the term *control potential* (whether there is nothing or something one can do about the event), while Smith and Ellsworth (1985) suggest the term *human agency* and *situational control* which evaluates whether the situation was controlled by the person, another person or impersonal circumstances (Watson & Spence, 2007:494). To demonstrate, while clothing manufacturers' garment sizing is generally controllable, the various female body shapes may usually not be controlled. Hence, if a situation is controllable, the outcome depends on one's own power to exert control to help the situation.

Table 6.1 further indicates that the agency appraisal dimension is also linked to *coping potential* (Scherer, 1999; 2001). Coping mechanisms are the psychological and behavioral actions that individuals including female consumers take to manage the demands of the emotion eliciting situation (Lazarus, 2001). Hence, this dimension addresses whether there is nothing or something one can do about the situation (Scherer 1999; 2001), that is to determine the appropriate response to a situation and the resources at their disposal (Ellsworth & Scherer, 2003:580).

6.3.5 Norms/values – is the appraisal dimension of how compatible the situation is with personal and moral standards (Brosch & Sander, 2013:165). Ellsworth and Scherer (2003:581) and Scherer (2001:98) are of the opinion that the underlying idea of this appraisal dimension is that it is important for socially living species to take into account the reaction of the other group members. At the same time evaluate the significance of an emotion-producing event (such as ill-fitting garment) in relation to one's personal values. This appraisal dimension, according to Scherer (2001:98), is relevant in evaluating the importance of social norms (shared rules) and values concerning social status,

desired outcomes and acceptable and unacceptable behaviours (Ellsworth & Scherer, 2003:581, Scherer, 2001:98). This means that when consumers appraise the situation along the norms/value dimension, they are trying to assess how the situation will affect their life socially.

Scherer (1999; 2001) identifies this appraisal dimension as *compatibility standards* which addresses whether the situation is compatible with *external* standards such as social norms, cultural conventions, or the expectations of others. This dimension evaluates to what extent an action is compatible with the perceived norms or the demands of the salient reference group in terms of a desirable and moral code (Scherer, 2001:98). For instance, if the blouse is too tight for the female consumer, she may evaluate it in terms of whether she can fit in the group of her friends or will she be buying something acceptable to her friends. Discrepancy with external standards might lead to the feeling of shame when one's own behaviour is evaluated (Ellsworth & Scherer, 2003:581). Furthermore, Scherer (1999; 2001) indicates that compatibility standards also must adhere to *internal standards* which are part of the self-concept (Omdahl, 1995:74). Internal standards subcheck evaluates the extent to which an action falls short or exceeds internal standards such as one's personal self-ideal or internalized moral code which often is different to cultural or group norms (Scherer, 2001:98). For example the consumer who notices that the blouse she wants to buy is too tight will evaluate whether the way the blouse is portrayed is in line with what she normally wears or is considered to be her ideal self or what she has been brought up to wear in her culture (moral code). Discrepancy with the internal standards might lead to feelings of guilt in the case of one's own behaviour (Ellsworth & Scherer, 2003:581). On the other hand, exceeding internal and external standards may produce emotions such as pride.

Frijda (1986) uses the term *value relevance*, to mean the extent to which the event or situation is interpreted as positive or negative based on higher order values or purely based on the stimulus itself (Omdahl, 1995:63). Smith and Ellsworth (1985) suggest the term *legitimacy*, which is the degree to which the situation is regarded to be fair (Omdahl, 2014:51), or deserving (Roseman *et al.*, 1990:903), While Roseman (2001) talks about *problem type* (whether a motive-inconsistent situation is unwanted because it blocks attainment of a goal or unwanted because of some inherent characteristic).

Drawing on the assumptions of these theories, Lerner and Keltner (2000), have proposed that certain emotions elicited by different appraisals influence decision making and behaviour in different ways. More specifically, as it shall be explained in the next section, specific emotions give the possibility to predict consumer purchasing decision and behaviour.

6.4 THE INFLUENCE OF EMOTIONS ON THE PURCHASING DECISION – BEYOND THE VALENCE APPROACH

According to Lerner, Li, Valdesolo and Kassam (2014:6) and Cavanaugh, Bettman, Luce and Payne (2007:169), previous research explains the influence of emotions on decision making and judgment by using the valence-based approach. But valence cannot account for all influences of emotions on decision making and behavior (Lerner *et al.*, 2014:6) such as when female consumers are shopping for clothing. The implicit assumption of the valence-based approach is that all negative or all positive emotions play the same role in influencing decision making and judgment (Leone, Perugini & Bagozzi, 2005:1175). This implies that all female consumers who have positive emotions concerning a clothing item would lead to optimistic judgment and decisions whereas all female consumers with negative emotions with regards to the garment would lead to pessimistic judgements and decisions. However, the impact of emotions on consumer behaviour extends beyond the distinctions between positive and negative emotions (Wanglee, 2013:212). Specifically from the view of appraisal theories (Lazarus, 1991; Roseman, 2001) it can be argued that different negative emotional states (i.e. disgust and sadness) or different positive emotions (i.e. happiness and contentment) are associated with different antecedent appraisals (Smith & Ellsworth, 1985), hence, may influence decision making in different ways. This is because distinct emotions activate different goals which influence subsequent decision making and behaviour (Raghunath & Pham, 1999:57).

In order to understand fully how female consumers respond when specific emotional states have been elicited while shopping for clothing, research began to examine how different distinct emotions influence consumer behaviour. In an impressive and pioneering body of research and theorizing, Lerner and Keltner (2000; 2001) and their colleagues (Lerner & Tiedens, 2006), generated a more refined nuanced emotion-specific approach on consumer decision making, known as the Appraisal Tendency Framework (ATF). In the next section, the ATF (Lerner & Keltner, 2000; 2001) which is the basis for understanding and predicting the influence of specific emotion on consumer decision making and behaviour when evaluating various clothing product attributes is explained.

6.5 THE APPRAISAL TENDENCY FRAMEWORK (ATF)

The ATF is based on the idea that specific emotions give rise to specific cognitive and motivational properties (Han *et al.*, 2007:158; Lerner & Tiedens, 2006:117), hence, systematically linking the appraisal processes associated with specific emotions to different decisions and behaviour when female consumers are shopping for clothing. Specifically, the ATF predicts that different emotions of the same valence for instance, “disgust” and “sad”, both being negative, can exert opposing influences on decision making and behaviour whereas emotions of the opposite valences such as “anger” and “happiness” can exert similar influences (Lerner *et al.*, 2014:6). For example, in their investigation of incidental negative emotions on the effects of economic decisions, Lerner *et al.* (2004) revealed that the difference between the selling and buying prices of a specific item was not significant when the subjects were primed with disgust, on the other hand the buying price exceeded selling price when the subjects were primed with sadness. Similarly, Lerner and Keltner (2000) compared risk perceptions of angry and fearful individuals. Consistent with the ATF view, angry individual were optimistic of the future events whereas fearful individuals made pessimistic judgment. Yet still, when faced with a gambling and job-selection decisions, Raghunathan and Pham (1999) found that sad individuals tend to prefer high-risk/high-reward options, whereas anxious individuals prefer low-risk/low-reward options. In all this short review, both negative emotions investigated in different studies produced different outcomes, hence showing that emotions extend beyond valence.

Consistent with these assumptions the sections below briefly review the cognitive appraisal and motivational properties of emotions.

6.5.1 The cognitive appraisal properties of emotions

As previously discussed the cognitive-appraisal theories of emotions acknowledges that a range of cognitive dimensions usefully differentiates emotional experiences (Roseman, 2001; Scherer, 2001; Frijda, 1986; Smith & Ellsworth, 1985). In an empirical study of appraisal dimensions, Smith and Ellsworth (1985) identified six dimensions that usefully differentiate emotional experience, namely; *certainty* (whether the emotion was elicited by a predictable stimulus), *pleasantness* (whether the emotion is pleasant), *attentional activity* (whether the emotion was elicited by a stimulus that demands attention), *control* (whether the emotion was elicited by something under one’s control), *anticipated effort* (the amount of effort an individual anticipates will be necessary to deal with the emotion or its elicitor) and *other or situational responsibility* (whether the emotion was elicited by a stimulus controlled by another person or situation) (see Table 6.1, coloured orange). Each of these dimensions had at least been suggested by at least one other researcher (Smith & Ellsworth

1985:819) assist to define and distinguish each discrete emotion, as well as to shape its likely influence on decision making and behaviour (Renshon & Lerner, 2012:2). For example, *certainty* and *control* are the central dimensions that distinguish disgust from other negative emotions. Disgust is associated with appraisals of a sense of certainty and individual control (Lazarus, 1991). On the other hand, sadness arises from appraisal of situation (and not individual) responsibility and also trigger appraisals of future situations as arising from situational factors (Smith & Ellsworth, 1985) (See Table 6.2). Thus patterns of appraisals along these dimensions, provide a basis for comparing and contrasting the specific emotions (Han *et al.*, 2007:7).

Importantly, Renshon and Lerner (2012:2) and Lazarus (1991), state that each specific emotion such as happiness, fear, anger, sadness among others is accompanied by a core appraisal theme, which is a mental schema associated with the emotion that summarizes the specific good or bad associated with the elicitor of an emotion (Ferrer *et al.*, 2015:108). Furthermore, according to Lerner and Tiedens (2006:118), the degree to which people feel confident or certain about their surroundings and how people assign responsibility, blame and the cause of the event or situation determines the appraisal theme of a particular emotion. For example, sadness is accompanied by a core appraisal or mental schema of loss; disgust involves appraisal theme of being too close to an indigestible object (Lazarus, 1991:826). This implies that appraisal themes both cause and are caused by emotions (Renshon & Lerner, 2012:2). Since the appraisal theme of sad is different from that of disgust, this will affect the likelihood of specific course of action or behaviour (Scherer, 2001; 1999; Lazarus, 1991; Frijda, 1986;). Table 6.2 illustrates the cognitive appraisal-tendency approach to emotion. The table compares predictions for the influences of two negative emotions (disgust and sad) and two positive emotions (pride and surprise).

As illustrated in Table 6.2, the top left column contains the list of the cognitive appraisal dimensions that differentiate emotions (Smith & Ellsworth 1985). According to Lerner and Kelternner (2000:478), if an emotion is relatively high or low on a given dimension, the dimension is considered central to the definition of that emotion and likely to exert influence on subsequent decision making and behaviour. Table 6.2 also indicates the appraisal theme, appraisal tendency as well as the predicted behaviour of the emotion.

Table 6. 2 Illustrations of the appraisal-tendency framework

Cognitive appraisal dimensions	<i>Illustration with negative emotions</i>		<i>Illustration with positive emotion</i>	
	Disgust	Sad	Pride	Surprise
Certainty	High	Low	Medium	Low
Pleasantness	Low	Low	High	High
Attentional Activity	Low	Low	Medium	Medium
Anticipated effort	Medium	Low	Medium	Low
Individual control	High	Low	Medium	Medium
Others' responsibility	Medium	High	Low	High
Appraisal theme	Taking in or being too close to an indigestible object or idea	Suffering loss and helplessness	Enhancement of one's ego-identity by taking credit for valued object or achievement	Perceive others as responsible
Appraisal tendency	Perceive negative events as predictable and under individual control	Perceive negative events as brought about others	Perceive positive events as brought by self	Perceive positive events as unpredictable and brought about by others
Valuation and behaviour	Low valuation, expel and avoid	High valuation and reward seeking		

Compiled by researcher, adapted from Lerner *et al.* (2014) and Lerner and Keltner (2000)

Notes: *Certainty*: is the degree to which future events seem predictable and comprehensible (high) vs unpredictable (low). *Pleasantness*: is the degree to which feels pleasure (high) vs displeasure (low). *Attentional activity*: is the degree to which something draws one's attention (high) vs repels one's attention (low). *Control*: is the degree to which events seem to be brought by individual agency (high) vs situational agency (low). *Anticipated effort*: is the degree to which physical or mental exertion seems to be needed (high) vs not needed (low) and *Responsibility*: is the degree to which someone or something other than oneself (high) vs oneself (low) seems to be responsible.

Table 6.2 compares two pairs of emotions from the same valence that are differentiated in their central appraisal themes. As already stated, each of the emotions can be characterized in terms of the six appraisal dimensions identified by Smith and Scherer (1985). According to Lerner *et al.* (2014:8), the ATF predicts that dimensions on which an emotion scores particularly low or high are likely to activate an appraisal tendency that influences decision making and behaviour. For example, "disgust" scores high on the dimensions of certainty and individual control. These characteristics suggest that disgusted consumers will view negative events or situations as

predictable and under the control of individual. In contrast “sad” involves a low sense of control and high on the dimension of others’ responsibility, which are likely to view negative events as determined by situations and brought upon by others. Therefore, cognitive appraisal theory is useful for the study of the effects of specific emotions on decision making and behaviour because they differentiate emotions in a more fine grained way than simple valence approaches (Lerner & Tiedens, 2006:118).

6.5.2 The motivational properties of emotions

It has been argued that emotions serve an impressive adaptive co-ordination role, meaning they trigger a set of responses (physiology, behaviour, experience and communication) that enable the female consumer to deal quickly with the encountered problem or opportunities while shopping for clothing (Oatley & Johnson-Laird, 1996; Frijda, 1986;). This is what Frijda (1986) called “action tendencies. Action tendencies are states of readiness to execute an action that are believed by an individual to modify the current event or situation in a particular way (Frijda, 2014), such as to flee or to strike, to investigate or surrender to the situation. For clarity, action readiness is not readiness for a particular action. Modes of action readiness are motivational states or goals (Frijda & Zeelenberg, 2001:143), that means, different modes of action readiness are different motivational states, defined by their relational aims (e.g. self-protection, rejection, avoidance, enhancement), (Frijda & Zeelenberg, 2001:143). For example, “disgust” which revolves around the appraisal theme of being too close to an indigestible object (Lazarus, 1991) would activate action tendency to expel the current object and avoid taking in anything new (Rozin, Haidt & McCauley, 1993) cited in Lerner and Tiedens (2006:337). Frijda (2014) further points out that changes in emotional states and action tendencies result from a process of appraisal, in that different appraisal structures elicit different action readiness modes.

In brief, according to Lerner and Tiedens (2006:119) and Lerner and Keltner (2000:476), the ATF, the model for answering how specific emotions might influence decision making and behaviour, rests on two broad theoretical assumptions: The first is that a discrete set of cognitive dimensions differentiates emotional experiences and the second is that emotions serve a coordination role, automatically triggering a set of responses (physical, behaviour, experience and communication) that enable the consumers to deal with the encountered problems or opportunities. Therefore, considering the above two assumptions, the ATF predicts that each emotion carries with it motivational properties that fuel carryover to subsequent decisions and behaviour (Han *et al.*

2007:160; Lerner & Tiedens, 2006:119). The carryover of emotion to perceptions of new situations is referred to as appraisal tendency (Renshon & Lerner, 2012:2).

6.6 APPRAISAL TENDENCIES

Lerner *et al.* (2014:7) mention that once an emotion has been activated, it can trigger a cognitive predisposition to assess the future events in line with the central appraisal dimensions or theme that characterize the emotion. The ATF summarizes these processes as “appraisal tendencies”. Specifically, appraisal tendencies are goal-directed processes through which emotions exert influences on decision and behaviour until the emotion-eliciting situation is resolved (Lerner & Tiedens, 2006:119; Lerner & Keltner, 2000:477). Based on the appraisal tendency approach, Diehl *et al.* (2010) examined carry-over effects of task-related emotions on consumer search and shopping behaviour. The study experimentally induced participants to feel disgust and sad. Consistent with the ATF the authors found that the emotion disgust, characterized by avoidance behaviour, reduces search, while the emotion sadness, characterized by approach tendencies, increases search. Although tailored to help consumers respond to the elicited emotion, appraisal tendencies persist beyond the eliciting situation and affect content and depth of consumers’ thought (Lerner, Han & Keltner, 2007:10). Therefore, by casting light upon a set of cognitive appraisal dimensions and motivational processes associated with different emotions, the ATF may provide an understanding of the influences of specific emotions on behaviour, regardless of their valence, when female consumers evaluate various clothing attributes among the alternatives. These propositions make up the ATF illustrated in Figure 6.1.

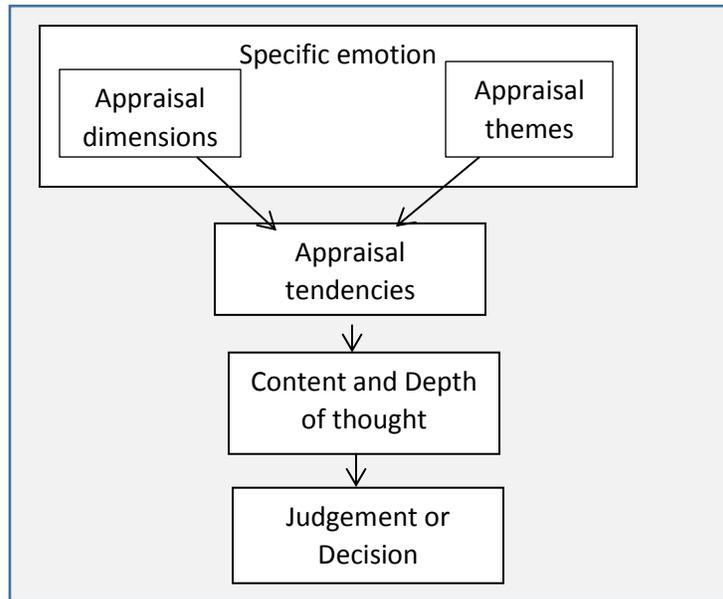


Figure 6.1 The main constructs of the ATF (Han et al., 2007)

In summary, the framework depicts that the experience of a particular emotion (whether disgust, happiness, fear) will subsequently lead to *appraisal tendencies* which are formed on the basis of specific *appraisal dimensions* and *appraisal themes*. In turn, these alter the *content* of thought (what exactly decision makers think about) and *depth of thought* (how deeply or shallowly they consider information) which influences the individual's *judgement or decision*

6.7 EXTENDING THE ATF TO CLOTHING PURCHASING DECISION

Zeelenberg et al. (2008:18); and Loewenstein and Lerner (2003:619), mention that currently the theory identifies two kinds of emotions that influence decisions, these are: *anticipated or expected* emotions and *immediate* emotions. These influences are depicted in Table 6.3.

Table 6.3 The effect of emotions on decision making

<i>Emotions</i>	<i>Anticipated/expected</i>	<i>Immediate</i>
<i>Integral</i>	A female consumer may engage in a cognitive calculation to predict how an outcome will make them feel.	Aspects of decisions can cause a female consumer to experience a certain emotion in the present.
<i>Incidental</i>	–	While faced with a choice consumer may be experiencing an emotion normatively unrelated to the decision at hand.

Adapted from Renshon and Lerner (2012)

Anticipate/expected emotions are not experienced directly, but are expectations of how a consumer will feel once the good or the bad associated with the decision are experienced. Moreover, Schlosser, Dunning and Fetchenhauer (2011:13), point out that anticipated emotions answer the question “How would I feel when the decision for alternative X leads to consequence Y?” For example, in deciding whether to purchase a slim fit trouser, a potential female consumer might attempt to predict the “disappointment” she would experience if the jean will not fit her body shape well. Hence, the more intense the negative *anticipated* emotions, the more female consumers are motivated to perform behaviours that will achieve success or avoid failure (Leone *et al.*, 2005:1177).

By contrast, *immediate* emotions are real emotions that are experienced at the moment of decision making as opposed to those anticipated while thinking about possible outcome and falls into one of two categories (Loewenstein & Lerner, 2003:620), namely; *integral* emotions and *incidental emotions*. According to Schlosser *et al.* (2011:13), *integral* emotions like *anticipated* emotions, arise from contemplations of the decision’s consequences, but *integral* emotions unlike *expected* emotions, are experienced at the moment of choice. Additionally, female consumers can also feel emotions that attach to the specific action they are contemplating (Loewenstein & Lerner, 2003:620). These emotions answer the question of “How do I feel right now about choosing alternative X?” (Schlosser *et al.*, 2011:13). For example, a female consumer might experience immediate “fear” or “anxiety” at the prospect of purchasing a mini skirt while deciding which skirt design to purchase. The emotion experienced may have a role in deciding among the alternatives the female consumer may ultimately decide to purchase. On the other hand *incidental* emotions are the emotional

experiences that arise from factors unrelated to the decision at hand (Loewenstein & Lerner, 2003:620). Generally, these emotions carryover from one situation to the next, affecting decisions that are unrelated to that emotion (Lerner *et al.*, 2014:5). Lerner *et al.* (2014:5) further point out that carryover of incidental emotions typically occurs without a consumer being aware of this influence while affecting decision making in a critical way (Renshon & Lerner, 2012:1). For example, the emotion elicited while watching a movie or music playing in the background or experiencing “sadness” for failing an exam may influence judgment and decision of unrelated situation such as evaluating the alternatives while shopping for clothing.

Diehl, Morales, Fitzsimons, and Simester (2010:3) point out that one of the distinctions that characterize most consumer purchase situation is that the emotions experienced are often triggered by shopping tasks or products themselves, rather than unrelated situations. Moreover, integral emotional reactions are used as a proxy for value and facilitate evaluation of the various clothing options (Yip, 2011:1). This implies that integral emotions may produce adaptive decisions relevant to the situation when female consumers think about the parameters of decision or its implication with the expectations or goals they hope to achieve through clothing. Therefore, although both kinds of influences can exert strong emotions on consumer judgment and decision making, this study focuses on immediate emotions specifically integral emotions which emphasizes the role of emotions that attach directly to decision alternatives rather than to possible consequences of those decisions

According to Nelissen, Dijker, and De Vries (2007:903), there is an association between emotions and goals from both the appraisal theory (the elicitation of an emotional state) and motivational properties (accounting for its behavioural outcome). Concerning elicitation, evaluation of alternatives is relevant for the consumers’ goal or concerns, and this occupies a central position in appraisal theories of emotions (Lazarus, 1991). The elicitation of a specific emotional state signals opportunities or obstacles to the attainment of certain goals (Nelissen *et al.*, 2007:902). However, for clarity, the present study did not define the emotions on the basis of an appraisal profile nor did it emphasize the source of emotion in terms of a particular appraisal dimension. Instead this study took the approach of emphasizing the motivational properties of emotions. In this view, motivational properties stress the relationship between goals and behavioural outcome. In other words, emotions serve as means to motivate the fulfillment of goals (Keltner & Gross, 1999:471; Raghunathan & Pham, 1999:60) in that they highlight threats or signal that a goal has been achieved (Ferrer *et al.*, 2015:101) hence motivating behaviour. For example, an emotion (i.e. sad), signals the implication of a situation (i.e. ill-fitting blouse) for a particular goal (i.e. to dress appropriately, or presentably). Emotions then motivate action (i.e. spending more hours shopping) to realize this goal. Again, since

different problems require different solutions, this implies that different elicited emotions will produce different behaviour (Frijda, 1986). Of particular relevance is the work of Raghunathan and Pham (1999) who studied motivational influences of anxiety (interpreted as a signal of uncertain environment) and sadness (a signal of loss), both negative specific emotions on decision making, pointed out that anxious individuals were motivated to an implicit goal of uncertainty reduction and sad individuals were motivated by an implicit goal of reward replacement. Similarly, Wanglee (2013), studied the varying influences of positive emotions on consumption motivation, not only did the study demonstrate that positive emotions have a wide range of influences on motivation, but also how frequent exposure to distinct and unrelated positive emotions systematically affects reward-seeking behaviour. Directed by the motivational properties, this study will, therefore, argue that specific emotions should lead to specific behaviour.

Furthermore, shopping for clothing is particularly unpleasant to most female consumers as it is difficult to find garments that fit well (Horwaton & Lee 2010:22; Otieno *et al.*, 2005:307). Similarly, a South African study conducted by Kasambala (2013), which explored female consumers' perceptions of garment fit on ready-to-wear garments, found that mainly negative emotions were expressed by female consumers when they shop for clothing considering their body shapes, garment sizing and the communication from garment size labels. It is, therefore, necessary to explore the impact of negative emotions on purchasing behavior. Additionally, although most women have issues with finding a well-fitting garment, it can be assumed that some women do not have problems as a result of their body shapes (Kasambala, 2013). Alexander *et al.* (2005) also investigated fit problems and body shape, and discovered that the respondents who had the inverted triangle body shapes were satisfied with the fit of ready-to-wear garments. This may imply that positive emotions can be also be experienced while shopping for clothing.

According to the ATF, the impact of emotions on behaviours extends beyond the distinction between positive and negative emotions and that it has motivational properties (Lerner *et al.*, 2014:6). Since clothing products are able to elicit specific negative or positive emotional states, a core premise of this study is that the specific negative and positive integral emotions felt by female consumers while evaluating the alternatives (elicitation of an emotional state) indicates a particular problem or benefit to the attainment of a clothing goal. Furthermore, the specific felt negative or positive emotion can be associated with guiding female consumers' decisions and behaviour differently (Frijda, 1988, Keltner & Gross, 1999). Additionally, in order to further evidence, Lerner and Keltener (2000:478) are of the opinion that the Appraisal-tendency model point to a clear strategy that researchers should compare emotions that are highly differentiated

in their appraisal theme on decision making and behaviour. In this strategy is the idea that emotions of the same valence should influence decision making and behaviour in opposite way, which is a proposition that contradicts from the valence accounts.

This study will, therefore, examine the behavioural outcome of the negative emotions (disgust and sadness) and positive emotions (happiness and contentment). Specifically the study will argue that disgust and sadness both being negative emotions and happiness and contentment, both being positive may influences female consumers' decision making outcome differently.

6.7.1 The effect of sadness in clothing purchasing decision and behavior

Sadness is one of an extremely unpleasant emotions (Diehl *et al.*, 2010:9) and it elicits a sense of or is associated with a core theme of loss and helplessness (Lazarus, 1991:826; Frijda, 2005:475). Consistent with this sadness is also known to be high on situational as opposed to individual control (the extent to which a person believes that human agent is in control of the situation) (see Appendix A) (Lerner & Keltner, 2000; Smith & Ellsworth, 1985). According to Rhagunathan and Pham (1999:59), this sense of loss can be experienced in response to the loss or absence of a cherished object or person (e.g. death of a loved one, loss of a favourite jeans, breakup of a relationship), as well as an encounter with a debilitating situation which may include a clothing fit problem. A central adaptive function of sadness is that female consumers may be motivated to prevent further loss as well as regulate the sad emotions by rewarding themselves (Salerno, Laran & Janiszewski, 2014:137; Lerner *et al.*, 2004; Rhagunathan & Pham, 1999:59;). Until the reward is received, the sad feeling may make the female consumer to be impatient (Keltner & Lerner, 2011) cited in Lerner, Li & Weber (2013).

To add, in the case of *myopic-misery hypothesis*, according to which sadness should increase impatience in consumers seeking reward replacement, Lerner *et al.* (2013:79) for example found that sadness made individuals willing to forgo future gains in return for instant gratification (wanting something immediately). Moreover, sadness is intimately connected to the "self". In an effort to improve their sense of self, it has been found that individuals are willing to pay more for items that may make them feel better (Cryder, Lerner, Gross, & Dahl, 2008:526).

6.7.2 The effect of disgust in clothing purchasing decision and behavior

In contrast to sadness, disgust is often triggered by being physically close to an offensive object, person or idea, which leads to immediately "shut up and get away" reaction (Lazarus, 1991:826). Specifically, disgusting has been assumed to play a role in indicating that a substance should be

avoided or expelled (Han, Lerner & Zackhauser, 2012:101) not only with respect to the actual source of disgust, but also to any tangible related objects, people, or situation (Diehl *et al.*, 2010:11). Moreover, disgust is also characterized by an extreme unwillingness to attend to a situation (Diehl *et al.*, 2010:10). In this sense disgust which is considered to be “avoid” emotion which motivates an individual to stay away from the disgusting situation or object, is different from sadness emotion which encourages one to act. This is evident through research conducted by Lerner *et al.* (2004) who have suggested that disgusted individuals report lower willingness to pay values for other products. Additionally, Han *et al.* (2012) believed that disgust powerfully increased the frequency with which decision makers traded away an item they owned for a new item. Furthermore, disgust is characterized by appraisals of high certainty and that the situation is under individual control (Lazarus, 1991:826) (see Appendix A), suggesting that when an item of clothing product causes female consumers to feel disgusted, they feel certain that they know how to deal with the problem and have the ability to do so (Diehl *et al.*, 2010:11).

Therefore, in this study, female consumers who experience sadness while evaluating the alternatives, may desire to change the circumstance by engaging in greater search thereby spending more time shopping. Since sadness triggers an immediate need to improve the situation (Lerner *et al.*, 2013:79), female consumers experiencing sadness may be particularly motivated to expose themselves to clothing products in general in the hope of finding an item that may alter their sad feeling. Furthermore, while engaging in greater search for and evaluating other garments, female consumers might be exposed to wider range clothing and may likely purchase more products with an increased self-focus and enhance the feelings of self.

On the contrary, reward replacement may not apply to disgusted female consumer, if anything the disgusting situation should diminish impatience because it triggers responses of expelling and avoiding rather than acquiring (Keltner & Lerner, 2011) cited in Lerner *et al.* (2013). Therefore, rather than predicting that the same valenced emotions are always beneficial or harmful, the ATF may pinpoint how specific negative emotions (sad and disgust) may affect female consumers’ behaviour differently when evaluating the clothing product alternatives.

6.8 POSITIVE EMOTIONS AND CONSUMER RESEARCH

According to Griskevicius, Shiota and Nowlis (2010:238), the emotions literature on how or why different positive emotions might influence decision making and behaviour is largely absent. Moreover, historically, positive emotions were regarded as less differentiated than negative emotions (Smith & Ellsworth, 1985). However, researchers are now acknowledging that an understanding of

how different positive emotions influence various psychological processes including consumer behaviour is needed (Griskevicius *et al.*, 2010:238). For example, Cavanaugh *et al.* (2007:172) pointed out that the effects of positive emotions have remained unexplored. Lerner *et al.* (2007:186) agree that studying specific positive emotions (rather than global mood) and decision making represents research gap. Therefore, an accurate understanding of the implications of specific positive emotions is also important for consumer research (Griskevicius *et al.*, 2010:238) because given the elicited positive emotional state, clothing retailers may be able to predict female consumers' purchasing behavior.

6.8.1 The effect of Happiness in clothing purchasing decision and behaviour

According to Smith and Ellsworth (1985:832), happiness is an extremely pleasant state that involves high level of certainty about a situation and is associated with individual control. Furthermore, happiness is triggered when an individual is making acceptable progress towards achieving a goal (Lazarus, 1991:826). It is noteworthy that happiness and pride are very similar along most of the dimensions (Smith & Ellsworth, 1985:832). Since pride motivates individuals to take advantage of legitimate opportunities for gaining status via positive public differentiation (Griskevicius *et al.*, 2010:240), it can be said that happiness should encourage the desire for clothing products that can usefully differentiate a consumer from the others. Additionally, individuals experiencing happiness are also motivated to maintain their emotional state. Thus happiness may motivate the desirability to purchase in an attempt to achieve the goal.

6.8.2 The effect of contentment in clothing purchasing decision and behavior

Contentment is a feeling of satisfaction experienced after the fulfilment of basic needs such as food and warmth (Berenbaum, 2002) cited in (Griskevicius *et al.*, 2010:240). According to Griskevicius *et al.* (2010:240), the function of contentment suggests that this positive emotion prompts individuals to reduce behavioural activation and savour their recent success.

6.9 SUMMARY

The discussion on the influence of specific emotions on female consumer decision making and behaviour started with an overview of contemporary approaches to emotions. In history of psychology, emotions have been described and analyzed through a wide range of perspectives. From this discussion it is clear that there is no consensus on the understanding of emotions and how

emotions can be defined. However in recent times, cognitive theories are among the popular theories, which in general terms argue that thought and other mental activities play an essential role in the formation of an emotion. Hence the cognitive theory rests centrally on the process of evaluation (appraisal), through which the meaning of the person-environment relationship is constructed. Appraisal dimensions refer to the process of answering evaluative questions which help to differentiate and account for transitions between emotions.

Drawing on the assumptions of appraisal theories, the discussion further pointed out that certain emotions elicited by different appraisals influence decision making and behaviour in different ways. Appraisal Tendency Framework (ATF) which is the basis for understanding and predicting the influence of specific emotion's effects of emotions on consumer judgment and decision making when faced with various clothing product attributes was explained. Specifically the ATF is based on the idea that specific emotions give rise to specific cognitive and motivational properties. From the discussion, it became clear that the ATF systematically links the appraisal processes associated with specific emotions to different decisions and behaviour. Thus the model predicts that different emotions of the same valence for instance, "disgust" and "sad", both being negative, can exert opposing influences on decision making and behaviour whereas emotions of the opposite valences such as "anger" and "happiness" can exert similar influences on decision making.

Furthermore, a discussion on how specific emotions extend to influence consumer behaviour was put forward. Specifically the discussion highlighted negative emotions; disgust and sadness as well as positive emotions; happiness and contentment. These emotions were investigated to determine whether emotions of the same valence can influence consumer behaviour the same or differently in their clothing purchasing decision. In the next chapter, the methodology applied to this study of factors that influence female consumers' clothing purchasing decision and behaviour is presented.

CHAPTER 7

RESEARCH METHODOLOGY

“No matter what you want to find out, though, it is likely there will be a great many ways of doing it”

(Babbie & Mouton, 2007)

7.1 INTRODUCTION

In an attempt to determine that body shape and personal values influence female consumers' clothing evaluative criteria preferences and that emotions influence the clothing purchasing decision and behaviour, the previous chapter made the point that emotions undoubtedly play a significant role in consumer decision making and influence the actual behaviour. The Appraisal Tendency Framework (ATF) was introduced as a model that effectively links the appraisal processes associated with specific emotions to different decision making and behaviour. This chapter focuses on the research methodology that was implemented in the course of the study. According to Chilisa and Kawulich (2012:52), research methodology refers to the collection of methods and techniques that the researcher will employ to reach their goal of valid knowledge. Research methods are, therefore, means used for gathering data, as well as methods to perform sampling, data-collection and data-analysis. Furthermore, research methodology is where assumptions about the nature of reality and knowledge, values, theory and practice on a given topic come together (Chilisa & Kawulich, 2012:52). In this instance, research methodology has much more to do with how well the researcher argues from the analyses of data to draw and defend conclusions (Perri & Bellamy, 2012:11).

Creswell (2014:3), is of the opinion that the overall decision on the appropriate research methodology involves consideration of the most appropriate approach to use for a specific research topic. As such the chapter will begin with a discussion on research approach. Moreover, decisions about choice of an approach are further influenced by the aims and the objectives of the study (Babbie & Mouton, 2007:49). Although the purpose and objectives of this study were

already outlined in Chapter 1 Section (1.6), however, as a point of reference, it is appropriate to include the purpose and objectives which indicate the variables that are being studied to answer the research question. For that reason, the purpose and objectives that directed this study will again be outlined. Thereafter, the chapter will discuss the research design and methods, including procedures of sampling, data collection instruments, and an insight into the data analysis procedures. The discussion will then proceed with how reliability and validity of the study were implemented as well as ethical consideration that was followed. Lastly concluding remarks of the important aspects discussed in the chapter will be presented.

7.2 RESEARCH APPROACH

Research approaches are plans and the procedures for research that extend from broad assumptions to detailed methods of data collection, analysis and interpretation (Babbie & Mouton, 2007:49; Chilisa & Kawulich, 2012:52). The three major approaches according to Creswell (2014:3), include (a) *quantitative*, an approach for testing objective theories by examining the relationship among variables; (b) *qualitative*, an approach for exploring and understanding the meaning to a social or human problem and (c) *mixed method*, an approach involving collecting both quantitative and qualitative data and then, integrating the two forms of data. However, the decision on the selection of the appropriate research approach should be guided by the *philosophical* assumptions that the researcher brings to the study, the *research designs* (procedures of inquiry) and the specific *research methods* of data collection, analysis and interpretation (Creswell, 2014:3). Figure 7.1, adapted from Creswell (2014:5) depicts the interaction of the three components in an approach.

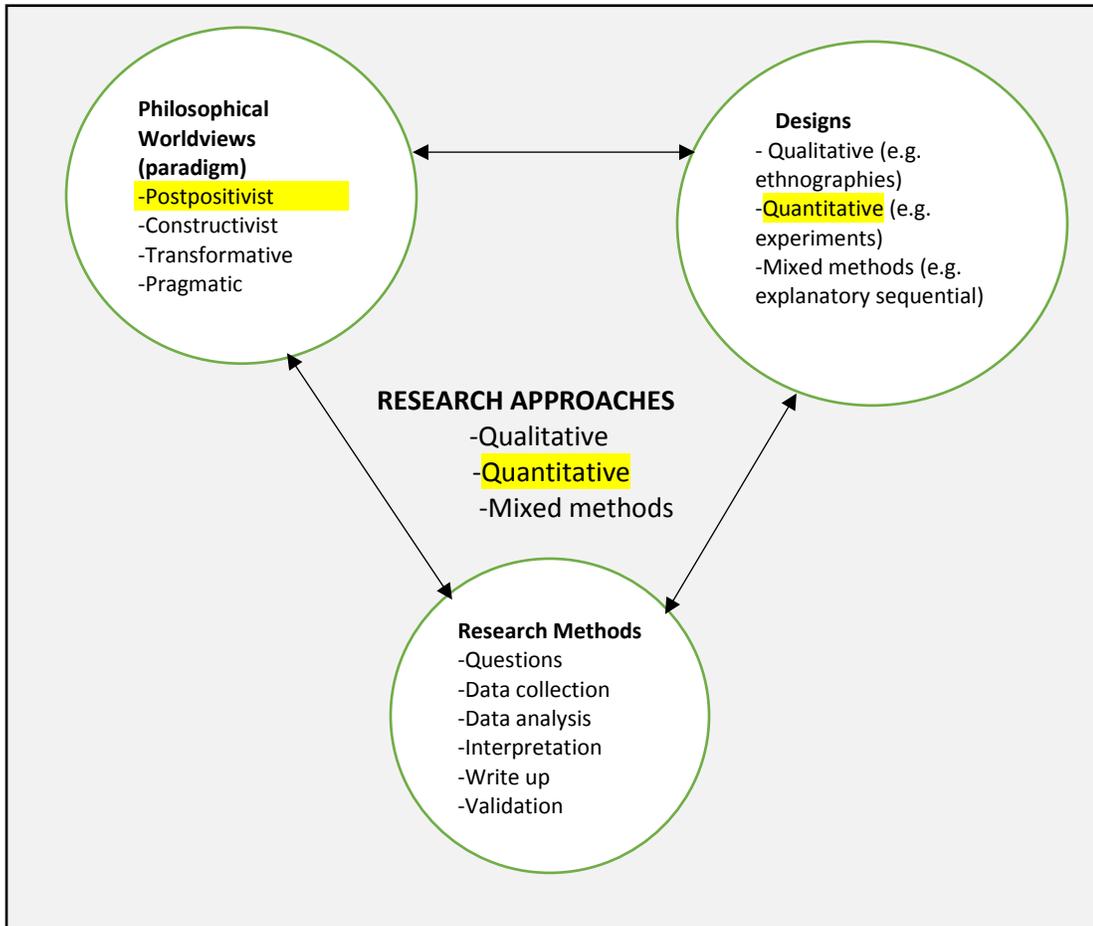


Figure 7.1 A framework for Research – The interconnection of Worldviews, Design and Research methods (Creswell, 2014)

Figure 7.1 clearly shows that the researcher needs to think through the philosophical worldview assumptions that they bring to the study, the research design that is related to this worldview and the specific methods or procedures involved in order to translate into an approach (Creswell, 2014:5). According to Punch (2014:14), *philosophical worldviews* also referred to as paradigms (Babbie, 2010:33; Chilisa & Kawulich, 2012:51) are fundamental models of reference through which to organise the observations and reasoning of the research (Babbie, 2010:33). In other words they guide our thinking, beliefs and assumption about society and ourselves, and they frame how the world around us is viewed (Chilisa & Kawulich, 2012:51). The four widely known philosophical worldviews as discussed by Creswell (2014:7) which include; postpositivism (assume that there is a need to identify and assess the causes that influence outcomes); *constructivism* (assume that individuals seek understanding of the world they live in);

transformative (assume that reality is shaped by culture, politics, economics, race, gender, ethnicity and disability) and *pragmatism* (do not view the world as an absolute unity). Subsequently, the selected philosophical view guides the research design and methods of data collection and analysis (Chilisa & Kawulich, 2012:51).

In this study *postpositivism* (highlighted in yellow) directed how factors influencing female consumer purchasing decision and behaviour can be studied. In this view, the researcher believes that there is reality independent of our thinking that can be studied through a scientific method and what counts as truth is based on precise observation and measurement that is verifiable (Chilisa & Kawulich, 2012:53). Thus the purpose of research within the postpositivism paradigm is to predict results, test theory, or find the strength of relationships between variables or a cause and effect relationship (Chilisa & Kawulich, 2012:55).

In this study, body shape and personal values influencing female consumers' evaluative criteria preferences and the impact of specific emotions on clothing purchasing decision and behaviour calls for understanding the best predictors of the outcome during the shopping experience. Moreover, the enquiry into factors that influence female consumers is a social issue according to Strydom (2007:74), based on testing of a theory composed of variables. In other words, body shape and personal values influence evaluative criteria preference and specific emotions affect female consumer purchasing decision and behaviour. Through the literature review, body shapes, personal values, evaluative criteria and emotions were identified as central concepts in this study. Furthermore, the problem statement outlined in Chapter 1, Section (1.5) specified these variables as Chilisa and Kawulich (2012:55) point out, the relationship among the variables should be studied, which was captured in the research objectives. These variables could be measured on instruments so that numbered data can be analysed using statistical procedures (Creswell, 2014:4). This is done in order to determine the relationships or generalization of the theory. In this case this study adopted the postpositivism philosophical worldview which is typically associated with quantitative approach. Hence, the study will assume quantitative research design and methods.

7.3 PURPOSE OF THE STUDY

The purpose of this study was to develop a conceptual model of factors that influence evaluative criteria when selecting clothing. The study focused on the influences of body shape and personal

values on evaluative criteria preferences in the clothing purchasing decision. Due to the fact that shopping for clothing can be emotional (Kasambala *et al.*, 2014), the study also included the influence of specific integral emotions on female consumers' purchasing decision and behaviour. In this way, the study attempted to provide clothing manufacturers with consumer information concerning the role that body shape, personal values and specific integral emotions play during the evaluation of the alternatives and selection of clothing and which clothing attributes clothing manufacturers and designers should focus on to satisfy specific consumers' needs and demands.

7.3.1 Research Objectives

Keeping in mind the conceptual framework (**Figure 2.2**) presented in Chapter 2 and the purpose of this study, specific research questions were formulated to satisfy the research objectives. Tables 7.1 to Table 7.5 present the four research objectives and the associated research questions that framed this study. Research objective five which over-arches the entire study was not framed by any specific question.

Table 7.1 Research Objective one and the associated research questions

<u>Research Objective One</u>	
To determine the most important and determinant evaluative criteria used by female consumers when purchasing clothing	
<i>Research question one</i>	What are the most important evaluative criteria in the purchasing decision of South African female consumers when shopping for clothes
<i>Research question two</i>	Which evaluative criteria are determinant in the purchasing of casual blouse/top, trouser/skirt and dress

Table 7.2 Research Objective two and the associated research question

<u>Research Objective Two</u>	
To determine the extent to which evaluative criteria preferences are influenced by perceived body shape	
<i>Research question one</i>	Which body shapes are prevalent in South Africa? (identification of body shape)
<i>Research question two</i>	Do body shapes impact on the preference of evaluative criteria in the clothing purchasing decision?

Table 7.3 Research Objective three and the associated research question

<u>Research Objective Three</u>	
To determine the extent to which evaluative criteria preference are influenced by personal values	
<i>Research question one</i>	Do personal values impact the preference of evaluative criteria in the clothing purchasing?

Table 7.4 Research Objective four and the associate research questions

<u>Research Objective Four</u>	
To determine the influence of specific integral (positive and negative) emotions on the clothing purchasing decision and behaviour	
<i>Research question one</i>	Which specific integral emotions are elicited upon evaluation of an ill-fitting blouse and a well-fitting outfit?
<i>Research question two</i>	What are the influences of specific negative and positive integral emotions on decision making and clothing purchasing behaviour?

Table 7.5 Research Objective Five

<u>Research Objective Five</u>	
To develop a conceptual framework of the range of factors that influence female consumers' clothing purchasing decision and behaviour	

7.4 RESEARCH DESIGN

Research design also referred to as strategies of inquiry are a set of guidelines or ideas that show how the researcher intends to proceed with a study in order to answer its research questions (Punch, 2014:115), meaning that the research design shows how the research questions will be connected to the data and what tools and procedures will be used to answer them (Punch, 2014:207). Creswell (2014:12), further clarifies that they are the types of enquiries within qualitative, quantitative and mixed methods approaches that provide specific directions for procedures in a research design. Strategies of inquiry associated with quantitative research as

in the case of this research, include non-experiments such as surveys to achieve certain comparison. A survey design provides quantitative data or numeric description of trends, attitudes or opinions by studying a sample of that population (Creswell, 2014:12). In this study, a survey design was useful in obtaining descriptive and exploratory data that helped to understand female consumers' purchasing decisions and behaviour when shopping for clothing products.

7.4.1 Survey design

A survey design is one of the most common and frequently used designs in the social science (Babbie & Mouton, 2007:230), often used to gather data from a large group of people in a relatively short period of time (Mentz, 2012:100) and is very economical (Vogt, Gardner & Haeffele, 2012:15). However, Voigt *et al.* (2012:17) specify some disadvantages associated with using the survey design. For example, respondents may find it difficult to answer accurately, the information may be hard to remember or too sensitive, or respondents may answer questions to reflect what they think is socially appropriate. Therefore, it is essential that whenever a researcher is designing the survey instrument, the target population is adequately taken into consideration (Mentz, 2012:100). This may help to obtain more reliable information.

A survey design includes using questionnaires or structured interviews for data collection (Creswell, 2014:155). Mentz (2012:101) further points out that questionnaires involve postal mail, e-mail and internet surveys and or group-administered questionnaires, while interviews include personal and telephone interviews. This study used a group-administered questionnaire.

7.4.2 Group administered questionnaire

Wilkinson and Birmingham (2003:7) define a questionnaire as a written list of questions which are answered by many people in order to provide information for a study. Although the term questionnaire suggests a collection of questions, typically a questionnaire will probably include other instruments as well, especially if the researcher is interested in getting reliable data on some aspects (Delpont, 2007:166). According to Mentz (2012:101) and Delpont (2007:169), group administered questionnaires require a group of respondents that are asked to complete the survey questionnaire individually on the spot and return it to the researcher on completion. The researcher or fieldworker is present with the group the whole time to give certain instruction as well as to clear up uncertainties. Furthermore, if necessary the researcher can conduct a discussion with the members of the group and after the discussion, each member completes their

own questionnaire (Delpont, 2007:169). Table 7.5 highlights some advantages and disadvantages associated with group-administered questionnaires as outlined by Mentz (2012:101) and Delpont (2007:169).

Table 7.6 Advantages and disadvantages associated with group administered questionnaire

Advantages	Disadvantages
It is convenient to gather data from a number of respondents simultaneously	It is limited to situations in which a group of people can be brought together at once (suitable venue and time)
It can help to save on some of the costs associated with other surveys	The sample is often not representative, thus results can seldom be generalized to the whole population
The researcher can be fairly sure that there will be a high response rate	Respondents may be concerned of their identity through hand writing
If the respondents are unclear about the meaning of any particular question, they can be given clarity immediately	Data have to be captured by hand before analysis which takes time and may lead to transcribing errors
The researcher is able to verify that the questionnaire has been fully answered	Some respondents may be embarrassed to ask for clarity in a group, they may answer the questions arbitrarily
	There may be some degree of mutual influence among respondents

Despite the disadvantages involved in group-administered questionnaire, the advantages of gathering data cheaply and quickly from a number of respondents simultaneously as well as being in a position to clarify some questions made this mode of administration attractive for use in this research study.

The fact that questionnaires can be used if respondents are knowledgeable on the issues which are addressed in the questionnaire (Delpont, 2007:169), a group-administered questionnaire was an appropriate choice for collecting primary data required for this study. This is because,

everyday women spend some time deciding what to wear and much time goes into decision-making while selecting and purchasing garments (Jain *et al.*, 2011:13). In this instance female consumers may be familiar with the factors that influence their purchasing decision and behaviour.

The next section will discuss the sample and procedures which were involved in the piloting of the instrument

7.5 PILOT TESTING THE DATA COLLECTING INSTRUMENT

No matter how carefully the data collection instrument such as a group administered questionnaire is designed, there is always a possibility of error (Babbie & Mouton, 2007:245), Pilot testing the instrument was initiated in this study to ensure clarity of the instrument, and estimate the time required to complete the questionnaire (Henn, Weinstein & Foard, 2009:157) as well as to ensure that the instrument was the most effective data capturing method relevant to the study. Piloting or testing of the instrument with a few people is necessary for the fact that it assists in eliminating ambiguous questions, identify the questions participants cannot understand as well as generating useful feedback on the structure and flow of the instrument (Wilkinson & Birmingham, 2003:19).

A convenient sample of female respondents was recruited from the Department of Life and Consumer Sciences at the University of South Africa (UNISA) – Florida Science Campus, Johannesburg, South Africa. After a discussion with the supervisor, eight female lecturers were identified and approached requesting their participation in the voluntary piloting of the data collecting instrument. In accordance with Strydom (2007:209), this sample was selected so as to contribute to the meaningful insights for the adjustment of the instruments before proceeding with the main investigation. The questionnaire developed to address the objectives of the study was emailed to the respondents on 5 May 2015. The email included a covering letter thanking them for taking part in the study and was attached with the consent form and the questionnaire. Respondents were given a week to respond and requested to e-mail the filled questionnaire back with recommendations or suggestions. A total of seven participants took part in pilot testing the instrument. One respondent was unable to complete the questionnaire due to work constraints.

The questionnaire contained five sections of which Section A, included demographic questions; Section B, focused on the identification of self-perceived body shapes (illustrations and descriptions of six body shapes by Liddelow 2011 was given); Section C, included a personal

value measure; Section D, included the evaluative criteria preferences measure; and Section E, included an emotions measure. Each section began with an introduction, explaining how the respondents had to go about completing each section.

7.6 RECOMMENDATIONS FOR THE MAIN STUDY DATA COLLECTION INSTRUMENT

Pilot testing the instrument helped to make minor adjustments to the data collecting instruments for better clarity, minimize confusion and to simplify the questions used in the research. Modifications were made to the following parts of the questionnaire; In Section B, the descriptions of the body shapes were unnecessary as the illustrations were self-explanatory. The descriptions were removed from the questionnaire in the main study. In Section C; which was that after indicating the importance of each of the nine LOV on the Likert scale, respondents were then to rank the three personal values in the order of most important and again provide the reasons for each ranked personal value. It was discovered that questions 7.2 and 7.3, proved to be difficult to answer. The original thinking was that through question 7.2 the research will be able to determine the most important personal value in the purchasing of clothing. However, it became clear that it was not easy to think of the reason (7.3) for a particular personal value because the personal values were already expressed. Thus question 7.2 and 7.3 were eliminated in the main study. In Section D, initially the Likert scale that measured the importance of each evaluative criteria associated with each clothing category studied (i.e. casual blouse/top, trouser/skirt and dress) were not numbered. This meant that when respondents were further requested to rank the three most important evaluative, they had to rewrite down the evaluative criteria. It was recommended that evaluative criteria be numbered to avoid loss of time spent on rewriting. Furthermore, the clothing categories of casual trouser and skirt were initially meant to be investigated separately. However, it was suggested that casual trouser and skirt be grouped into one section as it might still give the same answers without compromising the questionnaire. Thus in the main study this clothing category is referred to as trouser/skirt. In section E, the emotions were also numbered for the main study so as to avoid re-writing the most felt emotion. Furthermore, a statistician was consulted when the final instrument was drafted to ensure that the instrument will deliver meaningful data.

All recommendations were considered and addressed in revising the instrument for the main study. The final instrument used in the main study is presented in Appendix A. The methodology

for the main study including sampling procedure adopted, data collection instrument used in the study, data analysis methods applied and interpretation of the data is discussed in the following section.

7.7 SAMPLING TECHNIQUES FOR THE MAIN STUDY

Gerring (2012:75), defines a sample as “the evidence that will be subjected to direct examination” and it is composed of units such as individuals (subjects), organisations or communities among others, hence the notion of sampling from a population. Sampling involves the procedures for selecting the sample which includes representativeness, strategies of sampling as well as sample size (Laher & Botha, 2012:86).

7.7.1 Sampling procedures

Representativeness “means that the sample should have approximately the same characteristics as the population relevant to the research in question” (Kerlinger, 1986:111) cited in Strydom (2007). Gerring (2012:87) is of the opinion that the best way to obtain a representative sample is through random sampling from the population. Random sampling gives each member of the population an equal probability of being selected for inclusion in the sample, hence removing bias from the process of choosing the sample (Voigt *et al.*, 2012:122). Unfortunately, it is not possible to apply random sampling to many research problems (Gerring, 2012:87). Vogt *et al.* (2012:126) states that there are two justifications of when to use a non-probability sample, such as when the researcher has no choice and when representativeness is not important to the research. This study on female consumers’ clothing purchasing decision and behaviour involves a very large population and depends upon the willingness (Gerring, 2012:87) of the women to participate. The female sample for this study was drawn through a non-probability sampling strategy. In this strategy the odds of selecting a particular individual are not known and people are included in a sample because they are willing and available (Laher & Botha, 2012:89). The non-probability strategy included purposive, sometimes referred to as judgmental sampling, snowballing and convenient sampling.

According to Babbie and Mouton (2007:166), purposive sampling is based entirely on the judgment of the researcher regarding the predetermined characteristics or inclusion criteria of the sample which will be suitable for the purpose of the study. Once the predetermined characteristics were determined, snowball was also used to recruit more participants. The key assumption of snowballing sampling is that members of your target population know one another, hence it

involves asking initial contacts for further contacts (Vogt *et al.*, 2012:129). Snowballing is generally used when the researcher needs to locate a special sample and it allows the sample size to grow (Laher & Botha, 2012:92) in this case female consumers. Later on a convenient sample was also used. Convenience sample is the sample which is readily available to be used (Henn *et al.*, 2009:157), but should adhere to the inclusion criteria. Although this method of sampling is easy and frequently used, Laher and Botha (2012:92) caution that such a sample is not representative of the wider population and it should, therefore, be the last resort (Vogt *et al.*, 2012:127) to gather respondents for a study.

7.7.2 Sample size considerations

Voigt *et al.* (2012:133) mentions that the bigger the sample the more accurately it will represent the population and will provide strong evidence for a conclusion. Even though large samples are recommended, Laher and Botha (2012:87) argue that in quantitative research it is important to select a sample that will best approximate the characteristics of the population for which inferences will be made. The difference between the characteristics of the sample and the characteristics of the population from which the sample was selected is referred to as sampling error and is often reflected in the margin of error by statisticians (Levin & Fox, 2011) cited in Laher and Botha (2012:87). However, despite the researcher's best intentions, Laher and Botha (2012:87), mention that sampling error is unavoidable. As such, there are no rules for sample size, the decision should be dependent on the questions asked or how the variables are operationalized. However, accurate and appropriate samples are better and that time and resources should be taken in to consideration (Strydom, 2007:204). Considering the fact that the purpose of this study was to ultimately develop a conceptual framework of factors that influence clothing purchasing decision and behaviour, the decision of the sample size was dependent on the appropriate data after consultation with the statistician.

7.7.3 Unit of analysis

Sample for this study on factors that influence female consumers clothing purchasing decision and behaviour were women solicited primarily in Gauteng specifically from the Johannesburg Metropolitan area. The Greater Johannesburg Metropolitan area is the name of the areas surrounding the city of Johannesburg in South Africa. The women were aged between 18 and 66 plus years of age and those who buy their own ready-to-wear clothing, meaning they were able to make a clothing purchasing decision, hence were in a position to express emotions when shopping for clothing.

7.8 SAMPLE RECRUITMENT

To obtain the sample, the researcher targeted women gatherings or meetings, of which several avenues were considered. This included a baby shower gathering, women breakfast prayer gathering, stokfel meetings as well as several arranged meetings. At the baby shower gathering, the owner of the house where the event was taking place was approached, this enabled the researcher to be given a slot in the programme to speak to the women about the study. Data collection proceeded with the respondents who were willing to take part in the study. This took place in Benoni, East of Johannesburg on 31 May 2015. The prayer breakfast took place in Kempton Park, East of Johannesburg, on 14 June 2015. Women from different churches had gathered for a prayer breakfast meeting at Kempton Park Central Seventh Day Adventist church. Permission to recruit respondents was granted by the event's organising chairperson (Appendix B). At lunch time, women who were willing, took part in the study. Furthermore, women who had gathered for their monthly Stokfel meeting in Ridgeway Southgate, South of Johannesburg were also approached for recruitment. To supplement this group, church members of the Seventh Day Adventist Church were also approached. The church pastor was approached and permission was granted to recruit female members of the congregation (Appendix C). This avenue was easier to recruit as the researcher is a member of this congregation. Additionally, some church members as well as friends had contacts at their various places of residence, hence several meetings were set up at various flats, townhouses and houses for data collection.

7.9 DATA COLLECTION PROCEDURES

Where women gathered as explained in section 7.8 above, the data collection procedure followed was the same. Figure 7.2 depicts the survey sequence events that took place, from start to the end.

Figure 7.2 depicts the survey sequence discussed below.

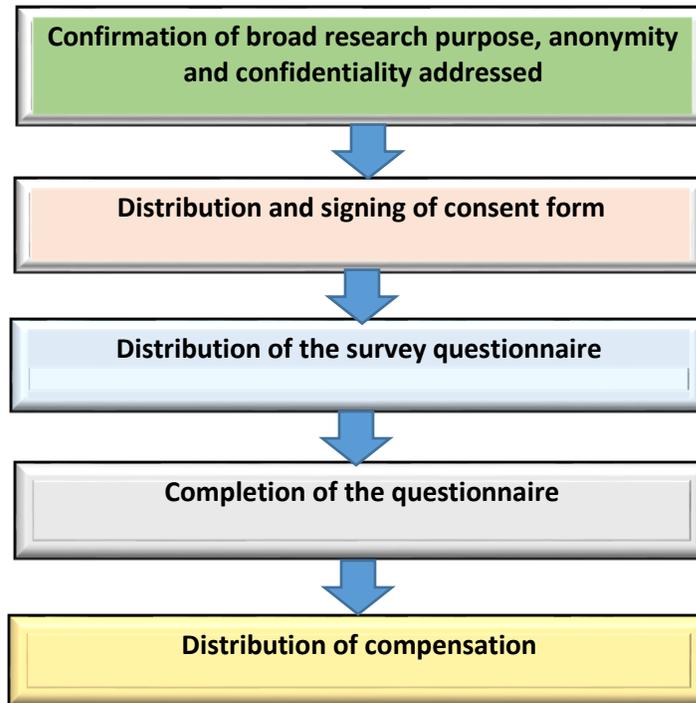


Figure 7.2 Survey sequence

As shown in Figure 7.2, the researcher informed the prospective respondents that the information they gave remained confidential and anonymous, there were no right or wrong answers, their participation was voluntary and that they were free to discontinue taking part in the study at any time. Those who were willing to take part in the study were then given a consent form (Appendix D) to read through and sign. On the consent form there was also an option to write down an email address or phone number if they wished to receive feedback from the study. Respondents who wished to receive feedback did write down their email address or phone number.

After collecting the consent forms, respondents were then given the questionnaire to complete. The researcher remained with the group while the respondents completed the questionnaire. If clarification was required, the researcher was able to assist quickly. Completion of the questionnaire took between 15 to 30 minutes. A total of 350 respondents completed the questionnaire, of which 316 were found to be usable for the study. It should be reaffirmed that

this study relied on voluntary participation and female consumers offered their personal time to complete the survey questionnaire. As a token of appreciation, a courtesy compensation in the form of a scarf, valued at R20.00 each, was given to each respondent upon completion of the questionnaire. This was never used as a recruiting method and respondents were surprised at receiving such a token.

7.10 INSTRUMENT FOR THE MAIN STUDY

The instrument for this study was developed by the researcher for the achievement of the research objectives. Although some of the parts such as the personal values were based on instruments found in the literature, the overall survey questionnaire was specifically designed for this research. In order to satisfy the research objectives and the answers to the questions in this study, the group administered questionnaire which was used for data collection included the following components:

- a) Informed consent*
- b) Demographic questions (Section A)*
- c) Perceived body shape measure (Section B)*
- d) Personal values measure (Section C)*
- e) Evaluative criteria measure (Section D)*
- f) Emotions measure (Section E)*

The development of these measures will be overviewed next.

7.10.1 Informed consent

In order to adhere to the University of South Africa's Research Ethics requirement and as part of the process of ensuring confidentiality and protection of any respondents, potential respondents were required to consent to take part in the research without feeling coerced before they were allowed to complete the group administered questionnaire (see Appendix D). Respondents were required to read and understand the purpose of the study, and the purpose for which the data will

be used. Thereafter, respondents agreed to participate in the study by signing the consent form before proceeding with the questionnaire.

7.10.2 Demographic questions

Section A of the survey questionnaire (Appendix C) included Demographic questions. Demographic questions were included to measure the effect of age, ethnicity, education level, occupation and income on evaluative criteria preferences and also to understand the profile of the respondents. Age of the respondents was assessed using six categories (18-25; 26-35; 36-45; 46-55; 56-65, 66+). Education level was assessed using five categories (less than matric; matric; diploma; undergraduate; post graduate). In assessing occupation, nine categories were included (Managerial; office; lecturer/teacher; medical/health sector; student; self-employed; house wife; retired; other) and income assessment included six categories (under R20,000; R20,000-R40,000; R41,000-R60,000; R61,000-R80,000; over R100,000; would rather not say). The instrument used to gather data for the demographic questions were items on a typical survey.

7.10.3 Perceived self-reported body shape

One purpose of this research is to investigate the possible effect of body shape on clothing evaluative criteria preferences. The following section discusses the perceived self-reported body shape measure applied in this study which is again included in Section B of the survey questionnaire (Appendix C).

To gather this type of information, the researcher included a question about body shape of the respondents. In analyzing this facet (body shapes), researchers may choose to focus on *actual* physical body shape and dimensions, or on consumer *perceptions* of their body shape. To obtain physical body measurements, researchers utilize technologies such as 3D body scanning, or may rely on manual measurement performed by practitioners trained in anthropometry. Consumer perception of body shape is often used in research for the reason that perceptions that consumers have regarding their body shape is assumed to influence behaviour and the way they respond to questions as significantly as actual physical measurements (Shim & Bickle, 1993). As such this study will collect information regarding consumer perception of their body shape, rather than actual physical measurement data.

In the body shape perception portion, Liddelow's (2011) female body shape illustrations were stimuli to measure perceived self-reported body shape. Liddelow's (2011) body shapes have been successfully used for self-identification of perceived body shapes by the studies conducted

by Kasambala (2013) as well as Makhanya (2015). Furthermore, the motivation for using Liddelow's (2011) body shapes is also discussed in Chapter four, of this thesis. Perceived own body shape is the body shape one identifies with to be closely related to their shape from the given illustrations without having any classification system done on them. Respondents were instructed to study female body shape illustration including the hourglass, the inverted triangle, the triangle, the rectangle, the oval and the diamond body shapes and select the body shape (Illustration 6.1). Thereafter, respondents identified their perceived body shape from the given illustrations by putting an X in the box next to the illustration of body shape closest to their own. If they did not find the body shape they considered close to their own body shape they were requested to sketch what they perceived their body shape looks like and write down its characteristics on the space provided.

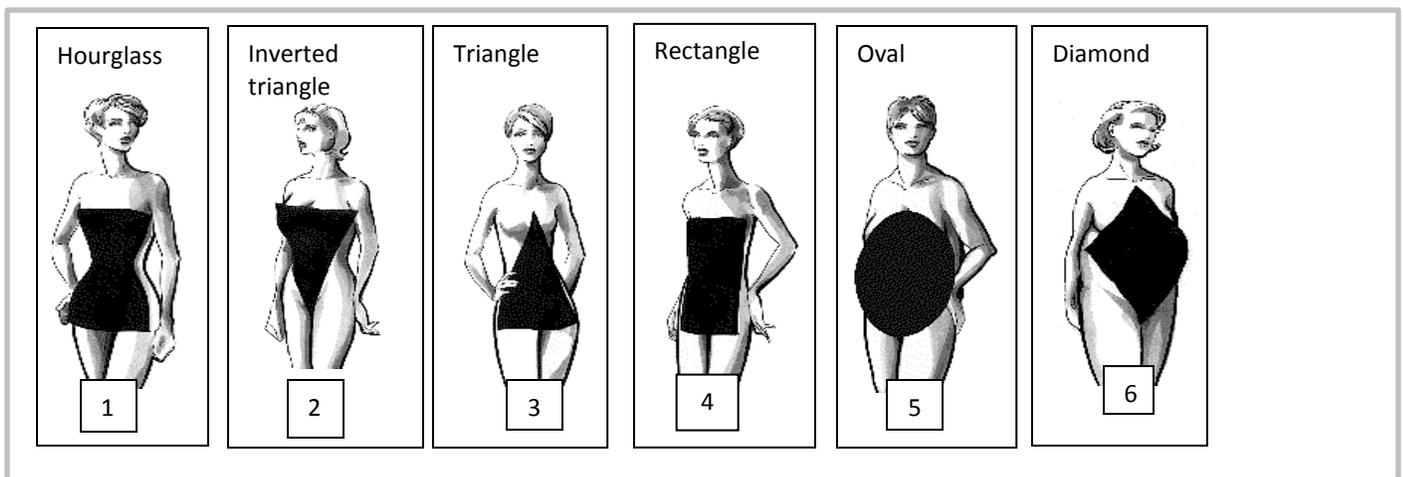


Figure 7.3 Illustrations of female body shapes (Liddelow, 2011)

7.10.4 Personal values measure

A personal values measure was used to determine female consumers' personal values related to clothing products in the purchasing decision. Section C of the survey questionnaire (Appendix A) contains the instrument which was used, and is discussed below.

Previous studies that examined values classified values as a sub-category of attitudes (Chrysohoidis & Krystallis, 2005:587), until the research conducted by Rokeach during the 1960s and 1970s. Rokeach is credited for operationally defining and investigating values on an individual basis and for the mainstream definition of values. Several instruments have been developed to measure a person's value system. Chrysohoidis and Krystallis (2005:587) explain that one of the most popular is Kahle's (1986) "list of values" (LOV). The LOV typology was developed from a theoretical base proposed by Feather (1984), based on Maslow's (1954) hierarchy of values, Rokeach's (1973) terminal values, and other contemporaries in value research. The LOV items were derived by selecting the values from the above sources from a much larger pool of values down to nine items. The nine items that the LOV measure consists of: (1) security, (2) sense of belonging, (3) being well respected, (4) fun and enjoyment, (5) warm relationship (6) self-respect, (7) sense of accomplishment, (8) self-fulfillment and (9) excitement.

The original study by Kahle (1983) found the LOV to be significantly correlated with various measures of well-being, adaptation to society and self. In other words LOV simply assesses personal values that define one's self and relationship with others (Kim, 2005:211). Studies have found LOV to be related to or predictive of consumption-related behaviour (Kahle, Beatty & Homer, 1986; Kahle, 1983). Chrysohoidis and Krystallis (2005) also found that the LOV is a valid and suitable measure for understanding the values at play and it provided evidence of the association with regards to consumption behaviour. Furthermore, LOV is commonly used in value research because of its ease of management and high reliability. It is also considered to be well-organised, assessable sets of variables that are less various, more centrally seized and more closely associated to stimulus than demographic and psychographic measures (Humayun & Hasnu, 2013:3773). Kopanidis (2009:2) further points out that the importance of using a well-established value scale becomes paramount when assessing the scales reliability and validity. Evidence of Kahle's LOV scale meeting both requirements has been cited extensively in previous studies (Kahle *et al.*, 1986). Therefore in this study, Kahle's (1983) nine LOV items measure was a suitable instrument to measure female consumer's personal values that apply when selecting the alternatives among different clothing evaluative criteria.

For clarity, one of the values on Kahle's LOV scale, which is "security", is a synonym of "confidence". In clothing, the terminology that seems to be suitable when referring to the value "security" is "confidence". Therefore the value "security" was equated to as "confidence" in this study when discussing this value, regardless of the terminology used by the original theorist.

Moreover, after consultation with two clothing specialists at the department of Consumer Sciences at UNISA, the terminology “confidence” was also found to be appropriate when used in terms of clothing.

For the personal value measure, using Kahle (1983) LOV scale, respondents were requested to indicate the importance of each value item on a seven-point scale with end-points (where 1 = not at all important to me and 7 = extremely important to me) (Table 6.7). In relation to what respondents liked to portray through clothing they purchased in general. A description of each value item was included in the survey questionnaire.

Table 7.7 Kahle’s (1983) nine list of the personal values (LOV).

Please place and (X) in the appropriate box	Not at all important to me						Extremely important to me
	1	2	3	4	5	6	7
1. Sense of belonging (to be accepted and needed by family, friends and community)							
2. Excitement (to experience stimulation and thrills)							
3. Warm relationship with others (to have close companionships and intimate friendships)							
4. Self-fulfilment (to find peace of mind)							
5. Being well-respected (to be admired by others and to receive recognition)							
6. Fun and enjoyment in life (to lead a pleasurable happy life)							
7. Confidence (being consciousness of one’s power)							
8. Self-respect (to be proud of yourself and of who you are)							
9. A sense of accomplishment (to succeed in what you want to portray)							

7.10.5 Evaluative criteria used by female consumers

This research will ultimately determine the influences of body shape and personal values on evaluative criteria preferences. Thus the objective of an evaluative measure was to determine the most important and determinant evaluative criteria used by female consumers when shopping for clothing during the evaluation of the alternative phase of the decision making process. Appendix A contains the survey questionnaire which includes the evaluative criteria measure discussed next.

Researchers have utilized a variety of measures to assess consumer preferences for and use of evaluative criteria in clothing purchases. In general, researchers have used two methods to measure consumer preferences – free response questions and rating of pre-selected criteria (Eckman *et al.*, 1990:14). Newcomb (2009:124) explains that free response methods involve respondents to supply the criteria they use or consider in apparel purchases. Researchers that have used the free response measure include Eckman *et al.* (1990) and Abraham-Murali and Littrell (1995). In pre-selected criteria, the researchers supply respondents with the evaluative criteria they will be measuring, and respondents are required to rate their preferences for and use of criteria using some type of rating scale. Most researchers (Rahman 2011; Hsu & Burns, 2002; Eckman *et al.*, 1990; Cassill & Drake, 1987) utilize a Likert-type rating to measure preferences for evaluative criteria. According to Eckman *et al.* (1990:14), the primary advantage of pre-selected criteria is because of the ease of processing quantitative data and the need for minimum response skills on the part of the respondents. However, pre-selected criteria reflect to some extent the researcher's judgement about what dimensions are important to consumers (Webb *et al.* 1966, cited in Eckman *et al.* 1990:14). On the other hand, the primary advantage of the free response methods is that respondents are able to provide a range of possible criteria without being limited by preselected criteria and one of the disadvantages is that consumers may not be able to express latent preferences (Eckman *et al.*, 1990:14). In this study, the researcher decided to use the Likert-type rating scales to measure the importance/unimportance of pre-selected evaluative criteria during the clothing purchasing decisions.

7.10.5.1 Selected evaluative criteria for this study

The evaluative criteria examined by researchers in consumers' purchase behaviour may differ depending on what the study entails (Park & Sullivan, 2009:184). Instead of investigating the

whole range of intrinsic and extrinsic evaluative criteria, this study was interested in determining the important evaluative criteria in the purchasing decision considering the various female body shapes. Hence, the researcher pre-selected seven intrinsic attributes including the aesthetic dimension which is the assessment of the pleasantness or beauty of the garment on the body and the functional dimension used to assess the performance of the garment on the body. Based on the literature review the intrinsic attributes (*fit/sizing, comfort, fibre content/material, colour, styling/design and appearance and appropriateness/acceptable*) were identified as suitable for the present study.

Considering the fact that the type of garment may affect the evaluative criteria which are important in a consumer's purchase decision (Hsu & Burns, 2002: 248), the evaluative criteria measure will include the separate rating for each of the selected attributes when purchasing a casual trouser/skirt, blouse/top, skirts and a dress. In this part of the survey questionnaire, respondents were asked to rate the importance of each clothing product category studied by rating each item on a 5-point rating scale, with end points (where 1 = not at all important to me and 5 = extremely important to me, (Table 7.8). This will allow the researcher to determine the importance that the respondents place on pre-selected evaluative criteria for different clothing products.

Table 7.8 Evaluative criteria preference measure for the clothing products studied

Please place and (X) in the appropriate box	Not at all important to me	Somewhat important to me	Important to me	Very important to me	Extremely important to me
	1	2	3	4	5
1. styling/design					
2. colour/pattern					
3. appearance					
4. appropriateness/ acceptable					
5. fit/sizing					
6. comfort					
7. fibre content/material					

The second part required respondents to rank the three most important evaluative criteria that influenced female consumers' in purchasing a casual blouse/top, trouser/skirt and a dress (Table 7.9). Respondents were requested to place an appropriate number that corresponds with the attributes above (Table 7.8). Analysis of these scales, will provided an indication of the importance and determinance of selected evaluative criteria in the clothing purchasing decision.

Table 7.9 Determinant evaluative criteria

1 st most important attribute	
2 nd most important attribute	
3 rd most important attribute	

7.10.6 Emotions measure

According to Sorensen (2008:6), there are many different methods to measure emotions in consumer research and these methods have different benefits and challenges. The methods can be divided into three overall groups, namely self-report, autonomic measures and brain imaging. Among these, self-report is the most commonly used method for measuring emotions especially connected to consumer behaviour. Chamberlain and Broderick (2007:204) mention that self-report scales of subjective experiences are frequently used to capture emotional states as it directly measures cognitive activities that relate to a situation. A self-reported scale for measuring emotions can either be verbal or visual.

7.10.6.1 *The verbal self-reported (VeSR) method*

The verbal self-reported (VeSR) method was used to measure the specific integral emotions associated with the clothing purchasing decision and behaviour. This method typically assesses the subjective feeling component of emotions (Desmet, 2003). The researcher explains that the subjective feeling is the conscious awareness of the emotional state the consumer is in. For example a female consumers may describe themselves as feeling happy or feeling sad with their clothing shopping experiences (Sorensen, 2008:17). According to Sorensen (2008:7) and Dasborough, Sinclair, Russel-Bennet and Tombs (2008:5), the emotional experiences can be captured through spoken and written words on rating scales, answer to open ended questions

during interviews and on surveys, self-assessments and responding to projective instruments. Respondents rate whether or not, or the intensity with which they are feeling each emotion using semantic differential or Likert scales.

Sorensen (2008:17) further points out that the verbal self-reported (VeSR) method is the most broadened method of measuring emotions in a consumer context and does not demand unusual skill for consumer researchers and is relatively cheap to use. Moreover, on the positive side the VeSR method makes it possible to measure specific emotions, which this study intends to measure. However, the disadvantage of using VeSR raises the challenge of choosing or developing a valid and reliable scale. According to Richins (1997:129), scales can be either theoretically driven or empirically driven. The problem with theoretically driven scales is that they are made according to the researcher and may not be suited for a consumer, while the empirically driven scales have been developed specifically for a consumer context. Richins (1997:129) stresses that using an already developed scale can be problematic since the emotion-words on this scale are not adjusted to the particular research focus and some of the emotions that are particularly central in consumers' purchasing decision may be left out. Therefore, it is important that emotion scales be specifically adjusted to the context of the study, especially related to the impact of cognitive processing of clothing purchasing decision (Sorensen, 2008:31).

The VeSR method has been used successfully by several researchers in the measurement of specific emotions and their influence in the decision making process. For example, Raghunathan and Pham (1999) presented the participants with three scenarios, each of the scenarios was designed to induce distinctive emotion of anxiety, neutrality and sadness. Participants were then presented with a scale consisting of fifteen items to rate how well they felt. Lerner *et al.* (2004) used film clips to induce sadness and disgust. Participants watched one of the three film clips. The sadness clip (from *The champ*) portrayed the death of a boy's mentor, the disgust clip (from *Trainspotting*) portrayed a man using an unsanitary toilet and the neutral clip (from *National Geographic Special*) portrayed fish in the Great Barrier Reef. Participants were asked to write down how they felt if they were in the situation depicted in the clip. On the other hand Griskevicius, Shiota and Neufeld (2010), induced specific emotions by having participants recall and write about a personal experience involving specific positive emotions. In contrast to video clips and subsequent writing induction tasks, or recalling a specific emotion eliciting event, this study used the evaluation of real-life images of the fit of clothing products with which to elicit the desired emotions from respondents.

7.10.6.2 Specific emotions measured in this study

Women find it difficult to find a well-fitting ready-to-wear garments (Horwaton & Lee, 2010:22; Otieno *et al.*, 2005:307) and the undesirable consequences of ill-fitting clothing, results mostly in negative emotions elicited (Kasambala *et al.*, 2014:105). This study seeks to determine the impact of specific negative, often experienced emotions “disgust” and “sadness” on female consumers’ purchasing decision behaviour. The study also investigated the influences of positive emotions “happiness” and “contentment”.

It is important for the reader to know that the researcher acknowledged the existence of other important negative and positive emotions that may be experienced as well during clothing shopping. And that a complete understanding of the role of specific emotions in consumer behavior requires a more elaborate sample of emotions. However a detailed set of negative and positive emotions are beyond the scope of the present study. Section E of the survey questionnaire (Appendix A) contains the instrument which was used to measure emotions and behaviour, and is discussed below.

Part 1: Procedure and emotion induction

Respondents were asked to view an illustration of an ill-fitting blouse which was meant to induce either “disgust” or “sadness” and an illustration of well-fitting top to induce “happiness” or “contentment” (See Appendix A; Section E). The choice of photos or pictures was informed by the study conducted by White, Morale and Williams (2010), where participants were randomly assigned to rate photos chosen to elicit one of the emotional conditions. This study offered the support for assumption that pictures would be more likely to arouse the desired emotions. The illustrations which were used to elicit negative and positive emotions are shown in Figure 7.4 and Figure 7.5



Figure 7.4 Illustration of an ill-fitting blouse

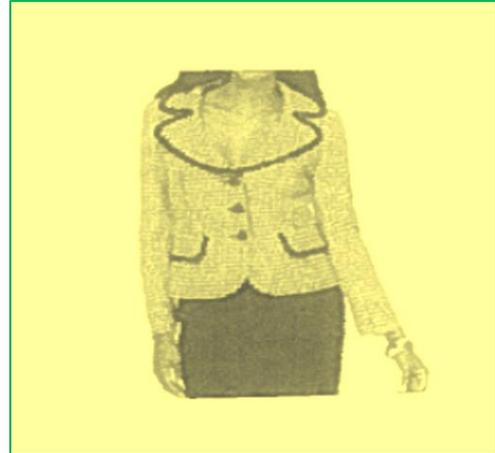


Figure 7.5 Illustration a well-fitting top

In order to measure disgust and sadness, six items were included in the table, whereby a disgust factor was measured through *disgusting*, *revolting* and *shocking* and sad factor included *sad*, *depressed* and *miserable*. Six items were also included to measure happiness and contentment where happiness was measured through; *happiness*, *pleased* and *thrilled* and contentment included *contentment*, *fulfilled* and *peaceful*. This was to avoid revealing the researcher's interest in specific negative emotions, Table 7.12 presents the negative specific emotions which were rated as well as the scale used to rate each emotion.

Table 7.10 negative specific emotions

	1	2	3	4	5
Emotion	Not at all	Very little	Some what	Much	Very much
I feel disgust					
I feel revolting					
I feel shocking					
I feel sad					
I feel depressed					
I feel miserable					

Emotion manipulation check

Respondents were asked to indicate with an (X) in the appropriate box to what extent they felt the emotions by rating each item on a five point scale, with end points (*Where 1 = not at all and 5 = very much*). In order to make the emotional image more personally meaningful and intense, respondents were also asked to write down the specific strongest emotion they felt while referring to the image.

Part 2: Behavioural response

Respondents were then asked to reflect upon the strongest specific emotion they identified previously and then answer a series of questions depicted in Table 7.11 below. These statements were designed to assess whether the influence of specific emotion on female consumers' clothing purchasing decision and behaviour. Respondents read each statement and using a seven point scale, they were required to indicate the extent to which they strongly agree or strongly disagree with the statement. The statements used to measure behavioural intentions of female consumers were adapted from the study conducted by Webb *et al.* (2007), which measured the recycling intentions for different types of materials. In this case the statements were specifically designed for the fulfilment of Objective four, research question two of the present study. This was after consideration of the motivational part of emotions and the appraisal themes associated with each of the specific emotions discussed in the literature review in Chapter 6.

Table 7.11 Behavioural response measure

	1	2	3	4	5	6	7
When I am(emotion)	Strongly disagree	Disagree	Slightly disagree	Neither disagree nor agree	Slightly agree	Agree	Strongly agree
I avoid purchasing any other item of clothing							
I walk away							
I don't look at other items of clothing							
I have to purchase an item of clothing							
I purchase more items of clothing							
I spend more time shopping around							

In order to measure the positive emotions “happiness” and “contentment”, the same approach was adopted (See Appendix A). This section concludes the instruments used in this research. A discussion on how the collected data were analyzed follows next.

7.11 VALIDITY AND RELIABILITY OF THE INSTRUMENT

Validity and reliability, are the traditional criteria by which scientific research is judged (Gomm, 2008:33). Antonius (2013:21) further points out that when a variable is defined in order to measure some concept, the variable must be a valid measurement of the concept, and it must be reliable. Therefore, by making sure that the validity and reliability of the measuring instrument used for data collection of the research helps to ensure the overall quality of the research process and the end product (Mentz & Botha, 2012:80). Data that is unreliable or invalid will produce meaningless results. This part of the chapter explains how the present study ensured validity and reliability of data and subsequently the results, how the study made sure that the instrument measured the variables they claim to measure and how consistent and accurately they measured the concepts they required to measure.

7.11.1 Validity

The term validity refers to the extent to which an empirical measure adequately reflects the real meaning of the concept being studied (Babbie & Mouton, 2007:122). In other words, validity, for an instrument is about whether it gives accurate measures of what it is supposed to be measuring (Gomm, 2008:33). There are several criteria of validity that measure different dimensions of the instrument; including *face validity*, *content validity*, *construct validity* and *criterion validity*. It is important to be aware of threats to the validity while planning any study. Anticipating threats to validity allows the researcher to incorporate elements to the design that minimize threat to validity before the research is actually conducted (Gravetter & Forzano, 2016).

7.11.1.1 Face validity

Face validity is concerned about whether the measure appears to reflect the content of the concept in question (Bryman, Bell, Hirschsohn, Dos Santos, Du Toit, Masenge, Van Aardt & Wagner, 2014:38), meaning it is concerned with the superficial appearance or face value of a measurement procedure (Delpont, 2007:161). In this study, face validity was achieved by an in-depth literature review which was conducted to identify the relevant concepts related to factors influencing clothing purchasing decision. A conceptual framework was formulated to guide the

study and all the concepts in the framework were reflected in different sections of the questionnaire.

7.11.1.2 Content validity

Content validity refers to how much a measure covers the range of meanings included in the concept (Babbie & Mouton, 2007:123). In other words, content validity is concerned with representativeness or sampling adequacy of the content of an instrument such as topics or items of an instrument (Delpont, 2007:160). In this study, content validity was achieved by making sure all the research objectives were reflected in the questionnaire. This ensured that correct concepts were measured. Content validity was also achieved by involving some experts in the field of clothing to pilot test the instrument, thereafter, necessary modifications were made to the instrument for the main study

7.11.1.3 Construct validity

Construct validity involves determining the degree to which an instrument successfully measures a theoretical construct (Delpont, 2007:162). It is based on the logical relationships among variables (Babbie & Mouton, 2007:123). To ensure construct validity, throughout the literature review, the constructs related to the research topic were identified and clearly understood. The constructs were included in the instrument and were used to formulate statements that measured similar concepts.

7.11.1.4 Criterion validity

The assessment of criterion validity involves multiple measurement and is established by comparing scores on an instrument with an external criterion known to, or believed to measure the concept being studied (Delpont, 2007:161). Most often this is done by making predictions of the outcome, based on the theory related to the construct (Mentz & Botha, 2012:81). Criterion validity was established by some of the measures used in the questionnaire. For example, the Kahle's 1983 (LOV) which was used to measure personal values has been previously used over the years as well as Liddelow's (2011) body shape illustrations which were used to identify perceived self-identification of body shapes.

7.11.2 Reliability

According to Mentz and Botha (2012:80), reliability is the degree to which an instrument measures a construct the same way each time it is used under the same conditions with the same respondents. Reliability was achieved by discussing and analyzing the instrument with the

Supervisor several times, the instrument was pilot tested by experts in the fields. Recommendations and suggestions were incorporated into the instrument for the main study which made it more reliable. Furthermore, the statistician approved the instrument before being used for the main study.

7.12 DATA ANALYSIS

Data analysis means the categorizing, ordering and summarizing of data to obtain answers to the research question (Kruger, De Vos, Fouche & Venter, 2007:218). The fact that this study reflected the postpositive philosophical worldview which is typically associated with quantitative approach, the study assumed a quantitative research design and methods of which the data were quantitatively analyzed. The first phase of analysis involved the researcher to code and enter data by hand into the excel spreadsheet as the responses were received. The data coding and entry enabled identifying usable questionnaires and it also provided immersion in the data and the start of the process of understanding the responses. Thereafter, the statistical software programme SPSS version 23 (IBM) was used for all data analysis procedures. Table 7.12 depicts an overview of the statistical analysis methods which were used for demographic information and Objective one to four for the interpretation of data.

Table 7.12 Variables and Data analysis used in the study

	Variable	Statistical analysis
Demographics	Age, ethnicity, education, occupation, income, (<i>independent</i>)	Descriptive statistics <i>-frequencies</i> <i>-percentages</i>
<u>Research Objective one</u> The most important and determinant evaluative criteria used by female consumers when purchasing clothing	Evaluative criteria (<i>dependent</i>) -most important Evaluative criteria (<i>dependent</i>) -determinant	Descriptive statistics <i>-frequency counts</i> Z-test Descriptive statistics <i>-frequency counts</i>

<p><u>Research Objective two</u></p> <p>The extent to which evaluative criteria are influenced by body shape</p>	<p>Body shape (<i>independent</i>)</p> <p>Evaluative criteria importance (<i>dependent</i>)</p>	<p>Descriptive statistics -<i>frequencies</i> -<i>percentages</i></p> <p>Chi-Square test of independence -<i>Chi-square test</i>, -<i>Cramer's V</i></p>
<p><u>Research Objective three</u></p> <p>The extent to which evaluative criteria are influenced by personal values</p>	<p>Personal values (<i>independent</i>)</p> <p>Evaluative criteria importance (<i>dependent</i>)</p>	<p>Descriptive statistics -<i>frequency counts</i></p> <p>Nonlinear canonical correlation analysis (OVERALS)</p>
<p><u>Research Objective four</u></p> <p>The influence of specific integral (positive and negative) emotions on the clothing purchasing decision and behaviour</p>	<p>Emotions (<i>independent</i>)</p> <p>Behaviour (<i>dependent</i>)</p>	<p>Descriptive statistics -<i>frequency counts</i> Z-test</p> <p>Discriminate analysis -<i>Wilk's Lambda</i></p>

7.12.1 Explanation of the statistical analysis methods used

Table 7.14 clearly shows several statistical procedure were applied in this study. The section that follows briefly describes each of the procedures and the reasons why these procedures were applied.

7.12.1.1 *Descriptive statistics*

Descriptive statistics are used to describe and summarize accurately the characteristics of the sample taken in a manageable form (Hinton, McMurray & Brownlow, 2014:35). In other words, it is a way of organising a set of data so as to highlight the important numerical features of the data (Antonius, 2013:51). The researcher mentions that a good summary captures the essential and most relevant aspects of the data. Descriptive statistics summarize the data with the help of numbers, usually organised into frequency tables, percentages and also with the help of charts and graphs and give a visual presentation of the distributions. In this study, descriptive statistics was used to describe demographic data. Descriptive statistics were further used before inferential statistics for Objective one to four.

7.12.1.2 *Z-test*

The z-test, is a statistical test used to test the null hypothesis (H_0) against the alternative hypothesis (H_1) following a normal distribution (Ilango, 2016; Weaver, 2011). The z-test is also

applied to compare the sample and population means to know if there is a significant difference between them (Stat trek, 2016). Moreover, the z-test is often applied in large sample ($n > 30$) and when the sample is independent (Ilango 2016). For each significance level, the z-test has a single critical value. The significance level for a given hypothesis test is a value for which a p-value less than or equal to significance level is considered statistically significant (Using SPSS, Chapter 9, 2016). For example in a two-tailed test, Osborn (2006:160) points out that in order to determine whether the sample mean and the population parameter differ significantly from each other, both tails of the z distribution are used in the statistical decision making. A two-tailed test divides alpha in half, such as placing 0.025 in each tail if the alpha was set at 0.05. P-values less than 0.05 indicate significant difference on a 95% level of confidence and p-values less than 0.01 indicate difference on a 99% level of confidence (Stat trek (a), 2016). In this study the z-test was used to establish the significant evaluative criteria and compared the significant difference between proportions. The z-test was further used to determine the extent to which illustration A (ill-fitting blouse) and illustration B (well-fitting top) were able to elicit the intended emotions.

7.12.1.3 *Chi-Square test of independence*

Chi-square test for independence, also called Pearson's Chi-square test or the Chi-square test of association is used to discover if there is a relationship between two categorical variables (nominal/ordinal) (Buduszek 2016:1). The Chi-square test only indicates whether two variables are independent, it does not say anything about the magnitude of the dependency if found to exist. The assumptions underlying the Chi-square test of independence are that the sample is randomly selected, the variables under study are categorical, and if the sample data are displayed in a contingency table, the expected frequency count for each cell of the table is at least 5 (Stat trek (b), 2016).

The chi-square test of independence is based on the null hypothesis: H_0 (There is no significant relationship between evaluative criteria and perceived body shape) and alternative hypothesis: H_1 (There is an significant association between evaluative criteria and perceived body shape). Where the p-value is less than the alpha (significance) level of 0.05 ($p < 0.05$), the null hypothesis is rejected, which indicates a significant relationship between the variables.

In scenarios where a significant association was revealed, a follow up test (post-hoc) Phi and Cramer's V is reported. Phi and Cramer's V are tests of the strength of association (Buduszek, 2016:1). Cramer's V can be interpreted in a similar fashion as standard regression in the sense

that a value of 0 relates to independence and 1 to perfect association/dependence (Anon [n.d]). In this regard Chi-square test for independence was used to determine whether perceived body shapes are related to evaluative criteria preference.

7.12.1.4 *Nonlinear canonical correlation analysis (OVERALS)*

Nonlinear canonical correlation analysis (OVERALS) is a test that is used to determine how similar two or more sets of variables are to one another (Yazici, Ögus, Ankarali & Gurbuz, 2010:504). As in linear canonical correlation analysis, the aim is to account for as much of the variance in the relationships among the sets as possible in a low-dimensional space (Meulman & Heiser 2011:186). According to Grzeškowiak (2016:64), a great advantage of nonlinear canonical correlation analysis procedure is the possibility to represent graphically the relationships between variables belonging to the considered sets of variables. The interpretation of the nonlinear correlation analysis results among others includes, evaluation of the *fit* and *loss* of measures, the *weights* and the *component loadings* examination as well as the *biplot* presentation allowing for the assessment of correlation among the variables (Theodosious, Angelis & Vakali, 2008:205). In this study, the OVERALS was used to establish the relationship between personal values and evaluative criteria. The interpretation of data was presented using biplots. Figure 7.6 is an example of a biplot used in this study.

As shown in Figure 7.6, variables that plot closely to each other show that the relationship between these variables is stronger than those that plot further apart (Grzeškowiak, 2016:64). Variables that plot further from the origin (0,0) or where $y=0$, indicate stronger discriminatory power between the two sets. In other words, the distance from the origin to each variable point, approximates the importance of that variable (Thanoon, Adnan & Saffari, 2015:95). The interpretation of the findings revolves around variables that are grouped close to each other as well as variables that are on the same side of the axis (i.e. variables above 0 on the y-axis and variables below 0 on the y-axis).

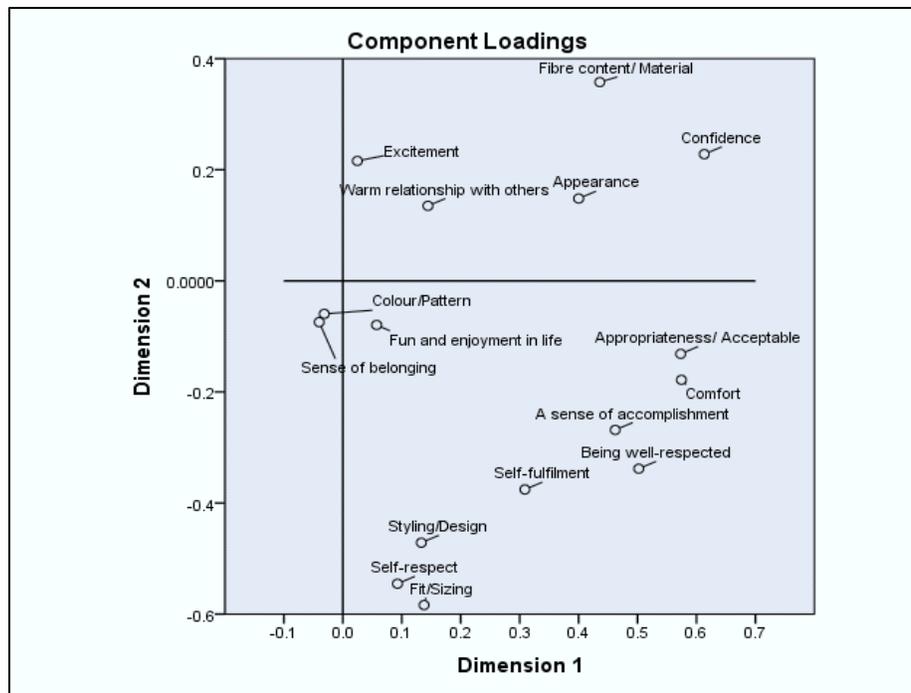


Figure 7.6 Illustration of a biplot in the purchasing of casual blouse/top

7.12.1.5 *Discriminant analysis*

Discriminant analysis is a statistical technique which allows the researcher to study the differences between two or more groups of objects with respect to several variables simultaneously (Klecka, 1980:7). In other words, discriminant analysis is concerned with the relationships between a categorical variable and a set of interrelated variables (McLachlan, 2004:1). The purpose of discriminant analysis is to obtain a model to predict a single qualitative variable from one or more independent variables (IBM knowledge centre, 2016). In most cases the dependent variable consists of two groups or classification. In this study for example, the two groups were disgust versus sadness for negative emotions. When testing equality of the group means, it was evident that there was a significant difference between the two groups in all of the shopping behaviour questions ($p < 0.0001$). In discriminant analysis, the Wilk's Lambda is used to test the significance of the discriminant functions and is one of the multivariate statistics calculated by SPSS (Discriminant analysis Lesson 2 pdf, 2016). The function obtained was significant for Wilk's Lambda ($p < 0.001$) and the classification results showed an accuracy of classifying 79.6% of the cases into the correct category.

7.13 ETHICAL CONSIDERATION

Ethics is a subject concerned with standards of right or wrong and how to act in moral and responsible ways (Singleton & Straits, 2010:47). According to Punch (2014:36), ethical consideration in research arise in all designs and approaches and at all stages of a research project, meaning from the choice of research topic, which raises questions about the worthwhileness of the study, through to the reporting and publication stage and beyond. In a social research such as this, Miller and Brewer (2003:95) mention ethics as a dynamic process that often involves an intrusion into people's lives and, therefore, largely depends on the establishment of a successful relationship between the researcher and the respondents. Hence, ethics should include how respondents are recruited, to how they are treated through the course of these procedures and finally to the consequences of their participation (Miller & Brewer, 2003:95). In light of the fact that this is a survey study, most of the ethical choices the researcher made were built into the design and were made before contact with the respondent as suggested by Vogt *et al.* (2012:241).

Conducting ethical research begins with the contact of communities under study, such as gatekeepers (Ogletree & Kawulich, 2012:64). According to Ogletree and Kawulich (2012:64), gatekeepers "are those people who enable researchers to gain entry into an organisation or community to conduct research". These may include, organisation leaders, elected officials, or heads of households. In this study, the researcher made sure that the Seventh Day Adventist Church Pastor and the Women's Ministry Leader were made aware of the study and permission was granted (See Appendix G and H) to conduct the study on women belonging to these organisations as suggested by Ogletree and Kawulich (2012:64). Moreover, several home owners granted permission for the study to take place at their premises. After access to the setting was granted, the collection of data was carried out with the explicit consent of the respondents.

Ethics in research also includes protecting the identity of respondents (Ogletree & Kawulich, 2012:70). Vogt *et al.* (2012:241) point out that the main ethical problem in survey research is guarding the anonymity or confidentiality of the respondents and their responses. Anonymity means that the researcher does not know the identity of the respondents, while confidentiality is when the researcher knows the respondents but promises not to tell (Ogletree & Kawulich, 2012:70; Vogt *et al.*, 2012:247). In this study, respondent's anonymity and confidentiality were maintained by making sure that the respondents' willingness to take part in the study was signed on the consent form, which was separate from the questionnaire. By doing so, there was no way

of linking the consent form to the questionnaire. Moreover, the consent form acknowledges that participant's rights will be protected throughout the research process (Creswell, 2014:89). These forms were signed by the respondents before they engaged in the research. Thus in the consent form and before the start of each data collection session, respondents were assured that the information they gave remained confidential and anonymous and that under no circumstance will they be held accountable for their contribution. They were also informed that there were no wrong and right answers. Additionally, respondents agreed to take part voluntarily, and the purpose of the study was explained to them. Furthermore, the researcher carefully conducted the research, remained objective throughout the research and reported the findings honestly.

Most importantly, before the researcher began to carry out the study, a thorough research proposal with anticipated ethical considerations, was approved by the College Ethics Committee of the College of Agricultural and Environmental Sciences at UNISA (Ref # 2014/CAES/175) (See Appendix I).

7.14 SUMMARY

Chapter 7 began with an overview on the research approach and research design applied in this study. It is clear that this study is directed within the *postpositivism* world views. In this view, the researcher believes that there is reality independent of our thinking that can be studied through scientific method and what counts as truth is based on precise observation and measurement that is verifiable. Thus the purpose of research is to predict results, test theory, or find the strength of relationships between variables or a cause and effect relationship. Typically, in this instance, research designs include quantitative approach such as experiments or non-experiments such as surveys.

The chapter then proceeded to review on the purpose and the objectives of this study. These are the basis and starting point for planning and implementation of the methodologies used in this study. Quantitative data collection and analysis applied in this study were clearly discussed. There is always a possibility of making mistakes when developing the instrument for data collection. Thus this chapter also addressed the procedure that was followed to pilot test the data collecting instrument as well as the recommendations applied to the data gathering instrument for the main study.

The chapter further discussed the procedures for the main study such as how the unit of analysis was determined, the sampling method, and sampling procedures that were followed. The group administered questionnaire which was used to collect data consisted of data capturing of demographic information, body shapes, personal values, evaluative criteria and emotions. Statistical techniques which were applied for data analysis were also clearly described. Furthermore, there are a number of issues that a researcher must consider to convince the reader and academics that the findings from their study are valid and reliable. Four criteria for establishing validity including face, content, construct and criterion as well as reliability of the instrument for data collection for this study have also been discussed. Lastly ethical consideration has also been addressed to ensure the production of ethically sound research. In the next chapter results and discussions of this study on factors that influence female consumers' clothing purchasing decision will be presented.

CHAPTER 8

RESULTS AND DISCUSSION

“Only when you analyze data and use that analysis in order to substantiate a point, does it become evidence”

(Hofstee, 2015)

8.1 INTRODUCTION

The previous chapter discussed the research approached, research design and methods used in this study. In this chapter the results of the data collected from female clothing consumers who took part in this study are presented and discussed. Before presenting the results in relation to the objectives, it is necessary to describe the sample that provided data for this study. The first section gives an overview of the demographic characteristics of the sample, subsequently, the results of the first four objectives directing this study will be presented and discussed. The focus of the fifth objective is the practical application of the results from Research Objective 1 to Research Objective 4 which was to design a conceptual framework of factors that influence female consumers' clothing purchasing decision, specifically when evaluating among the alternatives. It will, therefore, be appropriate to present this objective in the conclusion chapter (Chapter 9) to follow.

8.2 DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Female clothing consumers were recruited from Gauteng Province in Johannesburg Metropolitan, South Africa. According to the Community Survey estimate (Statistics South Africa, 2016), the South African population was calculated at 55.6million and approximately fifty one percent (28.4 million) are females. The largest share of the South African population, with an estimation of 13,20 million people (24%), reside in Gauteng, the Province where the sample was recruited.

Females who were willing to take part in the study were recruited and completed a group administered questionnaire. A total of 316 usable questionnaires were retrieved.

There are several demographic variables used in research and market segmentation. The first section of the group administered questionnaire, probed five demographic characteristics of the sample, namely; the age of the respondents, ethnicity, level of education, current occupation and approximate monthly household income. It is however important to reiterate that the relationships between demographic variables of the sample and clothing shopping decision making and behaviour was beyond the scope of this study and will, therefore, not be used for further analysis.

Demographic characteristics were analysed using descriptive statistics. Descriptive statistics are used to describe and summarize accurately the characteristics of the sample taken in a manageable form (Hinton *et al.*, 2014:35). In other words, it is a way of organising a set of data so that its main characteristics can be understood without effort (Bless & Kathuria, 1993:vi). In this instance, descriptive statistics simply describes the respondents. Frequency tables, comprising of frequency count (n) and percentages (%) were used to describe demographic information. However, the fact that frequency tables describe a set of data, it remains a list of figures which has to be studied carefully to get information from (Bless & Kathuria, 1993:19). For that reason, visual presentation of data in the form of graphs have also been included to enable an immediate grasp of the demographic information about the respondents. Furthermore, it is noteworthy that in some parts of the demographic profile of respondents, some information is missing. Respondents may have refrained from providing that particular information which could probably be sensitive to them or left out by mistake.

8.2.1 Age

Clothing needs, preferences as well as priorities often vary with consumers' age. (Schiffman & Wisenblit, 2015:57). Respondents were asked to indicate in which age group they belong, selecting from six categories that identified ages between 18 and 66 plus years of age. These age groups were specifically chosen, because these age categories are representative of younger and older female consumers who have different body shapes (Howarton & Lee, 2010:220) and may have different expectations about clothing products. Hence, they might have different evaluative criteria preferences prevailing during the clothing purchasing decision.

From Table 8.1 it is evident that the majority of the female clothing consumers (n=108; 34.2%) who took part in this study were in the age category of 26-35 years. Following closely were the

age group from 36-45 years of age (n=90; 28.5%). The rest of the sample were either between 18-25 years of age (n=47; 14.9%) or 56-65 years of age (n=23; 7.3%). Only one respondent (0.3%) was from 66+ age category. Details about respondents' age distribution are also graphically presented in Figure 8.1 to give a better indication of the differences between the age groups.

Table 8.1 Age categories of the respondents

Age in Years		Frequency (n)	Percent (%)
Valid	18 - 25	47	14.9
	26 - 35	108	34.2
	36 - 45	90	28.5
	46 - 55	47	14.9
	56 - 65	23	7.3
	66+	1	.3
	Total	316	100.0

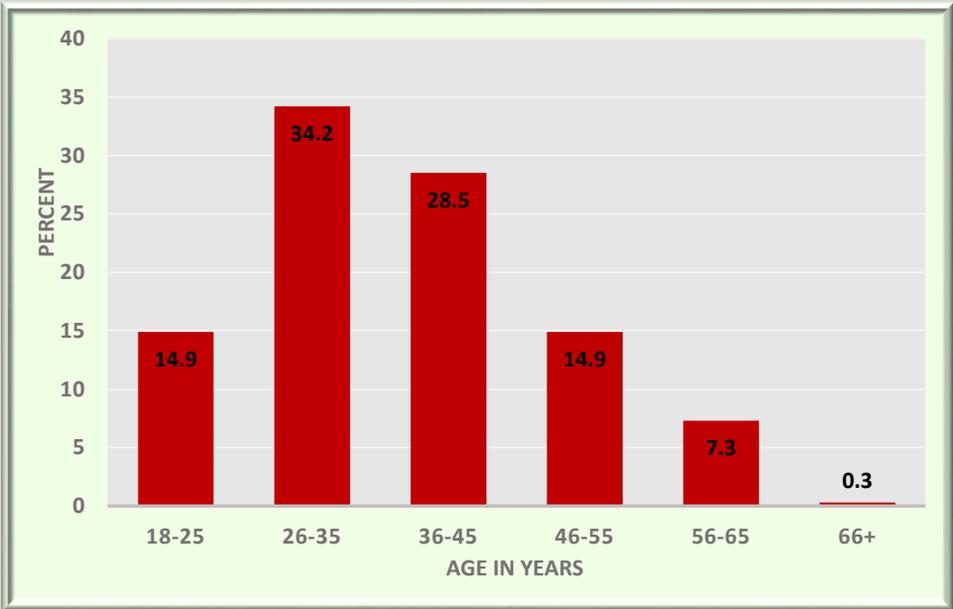


Figure 8.1 Graphic representation of respondents' age

Whilst the sample included representation of each adult female group, it can clearly be seen that the older female consumers (66+) were underrepresented compared to other age groups. The fact that most of the respondents who took part in this study were between 26 and 45 years of age (n=198; 62.7%), as indicated in Figure 8.1, was not coincidental. According to Index mundi (2015), in 2014, the largest part of the population with an estimation of 18.5 million (38.2%) was between 25-54 years of age, of which approximately 8.9 million were female. Furthermore, according to the South African generational demarcation (Hole, Zhong & Schwartz, 2010:88), the largest sample (between 26-45 age group) in this study can broadly be associated with generation X (born between 1970 and 1989). Generational groupings refer to an identifiable group of individuals who shared significant life events at critical developmental stages, they share certain thoughts, values and behaviour because of their common traits (Tolbize, 2008:1). These respondents (Generation X) are mostly working to fund their life styles (Tolbize, 2008:3), implying they are in a position to purchase their own clothing and make decisions about the preferred evaluative criteria. Besides that, Generation X are independent and favour a work-life balance and flexibility (Tolbize, 2008:3), which may suggest why they were readily available.

8.2.2 Ethnicity

Respondents were distinguished in terms of the population groups of South Africa as described by the Mid-year population estimates release P0302 (Statistics South Africa, 2015). Respondents who took part in this study were predominantly black (n=263; 83.2%). The remaining population groups formed only 16.5% (n=52) of the sample. In more detail, 11 respondents (3.5%) were Asian, specifically of the Indian descent, 16 respondents were Coloured (5.1%) and 25 were White (7.9%). Table 8.2 shows the distribution of the sample in the four population groups of South Africa.

Table 8.2 Ethnicity of the respondents

Population Group		Frequency (n)	Percent (%)
Valid	Asian	11	3.5
	Black	263	83.2
	Coloured	16	5.1
	White	25	7.9
	Total	315	99.7
Missing	System	1	.3
Total		316	100.0

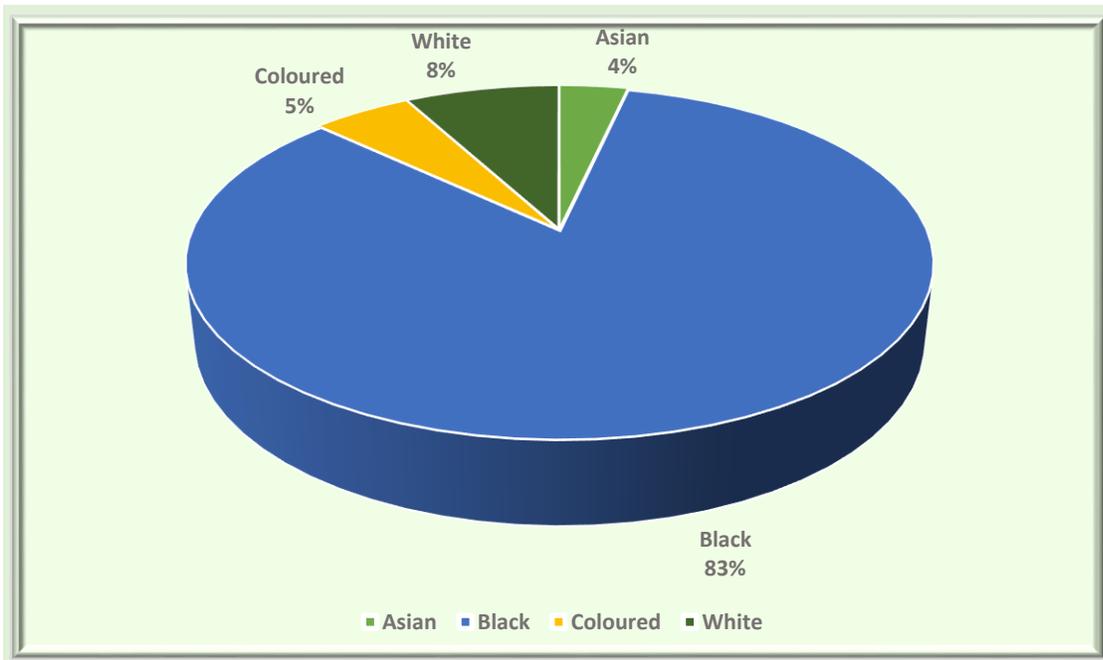


Figure 8.2 Graphic representation of respondents' ethnicity

Figure 8.2 illustrates more clearly how large the proportion of black female respondents were compared to the other Ethnic groups who took part in the study. The purpose of this study was not to compare clothing shopping behaviour among different Ethnic groupings. However, South Africa is a culturally diverse country (SouthAfrica.info, 2016). Any willing female consumer could participate in the research. According to Statistics South Africa (2015) mid-year population estimates for South Africa by population group and sex, estimated female population of black at 80%, the Coloured at 8.9%, Asian at 2.4% and the White at 8.3%. The sample was, therefore,

reflecting the profile of the South African female population. However, the other explanation of why the sample was predominantly black might be because of the area where data were collected and the gatherings were organised mainly by black women. It is possible the results might have been different elsewhere.

8.2.3 Education level

According to the Bill of Rights of the South Africa's Constitution (SouthAfrica info., 2016), all South Africans have the right to a basic education and access to further education. Moreover, education level has overbearing influence on consumer clothing purchase behaviour and preferences (Alooma & Lawan, 2013:791). Respondents were requested to indicate their highest education attainment as shown in Table 8.3. The results indicated that the majority of the respondents had obtained Matric (n=112; 35.4%). A substantial number of respondents (n=91; 28.8%) had obtained a post graduate or undergraduate university degree, while 24.4% (n=77) of the respondents specified an attainment of a Diploma. The representation of the sample based on their level of formal education is shown in Table 8.3. The education level categories of the sample is also graphically illustrated in Figure 8.3, which clearly shows the dominance of Matric (Grade 12) and Diploma related achievements by the sample.

Table 8.3: Education level of the respondents

Education Level		Frequency (n)	Percent (%)
Valid	Less than matric	35	11.1
	Matric (Grade 12)	112	35.4
	Diploma	77	24.4
	Undergraduate	38	12.0
	Post graduate	53	16.8
	Total	315	99.7
Missing	System	1	.3
Total		316	100.0

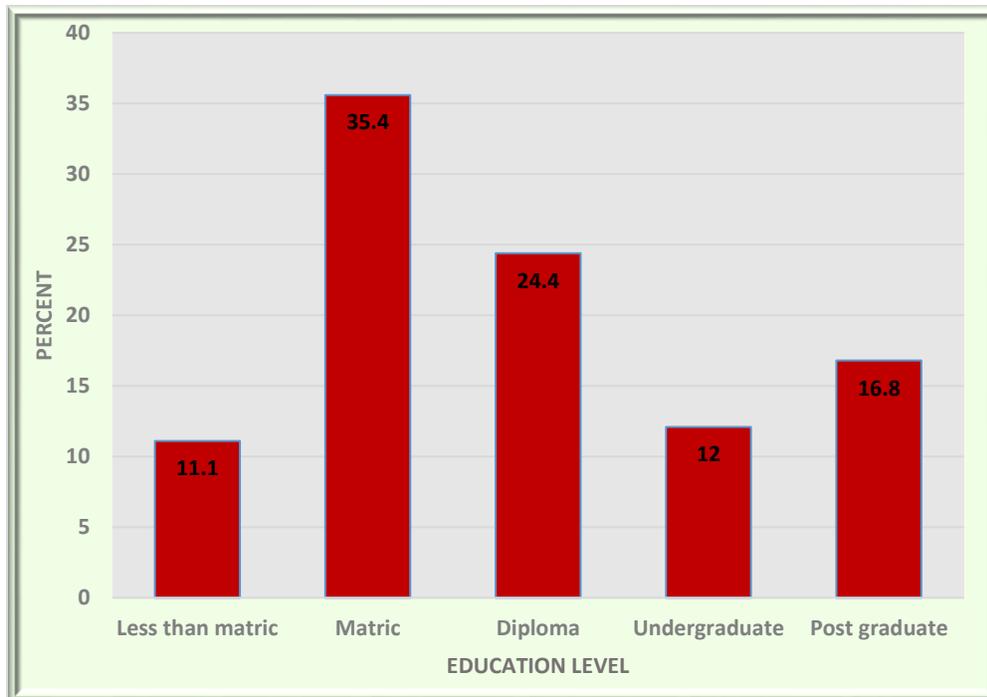


Figure 8.3: Graphic representation of respondents' education level

Under the South Africa Schools Act of 1996, education is compulsory for all South Africans from the age of seven (grade 1) to age 15 or the completion of grade 9 (SouthAfrica.info, 2015). According to Statistics South Africa (2016), the percentage of people aged 20 or older with Higher education increased from 8.4% in 2001 to 12.1% in 2011, while the number of those who matriculated increased from 20.4% to 28.5% in 2011. This could explain the highest number of respondents who had obtained at least a Matric (Grade 12) certificate. However, although access to education is increasing, Strassburg (2010:3) points out that it does not necessarily translate into high completion of Matric, due to drop outs. This may explain why a reasonable number, 11.1% of the respondents specified educational attainment of less than a grade 12 or Matric. Moreover, Further Education and Training takes from grade 10 to 12 and also includes career-oriented education and training offered in other further Education and Training institutions such as technical colleges, community colleges and private colleges. Diplomas and Certificates are qualifications recognized at this level (SouthAfrica.info, 2015). It can, therefore, be assumed that a higher Diploma education attainment of the respondents could have been obtained in such a manner. The education data are encouraging for this study because female consumers from different levels of education were represented in the sample.

8.2.4 Current occupation

The importance of working with broader society for stimulating the growth of South Africa's economy, reducing poverty and improving quality of life for all South African citizens has been stressed by a number of institutions and organisation in South Africa (Frontier Advisory, 2011:3). In the group administered questionnaire, respondents selected their current occupation from nine categories. If the respondent had an office position, they were further requested to specify the type of position. There was a possibility that some respondents could not identify themselves with any of the position listed, in such cases, respondents were requested to indicate in "other" category but specify their current position. Table 8.4 and Figure 8.4 shows the distribution of the sample across the various occupation.

Table 8.4 Current occupation of the respondents

Occupation		Frequency (n)	Percent %
Valid	Managerial	23	7.3
	Office (please specify)	69	21.8
	Lecturer/Teacher	27	8.5
	Medical/health sector	23	7.3
	Student	41	13.0
	Self employed	53	16.8
	Housewife	43	13.6
	Retired	4	1.3
	Other	27	8.5
	Total	310	98.1
Missing	System	6	1.9
Total		316	100.0

The majority (n=69; 22%) of respondents, in this study occupied office positions which included administrators (4.7%), laboratory technician/technologists and finance controller positions which were each held by four (1.3%) respondents; receptionist and banking positions were each held by three (0.9%) respondents; secretarial and logistics were each held by two (0.6%) respondents, while accounting, debtors and help desk positions were each held by one (0.3%) respondent. A

substantial number (n=53; 16.8%) of respondents indicated that they were self-employed. Self-employment position which includes small, medium and micro enterprises (SMMEs) have come to play an increasingly important role in South Africa's economy and development (SouthAfrica.info, 2016). According to SouthAfrica.info (2016), the government has targeted the SMMEs sector as an economic empowerment vehicle for previously disadvantaged people. Moreover, the South Africa's National Development Plan's (NDP's) target for job creation in the Small to Medium Enterprise (SME) sector is to enable new SMEs to prosper. Hence the establishment of the new Small Business Development Ministry, under the leadership of Lindiwe Zulu has been brought into existence. The ministry has been mandated to support small businesses and to ensure SMEs receive significant attention and investment, ranging from the establishment of state-initiated projects to supportive legislation, a variety of funding institutions and government incentives through the Department of Trade and Industry (DTI) (South Africa.info.,2016). This may have demonstrated the high levels of self-employment occupation among the sample.

Furthermore, among the respondents, 13% were students and housewives constituted 13.6% around the same percentage of the sample, while slightly less than 10% of the sample were in the education sector (lecturer, teacher), followed closely by those in the managerial (7.3%) and medical/health occupation (7.3%). Respondents who indicated "other", were varied amongst positions such as domestic workers, security, beauty and hair salons, cleaner, sales and Information Technology (8.5%).

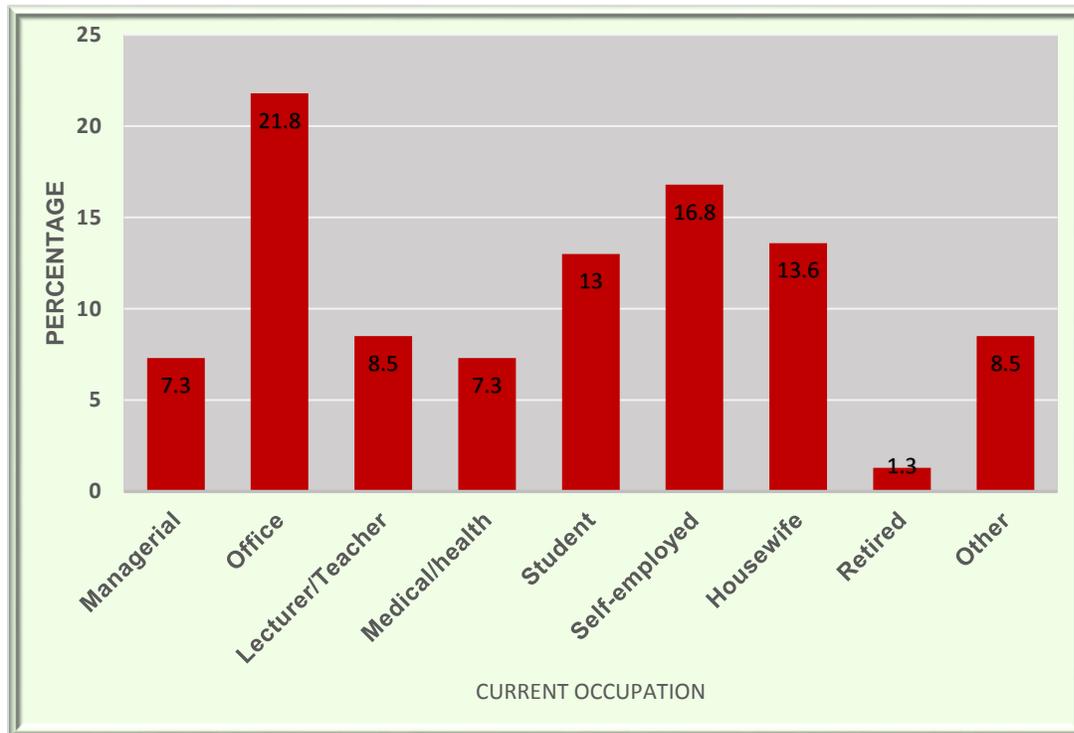


Figure 8.4 Graphic representation of respondents' current occupation

As per the graph in Figure 8.4, a significant number, 7.3% of women were in managerial position and since the mid-90s, the South African female labour force participation has increased, boosting the overall employment levels (OECD South Africa 2016). These results also suggest that of the women in the sample, more are involved in labour force participation. However, it is also clear from the graph (Figure 8.4) that a reasonable number (26.6%) of women were either students, housewives or were mainly concentrated in low-paying occupations, which were mostly included in “other” category. According to Orr and Van Meelis (2014:31) as well as Frontier Advisory (2011:14), women in general continue to occupy low paying jobs associated with traditional female occupations and the gendered division of labour such as domestic work, cleaning, nursing and teaching. Moreover, Frontier Advisory (2011:6), mention that in South Africa, there still is the expectation that the role of women be restricted to child care rather than being economically productive and employed and engaging adequately with the broader economy (Frontier Advisory, 2011:6), which may account for the large numbers (13.6%) of housewives who took part in the study. Additionally, the reason for a number of respondents who indicated the occupation of

student could possibly be due to the inclusion criteria which included women from 18 years of age. There is a possibility these are probably still pursuing their higher education qualification.

8.2.5 Total monthly household income

Household income is an important variable because it is an indicator of the ability of consumers to exercise more choice in their acquisition of products (Schiffman & Wisenblit, 2015) including clothing. This may have an influence on clothing evaluative criteria considered when deciding what to purchase. In order to have an overview of the respondents' social status, the joint total monthly income for the household was considered for this study. Respondents were asked to provide their total monthly household income level, selecting from five choices ranging from under R20 000 to over R100 000 and including an option for "would rather not say". Table 8.5 and Figure 8.5 shows that nearly half of the respondents, 49.4%; (n=156) had a total monthly household income of less than R20 000 category, while 16.8%; (n=53) of respondents indicated a total monthly income of R20 000 – R40 000 category and 4.4%; (n=14) of the respondents indicated a total monthly income of R41 000-R60 000 category, with very few, 1.3%, (n=4) of respondents indicating a monthly income of R61 000-R80 000 and over R100 000. A substantial number of respondents, 25.6%; (n=81) indicated "would rather not say". The sample's monthly income distribution is also graphically illustrated in Figure 8.4, clearly indicating the large proportion of respondents receiving a monthly income of less than R20 000.

Table 8.5 Total monthly household income

Total monthly household income		Frequency (n)	Percent (%)
Valid	Under R20,000	156	49.4
	R20,000 – R40,000	53	16.8
	R41,000 – R60,000	14	4.4
	R61,000 – R80,000	4	1.3
	Over R100,000	4	1.3
	Would rather not say	81	25.6
	Total	312	98.7
Missing	System	4	1.3
Total		316	100.0

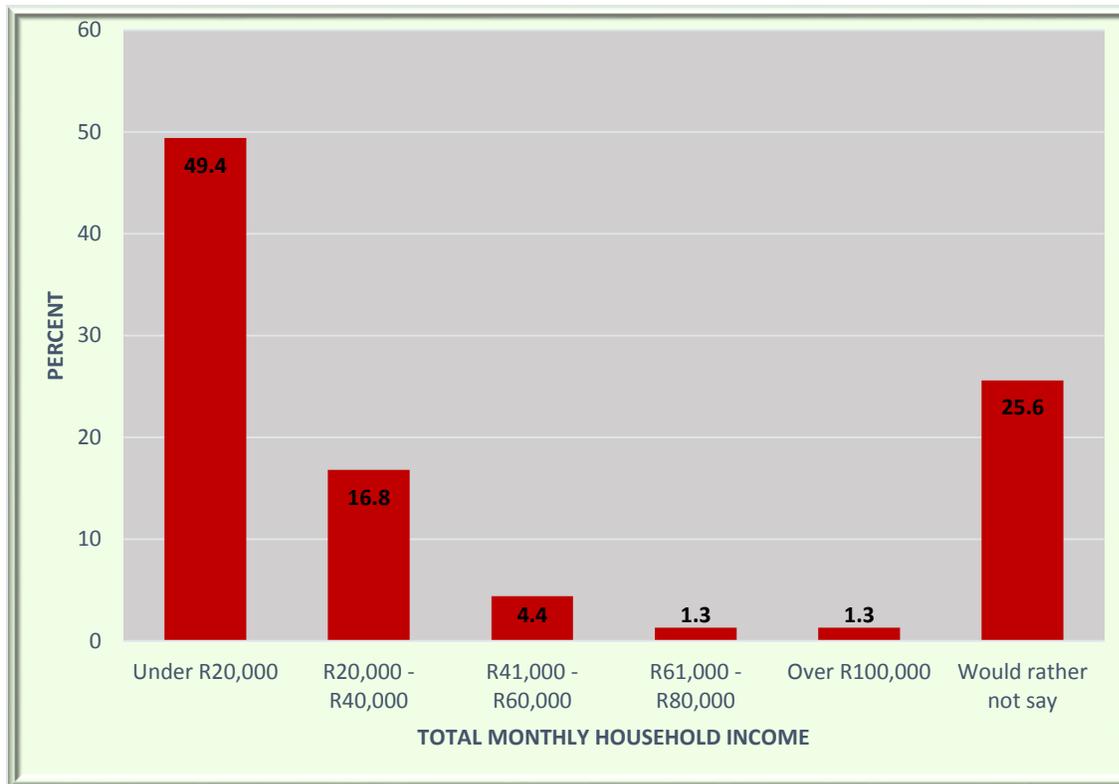


Figure 8.5 Graphic representation of respondents' total monthly household income

As previously mentioned, the majority of the sample had an educational attainment of Matric, (35.4%; n=112). Education may lead to more employment opportunities, resulting in an increased income prospect at the household level (Kigotho, 2015:1). Nonetheless most respondents were in either “semi-skilled” or “low-skilled” positions. This may translate to most respondents earning below R20 000 as shown in the graph. It is also clear from the graph (Figure 8.5) that a substantial number of respondents indicated “would rather not say”. This may imply that many respondents in the current study felt uncomfortable with questions related to what they earn.

8.3 Summary of demographic characteristics of the sample

Consumers are not alike because they have different needs and different backgrounds, education attainment and experiences (Schiffman & Wisenblit, 2015:54). Five demographic characteristics of the sample, namely; the age of the respondents, ethnicity, level of education, current occupation and approximate monthly household income were probed in this study. However, the

relationships between demographic variables of the sample and clothing shopping decision making and behaviour was beyond the scope of this study. Demographic information of the respondents was analysed using descriptive statistics. Frequency tables, comprising of frequency count (n) and percentages (%) as well visual presentation of data in the form of graphs were also included to enable an immediate grasp of the demographic information differences reported on the respondents.

The results demonstrated that the majority (n=198; 62.7%) of respondents who took part in this study were between the age of 26 and 45. This largest sample can broadly be associated with generation X (born between 1970 and 1989) who are independent and favour work-life balance and flexibility (Tolbize, 2008:3), which may suggest why they were readily available. It was further discovered that respondents who took part in this study were predominantly black (n=263; 83.2%), while the remaining populations groups formed only 16.5% of the sample. The sample was reflecting the profile of the South African female population. With regards to education levels, it emerged that the majority of the respondents had acquired a Matric (Grade 12) or a Diploma certificate (n=189; 59.8%). A substantial number (n=91; 28.8%) of respondents had obtained a post graduate or undergraduate university degrees and a few 11.1% indicated an education attainment of less than Grade 12 (Matric). According to Statistics South Africa (2016), the percentage of people aged 20 or older with Higher education increased from 8.4 % in 2001 to 12.1% in 2011, while the number of those who matriculated increased from 20.4% to 28.5% in 2011. This could explain the highest number of respondents who had obtained at least a Matric (Grade 12) certificate and diploma. The results were encouraging for this study because female consumers from different levels of education were represented in the sample.

The results further indicated that 21.8% of the respondents in this study occupied office positions, which involved different sectors such as administrators, laboratory technician/technologists, finance controller, receptionist, secretarial, accounting or help desk. It was also revealed that a reasonable number (n=53; 16.8%) were self-employed or owning a business. South Africa's National Development Plan's (NDP's) targets for job creation in the Small to Medium Enterprise (SME) sector has enabled new SMEs to prosper. This may be the reason for the high levels of self-employment occupation among the sample. The results further indicated that almost 25% of women were in managerial positions and professionals, such as lecturer/teacher and medical/health, which is encouraging. This suggests more women are involved in the labour force and economic development of the country. However, it also emerged that most women were either students or housewives (26.6%). There still is the expectation that the role of women be

restricted to child care rather than being economically productive and employed and engaging adequately with the broader economy (Frontier Advisory 2011:6), which may account for somewhat larger numbers of housewives who took part in the study. Furthermore, the fact that this study included women from 18 years, could explain why a reasonable number of respondents were students.

Concerning total monthly household income, the results showed that nearly half of the respondents, 49.4%; (n=156) had a total monthly household income of less than R20 000 category, while a substantial number of respondents, 25.6%; (n=81) indicated “would rather not say”. This finding may suggest that most respondents were in either “semi-skilled” or “low-skilled” positions, translating to earning below R20 000. It was also evident that most respondents in the current study felt uncomfortable with questions related to what they earn, with most opting not to reveal their monthly house hold earnings.

8.4 THE MOST IMPORTANT AND DETERMINANT EVALUATIVE CRITERIA USED BY FEMALE CONSUMERS WHEN PURCHASING CLOTHING (Research Objective 1)

The most important and determinant evaluative criteria used by female consumers when purchasing clothing were measured in Section D of the group administered questionnaire and formed Objective one of the study. As already mentioned in Chapter 1, much of the effort that goes into a purchasing decision such as clothing products occurs at the stage where a choice has to be made from the available alternatives (Solomon & Rabolt, 2009:392). The complexity of decision making when a female consumer decides to purchase an item of clothing may depend on how well established her criteria for selection are concerning the particular clothing product. Identifying the evaluative criteria that consumers use in the clothing purchasing decision-making process may provide an insight into preferences relative to clothing products. The aim of this objective was to identify the most important and determinant evaluative criteria used by female consumers when purchasing a casual blouse/top, trouser/skirt and a dress. Two research questions were asked to address research objective one and are presented next.

8.4.1 Research Question One

What are the most important evaluative criteria in the purchasing decision of South African female consumers when shopping for a casual blouse/top, skirt/trouser and a dress?

As already mentioned in Chapter 3, clothing researchers usually organise evaluative criteria into unique categories according to the researcher's point of view (Park & Sullivan, 2009:184). Research suggests that intrinsic attributes, when compared to extrinsic attributes, are more influential and predominant in the evaluation of overall clothing product quality (Eckman *et al.*, 1990:14; Fiore & Damhorst, 1992:168), hence may influence the female clothing purchasing decision. Therefore, this study focused on investigating intrinsic attributes.

To address research question one, respondents were asked to rate the importance of seven preselected intrinsic evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptable; fit/sizing, comfort and fibre content/material) in their purchases of a casual blouse, trouser/skirt and a dress. Respondents were able to specify the level of importance for each evaluative criteria on a 5-point Likert-scale ranging from "not at all important to me" to "extremely important to me". In order to identify the most important evaluative criteria for each clothing item, the number of mentions that fell either in the selection of "very important to me" and "extremely important" were combined and reported as one category. The reason for combining the selection was because both these categories represented the positive (+) side of importance on the Likert scale. Descriptive statistics using frequency counts were used to differentiate the importance of each evaluative criteria for the three clothing items. Frequency counts is a measure of the number of times that an event occurs in the survey (Hinton *et al.*, 2014:49). In this case it was the number of times either "very important to me" or "extremely important to me" was cited on the scale for each of the preselected intrinsic evaluative criteria. In this way, the most important evaluative criteria in the purchasing of a casual blouse/top, trouser/skirt and dress were identified.

However, the study sought to establish which evaluative criteria were significant in the purchasing of casual a blouse/top, trouser/skirt and dress and to confirm which proportions differ significantly. In this case, the z-test was used to establish the significant evaluative criteria and compared which proportions differ significantly. Z-test, according to Ilango (2016) is a statistical test used to test the null hypothesis (H_0) against the alternative hypothesis (H_1) following a normal distribution. The z-test is also applied to compare sample and population means to know if there is a significant difference between them. The significance level for a given hypothesis test is a value for which a p-value less than or equal to significance level is considered statistically significant. P-values less

than 0.05 indicate significant difference on a 95% level of confidence and p-values less than 0.01 indicate difference on a 99% level of confidence. The section that follows presents the most important evaluative criteria in the purchasing of different clothing categories and will then be followed with an overall comparison of importance across all the individual clothing categories.

8.4.1.1 The most important evaluative criteria for a casual blouse/top

Figure 8.6 summarizes female respondents' most important frequency counts regarding the seven pre-selected intrinsic evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptable; fit/sizing, comfort and fibre content/material) in their purchasing of a casual blouse. The figure illustrates the number of mentions that were cited either in the selection of "very important to me" or "extremely important to me" for casual blouse/top.

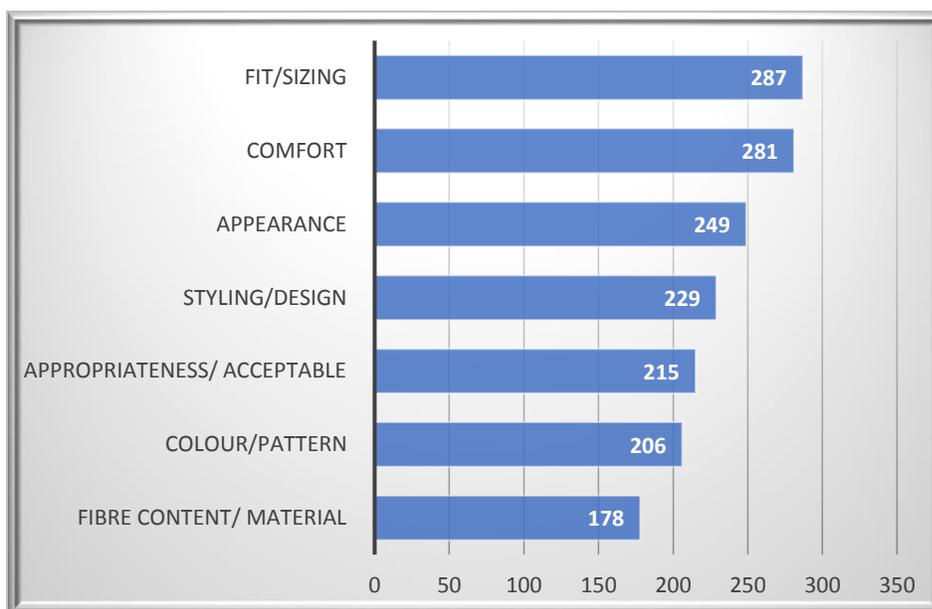


Figure 8.6 The most important evaluative criteria for a blouse/top

While broad trends in the most important evaluative criteria ratings are apparent in Figure 8.6, the z-test results indicated that *fit/sizing* and *comfort* achieved significantly more ratings in the combined categories of "very important to me" and "extremely important to me". These results suggest that when purchasing casual blouse/top, female consumers are most likely to consider "comfort" and "fit/sizing" in their purchasing decision.

Furthermore, values highlighted in green, depicted in Table 8.6, indicate significant differences between the proportion of respondents who value the attribute as either “very important” or “extremely important”. A 95% confidence level was used to determine whether or not the proportions differ significantly.

Table 8.6 Ratings for the most important evaluative criteria for a casual blouse/top

Fibre content/ material	Colour/Pattern	Appropriateness / acceptable	Styling/design	Appearance	Comfort	Fit/Sizing
0.563291139	0.651898734 More (p=0.02452)	0.680379747	0.724683544	0.787974684	0.892063 More (P=<0.001)	0.908228

From Table 8.6, it is clear that *comfort* ($p=<0.001$) and *colour/pattern* ($p=0.02452$) highlighted in green, differs significantly ($p<0.05$). The adjacent attribute to the left of each green highlighted indicates a higher score, meaning a significant difference. These results suggest that there is not enough evidence to suggest that there is a difference between *comfort* and *fit/sizing*. Table 8.6 further shows that there is not enough evidence to suggest that there is difference between appropriateness/acceptance and colour/pattern. These findings imply that female consumers who consider *comfort* in a casual blouse/top may also probably consider *fit/sizing*. Similarly female consumers who consider *colour/pattern* in the purchasing of blouse/top, may also probably consider *appropriateness/acceptance*.

8.4.1.2 The most important evaluative criteria for a casual trouser/skirt

Figure 8.7 summarizes female respondents’ most important frequency counts regarding the seven preselected intrinsic evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptable; fit/sizing, comfort and fibre content/material) in their purchasing of a casual trouser/skirt. The figure illustrates the number of mentions that were cited either in the selection of “very important to me” or “extremely important to me” for casual trouser/skirt. The z-test again indicated that *fit/sizing* and *comfort* achieved significantly more ratings in the combined categories of “very important to me” and “extremely important to me”. Evaluative criteria *appearance* follows closely as it is significantly more than the rest of the evaluative criteria, only second to *comfort* and *fit/sizing*. These results show that when purchasing a casual trouser/skirt, female consumers will again be more likely to consider *fit/sizing* and *comfort*. Besides comfort and fit/sizing, appearance may be considered to some extent as well.

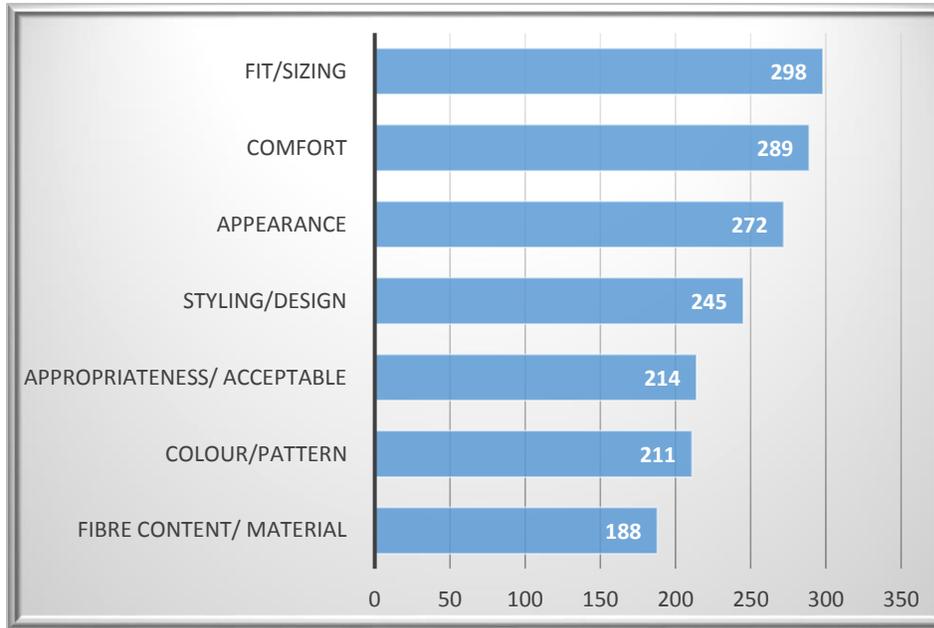


Figure 8.7 The most important evaluative criteria for a trouser/skirt

The study further investigated whether or not proportions for most important evaluative criteria for a casual trouser/skirt, shown in Figure 8.7 differs significantly. A 95% confidence level was also used to determine this occurrences. The values highlighted in green in Table 8.7 indicate significant difference between the proportion of respondents that value the attribute as either “very important to me” or “extremely important to me” for casual trouser/skirt.

Table 8.7 Ratings for the most important evaluative criteria for a casual trouser/skirt

Fibre content/ material	Colour/pattern	Appropriateness/ acceptable	Styling/design	Appearance	Comfort	Fit/Sizing
0.600638978	0.671974522	0.681528662	0.780254777 More (p=0.005)	0.86900958 More (p=0,003)	0.920382 More (p=0.036)	0.949045

Table 8.7 clearly concluded that *comfort* (p=0.036), *appearance* (p=0,003) and *styling/design* (p=0.005), highlighted in green (Table 8.7), differs significantly (p<0.05). The adjacent attribute to the left of each green highlighted indicates a higher score, meaning a significant difference. The results, therefore, demonstrated that in purchasing a casual trouser/skirt, there is not enough evidence to suggest that there is a difference between comfort and fit/sizing; appearance and

comfort as well as between styling/design and appearance. These findings seem to imply that in the purchasing of casual trouser/skirt, female consumers who consider *comfort* are also more likely to consider *fit/sizing*, while those who consider *appearance* will probably also consider *comfort* and those who consider *styling/design*, will probably also consider the *appearance*.

8.4.1.3 The most important evaluative criteria for a casual dress

Figure 8.8 summarizes female respondents' most important frequency counts regarding the seven preselected intrinsic evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptable; fit/sizing, comfort and fibre content/material) in their purchasing of a casual dress. The figure illustrates the number of mentions that were cited either in the selection of "very important to me" or "extremely important to me" for casual dress. Proportions were again compared using the z-test where p-values less than 0.05 indicate significant difference on a 95% level of confidence. In purchasing casual dress, the results once again showed that the evaluative criteria *fit/sizing* and *comfort* achieved significantly more ratings in the combined categories of "very important to me" and "extremely important to me".

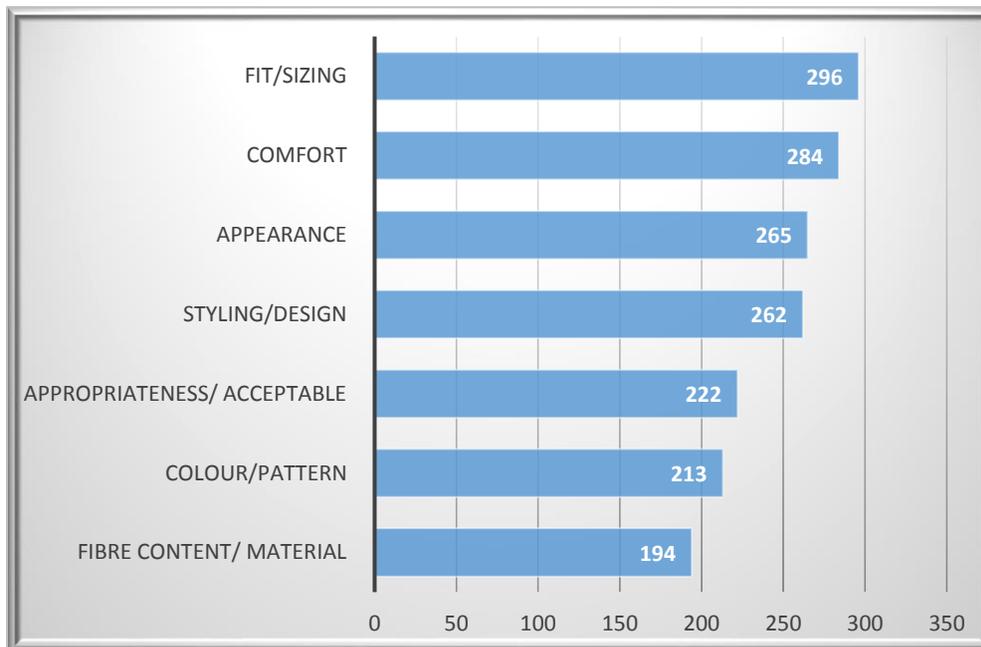


Figure 8.8: The most important evaluative criteria for a dress

A 95% confidence level was again used to determine whether or not the proportions for most important evaluative criteria for a casual dress, shown in Figure 8.8 differ significantly. Table 8.8 indicates significant difference between the proportion of respondents that value the attribute as either “very important to me” or “extremely important to me” for a casual dress.

Table 8.8 Ratings for the most important evaluative criteria for a casual dress

Fibre content/material	Colour/pattern	Appropriateness/acceptable	Styling/design	Appearance	Comfort	Fit/Sizing
0.617834395	0.676190476	0.704761905	0.831746032 More ($p < 0.001$)	0.841269841	0.901587 More ($p = 0.024$)	0.939683

The ratings in the combined categories of “very important to me” and “extremely important to me” concluded that evaluative criteria, *comfort* ($p = 0.024$) and *styling/design* ($p < 0.001$) highlighted in green, differ significantly ($p < 0.05$). The adjacent attribute to the left of each green highlighted indicates a higher score, meaning a significant difference. The results, therefore, suggest that female consumers who consider *comfort* in the purchasing of a casual dress will also most probably consider *fit/sizing*, while those who consider *styling/design* will probably also be interested with the *appearance* of casual dress.

8.4.1.4 Overall importance comparison of evaluative criteria ratings by clothing categories

In the previous three sections, the results that describe the most important evaluative criteria in the purchase of a casual blouse, trouser/skirt and dress were presented. Figure 8.9 summarizes the frequency counts of the overall importance comparison across the individual clothing categories, including casual blouse, trouser/skirt and dress. Frequency counts for a casual blouse are highlighted in blue, for casual trouser/skirt in red and for casual dress in gray.

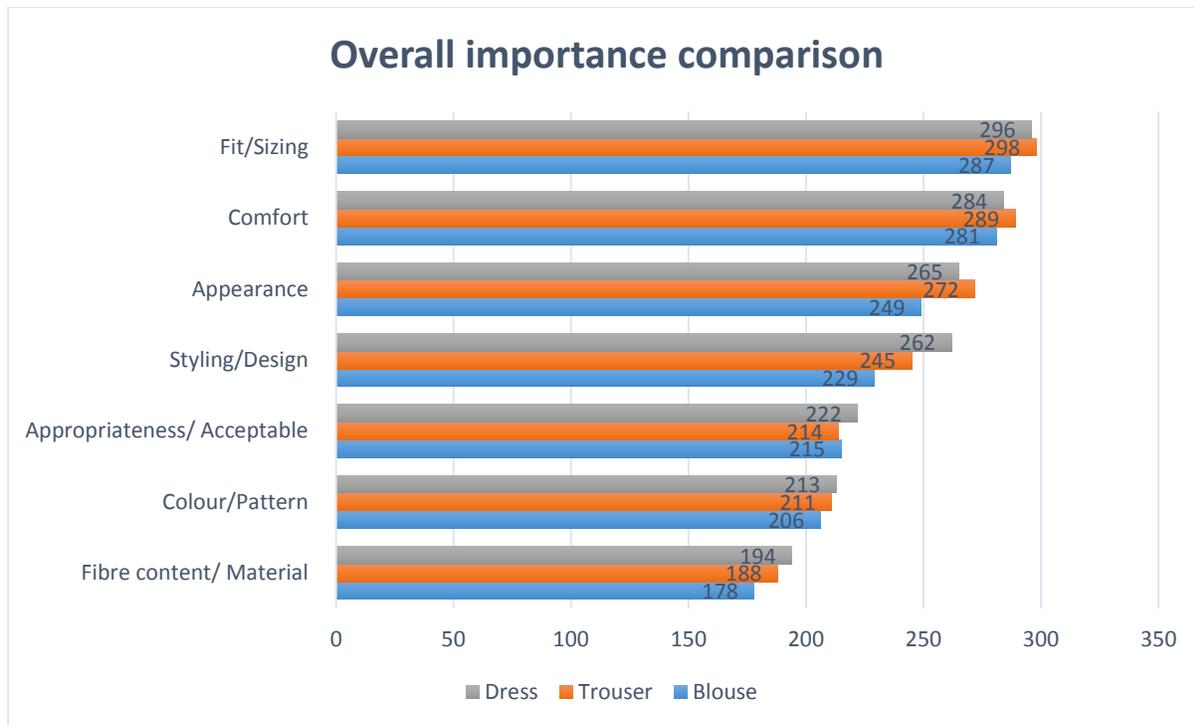


Figure 8.9 Overall importance comparison

Most of the same trends are apparent in Figure 8.9 as discussed in the previous sections (Section 8.4.1.1; 8.4.1.2 and 8.4.1.3), related to overall importance of the evaluative criteria. For example evaluative criteria fit/sizing and comfort were consistently ranked number one and two respectively, indicating critical importance in all clothing categories. A study conducted by Ackman *et al.* (1990) also noted that fit/sizing of clothing is considered the most important evaluative criteria in the purchasing of clothing because fit/sizing is directly related to the comfort of the wearer. Moreover, in order to improve body perception, clothing needs to fit the body well (Feather, Ford & Herr, 1996:23). On the other hand, evaluative criteria fibre content/material was consistently the lowest ranked among the entire range of seven attributes across the three clothing categories. The other interesting find from the comparison of importance of evaluative criteria across clothing categories is that while styling/design was ranked relatively important across the clothing categories, this evaluative criteria was ranked most important for a casual dress than for trouser/skirt and blouse/top. In addition, appropriateness/acceptability which was ranked relatively low on importance but ranked highest for dress compared to a blouse and trouser/skirt. Furthermore, the rankings of evaluative criteria fibre content/material and colour

exhibited a pattern in which ratings were lowest for blouse and then tended to increase for a trouser/skirt and dress.

8.4.2 Research Question two

Which evaluative criteria are determinant in the purchasing of casual blouse/top, trouser/skirt and a dress?

In order for this study to provide a more comprehensive picture of the use and importance of evaluative criteria in the clothing purchasing decision, respondents were further requested to specify the three evaluative criteria from the list of preselected evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptable; fit/sizing, comfort and fibre content/material) that were most important in their purchasing of a casual blouse/top, trouser/skirt and dress by ranking them in the order of first, second and third most important evaluative criteria. This question of the “most important” evaluative criteria indicated the determinant evaluative criteria that seemed overall very important in clothing purchases.

In light of the fact that respondents were forced to make a level of distinction by ranking the importance of the attributes, this necessitated the identification of the most dominant in the evaluative criteria selected by the respondents. In this view, attributes placed at first position for the most important attribute could signify the attribute which a consumer may need to establish first in the clothing purchasing decision before moving onto the second or third attributes. Hence, for all practical purposes, the first most important attribute should be recognized as a very critical attribute considered during the purchasing of clothing. For that reason, evaluative criteria which were specified as the *first most important* attribute in the purchasing of the clothing categories studied were the only evaluative criteria which were further analyzed. Furthermore, this analysis also distinguished the hierarchy of importance among the first most important attributes for the clothing categories studied.

Table 8.12 to 8.14 shows the frequency counts and percentages of each evaluative criteria specified as the *first most important* for a casual blouse, trouser/skirt and dress. The tables have been reorganised according to the most cited to least in terms of frequency counts for the *first most important* evaluative criteria. The highest total score of the first most important evaluative criteria signifies the determinant attribute for the particular clothing category.

Table 8.9 Determinant evaluative criteria for a casual blouse/top

Frequency percentage Row Pct	Fit/ sizing	Styling/ design	Comfort	Appearance	Colour/ pattern	Appropriate/ acceptable	Fibre content/ material	Total
First most important	91	79	55	41	23	18	8	315
	28.89%	25.08%	17.46%	13.02%	7.30%	5.71%	2.54%	

Missing: 1

Note: The table organisation was determined by the number of times each attribute was cited as first most important evaluative criteria in casual blouse purchasing decision. As such the table illustrates the determinance of the evaluative criteria ranked from most to least determinant for a casual blouse/top.

From Table 8.9 it is clear that the majority of respondents (n=91; 28.89%) consider fit/sizing as the determinant evaluative criteria in the purchasing of a casual blouse. While styling/design was also considered a determinant evaluative criteria by a substantial number of respondents (n=79; 25.08%), comfort and appearance were placed at third and fourth position respectively in determinance. On the other hand only 2.54% (n=8) respondents expressed fibre content/material as the determinant in the purchasing of blouse.

Table 8.10, presents the determinant evaluative criteria for a casual trouser/skirt as indicated by the respondents.

Table 8.10 Determinant evaluative criteria for a casual trouser/skirt

Frequency percentage Row Pct	Fit/ sizing	Styling/ design	Comfort	Appearance	Colour/ pattern	Appropriate/ acceptable	Fibre/ material	Total
First most important	129	62	46	31	22	19	7	312
	41.35%	19.87%	14.74%	9.94%	7.05%	6.07%	2.24%	

Missing: 4

Note: The table organisation was determined by the number of times each attribute was cited as first most important evaluative criteria in casual trouser/skirt purchasing decision. As such the table illustrates the determinance of the evaluative criteria ranked from most to least determinant for a casual trouser/skirt.

The evaluative criteria fit/sizing was rated the determinant once again by the majority (n=129; 41.35%) of respondents in the purchasing of casual trouser/skirt. As observed in the ratings, fit/sizing was obviously considered determinant by most respondents compared to a casual blouse/top. Similar to blouse/top, styling/design was again positioned second in terms of

importance by 19.87% respondents, while fibre content/material was again expressed by very few (n=7; 2.24%) respondents as the determinant in the purchasing of casual trouser/skirt.

In Table 8.11 the determinant evaluative criteria for a casual dress are presented.

Table 8.11 Determinant evaluative criteria for a casual dress

Frequency percentage Row Pct	Styling/design	Fit/sizing	Colour/pattern	Comfort	Appearance	Appropriate/acceptable	Fibre content/material	Total
First most important	95 30.35%	77 24.60%	41 13.10%	36 11.50%	34 10.86%	19 6.07%	11 3.51%	313

Missing: 3

Note: The table organization was determined by the number of times each attribute was cited as first most important evaluative criteria in casual dress purchasing decision. As such the table illustrates the determinance of the evaluative criteria ranked from most to least determinant for casual dress.

In purchasing a casual dress, the majority (n=95; 30.35%) of respondents suggested styling/design was the first most important evaluative criteria, making this evaluative criteria the determinant in the purchasing of casual dress. Fit/sizing was also considered by most (n=77; 24.60) respondents. Similar to blouse/top and trouser/skirt findings, fibre content/material was considered the determinant in the purchasing of dress by the least (n=11; 3.51%) respondents.

Figure 8.10 visually illustrates a comparison of the first most important evaluative criteria for casual blouse, trouser/skirt and dress



Figure 8.10 First most important evaluative criteria

As shown in Figure 8.10, the comparison results for the first most important attribute in purchasing a casual blouse/top, trouser/skirt and a dress clearly suggest that the majority (41.3%) of respondents considered fit/sizing to be the first most important attribute in the purchasing of particularly casual trouser/skirt. Fit/sizing was again considered the first most important attribute by most respondents in the purchasing of casual blouse (29%) as well as casual dress (25%). This suggests that the majority of respondents consider fit/sizing to be the determinant evaluative criteria in the purchasing of clothes, but more especially for a casual trouser. However, the second majority (30.4%) of respondents, regarded styling/design in the purchasing of a casual dress to be the first most important attribute. Styling/design was again considered the first most important attribute by most respondents when purchasing casual blouse/top (25.1%) and casual trouser/skirt (20%). This gives an indication that styling/design is regarded the determinant evaluative criteria, only second to fit/sizing in the purchasing of clothing, more especially for a casual dress. Evaluative criteria comfort, was regarded the determinant attribute in the purchasing of all clothing products at the third position, followed by the attribute; appearance, colour/pattern and appropriateness/acceptability. On the other hand, the evaluative criteria which was considered the first most important in the purchasing of all clothing categories by the least respondents was fibre content/material, suggesting only a few respondents regard fibre content/material to be a determinant in the purchasing of clothing products.

8.5 SUMMARY OF RESEARCH OBJECTIVE ONE

The aim of objective one was to identify the most important and determinant evaluative criteria used by female consumers when purchasing clothing. Within this objective, the two research questions ensured that the objective was sufficiently met. In order to understand female clothing shopping behaviour and the driving force behind their clothing preferences among the alternatives completely, it was necessary to identify the evaluative criteria considered important in the clothing purchasing decision. Identifying the evaluative criteria that consumers use in the clothing purchasing decision-making process may provide an insight into preferences in the clothing shopping behaviour. The z-test was used to establish the significant evaluative criteria and compared which proportions differ significantly. However, it is necessary to first discuss the overview notable results obtained when considering the importance and determinance evaluative criteria across the clothing categories studied.

A broad analysis of the most important evaluative criteria ratings across the clothing categories clearly indicated *comfort* and *fit/sizing* achieved significantly more ratings in the combined categories of “very important” and “extremely important”, suggesting, these evaluative criteria were considered critical in the purchase of clothing. This finding concurs with earlier studies (Zhang *et al.*, 2002) who established that many consumers expressed fit/sizing and comfort were most important in the purchasing of clothing. Furthermore, it was obvious from Tables 8.9 to 8.11, that the attribute fit/sizing is the determinant evaluative criteria in the purchasing of casual blouse and trouser/skirt. However, based on the total frequency counts of these two clothing categories, the determinance of the fit/sizing attribute received the very large (41.3%) portions of responses for the purchasing of casual trouser/skirt in comparison to casual blouse (32%). Similarly, evaluative criteria fit/sizing featured relatively high (25%) in the purchasing of casual dress, placing this attribute at the second position in the purchasing of casual dress. This suggests a consensus among female consumers that fit/sizing is critical especially in the purchasing of all casual clothing categories studied. Similar results were also reported by Newcomb (2009) who found fit/sizing was the most important and determinance attribute in the apparel purchasing. It is, therefore, not surprising that fit/sizing was reported a determinant evaluative criteria in these clothing categories. Many consumers will not be satisfied with a clothing product unless the fit and size is acceptable (Rahman, 2011:3). Fit/sizing has, however, been a challenge for many clothing manufacturers (Rahman, 2011:3).

The section will now summarize the findings by reviewing the importance and determinance of each of the seven evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptable; fit/sizing, comfort and fibre content/material) in the purchasing of casual blouse/top, trouser/skirt and dress.

Importance and determinance of styling/design: Results from the z-test indicate that when purchasing a casual trouser/skirt and dress, female consumers who consider *styling/design* to be most important are most likely to also consider the *appearance*. Furthermore, with the exception of casual dress purchasing, the attribute *styling/design* was consistently listed as second important attribute in the purchasing of casual trouser/skirt and blouse/top. However, when purchasing a casual dress, respondents confirmed *styling/design* was the determinant evaluative criteria. Styling/design is a combination of components or elements with a clothing that produce a distinctive appearance (Miller, Campbell, Littrell & Travicek, 2005:55). The findings obviously imply that the *styling/design* impacts the purchasing decision of especially casual dress. It is, therefore, important that the clothing style/design, especially for a casual dress fits the target consumer.

Importance and determinance of colour/pattern: Results from the z-test results highlighted that female consumers who consider *colour/pattern* to be important in the purchasing of blouse/top, may also probably consider *appropriateness/acceptance*. Results also showed that colour/pattern received relatively low in terms of determinance for the purchasing of casual blouse/top and trouser/skirt, however this attribute received enough mentions, ranking in the top three for the determinant in the purchasing of a casual dress. Although colour was not ranked high in other clothing categories, a study conducted by Zhang *et al.* (2002) which investigated the most important attributes in the casual wear on Chinese women from six cities, found that the attribute colour was among the most important evaluative criteria. Moreover, Eckman *et al.* (1990:19) point out that colour may be one of the significant evaluative criteria to satisfy when trying to move a consumer toward positive purchasing, therefore, further studies should incorporate a deeper understanding of colour as a design element.

Importance and determinance of appearance: the z-test also concluded that in the purchasing of trouser/skirts and dress female consumers who consider *styling/design* to be most important attribute, are also most likely to consider the *appearance*. However, this attribute was consistently ranked low in terms of determinance, receiving very few mentions as the most important evaluative criterion in the purchasing of any clothing category. Meaning *appearance* may not be

considered a determinant evaluative criterion in the purchasing decision of the clothing items studied.

Importance and determinance of appropriateness/acceptable: In terms of frequency counts, this attribute was considered somewhat important though significant in the purchasing decision of any of the clothing items. However, the z-test showed that female consumers who consider *colour/pattern* in the purchasing of a blouse/top, may also probably consider *appropriateness/acceptance* to be very important. *Appropriateness/acceptable* was also consistently ranked low in terms of determinance, receiving very few mentions for the most important evaluative in the purchasing of any clothing category. This suggests *appropriateness/acceptable* was not particularly a determinant evaluative criteria in the purchasing decision of the clothing items studied.

Importance and determinance of fit/sizing: Besides comfort, *fit/sizing* achieved significantly more ratings in the combined categories of “very important” and “extremely important”, suggesting respondents in this study considered *fit/sizing* as the most important evaluative criteria in their clothing purchasing decision. Meanwhile the z-test also showed that female consumers who consider *comfort* in the purchasing of all the clothing categories studied will also most probably consider *fit/sizing* to be very important. The results further revealed that this evaluative criteria was the determinant in the purchasing of particularly a blouse/top and a trouser/skirt and second most important in the purchasing of a casual dress. This suggests generally respondents agreed that *fit/sizing* is critical in the clothing purchasing decision. It is not surprising that *fit/sizing* is considered the most important and determinant evaluative criteria in the purchasing of clothes. Similar results have been obtained by researchers such as Howarton and Lee (2010) who explored fit preferences of female boomers. The researchers found that garment fit was the determinant in making apparel purchases.

Importance and determinance of comfort: *Comfort* achieved significantly more ratings for the most important evaluative criteria in the purchasing of all clothing categories. The z-test further demonstrated that female consumers who consider *comfort* in the purchasing of all clothing categories will also mostly likely consider *fit/sizing* to be important as well. Nevertheless, in terms of determinance, *comfort* was ranked third for casual blouse/top and trouser/skirt and only fourth for casual dress, suggesting this attribute can be regarded somewhat determinant in the purchasing of a blouse/top and a trouser/skirt, but less determinant for a dress.

Importance and determinance of fibre content/material: This evaluative criteria was the lowest rated in terms of ratings for importance and was consistently ranked at the bottom for determinant evaluative criteria. This seems to suggest that *fibre content/material* was neither a particularly important nor determinant evaluative criteria in the purchasing of all the clothing categories studied.

8.6 THE EXTENT TO WHICH EVALUATIVE CRITERIA PREFERENCES ARE INFLUENCED BY PERCEIVED BODY SHAPE (Research Objective 2)

Although there are several factors that can influence female consumers' clothing purchasing decision, Chapter 4 has argued that female body shapes may also have an influence on clothing preferences because of the inherent relationship between clothing and the body (Ackman *et al.*, 1990:20). The difference in body shape often determines how a garment will drape on a figure, how comfortable the garment feels and ultimately how the clothing product will be evaluated by the consumer in terms of the evaluative criteria considered during the purchasing decision (Pisut & Connell, 2007:370). Research objective two was aimed at determining the extent to which evaluative criteria preferences are influenced by perceived body shapes. The section that follows discusses the research questions which were asked for the achievement of this research objective.

8.6.1 Research Question one

In order to determine the extent to which evaluative criteria preferences are determined by body shape, the group administered questionnaire featured a question that required respondents to self-report their perceived body shape.

Which body shapes are prevalent in South Africa? (Identification of perceived own body shape)

Respondents were requested to self-report their body shapes by selecting the body shape that they thought most closely resembled their own from the illustrations of female body shapes by Liddelow (2011), used to represent six body shape categories. The selection included *the hourglass, the inverted triangle, the rectangular, the triangle, the oval and the diamond* body shapes. The motivation for using Liddelow's (2011) body shapes were given in Chapter 3 and Chapter 6. If respondents were unable to identify their perceived own body shape from the given illustrations, they were requested to sketch their own perceived body shape under the "own

sketch” column. Respondents indicated their body shape as one of the six possible categories illustrated in the self-administered questionnaire. It is important to reiterate that the results were self-reported by the participants, thus the reported body shapes may not adequately represent exactness of the respondents’ body shapes, but only a self-evaluation of the shape that according to the respondents’ best represented their own shape. Ratings given to each body shape were analyzed using descriptive analysis, through which frequency counts and percentages of the different body shapes were derived.

Table 8.12 depicts the results of the perceived self-reported body shapes. The table has been reorganised according to the most cited frequencies to the least for the perceived body shapes. Table 8.12 clearly shows that the majority of respondents perceived themselves to have a triangle body shape (n=103; 32.6%). A substantial number of respondents identified themselves with an oval body shape (n =57; 18.0%), following closely were respondents who perceived themselves to have an hourglass body shape (17.1%). The remaining respondents perceived themselves to either have the rectangle body shape (14.2%), the inverted triangle body shape (12.3%), with the least (n=15; 4.7%) respondents identifying themselves as diamond shaped. Details about respondents’ body shape distribution are also graphically presented in Figure 8.11 that clearly indicates the large number of respondents perceiving their body shape as a triangle shape.

Table 8.12 Perceived self-reported body shapes

	Triangle	Oval	Hourglass	Rectangle	Inverted triangle	Diamond
Body shapes						
Frequency (n)	103	57	54	45	39	15
Percentage (%)	32.6	18.0	17.1	14.2	12.3	4.7
Missing	n=3; 0.9%					
Total	n=316; 100%					

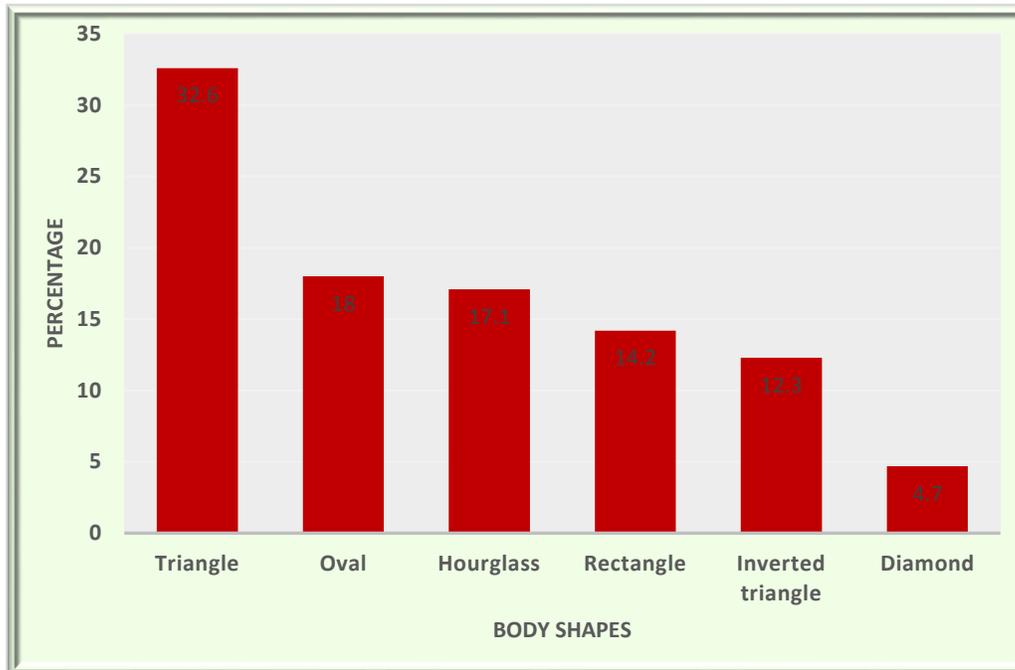


Figure 8.11 Graphic representation of self-reported body shapes

The silhouette of the triangle body shape, also known as pear shape (Pisut & Connell 2007), appears to be smaller or narrower above the waist and hips are proportionally wider and rounded (Rasband & Liechty, 2006:24). Although in this study, the body shapes were perceived self-reported by the respondents, the prevalence of this body shape in this study concurs with a study conducted by Makhanya *et al.* (2014) which compared body shapes, measurements, ratios and fit problems of 234 African (109) and Caucasian (125) women. In their study, a three-dimensional (3D) full body scanner generated virtual body images from which body shapes were identified. The researchers reported that almost 60% of young African women in South African are triangular shaped. Furthermore, the results also show that the perceived oval body shape was also somewhat prevalent among the respondents in this study. The oval body shape, according to Rasband and Liechty (2006:25), has an overall appearance of being round at the waistline. Although these findings were derived from perceived body shape inferences, the findings confirm the report of Pandarum (2010) who through limited South African data collected using a 3D body scanner, discovered that a large proportion of South African females are oval shaped.

8.6.2 The effect of body shape on the preference of evaluative criteria

Do body shapes impact on the preference of evaluative criteria in the clothing purchasing decision?

In order to determine the effect of body shape on the importance attributed to any evaluative criteria investigated in this research, Chi-Square test of independence was used to analyze frequency counts given to each evaluative criteria across body shape categories for the entire range of clothing categories (casual blouse/top, trouser/skirt and dress) investigated in this study. Chi-Square test of independence allows the researcher to compare two different sets of frequency counts to see if they are independent of each other or not (Hinton *et al.*, 2014:277). In other words, it tests whether or not a statistically significant relationship exists between a dependent and an independent variable. Statistically significant means the difference or relationship in the results is probably true (did not occur by random chance) (Sauro, 2014). In scenarios where a significant association was revealed, a follow up test (post-hoc) of Cramer's V (test of the strength of association) is reported. More details about the Chi-Square test were included in the methodology chapter, section 7.11.1.

In addition to the tests used, the ranked values of the evaluative criteria were merged into two groups namely "less important" and "important/very important". Important/very important is a combination of selections that indicated either very important or extremely important. "Less important" refers to the remainder of the selections that refer to the ranges between "not at all important" and "important to me". The reason for the groupings was to ensure a sufficient number of response for each body shape, which is required for inferential testing.

The Chi-Square test of independence output tables includes the *Contingency table/Cross-tabulation table*, *Chi-Square test* and *Symmetric measures*. The interpretation of the output in each of these tables will be explained accordingly.

8.6.3 Casual blouse/top

8.6.3.1 Cross-tabulation output of evaluative criteria and perceived self-reported body shape (casual blouse/top)

The cross-tabulation table depicted Table 8.13 show the relationship between evaluative criteria (styling/design, colour, appearance, appropriateness/acceptance, fit/sizing, comfort and fibre content) and perceived self-reported body shape (the hourglass, inverted triangle, triangle, rectangle, oval and diamond) in the purchasing of casual blouse/top (Table 8.13), casual

trouser/skirt (Table 8.16) and casual dress (Table 8.19). In the tables, the perceived self-reported body shapes are presented in the columns and the evaluative criteria are presented in the rows. The table also presents the frequency counts, which are the observed values, (labelled, count), and the standardised residual, or the difference between the observed frequency counts and the expected frequency counts (Boduszek, 2016:10). The size of the standardised residuals are compared to the critical values that correspond to an alpha of 0.05 (+/-1.96). Moreover, the standardised residuals that have a positive value mean that the cell was over-represented in the actual sample, compared to the expected frequency, while standardised residuals that have a negative value mean that the cell was under represented in the actual sample, compared to the expected frequency (Boduszek, 2016:11). As already mentioned, if a significant association was revealed in the cross-tabulation table, the assessment needs to be confirmed with a statistical test.

Tables 8.13 presents cross-tabulation table that shows the relationship between evaluative criteria (styling/design, colour, appearance, appropriateness/acceptance, fit/sizing, comfort and fibre content) and perceived self-reported body shape (the hourglass, inverted triangle, triangle, rectangle, oval and diamond) in the purchasing of casual blouse/top.

Table 8.13 Ranked values* Evaluative criteria* Perceived self-reported body shape Cross-tabulation – casual blouse/top

Evaluative criteria	Ranked values		Perceived self-reported body shape						Total
			Hourglass	Inverted triangle	Triangle	Rectangle	Oval	Diamond	
Styling/ design (casual blouse/top)	Less important	Count	18	7	30	9	18	3	85
		Standardised Residual	0.9	-1.1	0.4	-0.9	0.6	-0.5	
	Important/Very Important	Count	36	32	73	36	39	12	228
		Standardised Residual	-0.5	0.7	-0.2	0.6	-0.4	0.3	
Total	Count	54	39	103	45	57	15	313	
Colour/ pattern (casual blouse/top)	Less important	Count	23	11	36	13	26	0	109
		Standardised Residual	1.0	-0.7	0.0	-0.7	1.4	-2.3	
	Important/Very important	Count	31	28	67	32	31	15	204
		Standardised Residual	-0.7	0.5	0.0	0.5	-1.0	1.7	
Total	Count	54	39	103	45	57	15	313	
Appearance (casual blouse/top)	Less important	Count	9	11	28	8	8	2	66
		Standardised Residual	-0.7	1.0	1.3	-0.5	-1.2	-0.7	
	Important/Very important	Count	45	28	75	37	49	13	247
		Standardised Residual	0.4	-0.5	-0.7	0.2	0.6	0.3	
Total	Count	54	39	103	45	57	15	313	
Appropriate/ acceptance (casual blouse/top)	Less important	Count	19	17	26	17	18	3	100
		Standardised Residual	0.4	1.3	-1.2	0.7	0.0	-0.8	
	Important/Very important	Count	35	22	77	28	39	12	213
		Standardised Residual	-0.3	-0.9	0.8	-0.5	0.0	0.6	
Total	Count	54	39	103	45	57	15	313	
Fit/sizing (casual blouse/top)	Less important	Count	2	5	14	4	2	1	28
		Standardised Residual	-1.3	0.8	1.6	0.0	-1.4	-0.3	
	Important/Very important	Count	52	34	89	41	55	14	285
		Standardised Residual	0.4	-0.3	-0.5	0.0	0.4	0.1	
Total	Count	54	39	103	45	57	15	313	
Comfort (casual blouse/top)	Less important	Count	7	5	9	7	4	0	32
		Standardised Residual	0.6	0.5	-0.5	1.1	-0.8	-1.2	
	Important/Very important	Count	47	34	93	38	53	15	280
		Standardised Residual	-0.2	-0.2	0.2	-0.4	0.3	0.4	
Total	Count	54	39	102	45	57	15	312	
Fibre content/ material (casual blouse/top)	Less important	Count	28	18	40	19	28	3	136
		Standardised Residual	0.9	0.3	-0.7	-0.1	0.6	-1.4	
	Important/Very important	Count	26	21	63	26	29	12	177
		Standardised Residual	-0.8	-0.2	0.6	0.1	-0.6	1.2	
Total	Count	54	39	103	45	57	15	313	

As shown in Table 8.13, the most obvious pattern throughout the frequency counts is that most of the evaluative criteria frequency counts were leaning towards the high end of the scale of “important/very important”, while the “less important” values were consistently low. This implies respondents in this study consider these evaluative criteria important or moderately important in the purchasing of casual blouse/top. However, there are some interesting trends which are particularly noticeable in the frequency counts of some of the evaluative criteria. The results showed all body shapes investigated in this study, placed greater importance on *fit/sizing* compared to other evaluative criteria in the purchasing of casual blouse/top. This simply means respondents unanimously agree that *fit/sizing* is very important in the purchasing of casual blouse. Another noticeable result showed that all respondents (n=15) who identified themselves with the diamond body shape consider *colour* and *comfort* to be of greater importance when deciding to purchase casual blouse/top. Furthermore, *comfort* again received greater importance by the majority (n=93) respondents who perceived themselves to have the triangle body shape.

8.6.3.2 Chi-Square test results for colour/pattern (casual blouse/top) and perceived diamond body shape

Table 8.14, Table 8.17 and Table 20, are the Chi-Square tests output. In the Chi-Square tests output several test result are presented. This study is only concerned with the first row of statistics labelled Pearson Chi-Square. In this row Chi-Square obtained is given as well as the degree of freedom and the exact level of significance (Asymptotic Significance-2 sided). More precisely, the Chi-Square testing is about finding out whether the null hypothesis (H_0) can be rejected and, therefore, accepting the alternative hypothesis (H_1). (Stat trek (b), 2016). When p-value is less than alpha (significance level) of 0.05 ($p < 0.05$), the null hypothesis is rejected, indicating a significant statistical relationship exists. In Chi-Square test, refer to the table reporting the “Asymptotic Significance (2-sided)”.

Table 8.14 presents Chi-Square test output for colour/pattern of casual blouse and perceived diamond body shape which reported a significant association between the variables.

Table 8.14. Chi-Square tests for colour/pattern – casual blouse/top

	Value	df	Asymptotic Significance (2-sided)
Colour/pattern (casual blouse)			
Pearson Chi-Square	13.825 ^a	5	0.017
Likelihood Ratio	18.550	5	0.002
Linear-by-Linear Association	0.945	1	0.331
N of Valid Cases	313		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.22			

Table 8.13 reveals that the Pearson Chi-Square value of 13.825 has a significance of 0.017 (which is less than 0.05). Hence the null hypothesis of independence is rejected with a significance of 0.017 ($\chi=13.826$, $p=0.017$). This means dependence among the variables (colour/pattern and diamond body shape) is unlikely due to chance. It is worthwhile to confirm this finding with the standardised residual depicted in the contingency table (Table 8.13). The green highlighted cell in Table 8.13 reveal the standardised residual -2.3 was less than the critical value (-1.96), suggesting there were fewer perceived diamond shaped respondents who reported that colour/pattern of casual blouse/top is less important than would be expected. This finding, therefore, confirms that female consumers who perceive themselves to be the *diamond* body shape think *colour* of casual blouses is significantly less important than what other body shape rate. Thus it can be concluded that a significant relationship exists between the *diamond* body shape and the evaluative criteria *colour/pattern* in the purchasing of casual blouse/top. Although it was obvious from the contingency table (Table 8.13) that there were some evaluative criteria which were considered more important by different body shapes in the purchasing of casual blouse, the Chi-square test results specifically showed a statistical significant relationship between the *diamond* body shape and evaluative criteria *colour*. This implies this association is worth paying attention to and hence the only one which is discussed further. The diamond body shape is presented in Figure 8.12.

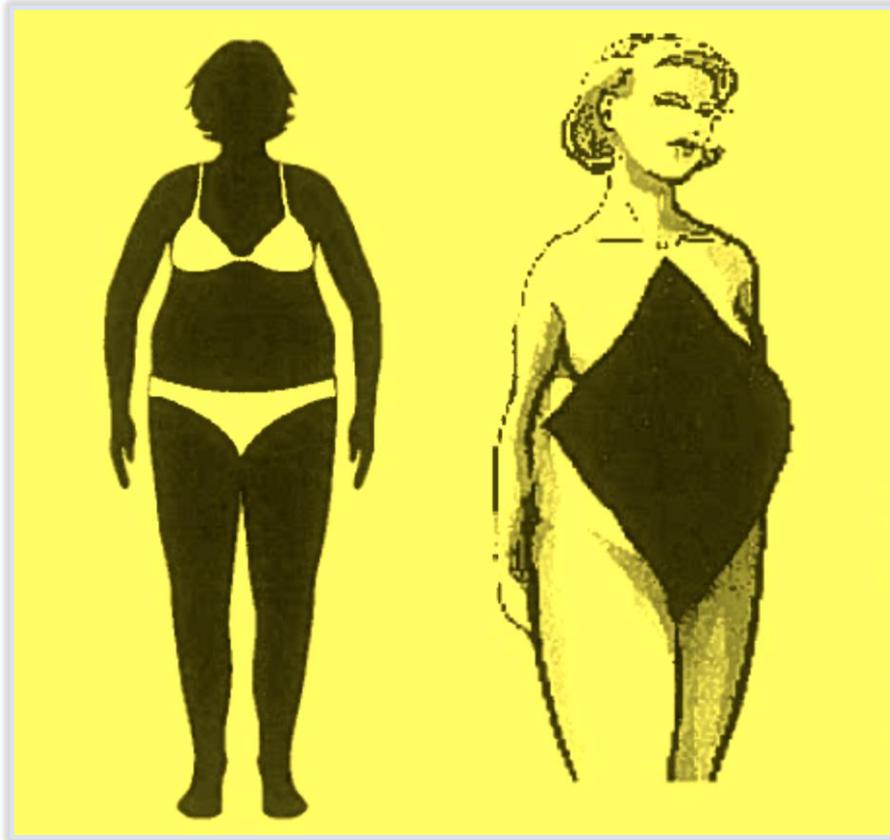


Figure 8.12 The diamond body shape (Source: Shop your shape.com 2016; Liddelow 2016)

The diamond body shape (Figure 8.12) is characterized by comparatively having broader hips than the bust and shoulders and wide midsection (Rasband & Liechty, 2006:25). The waist is undefined and is the largest part of the frame. The stomach is large and high. Some weight is carried in the upper legs, but the lower legs are proportionally shapely and thinner. Arms are also proportionately slender and shapely (Shop your shape.com, 2016).

The fact that a statistical significance was confirmed between the colour/pattern of casual blouse and diamond body shape, Cramer's V test results which reflect strength of the evidence against the null hypothesis is reported next.

8.6.3.3 Cramer's V test results for colour/pattern (casual blouse/top) and perceived diamond body shape

The Cramer's V test results is reported in the *Symmetric measures* table.

Table 8.15, Table 8.17 and Table 8.21 show the results of Cramer's V test. In Cramer's V statistics, refer to the table reporting the "Approximate Significance" value. Cramer's V can be interpreted in a similar fashion as standard regression in the sense that a value of 0 relates to independence and 1 to perfect association/dependence (Anon [n.d]). As previously stated, Cramer's V is a post-test to determine strength of association after Chi-Square analysis has determined significance. Table 8.15 presents Cramer's V test results for colour/pattern of casual blouse/top and the diamond body shape.

Table 8.15. Symmetric measures for colour/pattern – casual blouse/top

Colour/pattern (casual blouse)			Value	Approximate Significance
	Nominal by Nominal	Phi		0.210
Cramer's V			0.210	0.017
N of Valid Cases			313	

As already specified, Cramer's V can be interpreted in the sense that a value of 0 relates to independence and 1 to perfect association/dependence. The Cramer's results from Table 8.15 show correlation value of 0.210, which indicates weak but significant relationship between *colour* (blouse/top) and the perceived *diamond* body shape. Although a weak association is detected, the approximate significance of 0.017, suggest that it is worthwhile to note that colour/pattern of casual blouse may be the significant evaluative criteria to female consumers who perceive themselves to be diamond shaped.

While colour preferences for particular clothing products are dependent upon the underlying associations consumers may have developed (Funk & Ndubisi, 2006:44), the key to dressing an diamond body shape is to add volume or the illusion of volume to the top of the body and to minimize the bottom while creating and elongating the waist and drawing attention to the arms and legs (Gibson, 2014). Among other suggestions, the author states that vertical stripes and colour blocking can shift the focus inward and elongate the frame. Moreover adding colour to the upper body, such as wearing a dark trouser or skirt with a bright coloured blouse or scarf usually makes the body look balanced. Shopyourshape.com (2016) further suggest that the monochromic look also usually works best for the diamond body shape. In fashion terms, monochromatic dressing means wearing separates of one colour that have different textures and/or similar shades of that colour for an overall tonal look (Blumenthal 2016:1). In this instance, the significant importance placed on colour by the diamond body shape may suggest the need to camouflage body shape "flaws" as well as to balance certain parts of the body shape. Further

studies should look into which colours/patterns the diamond body shaped consumers prefer when shopping for clothing products and the reasoning behind the preferred colours/pattern.

8.6.4 Casual trouser/skirt

8.6.4.1 Cross-tabulation output of evaluative criteria and perceived self-reported body shape (casual trouser/skirt)

Table 8.16 presents a cross-tabulation table that shows the relationship between evaluative criteria (styling/design, colour, appearance, appropriateness/acceptance, fit/sizing, comfort and fibre content) and perceived self-reported body shape (the hourglass, inverted triangle, triangle, rectangle, oval and diamond) in the purchasing of casual trouser/skirt. The size of the standardised residuals were again compared to the critical values that correspond to an alpha of 0.05 (+/-1.96).

Table 8.16 Ranked values* Evaluative criteria* Perceived self-reported body shape Crosstabulation – casual trouser/skirt

Evaluative Criteria	Ranked values		Perceived self-reported body shape						Total
			Hourglass	Inverted triangle	Triangle	Rectangle	Oval	Diamond	
Styling/design (casual trouser/skirt)	Less important	Count	13	7	17	7	21	3	68
		Standardised Residual	0.3	-0.5	-1.1	-0.9	2.5	-0.2	
	Important/Very Important	Count	41	32	85	38	35	12	243
		Standardised Residual	-0.2	0.3	0.6	0.5	-1.3	0.1	
Total	Count	54	39	102	45	56	15	311	
Colour/pattern (casual trouser/skirt)	Less important	Count	20	10	36	15	17	3	101
		Standardised Residual	0.6	-0.7	0.5	0.1	-0.3	-0.8	
	Important/Very important	Count	34	29	66	30	39	12	210
		Standardised Residual	-0.4	0.5	-0.3	-0.1	0.2	0.6	
Total	Count	54	39	102	45	56	15	311	
Appearance (casual trouser/skirt)	Less important	Count	4	8	11	7	7	3	40
		Standardised Residual	-1.1	1.3	-0.6	0.5	0.0	0.8	
	Important/Very important	Count	50	31	91	38	48	12	270
		Standardised Residual	0.4	-0.5	0.2	-0.2	0.0	-0.3	
Total	Count	54	34	102	45	55	15	310	
Appropriate/acceptance (casual trouser/skirt)	Less important	Count	17	11	31	16	19	5	99
		Standardised Residual	0.0	-0.4	-0.3	0.4	0.3	0.1	
	Important/Very important	Count	37	28	71	29	37	10	212
		Standardised Residual	0.0	0.3	0.2	-0.3	-0.2	-0.1	

Total		Count	54	39	102	45	56	15	311
Fit/sizing (casual trouser/skirt)	Less important	Count	3	2	3	3	2	2	15
		Standardised Residual	0.2	0.1	-0.9	0.6	-0.4	1.5	
	Important/Very important	Count	51	37	99	42	54	13	296
		Standardised Residual	-0.1	0.0	0.2	-0.1	0.1	-0.3	
Total		Count	54	39	102	45	56	15	311
Comfort (casual trouser/skirt)	Less important	Count	3	3	7	4	5	1	23
		Standardised Residual	-0.5	0.1	-0.2	0.4	0.4	-0.1	
	Important/Very important	Count	51	36	95	41	51	14	288
		Standardised Residual	0.1	0.0	0.1	-0.1	-0.1	0.0	
Total		Count	54	39	102	45	56	15	311
Fibre content/ Material (casual trouser/skirt)	Less important	Count	20	11	44	16	26	6	123
		Standardised Residual	-0.2	-1.1	0.6	-0.4	0.8	0.0	
	Important/Very important	Count	33	28	58	29	30	9	187
		Standardised Residual	0.2	0.9	-0.4	0.4	-0.7	0.0	
Total		Count	53	39	102	45	56	15	310

Similar to the pattern seen in Table 8.13, Table 8.16 showed respondents expressed that most of the evaluative criteria were “important/very important” while the “less important” values were consistently low. Fit/sizing was once again regarded the most important evaluative criteria by all perceived body shapes in terms of frequency counts that were featured. While all body shapes placed importance to fit/sizing, the results clearly show that the majority of the respondents in the triangle body shape category (n=99) indicated greater importance in the evaluative criteria fit/sizing. Admitting the sample size was comparatively high (n=102) for the triangle body shape category compared to the remaining body shapes, this finding could be important. As earlier described, the triangular body shape is characterized by having proportionally wider and rounded hips. A South African study conducted by Makhanya (2015) found that Caucasian triangle body shape cited apparel fit problems of tightness at hips, buttocks and thighs. Equally a study conducted by Manuel, Connell and Presley (2010) on body shape and fit preference in body cathexis and clothing benefits sought for professional African-American women, discovered that triangular shaped women seeking a tighter fit pants reported fit problems with looseness at the waist and tightness at the thighs. The findings of this study may imply that most female consumers who perceive themselves to have a triangle body shape could be experiencing fit/sizing problems particularly when purchasing casual trouser/skirt, hence placing the greatest importance on the fit/sizing evaluative criteria. In addition to fit/sizing, the results also clearly show that all body shapes demonstrated *comfort* and *appearance* as very important evaluating criteria in the purchasing of casual trouser/skirt. Another noticeable result was that styling/design

achieved greater importance especially by respondents who again perceived themselves to be a triangle body shape.

8.6.4.2 Chi-Square test results for styling/design (casual trouser/skirt) and perceived oval body shape

Table 8.17 presents Chi-Square test output of *styling/design* of casual trouser/skirt and the *oval* body shape which indicates a significant association between the variables.

Table 8.17. Chi-Square tests for styling/design – casual trouser/skirt

	Value	df	Asymptotic Significance (2-sided)
Styling/design (casual trouser/skirt)	Pearson Chi-Square	11.210 ^a	0.047
	Likelihood Ratio	10.432	0.064
	Linear-by-Linear Association	1.513	0.219
	N of Valid Cases	311	
a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.28			

As usual, a p-value ($p < 0.05$) indicates statistical significance. In this case, since the asymptotic significance value of the Pearson Chi-Square test is 0.047 (which is less than 0.05), the null hypothesis of independence is rejected ($\chi^2 = 11.210$, $p = 0.047$). Hence it can be concluded that the association between the *oval* body shape and *styling/design* of the casual trouser/skirt is significant. These results can also be confirmed with the standardised residuals' depicted in Table 8.16. The standardised residual 2.5 (the green highlighted cell) was greater than the critical value (1.96), suggesting there were more perceived oval body shaped respondents who reported that styling/design of trouser is less important than would be expected. This finding, therefore, confirms that respondents who perceive themselves to be oval body shaped think that styling/design of trouser/skirts is significantly less important than what other body shapes rate. The oval body shape is depicted in Figure 8.13.

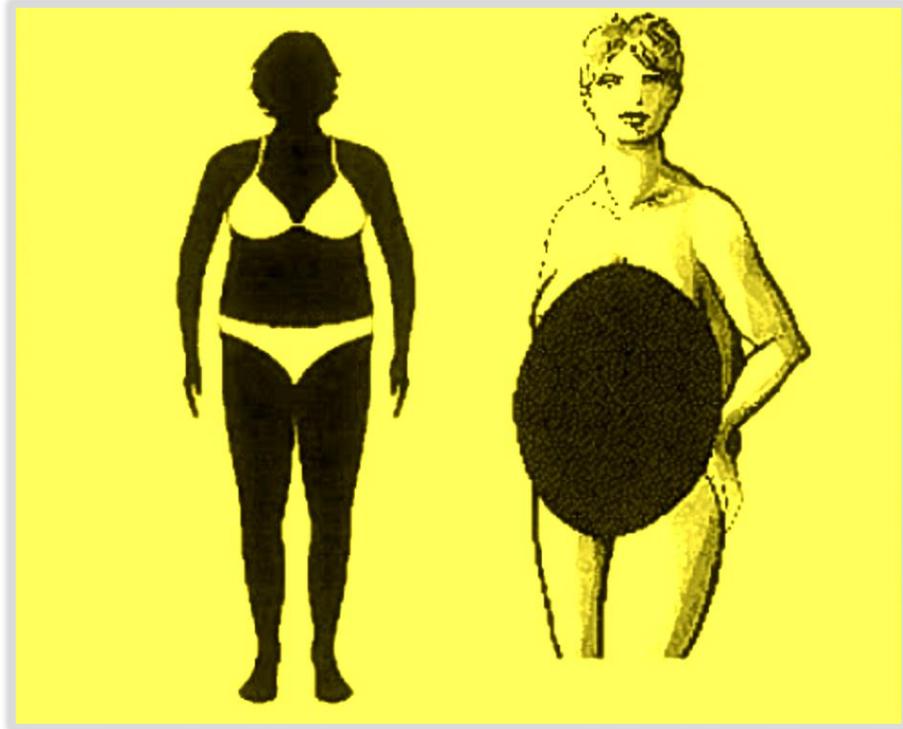


Figure 8.13 The oval body shape (Source: Shop your shape.com 2016; Liddelow 2011)

The oval body shape (Figure 8.13), has an overall appearance of being round at the waistline. The bust is usually large, hips are narrow, the midsection is full and the waistline is undefined (Rasband & Liechty, 2006:25). The stomach is large and low. The bottom is somewhat flat and the legs are slender (Shop your shape.com, 2016). The following section presents the results of Chi-Square and Cramer's V tests of the oval body shape in association with styling/design of casual trouser/skirt.

The fact that a statistical significance was confirmed between the Styling/design of casual trouser and the oval body shape, Cramer's V test results which reflect strength of the evidence against the null hypothesis is reported next.

8.6.4.3 Cramer's V test results for styling/design (casual trouser/skirt) and perceived oval body shape

Table 8.18 presents Cramer's V test results of the significant association between the oval body shape and styling/design of casual trouser/skirt. As previously mentioned, Cramer's V can be interpreted in the manner that a value of 0 relates to independence and 1 to perfect association/dependence.

Table 8.18. Symmetric measures for styling/design – casual trouser/skirt

			Value	Approximate Significance
Styling design (casual trouser/skirt)	Nominal by Nominal	Phi	0.190	0.047
		Cramer's V	0.190	0.047
	N of Valid Cases			311

The Cramer's results from Table 8.18 shows a correlation value of 0.190, which indicates a weak but significant correlation between *styling/design* (trouser/skirt) and the perceived *oval* body shape. Although the association is weak, the approximate significance of 0.047 suggest a clear evidence that the relationship between the oval body shape, and the styling/design of casual trouser/skirt should be taken into consideration by clothing designers and retailers.

Given the fact that the oval body shape is characterized by fullness around the middle and undefined waist. The key to dressing this body shape is to de-emphasize the midsection and create a more defined waist. In order to achieve this look, Silvia (2016) mentions several style/design for the trouser/skirts. For example, trouser/skirt should be flared or straight, the pleats should start below the stomach so as to avoid adding extra volume and that zippers should be at the side. Considering that the oval body shape is not the easiest to dress (Silvia (2016)), it is possible that female consumers are looking for the trouser/skirt styles/design that may flatter their body shape. Hence, the significant result established between the oval body shape and the styling of casual trouser/skirt may be pointing to the style/design challenges that oval shaped females face when deciding to purchase casual trouser/skirt.

8.6.5 Casual dress

8.6.5.1 Cross-tabulation output of evaluative criteria and perceived self-reported body shape (casual dress)

Table 8.19 presents a cross-tabulation table that shows the relationship between evaluative criteria (styling/design, colour, appearance, appropriateness/acceptance, fit/sizing, comfort and fibre content) and perceived self-reported body shape (the hourglass, inverted triangle, triangle, rectangle, oval and diamond) in the purchasing of casual dress. Again, the size of the standardised residuals were compared to the critical values that correspond to an alpha of 0.05 (+/-1.96).

**Table 8.19 Ranked values* Evaluative criteria* Perceived self-reported body shape
Crosstabulation – casual dress**

Evaluative Criteria	Ranked values		Perceived self-reported body shape						Total
			Hourglass	Inverted triangle	Triangle	Rectangle	Oval	Diamond	
Styling/ design (casual dress)	Less important	Count	10	5	20	4	12	1	52
		Standardised Residual	0.3	-0.5	0.7	-1.3	0.8	-0.9	
	Important/Very Important	Count	44	33	83	41	45	14	260
		Standardised Residual	-0.1	0.2	-0.3	0.6	-0.4	0.4	
Total		Count	54	38		103	45	57	15
Colour/ pattern (casual dress)	Less important	Count	19	15	35	7	21	4	101
		Standardised Residual	0.4	0.8	0.3	-2.0	0.6	-0.4	
	Important/Very important	Count	35	23	68	38	36	11	211
		Standardised Residual	-0.3	-0.5	-0.2	1.4	-0.4	0.3	
Total		Count	54	38	103	45	57	15	312
Appearance (casual dress)	Less important	Count	9	10	17	4	6	2	48
		Standardised Residual	0.2	1.7	0.3	-1.1	-0.9	-0.2	
	Important/Very important	Count	45	28	86	41	51	13	264
		Standardised Residual	-0.1	-0.7	-0.1	0.5	0.4	0.1	
Total		Count	54	38	103	45	57	15	312
Appropriate/ Acceptance (casual dress)	Less important	Count	13	16	27	14	15	6	91
		Standardised Residual	-0.7	1.5	-0.6	0.2	-0.4	0.8	
	Important/Very important	Count	41	22	76	31	42	9	221
		Standardised Residual	0.4	-0.9	0.4	-0.2	0.3	-0.5	
Total		Count	54	38	103	45	57	15	312
Fit/sizing (casual dress)	Less important	Count	0	2	7	3	5	0	17
		Standardised Residual	-1.7	0.0	0.6	0.4	1.1	-0.9	
	Important/Very important	Count	54	36	96	42	52	15	295
		Standardised Residual	0.4	0.0	-0.1	-0.1	-0.3	0.2	
Total		Count	54	38	103	45	57	15	312
Comfort (casual dress)	Less important	Count	6	2	5	8	9	0	30
		Standardised Residual	0.4	-0.9	-1.6	1.8	1.5	-1.2	
	Important/Very important	Count	48	36	98	37	48	15	282
		Standardised Residual	-0.1	0.3	0.5	-0.6	-0.5	0.4	
Total		Count	54	38	103	45	57	15	312
Fibre content/ Material (casual dress)	Less important	Count	20	14	40	14	24	7	119
		Standardised Residual	-0.1	-0.1	0.1	-0.8	0.6	0.5	
	Important/Very important	Count	34	24	63	31	32	8	192
		Standardised Residual	0.1	0.1	-0.1	0.6	-0.4	-0.4	
Total		Count	54	38	103	45	56	15	311

In purchasing of casual dress, data again show the tendency seen in Table 8.13 and Table 8.16, where “important/very important received more to moderately high frequency while “less important” was consistently rated low in terms of frequency counts. This finding suggests respondents in this study consistently considered these evaluative criteria in the purchasing of casual dress. Nonetheless, based on frequency counts, the results from Table 8.19 clearly show that evaluative criteria fit/sizing was once again the top rated attribute by respondents of all body shapes for “important/very important” category. Respondents who perceived themselves as hourglass and triangle body shape indicted greater importance for fit/sizing. Good fit/size implies that the clothing item conforms to the three-dimensional human body shape (Brown & Rice, 2001). This finding suggests female consumers mostly with triangle body shape agree that fit/sizing is critical in the purchasing of casual dress. The results further show that evaluative criteria *comfort* received very low frequency counts for “less important” for all body shapes investigated, especially from respondents who perceived themselves to have *triangle* and *diamond* body shape. This may imply that comfort may be of high concern for *triangle* and *diamond* body shaped consumers, particularly when deciding to purchase casual dress. Other evaluative criteria receiving most frequency counts for “important/very important” category were *appearance* and *styling/design*, suggesting respondents were convinced that these features were also very important or quite important in the purchasing of a casual dress. *Appearance* means how the dress will look on the body, which can either be flattering or unattractive appearance, while *style/design* refer to fashionability of style or individual preferences for a particular cut (Eckman *et al.* 1990:17). Eckman *et al.* (1990) also found that styling and appearance were among the four frequently mentioned evaluative criteria used for evaluating specific women’s clothing.

8.6.5.2 Chi-Square test results for comfort (casual dress) and perceived rectangle body shape

Table 8.20 presents Chi-Square test output of *comfort* for casual dress and the *rectangle* body shape which indicated a significant association results

Table 8.20 Chi-Square tests for comfort – casual dress

		Value	df	Asymptotic Significance (2-sided)
Comfort (casual dress)	Pearson Chi-Square	11.199 ^a	5	.048
	Likelihood Ratio	12.333	5	.031
	Linear-by-Linear Association	.727	1	.394
	N of Valid Cases	312		
	3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.44.			

As usual, a p-value ($p < 0.05$) indicates statistical significance, Table 8.18 reveals the Pearson Chi-Square value of 11.199 has a significance of 0.048 (which is less than 0.05), the null hypothesis of independence is rejected with a significance of 0.017 ($\chi^2 = 11.199$, $p = 0.048$). It is necessary to confirm this finding with the standardised residual value depicted in Table 8.19. From Table 8.19 the standardised residual 1.8 (the green highlighted cell) was less than the critical value (1.96), suggesting there were more perceived *rectangle* body shaped respondents who reported that comfort of casual dress is less important than would be expected. This finding, therefore, also confirms that respondents who perceive themselves to be rectangle body shaped think that *comfort* of casual dresses is significantly “less important” than what other body shape rate. Thus it can be concluded that a significant relationship exists between the *rectangle* body shape and the evaluative criteria *comfort* in the purchasing of a casual dress. The rectangle body shape is depicted in Figure 8.14.

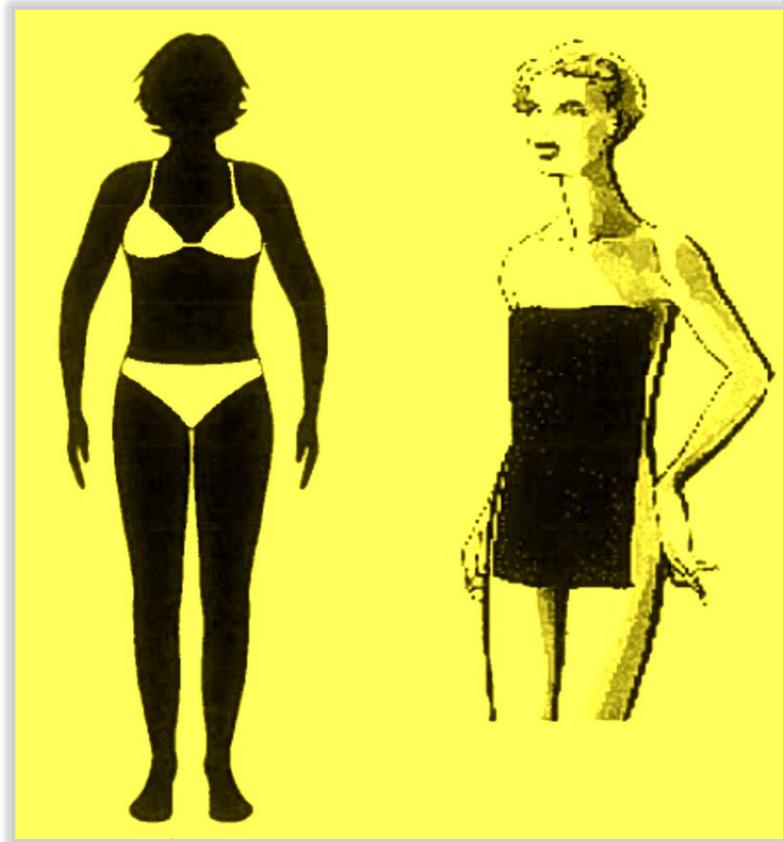


Figure 8.14 The rectangle body shape (Source: Shop your shape.com, 2016; Liddelow, 2011)

The rectangle body shape, also known as the “H shape” or straight body appears to be almost the same width at the shoulders, waist and hips (Rasband & Liechty, 2006:25). Rectangle body shape is characterized by not having a clear defined waistline. The bust is small to medium, and the figure is balanced top to bottom. The fact that a statistical significance was confirmed between the comfort of casual dress and the rectangle body shape, Cramer’s V test results which reflect strength of the evidence against the null hypothesis is reported next.

8.6.5.3 Cramer’s V test results for comfort (casual dress) and perceived rectangle body shape

Table 8.21 presents Cramer’s V test results of the significant association between the rectangle body shape and comfort of casual dress. As previously mentioned, Cramer’s V can be interpreted in the manner that a value of 0 relates to independence and 1 to perfect association/dependence.

Table 8.21. Symmetric measures for comfort – casual dress

Comfort (casual dress)			Value	Approximate Significance
	Nominal by Nominal	Phi	.189	.048
	Cramer's V	.189	.048	
N of Valid Cases			312	

The Cramer's results from Table 8.21 show correlation value of 0.189, which indicates weak but significant relationship between *comfort* (casual dress) and the perceived *rectangle* body shape. Although a weak association is detected, the approximate significance of 0.048, suggests that it is necessary to note that comfort of casual dress may be the significant evaluative criterion to female consumers who perceive themselves to be rectangle shaped.

The fact that the rectangle body shape (Figure 8.12) is characterized by balanced body top to bottom, it is considered to be one of the easier body shape to dress and that many dress design would usually suit and fit this shape well (Silvia, 2016). However, extra weight for this body shape may accumulate in the midsection area (Rasband & Liechty, 2006:25). A study conducted by Manuel *et al.* (2010) found that rectangular shaped respondents reported tightness at the waist and looseness at the thighs. As previously mentioned in Chapter 3, comfort in clothing fit is multifaceted including several dimensions such as physical comfort (mechanical properties), psychological comfort (well-being experiences) and social comfort (satisfaction with the impression made on others (Otieno *et al.*, 2005:299). In this instance, the findings may be suggesting that for the decision to purchase or not to purchase a casual dress may ultimately be determined by the evaluation of the type of comfort that the rectangle shaped consumer seeks in a dress.

8.7. SUMMARY OF RESEARCH OBJECTIVE TWO

Research objective two focused on determining the extent to which evaluative criteria preferences are influenced by perceived body shapes. Respondents were asked to self-report their perceived body shapes using Liddelow's (2011) illustrations. The selection included *the hourglass, the inverted triangle, the rectangular, the triangle, the oval and the diamond* body shapes. This input was analyzed using descriptive analysis, through which frequency counts and percentages of the

different body shapes were derived. The results in Table 8.12 clearly showed that the majority of respondents perceived themselves to have a triangle body shape (n=103; 32.6%), followed by the oval body shape (18.0%) and the hourglass body shape (17.1%). The remaining respondents perceived themselves to either have the rectangle body shape (14.2%), the inverted triangle body shape (12.3%), with the least (n=15; 4.7%) respondents identifying themselves as diamond shaped.

In order to determine the effect of this information (body shape information) on the importance attributed to any evaluative criteria investigated in this research, Chi-Square test of independence was used to analyze frequency counts given to each evaluative criteria across body shape categories for the entire range of clothing products (casual blouse, trouser/skirt and dress) investigated in this study. However, before proceeding with the summary, it is important to give an overview of the noticeable pattern of the results.

The most obvious pattern throughout the frequency counts (see Table 8.13, 8.16; 8.19) is that most of the evaluative criteria frequency counts were leaning towards the high end of the scale of “important/very important”, while the “less important” values were consistently low in the purchasing of all clothing categories. This implies respondents in this study consider these evaluative criteria important or moderately important in the purchasing of clothes. However, Chi-Square tests and the resulting post hoc (Cramer’s V test) identified significant association between body shape and evaluative criteria for each clothing category. The section will continue with the summary by discussing the influence of perceive body shapes on evaluative criteria in the purchasing of casual blouse/top, trouser/skirt and dress.

The effect of body shape on evaluative criteria in the purchasing of casual blouse/top

The Chi-Square test of independence results revealed that female consumers who perceive themselves to be the *diamond* body shape think *colour* of casual blouses is significantly “less important” than what other body shape rated, meaning a significant relationship exists between diamond body shape and colour of casual blouse/top. Post hoc (Cramer’s V) evaluations further suggested that a weak but significant relationship exists between the diamond body shape and the colour of casual blouse. This finding suggested colour/pattern may have an impact on female consumers purchasing decision who perceive themselves to be diamond shaped, particularly when purchasing casual blouse/top.

The effect of body shape on evaluative criteria in the purchasing of casual trouser/skirt

The results indicated that respondents who perceive themselves to be oval body shaped think that styling/design of trouser/skirts are significantly less important than what other body shapes rate. Post hoc, Cramer's V test performed to further determine the extent of association. The significant findings reflected that a weak but significant correlation existed between *styling/design* (trouser/skirt) and the *oval* body shape. This finding clearly suggests that oval body shaped consumers may greatly be influenced by the styling/design especially in the purchasing of casual trouser/skirt.

The effect of body shape on evaluative criteria in the purchasing of casual dress

In the purchasing of casual dress, the Chi-Square test of independence uncovered that respondents who perceive themselves to be rectangle body shaped think that *comfort* of casual dresses is significantly "less important" than what other body shapes rate. Post hoc Cramer's V test further indicated a weak but significant relationship between *comfort* of dress and the *rectangle* body shape. This finding suggests *comfort* of a dress may have an impact in the purchasing decision of the *rectangle* shaped consumers.

8.8 THE EXTENT TO WHICH EVALUATIVE CRITERIA PREFERENCES ARE INFLUENCED BY PERSONAL VALUES (Research Objective 3).

8.8.1 Research Question

Do personal values impact the preference of evaluative criteria in the clothing purchasing decision?

The appearance of an individual that is portrayed through clothing, communicates a complete set of information concerning the wearer. This study proposes that personal values which are described as the desired end-states of a person, play a major role in guiding choice of products or choice and preference of product (Gutman, 1982). However, the role of personal values in determining evaluative criteria preferences is highly subjective. Consumers often evaluate and select clothing based on their internally-held personal values as well as characteristics they want to project to others (Kaiser, 1998:290).

This research objective evaluated personal values using Kahle's (1983) nine list of values (LOV). Respondents were requested to rate each value item on a seven point scale with end-points

(where 1 = *not at all important to me* and 7 = *extremely important to me*) in relation to what they would like to portray through clothing they purchase in general. However, the aim of research objective three was to determine the effect of personal values (dependent variable) on the importance attributed to the intrinsic evaluative criteria (independent variable) explored in this study. In order to give a broader view of the relationship between evaluative criteria and personal values, nonlinear canonical correlation analysis (OVERALS) was performed using the ratings information on personal values and evaluative criteria for the clothing categories studied. The ratings were used as ordinal data for the OVERALS procedure. The purpose of nonlinear canonical correlation analysis is to determine how similar two or more sets of variables are to one another. As in linear canonical correlation analysis, the aim is to account for as much of the variance in the relationships among the sets as possible in a low-dimensional space (Meulman & Heiser, 2011:186). According to Grzeškowiak (2016:64), a great advantage of nonlinear canonical correlation analysis procedure is the possibility to represent graphically the relationships between variables belonging to the considered sets of variables. The interpretation of the nonlinear correlation analysis results among others includes, evaluation of the *fit* and *loss* of measures, the *weights* and the *component loadings* examination as well as the *biplot* presentation allowing for the assessment of correlation among the variables

8.8.2 Evaluation of the *fit* and *loss* measures

Table 8.22 offers a summary of the findings of *fit* and *loss* measures of the survey sample between the two variables (personal values and evaluative criteria) for each of the clothing category studied. The *fit* and *loss* value measures indicate the capability of the nonlinear correlation analysis solution fits the optimally quantified data with respect to the correlation between the datasets (Theodosious, Angels & Vakali, 2007:206). A summary of the *fit* and *loss* findings is presented in the table below.

Table 8.22: A summary of the fit and loss findings

Summary of findings			
	Casual Blouse/top	Casual Dress	Casual Trouser/skirt
Fit	1.503	1.512	1.493
Loss	0.497	0.488	0.507
Canonical correlation	0.46	0.455	0.47

The maximum fit in the above scenario is 2, which is equal to the total number of dimensions. A value of 2 would indicate a perfect fit. *Loss* is simply the difference between perfect fit and the fit value obtained; it indicates the amount of unexplained variation between the two sets. In addition, these canonical correlation coefficient relates to the second dimension. This is the dimension that was used to interpret the biplot.

In the above scenario (Table 8.22), it can be verified that the variable “Casual Dress”, obtained the highest fit value of 1.512, indicating that the relationship between evaluative criteria and personal values are stronger when compared to either a “Casual Blouse/top” or “Casual Trouser/skirt”. This finding suggests that the relationships between personal values and evaluative criteria can have a strong influence especially in the purchasing decision of casual dress.

Moreover, the importance of each of the variables for the two sets (personal values and evaluative criteria) is confirmed by analyzing the component loadings presented in Tables 8.23 through 25, of which *weight*, *component loading* and *multiple fit* measures are reported for each of the clothing categories (See Tables 8.23 to 8.25).

- (i) *Weight*: is the regression coefficient in each dimension for every quantified variable in a set. It provides an indication of the contribution each variable makes to the dimension within each set (Meulman & Heiser, 2011:44). A larger positive weight means that this variables is stronger in discriminating between the groups (in favour of the group above the y-axis). A negative value means that this variable is stronger in discriminating in favour of the group below the y-axis.
- (ii) *Component Loading*: corresponds to the weight and is used to validate. The loading and weight should be comparable
- (iii) *Multiple Fit*: measures the goodness of fit (Meulman & Heiser, 2011:44) and was used to show the importance of the variable in discriminating between the groups. The largest values indicate the strongest discriminatory power overall.

Thus, the tables (Table 8.21 to 23) show each variable with three different corresponding values. All the output relates to the second dimension (when looking at the biplot graph, which would be the vertical axis) since that is the dimension that separates the groups better. A detailed interpretation of the findings within each of these clothing category follows.

8.8.3 The association between personal values and evaluative criteria in the purchasing of a casual blouse/top

Table 8.23 present OVERALS component loadings for a casual blouse/top. The variables that discriminate/separate best between the two sets (personal values and evaluative criteria) in the purchasing of casual blouse/top are verified by the values reported under *multiple fit*. From Table 8.23, the values of discriminating variables are highlighted in red and the largest values indicate the strongest discriminatory power overall in the purchasing of casual blouse/top.

Table 8.23 OVERALS component loadings for a casual blouse/top

	Weight	Loading	Multiple Fit
Sense of belonging	-0.209	-0.074	0.045
Excitement	0.198	0.216	0.040
Warm relationship with others	0.292	0.135	0.086
Self-fulfilment	-0.333	-0.376	0.119
Being well- respected	-0.249	-0.338	0.067
Fun and enjoyment in life	-0.069	-0.080	0.006
Confidence	0.475	0.228	0.228
Self-respect	-0.496	-0.545	0.251
A sense of accomplishment	-0.138	-0.268	0.023
Styling/Design (blouse/top)	-0.378	-0.471	0.144
Colour/Pattern (blouse/top)	-0.031	-0.060	0.003
Appearance (blouse/top)	0.153	0.148	0.024
Appropriateness/ Acceptable (blouse/top)	-0.129	-0.131	0.022
Fit/Sizing (blouse/top)	-0.578	-0.584	0.337
Comfort (blouse/top)	-0.100	-0.178	0.013
Fibre content/ Material (blouse/top)	0.446	0.358	0.201

It is clear from Table 8.23 that the variables that discriminate best between the two sets (personal values and evaluative criteria) in the purchasing of a casual blouse/top, in order of importance, are (1) *fit/sizing* (2) *self-respect* (3) *confidence* and (4) *fibre content/material*. The results suggest that these are the most influential variables in relationships among variable sets when purchasing a casual blouse.

Note: Before proceeding with the interpretation of the biplots illustrated in Figure 8.15 through 8.17 on a casual blouse/top, trouser/skirt and dress respectively, it is important to point out to the reader that it is evident that the second dimension provides a clearer grouping between the sets of variables. Furthermore, variables that plot closely to each other show that the relationship between these variables is stronger than those that plot further apart. Variables that plot further from the origin (0,0) or where $y=0$, indicate stronger discriminatory power between the two sets. In other words, the distance from the origin to each variable point, approximates the importance of that variable. The interpretation of the findings revolves around variables that are grouped close to each other as well as variables that are on the same side of the axis (i.e. variables above 0 on the y-axis and variables below 0 on the y-axis).

Figure 8.15 is a biplot approximation of the correlations between personal values and evaluative criteria in the purchasing of a casual blouse. The biplot (Figure 8.15) clearly shows the discriminating variables identified in Table 8.23 positioned far away from the origin, while *colour/pattern* show the least discriminatory power among all of the variables, suggesting *colour/pattern* is the least influential variable in relationships among variables in the purchasing decision for a casual blouse/top.

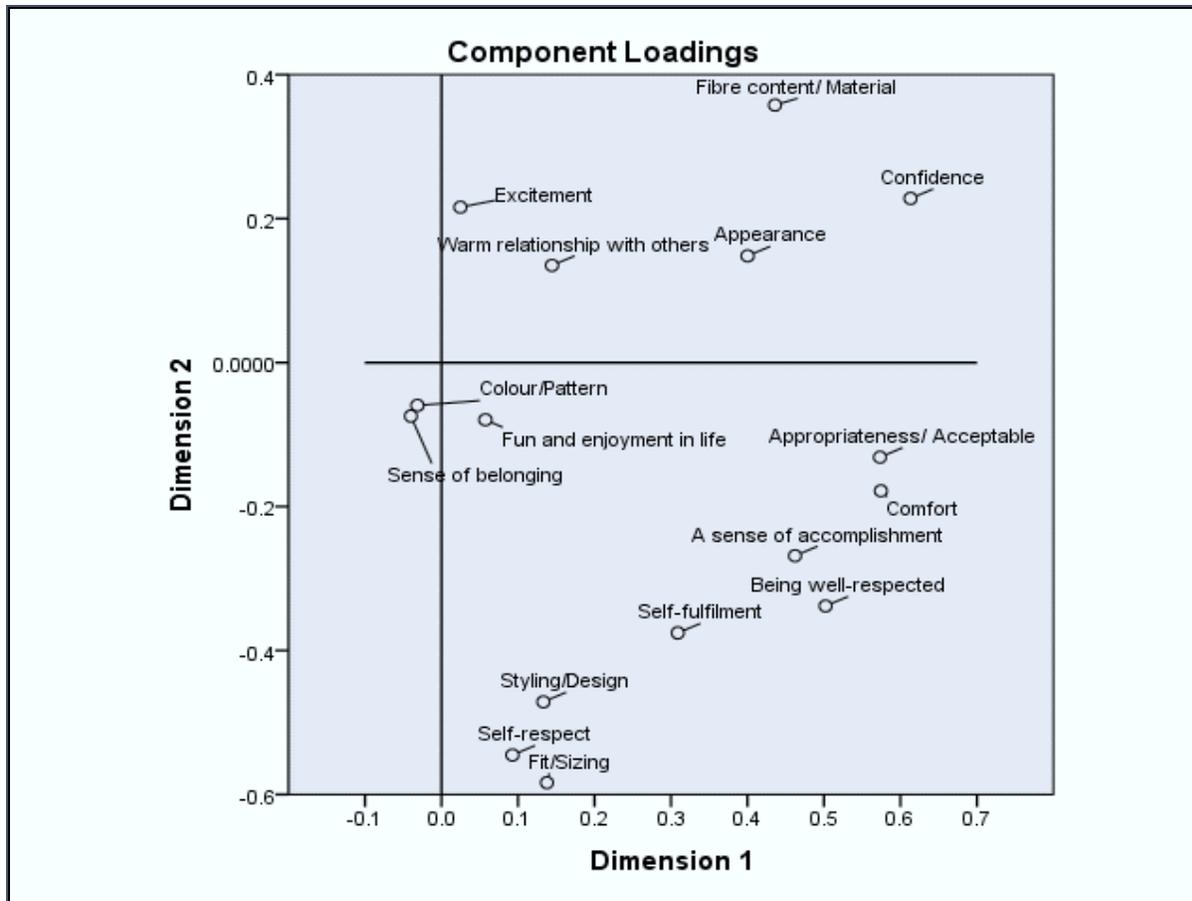


Figure 8.15 Biplot for a casual blouse/top

The relationships between personal values set and evaluative criteria set are observed clearly in the upper and lower y axis of the biplot. The component loading above 0 on the y-axis indicate that the *appearance* of a casual blouse/top is moderately associated with *warm relationship with others*, *excitement* and *confidence*. This means that when deciding to purchase a casual blouse/top, female consumers in this study feel they will be drawn to the appearance of a casual blouse/top because it influences them to have warm relationship with others and it makes them experience excitement. Besides that, female consumers also feel that through the appearance of a casual blouse/top, they get a sense of confidence. In contrast, component loading below 0 on the y-axis, show that the *fit/sizing* of a casual blouse/top may have an intense influences on *self-respect* as they are positioned furthest from the origin. Another important association is that through the *styling/design* of a blouse/top, female consumers in this study seems to achieve *self-fulfillment*, while a sense of *accomplishment* is moderately influenced by the *comfort* of a casual blouse/top. However, *appropriateness/acceptability* of a casual blouse/top seems not to have

intense influence on *fun and enjoyment* as well as on *sense of belonging*. Finally, the importance of *fibre content/material* is apparent at the upper most position (above 0 on the y-axis) which has no correlation with any of the other variables as seen in the biplot.

8.8.4 The association between personal values and evaluative criteria in the purchasing of a casual trouser/skirt

Table 8.24 presents OVERALS component loadings for a casual trouser/skirt. The variables that discriminate best between the two sets (personal values and evaluative criteria) in the purchasing of a casual trouser/skirt are observed from *multiple fit* values. The values highlighted in red indicate discriminating variables and the largest values indicate the strongest discriminatory power overall in the purchasing of a casual trouser/skirt.

Table 8.24 OVERALS component loadings for a casual trouser/skirt

	Weight	Loading	Multiple Fit
Sense of belonging	0.177	0.289	0.038
Excitement	-0.237	0.060	0.058
Warm relationship with others	0.370	0.420	0.139
Self-fulfilment	0.215	0.263	0.048
Being well- respected	-0.068	-0.268	0.010
Fun and enjoyment in life	-0.327	-0.403	0.110
Confidence	-0.343	-0.410	0.123
Self-respect	-0.423	-0.455	0.183
A sense of accomplishment	0.355	-0.048	0.127
Styling/Design (trouser/skirt)	-0.104	0.042	0.011
Colour/Pattern (trouser/skirt)	0.470	0.475	0.221
Appearance (trouser/skirt)	0.281	0.301	0.080
Appropriateness/ Acceptable (trouser/skirt)	-0.180	-0.162	0.032
Fit/Sizing (trouser/skirt)	-0.342	-0.358	0.117
Comfort (trouser/skirt)	-0.106	-0.148	0.015
Fibre content/ Material (trouser/skirt)	0.479	0.566	0.231

Table 8.24 clearly reveals that the variables that discriminate best between the two sets, in order of importance are: (1) *Fibre content/material* (2) *Colour/pattern* (3) *Self-respect* and (4) *Warm relationship with others*. This implies that these variables are the most influential variables in relationships among variable sets when purchasing a casual trouser/skirt

Figure 8.16 is a biplot approximation of the correlations between personal values and evaluative criteria when purchasing a casual trouser/skirt. Figure 8.16 clearly show the discriminating variables seen in Table 8.24 are positioned far away from the origin. *Being well-respected* shows the least discriminatory power among all of the variables, implying *being well-respected* is the least influential in relationships among variable sets when purchasing a casual trouser/skirt.

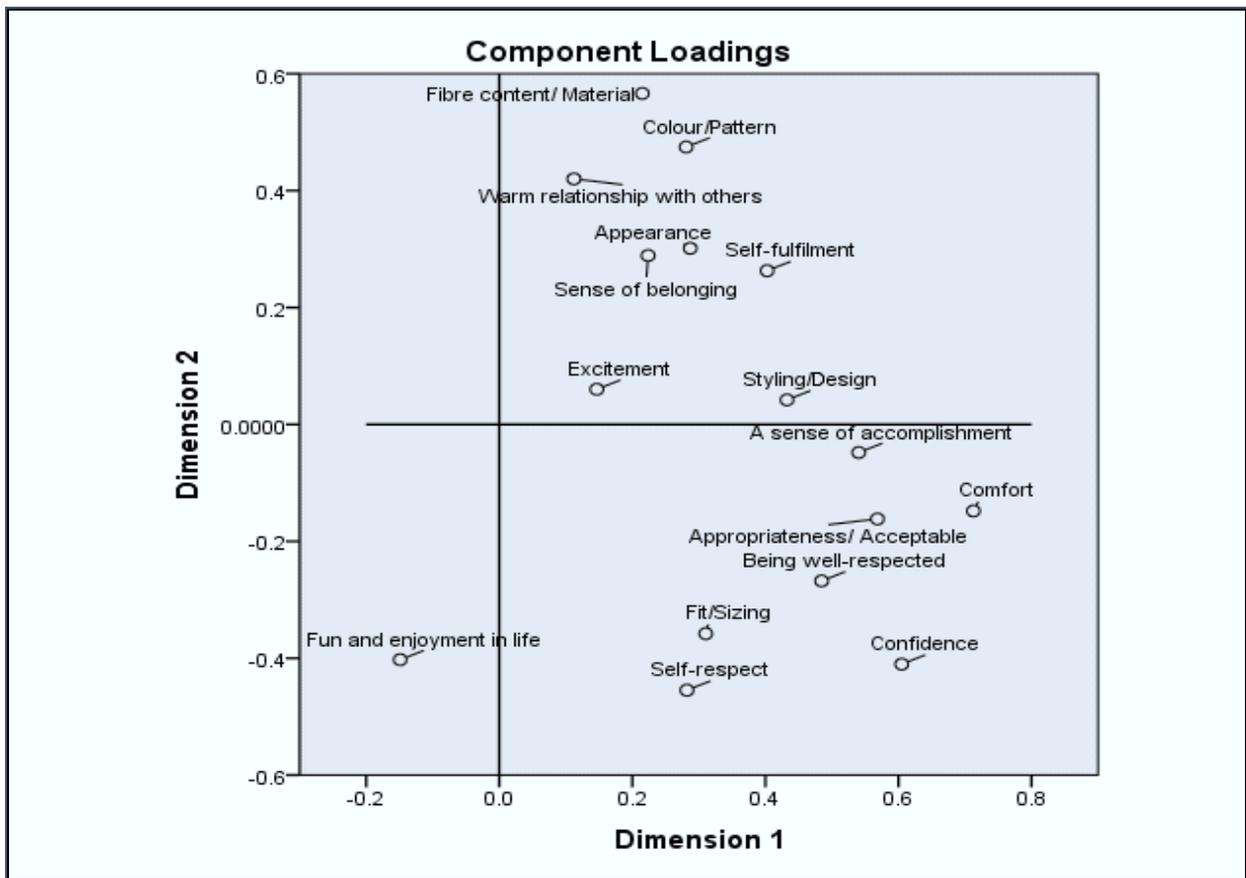


Figure 8.16 Biplot for a casual trouser/skirt

Relationships between personal values and evaluative criteria when purchasing a casual trouser/skirt are observed clearly in the Figure 8.16. The component loading above 0 on the y-

axis indicate that when purchasing casual a trouser/skirt, female consumers in this study strongly associate *fibre content/material* and *colour/pattern* to influence *warm relationship with others*. Another important association is that the *appearance* of a casual trouser/skirt provides female consumers a *sense of belonging* as well as *self-fulfillment*. On the other hand respondents feel *styling/design* of a trouser/skirt, which has relatively weaker discriminatory power, provides weak *excitement*. The component loading below 0 on the y-axis shows that female consumers strongly feel they can achieve *self-respect, confidence* as well as *fun and enjoyment* through the *fit/sizing* of a casual trouser/skirt. Furthermore, respondents also indicate that *appropriateness/acceptability* (with the least discriminatory power), of a casual trouser/skirt influences *being well-respected*, while a *sense of accomplishment* is weakly influenced by the *comfort* of a casual trouser.

8.8.5 The association between personal values and evaluative criteria in the purchasing of a casual dress

Table 8.25 presents the OVERALS component loadings for a casual dress. The variables that discriminate best between the two sets (personal values and evaluative criteria) in the purchasing of a casual dress can again be established below the *multiple fit* values. The values of discriminating variables are highlighted in red and the largest values indicate the strongest discriminatory power overall in the purchasing of a casual dress.

Table 8.25 OVERALS Component loadings for a casual dress

	Weight	Loading	Multiple Fit
Sense of belonging	-0.081	0.011	0.008
Excitement	0.230	0.148	0.058
Warm relationship with others	0.010	0.061	0.005
Self-fulfilment	-0.339	-0.393	0.119
Being well- respected	-0.408	-0.437	0.170
Fun and enjoyment in life	0.537	0.342	0.297
Confidence	-0.257	-0.301	0.076
Self-respect	-0.087	-0.288	0.008
A sense of accomplishment	-0.257	-0.307	0.069
Styling/Design (dress)	-0.172	-0.256	0.030
Colour/Pattern (dress)	-0.289	-0.453	0.085

Appearance (dress)	0.432	0.162	0.188
Appropriateness/ Acceptable (dress)	-0.043	-0.095	0.002
Fit/Sizing (dress)	-0.145	-0.423	0.021
Comfort (dress)	-0.588	-0.694	0.346
Fibre content/ Material (dress)	-0.097	-0.273	0.010

It is apparent from Table 8.25 that the variables that discriminate best between the two sets, in order of importance, are: (1) *comfort* (2) *fun and enjoyment in life* (3) *appearance* and (4) *being well-respected*, suggesting these variables are the most influential variables in relationships among variable sets when purchasing a casual dress.

Figure 8.17 is a biplot approximation of the correlations between personal values and evaluative criteria when purchasing casual dress. It is clear that the discriminating variables seen in Table 8.25 are positioned far away from the origin. *Appropriateness/acceptable* show the least discriminatory power among all of the variables, suggesting this variable is considered the least influential in relationships among variable sets in the purchasing decision for a casual dress.

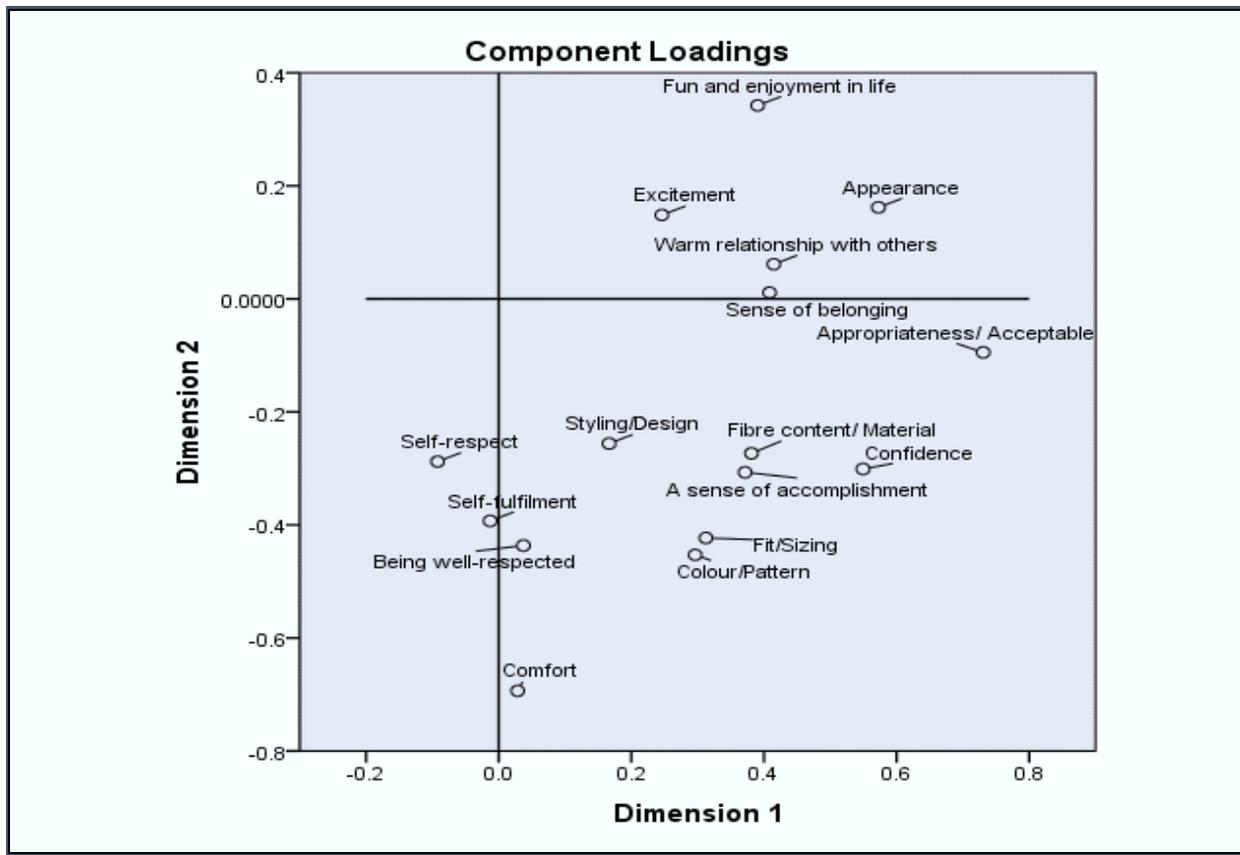


Figure 8.17 Biplot for a casual dress

The association between personal values and evaluative criteria for a casual dress is apparent in Figure 8.17. Variables above 0 on the y-axis show that respondents feel *appearance* of a casual dress is important in that it is closely associated with *excitement* and having *warm relationship with others*. Besides that, *appearance* of a casual dress also seems to moderately influence the *sense of belonging* among female consumers. On the other hand, variables below 0 on the y-axis clearly indicate that respondents strongly associated *self-respect*, *self-fulfillment*, *confidence*, *being well-respected* and *sense of accomplishment* with the *fibre content/material*, *styling/design*, *fit/sizing* and *colour* of casual dress. It is also clear from the biplot, Figure 8.17, that the importance of the variables *comfort* and *fun and enjoyment of life* are apparent, positioned further most from the origin (above and below 0 on the y-axis), but have no correlation relationship with any of the other variables.

8.9 SUMMARY OF RESEARCH OBJECTIVE THREE

Objective three focused on the influence of personal values on evaluative criteria in the clothing decision. Nonlinear canonical correlation analysis (OVERALS) was performed using the ratings information on personal values and evaluative criteria for the clothing categories studied. In general, the results of this study have confirmed that female consumers associated certain evaluative criteria for the achievement of different personal values. It was also evident that this association is different for each of the clothing categories. This finding, therefore, suggests that personal values ultimately drives the female consumer's purchasing decision when having to choose clothing products among the alternatives within a clothing category. The section will continue with a summary by discussing the influence of personal values on evaluative criteria in the purchasing of a casual blouse/top, trouser/skirt and dress.

The influence of personal values on evaluative criteria in the purchasing of a casual blouse/top

From Figure 8.15, the biplot approximation results suggested that when purchasing a casual blouse/top, respondents in this study are more likely to considered the *appearance* of the blouse/top in order to have *warm relationship with others*, *excitement* as well as *confidence*. The results also indicated that through *fit/size* of a blouse/top female consumers strongly aspired for *self-respect*, suggesting the judgement on how the blouse/top conforms to the body may provide some women with a sense of self-respect. The results further showed that through the *styling/design* of a blouse/top, female consumers in this study want to achieve *self-fulfillment*, while a sense of *accomplishment* is somewhat influenced by the *comfort* of a casual blouse/top. On the other hand it was also revealed that *appropriateness/acceptability* of a casual blouse/top seemed to somewhat influence *fun and enjoyment* as well as *sense of belonging*.

The influence of personal values on evaluative criteria in the purchasing of a casual trouser/top

Figure 8.16 clearly suggested that in order to achieve *warm relationship with others*, female consumers strongly considered the *fibre content/material* and *colour/pattern* of a trouser/skirt. The results also suggested that the consumer considered the *appearance* of a trouser/skirt for the achievement of a *sense of belonging* and *self-fulfillment*, while the *styling/design* of trouser/skirt was somewhat considered for attainment of *excitement*. On the hand, through the *fit/sizing* of a casual trouser/skirt, it was shown that female consumers strongly aspired to achieve *self-respect*, *confidence* as well as *fun and enjoyment*. The results further indicated respondents considered *appropriateness/acceptability* of a casual trouser to somewhat influence *being well-*

respected, while *comfortability* of casual trouser somewhat influenced a *sense of accomplishment*.

The influence of personal values on evaluative criteria in the purchasing of a casual dress

It is apparent from Figure 8.17 that in order to achieve *excitement* and *warm relationship with others*, female consumers in this study considered the *appearance* in the purchasing of a casual dress. The results further suggested that through the *appearance* of a dress, respondents somewhat also aspired for a *sense of belonging*. On the other hand, the results clearly revealed that respondents will actively consider *fibre content/material, styling/design, fit/sizing and colour* of a casual dress in order to achieve *self-respect, self-fulfillment, confidence, being well-respected* and *sense of accomplishment*.

8.10 THE INFLUENCE OF SPECIFIC NEGATIVE AND POSITIVE EMOTIONS ON CLOTHING PURCHASING DECISION AND BEHAVIOUR (Research Objective 4)

The literature suggests that emotions appear to be involved at each stage of the decision making process. This implies that when female consumers evaluate the various clothing product attributes during the purchasing decision, the decision making process does not only elicit the cognitive reactions, it also elicits emotional reactions (Zeelenberg *et al.*, 2008:18). Typically negative or positive emotions arise when consumers evaluate clothing attributes as relevant for their concerns or preferences (Lazarus, 2001). The elicited specific emotions may also determine the subsequent behaviour of female consumers in the decision making process (Raghunathan & Pham, 1999). The next stage of this research, therefore, aims to determine and describe the influence of specific integral (negative and positive) emotions on clothing purchasing decision and behaviour of consumers. Two research questions ensured achievement of this objective.

8.10.1 Research Question one

Which specific integral emotions are elicited during the evaluation of an ill-fitting blouse and a well-fitting top?

Specifically, this study was interested in distinguishing the behavioural outcomes of female consumers when they feel *disgusted* or *sadness* (both negative emotions) as well as *happiness* and *contentment* (both positive emotions) when evaluating clothing products. In order to elicit

specific negative and positive emotions respondents were asked to view an illustration of ill-fitting blouse which was meant to induce either *disgust* or *sadness* (Illustration A) and an illustration of well-fitting outfit to induce *happiness* or *contentment* (Illustration B) (Section E of the Questionnaire). This study offered the support for the assumption that the chosen illustrations would be more likely to arouse the desired emotions (Lerner *et al.*, 2004). Six items were included whereby the *disgust* category included disgusting, revolting and shocking and *sad* category included sad, depressed and miserable. Six items were also included for specific positive emotions, whereby the *happiness* category included pleased and thrilled and *contentment* category included fulfilled and peaceful. It is worthwhile to note that only negative emotions were included for ill-fitting blouse and only positive emotions were included for well-fitting outfit. Respondents were requested to rate each emotion on a five point scale with end-points (*where 1 = not at all and 5 = very much*). Which would be a measure of how strong the level of the negative or positive emotion was, that they were rating.

The number of mentions that fell either in the selection of “not at all” and very Little” were combined and reported as one group (Group One) and the options “much” and “very much” were also grouped into one category (Group two). These two groups represented the two poles of the strength of the measurement. Hence, the reason for combining the selection was to establish whether the illustrations managed to elicit the intended emotions in terms of the frequency count ratings achieved for each group. In this case, the proportions of the selections between the two groups were tested using the z-test. Subsequently, a p-value less than or equal to the significance level is considered statistically significant. P-values less than 0.05 indicate significant difference on a 95% level of confidence and p-values less than 0.01 indicate difference on a 99% level of confidence.

Furthermore, in order to make the emotional experience more personally meaningful and intense, respondents were further asked to write down one emotion they felt the most. This helped to distinguish between negative emotions *disgust* and *sadness* or between positive emotions *happiness* and *contentment*.

8.10.1.1 Elicitation of emotions results

Illustration A



Figure 8.18. Illustration A of an ill-fitting blouse for elicitation of negative emotions

The results of illustration A, which was meant to elicit negative emotions (disgust and sadness) showed a significant difference between the two groups with group two (“Much” and “Very much” group) obtaining more selections ($p < 0.001$). This suggests that the negative emotions were successfully induced with an ill-fitting blouse in terms of the significance difference reported. The results are also confirmed in table 8.26 below.

Table 8.26 Elicitation of negative emotions

	Percentage (%)
Group 1 (“Not at all” and “Very Little”)	39
Group 2 (“Much” and “Very much”)	61

Although there were only negative included in this scenario, Table 8.26 clearly shows that the majority (61%) of respondents (group two) felt negative emotion with illustration A. Thus the negative emotions were expressed in terms of frequency count ratings between the groupings.

Illustration B

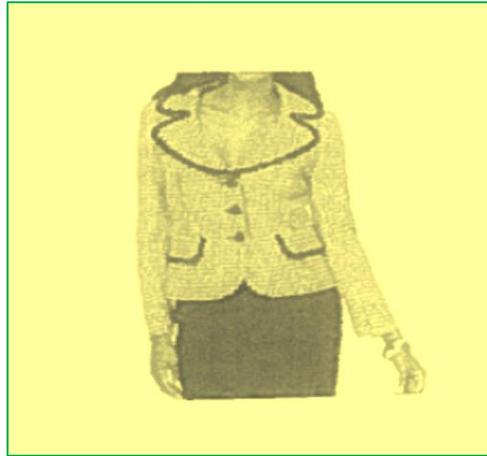


Figure 8.19. Illustration B of a well-fitting top for elicitation of positive emotions

Illustration B was meant to elicit positive emotions (happiness and contentment). The results indicated that a significant difference between the two groups, with group two obtaining significantly more selections ($p < 0.001$), suggesting the emotion inducing illustration (well-fitting outfit) was effective in terms of the significance difference reported. The results are also confirmed in Table 8.27

Table 8.27 Elicitation of positive emotions

	Percentage (%)
Group 1 ("Not at all" and "Very Little")	19
Group 2 ("Much" and "Very much")	81

It is obvious from Table 8.27 that the majority (81%) of respondents felt the positive emotion with illustration B. Although only positive emotions were included in this scenario, the positive emotions were expressed in terms of frequency count ratings between the groupings.

8.10.2 Research Question two

What are the influences of specific negative and positive integral emotions on clothing purchasing decision and behaviour?

After rating the emotions, respondents were further asked to reflect upon the strongest specific emotion they identified previously in the exercise they rated the emotions on the five point scale and then answer a series of questions that measured the behavioural response (Appendix A, section E). Using the seven number scales, respondents indicated the extent to which they strongly *agree* or *strongly disagree* with the statement. These statements were designed to assess the influence of specific emotion on female consumers' clothing purchasing decision and behaviour. The results of the influences of emotion felt when looking at illustration A (ill-fitting outfit) on purchasing behaviour will be presented and discussed first, followed by results of the influences of emotion felt when looking at illustration B (well-fitting outfit) on purchasing behaviour.

8.10.2.1 The influence of the emotion felt when looking at illustration A on purchasing decision and behaviour.

Discriminate analysis was performed to determine firstly if there were any differences between these two categories and purchasing behaviour and secondly, if there was a significant difference and which attributes were the key drivers that separate the two emotional categories. The purpose of discriminant analysis is to obtain a model to predict a single qualitative variable from one or more independent variables (IBM knowledge centre, 2016). In most cases the dependent variable consists of two groups or classification. In this case for example, the two groups are disgust versus sadness for negative emotions. When testing equality of the group means, it was evident that there was a significant difference between the two groups in all of the shopping behaviour questions ($p < 0.0001$). The function obtained was significant for Wilk's Lambda ($p < 0.001$) and the classification results showed an accuracy of classifying 79.6% of the cases into the correct category. In discriminant analysis, the Wilk's Lambda is used to test the significance of the discriminant functions and is one of the multivariate statistic calculated by SPSS (Discriminant analysis Lesson 2 pdf, 2016). A canonical correlation of 0.654 was obtained for the function used to discriminate between the groups. Furthermore, it is possible to identify which behaviour is more discriminating than other behaviours. The higher the discriminating powers the higher the standardised discriminant coefficient. The standardised canonical discriminant function coefficient is used to calculate the discriminant score. The standardised coefficients are obtained by dividing the raw coefficients by the standard deviations of the variables.

Table 8.28 shows the behaviour that drives the emotional response for negative emotions “disgust” and “sadness” and the discriminant scores.

Table 8.28 Behaviour that drives the emotional responses

Behaviour that drives the emotional response Disgust*	Behaviour that drives the emotional response Sadness*
I walk away (0.441)	I spend more time shopping around (-0.333)
I don't look at other items of clothing (0.152)	I purchase more items of clothing (-0.211)
I avoid purchasing any other item of clothing (0.111)	I have to purchase an item of clothing (-0.045)

*The attributes in the above table are ranked in order of importance**

Based on the coefficient above, the best behaviour that drives the emotion “disgust” is “*I walk away*” (0.441). On the other hand the best behaviour that drives the emotion “sadness” is “*I spend more time shopping around*” (-0.333). The results exemplify how female consumers’ decision making and behavioral response are meaningfully shaped by specific emotions. Interestingly, the difference in the behaviour for same valence emotions are consistent with ATF predictions. Moreover, Canonical correlation statistics of primary drivers of emotions disgust and sad are summarized and shown in Figure 8.20 and Figure 8.21. The graphs gives a visual representation that clearly shows how the two groups separate out from one another using these two drivers. More of these interesting results will be discussed under the primary behaviour drivers for disgust and sad emotions.

Primary behaviour that drives emotion disgust (“walk away”)

It is evident from Figure 8.20 that the majority (84.1%) of respondents who felt disgusted with illustration A, agreed that they would “walk away” compared to only 22.1% sad respondents.

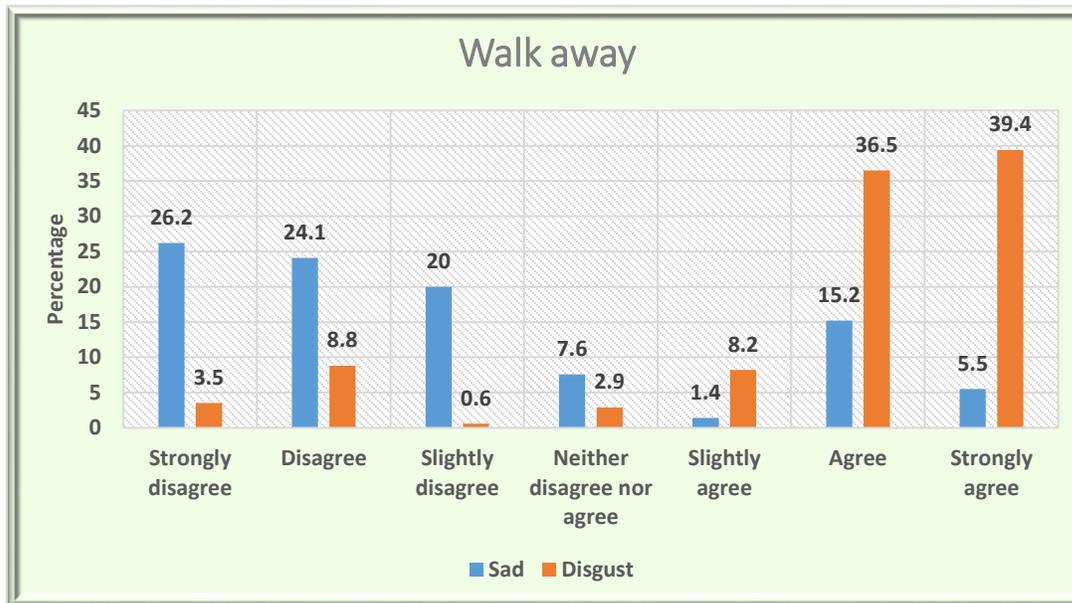


Figure 8.20 Primary drivers of disgust

Drawing on the appraisal tendency framework (ATF), disgust is associated with an emotional state of revulsion. More specifically, disgust is characterized by an extreme unwillingness to attend to a situation, in other words a rejection appraisal (Diehl *et al.*, 2010:11). This is because disgust revolves around the theme of being physically close to an offensive object, person or idea (Lazarus, 1991:826). Thus when the emotion disgust is evoked, it usually may lead to an immediate “walk away” behavioural response. Therefore, the finding of the current study strongly suggests that when female consumers are disgusted while evaluating clothing products, the most likely behavioural response would be to leave the clothing retailer and not to purchase anything at all.

Primary behaviour that drives emotion sad (“spend more time shopping around”)

Figure 8.21 clearly reveals that the majority (68.1%) of respondents who felt sadness with illustration A, agree that they would spend more time shopping compared to 66% of disgusted respondents. Although the frequency count ratings do not appear to show intense difference between the two emotions, however, as previously explained, when testing equality of the group means, it was evident that there was a significant difference between the two groups in all of the shopping behaviour questions ($p < 0.0001$). The function obtained was significant for Wilk’s

Lambda ($p < 0.001$) and the classification results showed an accuracy of classifying 79.6% of the cases into the correct category.

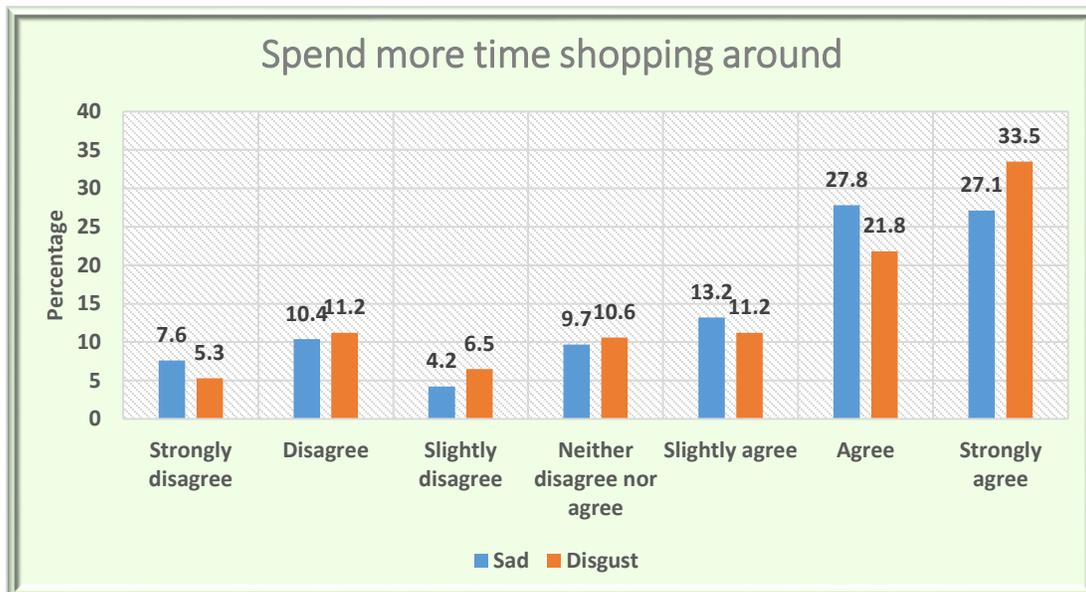


Figure 8.21 Primary drivers of sadness

In contrast to disgusted, sadness is associated with a theme of loss and helplessness (Lazarus, 1991:826; Frijda, 2005:475), thus, it is expected to trigger an implicit approach behaviour towards products such as clothing (Diehl *et al.*, 2010:10) and action tendency to change the circumstance by seeking rewards (Ragunathan & Pham, 1999). Considering the fact that when saddened, an individual may seek to uplift the sad feeling by rewarding themselves, it is understandable that when saddened while evaluating clothing products, female consumers were willing to spend more time, probably engaging in a greater search. By doing so they may be exposed to a wider range of clothing products and acquire a clothing item that may improve their feeling of sadness.

8.10.2.2 The influence of the emotion felt when looking at illustration B on purchasing decision and behaviour.

The same procedure as above was followed for illustration B. In this scenario, the emotions of feeling happy, pleased and thrilled were grouped into one category and the emotional responses of feeling content, fulfilled and peaceful were grouped into a second category. In this scenario, however, it emerged that there were no significant differences between the groups when looking

at shopping behaviour that follow the emotion elicited from the illustration. The only attribute that had a meaningful, although not significant impact, was “walking away”. The difference between the groups in terms of walking away obtained a p-value of 0.068, showing significance on a 90% level of confidence, but not on a 95% level of confidence. In terms of clothing shopping behaviour, this finding may indicate that when positive emotions are elicited while evaluating clothing products, female consumers’ behaviour may be rather unpredictable, resulting in their purchasing decision going either way of purchasing or not.

However, the view of appraisal theories (Lazarus, 1991; Roseman, 2001) argues that different negative emotional states (i.e. disgust and sadness) or different positive emotions (i.e. happiness and contentment) are associated with different antecedent appraisals (Smith & Ellsworth, 1985), that may influence decision making in different ways. This is because distinct emotions activate different goals which influence subsequent decision making and behaviour (Raghunath & Pham, 1999:57). However, Cavanaugh *et al.* (2007: 172) noted that much of the research employing appraisal theory has focused on differentiating behaviour responses between specific negative emotions. Although many of consumption decisions revolve around cultivating desired positive emotional experiences around the shopping environment, researchers know relatively little about the consequences of specific positive emotions (Cavanaugh *et al.*, 2007: 172). For this reason, it can thus be concluded that the influences of specific positive emotions (happiness; contentment) on female consumers’ behavioural response in the clothing purchasing decision remains limited and unpredictable.

8.11 SUMMARY OF OBJECTIVE FOUR

The aim of research objective four was to determine and describe the influence of specific integral negative (disgust and sad) and positive (happiness and contentment) emotions on clothing purchasing decision and behaviour. Respondents were asked to view an illustration of ill-fitting blouse which was meant to induce either *disgust* or *sadness* (Illustration A) and an illustration of well-fitting outfit to induce *happiness* or *contentment* (Illustration B) and rate each emotion on a five point scale with end-points (*where 1 = not at all and 5 = very much*). The number of mentions that fell either in the selection of “Not at all” and “Very Little” were combined and reported as one group (Group One) and the options “Much” and “Very much” were also grouped into one category (Group two). Z-test was used to test the proportions of the selections between the two groups. P-value less than or equal to significance level is considered statistically significant. P-values

less than 0.05 indicate significant difference on a 95% level of confidence and p-values less than 0.01 indicate difference on a 99% level of confidence. The results indicated that the emotion-inductions were effective with both illustrations.

Furthermore, discriminant analysis was performed in order to determine firstly if there were any differences between these two categories and purchasing behaviour and secondly, if there was a significant difference and which attributes were the key drivers that separate the two emotional categories. The section will continue with the summary by first discussing the influences of negative (disgust and sad), followed by the influences of positive (happiness and contentment) on female consumer purchasing decision and behaviour.

Influences of negative emotions (disgust and sad) on purchasing decision and behaviour

The results demonstrated that the best behaviour that drives the emotion “disgust” is “*I walk away*” (0.441). On the other had the best behaviour that drives the emotion “sadness” is “*I spend more time shopping around*” (-0.333). The results were fully consistent and gave support to the emotions specific hypothesis (ATF) which postulates that different emotions of the same valence for instance, “disgust” and “sad”, both being negative, can exert opposing influences on decision making and behaviour (Lerner *et al.*, 2014:6). This finding suggests that female consumers are more likely to walk away, meaning without purchasing anything when disgusted with the evaluation of clothing products in the clothing retailer. In contrast, when saddened with clothing evaluation, female consumers are more likely to spend more time in the clothing retailer shopping around. Consistent with sadness is the need to change the situation by seeking potentially self-enhancing options (Diehl *et al.*, 2010:10). Hence by lingering around the clothing retail environment, a sad individual may be exposed to a wider range of products and acquire a product that may improve the feeling of sadness.

Influences of positive emotions (happiness and contentment) on purchasing decision and behaviour.

With regards to the influences of positive emotions (happiness and contentment) on clothing purchasing decision and behaviour, interestingly, it emerged that there were no significant differences between the groups when looking at shopping behaviour that follows the emotion elicited from the illustration B. This finding may suggest that the behavioural response of female consumer is unpredictable when positive emotions such as happiness and contentment are elicited while evaluating clothing products in the store environment.

CHAPTER 9

CONCLUSION OF THE STUDY

“Now a whole is that which has a beginning, middle and an end”

(Aristotle 350 BCE)

9.1 INTRODUCTION

Chapter 8 presented the results of the study on the influence of body shape and personal values on female consumers' evaluative criteria preferences and the influence of specific emotions on purchasing decision and behaviour. The discussion was in accordance with the research objectives that guided this study. This chapter will conclude the thesis by briefly reviewing the research purpose of this study and the methods applied to gather data, provide a brief summary of the major findings from the study, discuss the application of the conceptual framework suggested in Chapter 2 to the study, suggest possible contributions to the existing theory of the factors influencing clothing purchasing decision research, make recommendations to assist the retail industry, identify the limitations of the study and propose future studies.

9.1.1 Study overview

In order for clothing manufacturers and retailers to market their clothing successfully, they need to understand the various market segments for clothing and how consumers evaluate clothing products. However, to accomplish this, clothing manufacturers and retailers require knowledge of their consumers' needs deemed relevant to various female consumers (Easey, 2002:3). Moreover, much of the effort that goes into a clothing purchasing decision occurs at the stage where a choice has to be made from the available alternatives (Solomon & Rabolt, 2009:392). In this phase of the decision making process, consumers' perceptions of clothing which they anticipate to purchase include garment analysis and the application of specific evaluative criteria in order to assess the suitability of the garment (Saricam *et al.*, 2012:2). Evaluative criteria are the various dimensions a consumer looks for in a product in response to a particular type of need

(Neal *et al.*, 2006:123). Although an extensive range of both intrinsic and extrinsic evaluative criteria have been identified and studied by many researchers in their role of clothing purchasing decision, this study was particularly interested in exploring intrinsic evaluative criteria, which refers to inherent product features. Information on the relevant importance of various clothing product attributes in the consumers' mind may provide clothing manufacturers and designers with the basis for effective new clothing product development and marketing strategies.

While several studies have shown that purchasing decision can be influenced by *individual differences* such as consumer resources, motivation and involvement, attitudes, knowledge, personality, values, life style and demographics as well as *environmental influences* including culture, social class, family and situation, there is no doubt that the investigation of each of these variables provides important clues to understand broadly consumer purchase decision, but are limited in some parts in their explanations when it comes to clothing purchasing decision. The extensive literature review done for this thesis has highlighted the significance of body shape on clothing preferences because of the inherent relationship between the clothing product and the body. The difference in body shape often determines how clothing will drape on a figure, how comfortable the garment feels and ultimately how the clothing product will be evaluated by the consumer. Furthermore, personal values, which are defined as the desired end-states have been shown to play a major role in guiding clothing choice and preference. As such, personal values are thought to exert a major influence on female consumers' clothing purchasing decision.

Additionally, the clothing purchasing decision in itself is an emotional process (Breugelmans & Pieters, 2008:18). Negative or positive emotions elicited while evaluating clothing products, seem to play a big a role in consumers' decision and subsequent behaviour. Previous studies on the influence of emotional states on decision processes have generally contrasted positive and negative emotions. Using the Appraisal Tendency Framework (ATF), this study has argued that emotions of the same valence (i.e. sad and disgust) both being negative emotions, can have opposite influences on decision making and behaviour of female consumers. Since these underlying factors are regarded as important for understanding the rationale behind consumer clothing purchasing decision and behaviour, a thorough investigation of such factors on how they impact clothing evaluative criteria is greatly necessary. This may help and guide the clothing manufacturers and retailer on how to design and produce clothing products that are most relevant for the needs and preferences of South African female consumers.

9.1.2 Purpose and Research Objectives of the study

The purpose of this study was to provide both marketing and product information to the clothing manufacturers and retailers that might help them to focus their offerings towards female consumers' unique needs and preferences in South Africa. Female consumers' clothing purchasing decision involves an evaluation of the products based on evaluative criteria (Solomon & Rabolt, 2009:392). The study focused on determining the impact of body shape and personal values on women's preferences for and use of intrinsic evaluative criteria (styling/design, colour/pattern, appearance, appropriateness/acceptance, fit/sizing, comfort and fibre content/material) in clothing purchasing decisions. Furthermore, considering that emotions seem to be involved in clothing purchasing decision, the study also included the emotions component aimed at understanding its influence on clothing purchasing decision especially on the subsequent behaviour.

Research Objectives

To achieve the purpose of this study, the following five research objectives with the associated research questions guided this study.

<u>Research Objective One</u>	
To determine the most important and determinant evaluative criteria used by female consumers when purchasing clothing	
<i>Research question one</i>	What are the most important evaluative criteria in the purchasing decision of South African female consumers when shopping for clothes
<i>Research question two</i>	Which evaluative criteria are determinant in the purchasing of casual blouse/top, trouser/skirt and dress

<u>Research Objective Two</u>	
To determine the extent to which evaluative criteria preferences are influenced by perceived body shape	
<i>Research question one</i>	Which body shapes are prevalent in South Africa? (identification of body shape)
<i>Research question two</i>	Do body shapes impact on the preference of evaluative criteria in the clothing purchasing decision?

Research Objective Three

To determine the extent to which evaluative criteria preferences are influenced by personal values

Research question one

Do personal values impact the preference of evaluative criteria in the clothing purchasing?

Research Objective Four

To determine the influence of specific integral (positive and negative) emotions on the clothing purchasing decision and behaviour

Research question one

Which specific integral emotions are elicited upon evaluation of an ill-fitting blouse and a well-fitting outfit?

Research question two

What are the influences of specific negative and positive integral emotions on decision making and clothing purchasing behaviour?

Research Objective Five

To develop a conceptual framework of the range of factors that influence female consumers' clothing purchasing decision and behaviour

9.1.3 Methodology

The enquiry into factors that influence female consumers clothing purchasing decision is a social issue based on testing a theory composed of variables (Strydom, 2007:74). As such this study reflected the postpositivist philosophical worldview which is typically associated with a quantitative approach to research. In that case, the study assumed a quantitative research design and methods. The sample were women solicited primarily in Gauteng specifically from the Johannesburg Metropolitan area in South Africa. A total of 316 women aged between 18 and 66 plus years old and those who buy ready-to-wear clothing, took part in the study. Data were collected using group administered questionnaires. Although some sections of the instrument such as personal value measure were based on instruments found in the literature, the overall survey questionnaire was specifically designed for this research.

In order to satisfy research objective one, the evaluative criteria measure developed for this study involved the rating of pre-selected seven criteria (styling/design, colour/pattern, appearance, appropriateness/acceptance, fit/sizing, comfort and fibre content/material) in their purchases of a

casual blouse/top, trouser/skirt and a dress. Respondents specified the level of importance for each evaluative criteria on a 5-point Likert-scale ranging from “not at all important to me” to “extremely important to me”, while the determinant evaluative criteria in the purchasing of different clothing categories were identified by ranking in the order of first, second and third most important evaluative criteria. Descriptive statistics using frequency counts were used to differentiate the importance of each evaluative criteria for the three clothing items, while z-test was applied to determine the significant difference. Research objective two was fulfilled by self-reporting perceived body shapes using Liddelow’s (2011) illustrations and the relationship between body shapes and evaluative criteria were identified by Chi-Square test of independence. Furthermore, Kahle’s (1982) nine list of values (LOV) were used to collect data for research objective three. Respondents rated each value item on a seven point scale with end-points (where 1 = not at all important to me and 7 = extremely important to me). The association between evaluative criteria and personal values were established using nonlinear canonical correlation analysis (OVERALS). In addition, respondent rated each emotion elicited from an ill-fitting blouse and well-fitting outfit on a five point scale with end-points (*where 1 = not at all and 5 = very much*). The proportions of the selections were tested using Z-test. Furthermore, through discriminant analysis female consumers’ decision and behaviour were determined. Lastly, research objective five, represents the apex of this thesis. This objective focuses on the application of findings from research objective one through research objective four, which will be a conceptual framework of factors that influence female consumers’ clothing purchasing decision and behaviour. The following paragraph presents a summary of the demographic profile of the respondents

9.2 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Consumers are not alike, they have different needs and different backgrounds, education backgrounds and experiences (Schiffman & Wisenblit, 2015:54). Five demographic characteristics of the sample, namely; the age of the respondents, ethnicity, education level, current occupation and approximate monthly household income were probed in this study. Demographic information of the respondents were analysed using descriptive statistics. Frequency tables, comprising of frequency count (n) and percentages (%) as well visual presentation of data in the form of graphs were also included to enable an immediate grasp of the demographic information about the respondents.

The results demonstrated that the majority (n=198; 62.7%) of respondents who took part in this study were between the age of 26 and 45. This largest sample can broadly be associated with

generation X (born between 1970 and 1989) who are independent and favour work-life balance and flexibility (Tolbize 2008:3), which may suggest why they were readily available. It was further discovered that respondents who took part in this study were predominantly black (n=263; 83.2%), while the remaining populations groups formed only 16.5% of the sample. The sample was reflecting the profile of the South African female population. With regards to education levels, it emerged that the majority of the respondents possessed Matric (Grade 12) or a Diploma certificate (59.8%). A substantial number of respondents (28.8%) possessed a post graduate or undergraduate university degree and a few 11.1% indicated an education attainment of less than Grade 12 (Matric). According to Statistics South Africa (2016), the percentage of people aged 20 or older with Higher education increased from 8.4 % in 2001 to 12.1% in 2011, while the number of those who matriculated increased from 20.4% to 28.5% in 2011. This could explain the highest number of respondents who had obtained at least Matric (Grade 12) certificate and diploma. The results were encouraging for this study because female consumers from different levels of education were represented in the sample.

The results further indicated that the majority of respondents were either students or housewives (26.6%). There still is the expectation that the role of women be restricted to child care rather than being economically productive and employed and engaging adequately with the broader economy (Frontier Advisory 2011:6), which may account for somewhat larger numbers of housewives who took part in the study. Furthermore, the fact that this study included women from 18 years, could explain why a reasonable number of respondents were students. Furthermore, the results showed that 25% of respondents were in managerial positions and professionals, such as lecturer/teacher and medical/health, which is encouraging. This may be an indication that more women are involved in labour force and economic development of the country. It also emerged that 22% of the sample occupied office positions while a reasonable number of respondents (16.8%) were self-employed or owning a business. Concerning total monthly household income, the results showed that nearly half of the respondents, (49.4%) had a total monthly household income of less than R20 000 category, while a substantial number of respondents, (25.6%) preferred not to reveal their total monthly household income. This finding may suggest that most respondents were in either “semi-skilled” or “low-skilled” positions, translating to earning below R20 000. It was also evident that most respondents in the current study felt uncomfortable with questions related to what they earn, with most opting not to reveal their monthly household earnings.

However, relationships between demographic variables of the sample and clothing shopping decision making and behaviour was beyond the scope of this study and was not used for further analysis in this study. Furthermore, the findings of this study cannot be generalized to greater South African population, they are limited to the sample used in this study and the location in which the study was conducted. This is due to sampling strategies used to recruit the respondents. For example the use of snowballing sampling method as well as targeting women gatherings and meetings, may have resulted in sample primarily composed of somewhat similar social class in terms of education back ground, occupation as well as monthly income. Clothing preferences for this sample may obviously be different from individuals with different characteristics. This may have excluded other potential female consumers belonging to other social classes.

The key conclusions of this study, address the research Objectives of this thesis and are as follows:

9.3 THE MOST IMPORTANT AND DETERMINANT EVALUATIVE CRITERIA USED BY FEMALE CONSUMERS WHEN PURCHASING CLOTHING (Research Objective 1)

The aim of objective one was to identify the most important and determinant evaluative criteria namely; *styling/design*, *colour*, *appearance*, *appropriateness/acceptable*, *fit/sizing*, *comfort* and *fibre content/material* in the purchasing of a casual blouse/top, trouser/skirt and a dress. In order to completely understand female clothing shopping behaviour and the driving force behind their clothing preferences, it was necessary to identify the evaluative criteria considered important in the clothing purchasing decision. Identifying the evaluative criteria that consumers consider in the clothing purchasing decision may provide an insight into preferences in the clothing shopping behaviour. The z-test was used to establish the significant evaluative criteria and compared which proportions differ significantly. However, it is necessary to first present an overview of the notable results obtained when considering the importance and determinance of evaluative criteria across the clothing categories studied.

The most obvious finding of this objective was that *fit/sizing* and *comfort* achieved significantly more ratings in the combined categories of “very important” and “extremely important” across the clothing categories, implying that *fit/sizing* and *comfort* were considered the most important evaluative criteria in the purchase of clothing (based on comparison of the proportions). The

results suggest a consensus among female consumers that *fit/sizing* and *comfort* is especially critical in the purchasing of all casual clothing categories studied. The importance of fit/sizing in the purchasing of casual clothing is supported by the study conducted by Zhang *et al.* (2002) who reported that fit and comfort were considered very important in purchasing casual wear among the Chinese consumers.

The section will now summarize this objective by reviewing the importance and determinance of each of the seven evaluative criteria (Research question one and two of this objective) in the purchasing of a casual blouse/top, trouser/skirt and a dress

Importance and determinance of styling/design: Z-test results indicated that when purchasing a casual trouser/skirt and a dress, female consumers who consider *styling/design* to be most important they are most likely to also consider the *appearance*. However, in terms of determinance, *styling/design* was consistently listed as second important attribute in the purchasing of a casual trouser/skirt and a blouse/top. This finding may imply that although female consumers consider *styling/design* to be very important, especially in the purchasing of trouser/skirt, this evaluative criteria may not determine their purchasing decision for both trouser/skirt and blouse/top. On the other hand respondents confirmed *styling/design* was the determinant evaluative criteria when purchasing a casual dress. This obviously implies that the style/design impacts the purchasing decision especially for a casual dress. The fact that style/design is an indication of quality (Eckman *et al.* 1990), the determinance placed on style/design in purchasing a casual dress could be an expression of the need of uniqueness.

Importance and determinance of colour/pattern: Z-test results highlighted that female consumers who consider *colour/pattern* to be important in the purchasing of a blouse/top, may also probably consider *appropriateness/acceptance*. The results further indicated that colour/pattern was considered not really a determinant in the purchasing of a casual blouse/top and a trouser/skirt. The trend in the market reflects less variety in terms of colour/pattern for trouser/skirts. This may suggest why this evaluative criteria is not considered a determinant for trouser/pants. However in the purchasing of a casual dress, colour/pattern was considered somewhat a determinant. Although colour was not that important in the purchasing of a casual blouse/top and was not a determinant in the clothing purchasing decision, this is contrary to what Zhang *et al.* (2002) found. The researchers revealed that colour was one of the five attributes that the Chinese consumers distinctively identified as very important in purchasing of casual wear. Eckman *et al.* (1990:19) point out that colour may be one of the significant evaluative criteria to satisfy when trying to move

a consumer toward positive purchasing, therefore, further studies should incorporate a deeper understanding of colour as a design element.

Importance and determinance of appearance: The z-test also concluded that in the purchasing of a casual trouser/skirts and a dress female consumers who consider *styling/design* to be most important attribute, they are also most likely to consider the *appearance*. Appearance reveals much about an individual (Hugo & Van Aardt, 2012: 462). However, this attribute was consistently ranked low in terms of determinance, receiving very few mentions as the most important evaluative in the purchasing of any clothing category. This suggests that *appearance* may not be considered a determinant evaluative criteria in the purchasing decision of the clothing items studied. This finding is contrary to what Eckman *et al.* (1990) reported. The researchers found that appearance was one of the evaluative criteria frequently mentioned for evaluation of clothing products.

Importance and determinance of appropriateness/acceptable: In terms of frequency counts, this attribute was considered somewhat important though significant in the purchasing decision of any of the clothing items. However, the z-test showed that female consumers who consider *colour/pattern* in the purchasing of a casual blouse/top, may also probably consider *appropriateness/acceptance* to be very important. The results further indicated that appropriateness/acceptable was consistently ranked low in terms of determinance, receiving very few mentions for the most important evaluative in the purchasing of any clothing category. This finding may suggest *appropriateness/acceptable* was not particularly a determinant evaluative criteria in the purchasing decision of the clothing items studied.

Importance and determinance of fit/sizing: Besides comfort, *fit/sizing* achieved significantly more ratings in the combined categories of “very important” and “extremely important”, suggesting respondents in this study considered fit/sizing as the most important evaluative criteria in their clothing purchasing decision. The high importance attributed to fit/sizing supports the studies conducted by Hugo and Van Aardt (2012) and Newcomb (2009) who found fit/sizing was the most important attribute in the apparel purchasing. The z-test showed that female consumers who consider *comfort* in the purchasing of all the clothing categories studied will also mostly probably consider *fit/sizing* to be very important. The results further revealed that fit/sizing evaluative criteria was the determinant in the purchasing of particularly a casual blouse/top and a trouser/skirt and second most important in the purchasing of a casual dress. This indicates respondents generally agreed that fit/sizing is critical in the clothing purchasing decision. Many

consumers will not be satisfied with a clothing product unless the fit and size is acceptable (Rahman, 2011:3). Fit/sizing has, however, been a challenge for many clothing manufacturers (Rahman, 2011:3).

Importance and determinance of comfort: *Comfort* achieved significantly more ratings for the most important evaluative criteria in the purchasing of all clothing categories. The z-test further demonstrated that female consumers who consider *comfort* in the purchasing of all clothing categories will also mostly likely consider *fit/sizing* to be important as well. Comfort in clothing includes several dimensions such as physical comfort; which includes mechanical properties such as elasticity, flexibility, weight of the garment and psychological comfort includes good feelings and well-being experiences of the garment such as femininity or sophistication of the garment as well as social comfort which include appropriateness of the garment, or satisfaction with the impression made on others (Otieno *et al.*, 2005:299). The comfortable feeling which the respondents are referring to may be regarded as personal and subjective, in terms of what the consumer wants to achieve or project through a blouse/top. Nevertheless, in terms of determinance, comfort was ranked third for casual blouse/top and trouser/skirt and only fourth for a casual dress, suggesting this attribute can be regarded somewhat determinant in the purchasing of a blouse/top and a trouser/skirt, but less determinant for a dress.

Importance and determinance of fibre content/material: The findings revealed that respondents rated this evaluative criteria the lowest in terms of ratings for importance and was consistently ranked at the bottom for determinant evaluative criteria. This seems to suggest that fibre content/material was neither a particularly important nor determinant evaluative criteria in the purchasing of all the clothing categories studied. Similar results were reported by Newcomb (2009) concerning this evaluative criteria.

9.4 THE EXTENT TO WHICH EVALUATIVE CRITERIA PREFERENCES ARE INFLUENCED BY PERCEIVED BODY SHAPES (Research Objective 2)

Research objective two focused on determining the extent to which evaluative criteria preferences are influenced by perceived body shapes. Respondents were asked to self-report their perceived body shapes using Liddelow's (2011) illustrations. The selection included *the hourglass, the inverted triangle, the rectangular, the triangle, the oval and the diamond* body shapes. This input

was analyzed using descriptive analysis, through which frequency counts and percentages of the different body shapes were derived.

Results of self-reported perceived body shape (Research question one)

The results clearly indicated that the majority of respondent in this study (32.6%) perceived themselves to have a triangle body shape. The prevalence of the triangle body shape in this study support the study conducted by Makhanya *et al.* (2014). The researchers reported that almost 60% of young African women in South African are triangular shaped. The results further revealed that a reasonable number of respondents (18.0%) identified themselves with an oval body shape. Although these findings were derived from perceived body shape inferences, the findings confirm the report of Pandarum (2010) who through limited South African data collected using a 3D body scanner, discovered that the majority of South African females are oval shaped.

In order to determine the effect of body shape information on the importance attributed to any evaluative criteria investigated in this research, Chi-Square test of independence was used to analyze frequency counts given to each evaluative criteria across body shape categories for the entire range of clothing products (casual blouse, trouser/skirt and dress) investigated in this study. However, before proceeding with the summary, it is important to give an overview of the noticeable pattern of the results.

The most obvious pattern throughout the frequency counts (see Table 8.13, 8.16; 8.19) is that most of the evaluative criteria frequency counts were leaning towards the high end of the scale of “important/very important”, while the “less important” values were consistently low in the purchasing of all clothing categories. This implies respondents in this study consider these evaluative criteria important or moderately important in the purchasing of clothes. However, Chi-Square tests and the resulting post hoc (Cramer’s V test) identified significant association between body shape and evaluative criteria for each clothing category. The section will continue with the summary by discussing the influence of perceived body shapes on evaluative criteria in the purchasing of a casual blouse/top, trouser/skirt and a dress.

The effect of body shape on evaluative criteria in the purchasing of a casual blouse/top

The Chi-Square test of independence results revealed that female consumers who perceive themselves to be the *diamond* body shape think *colour* of casual blouses is significantly “less important” than what other body shape rated, meaning a significant relationship exists between *diamond* body shape and *colour/pattern* of casual blouse/top. Post hoc, Cramer’s V evaluations

further suggested that a weak but significant relationship exist between the oval body shape and the colour of casual blouse. This finding suggested colour/pattern may have an impact on female consumers purchasing decision who perceive themselves to be diamond shaped, particularly when purchasing a casual blouse/top. It can, therefore, be assumed that the significant importance placed on colour by the diamond body shape may suggest the need to camouflage body shape “flaws” as well as to balance certain parts of the body shape. This challenges the marketing strategies of clothing manufacturers and retailers. Further studies should look into which colours/patterns the diamond body shaped consumers prefer when shopping for clothing products and the reasoning behind the preferred colours/pattern.

The effect of body shape on evaluative criteria in the purchasing of a casual trouser/skirt

The results indicated that respondents who perceived themselves to be oval body shaped think *styling/design* of trouser/skirts is significantly less important than what other body shape rate. Post hoc, Cramer’s V test performed to further investigate the significant findings reflected that a weak but significant correlation existed between *styling/design* (trouser/skirt) and the *oval* body shape. This finding clearly suggests that oval body shaped consumers may be greatly influenced by the styling/design especially in the purchasing of a trouser/skirt. Considering that the oval body shape is not the easiest to dress (Silvia, 2016), it is possible that female consumers are looking for the trouser/skirt styles/design that may flatter their body shape. Hence, the significant result established between the oval body shape and the styling of casual trouser/skirt may be pointing to the style/design challenges that oval shaped female face when deciding to purchase a casual trouser/skirt.

The effect of body shape on evaluative criteria in the purchasing of casual dress

In the purchasing of a casual dress, the Chi-Square test of independence uncovered that respondents who perceive themselves to be *rectangle* body shaped think that *comfort* of a casual dresses is significantly “less important” than what other body shape rate. Post hoc, Cramer’s V test further indicated weak but significant relationship between *comfort* of dress and the *rectangle* body shape. This finding suggests *comfort* of a dress may have an impact in the purchasing decision of the *rectangle* shaped consumers. As previously mentioned, comfort in clothing fit is multifaceted including several dimensions such as physical comfort (mechanical properties),

psychological comfort (well-being experiences) and social comfort (satisfaction with the impression made on others) (Otieno *et al.*, 2005:299). In this instance, the findings may be suggesting that for the decision to purchase or not to purchase a casual dress may ultimately be determined by the evaluation of the type of comfort that the rectangle shaped consumer seeks in a casual dress.

9.5 THE EXTENT TO WHICH EVALUATIVE CRITERIA ARE INFLUENCED BY PERSONAL VALUES (Research Objective 3).

Objective three focused on the influence of personal values on evaluative criteria in the clothing decision. Nonlinear canonical correlation analysis (OVERALS) was performed using the frequency count ratings information on personal values and evaluative criteria for the clothing categories studied. The section will continue with a summary by discussing the influence of personal values on evaluative criteria in the purchasing of a casual blouse/top, trouser/skirt and a dress.

The influence of personal values on evaluative criteria in the purchasing of a casual blouse/top

The biplot approximation results of a casual blouse/top (Figure 8.12) suggested that when purchasing casual blouse/skirt, respondents in this study more likely considered *appearance* of the blouse/top in order to have *warm relationship with others*, *excitement* as well as *confidence*. The results also indicated that through *fit/size* of a blouse/top female consumers strongly aspired for *self-respect*, suggesting the judgement on how the blouse/top conforms to the body may provide some women a sense of self-respect. The results further showed that through the *styling/design* of a blouse/top, female consumers in this study want to achieve *self-fulfillment*, while a sense of *accomplishment* is somewhat influenced by the *comfort* of a casual blouse/top. On the other hand it was also revealed that *appropriateness/acceptability* of a casual blouse/top seemed to somewhat influence *fun and enjoyment* as well as *sense of belonging*.

The influence of personal values on evaluative criteria in the purchasing of a casual trouser/top

Figure 8.13 clearly suggested that in order to achieve *warm relationship with others*, female consumers strongly considered the *fibre content/material* and *colour/pattern* of a trouser/skirt. The results also suggested that a consumer considered the *appearance* of a trouser/skirt for the achievement of *sense of belonging* and *self-fulfillment*, while the *styling/design* of a trouser/skirt was somewhat considered for attainment of *excitement*. On the hand, through the *fit/sizing* of a

casual trouser/skirt, it was shown that female consumers strongly aspired to achieve *self-respect*, *confidence* as well as *fun and enjoyment*. The results further indicated respondents considered *appropriateness/acceptability* of a casual trouser to somewhat influence *being well-respected*, while *comfort* of a casual trouser somewhat influenced a *sense of accomplishment*.

The influence of personal values on evaluative criteria in the purchasing of a casual dress

It is apparent from Figure 8.14 that in order to achieve *excitement* and a *warm relationship with others*, female consumers in this study considered the *appearance* in the purchasing of a casual dress. The results further suggested that through the *appearance* of a dress respondents somewhat also aspired for a *sense of belonging*. On the other hand, the results clearly revealed that respondents will actively consider *fibre content/material*, *styling/design*, *fit/sizing* and *colour* of a casual dress in order to achieve *self-respect*, *self-fulfillment*, *confidence*, *being well-respected* and *sense of accomplishment*.

The above findings and an overall impression of the biplots approximation in the purchasing of a casual blouse/top, trouser/skirt and a dress clearly support the study conducted by Kasambala *et al.* (2014) who reported that personal values account for the selection of evaluative criteria for the maintenance of goals towards which female consumers strive to achieve. In general, the results of this study have confirmed that female consumers associated certain evaluative criteria for the achievement of different personal values. It was also evident that this association is different for individual clothing categories. This finding, therefore, suggest that personal values ultimately drives the female consumer's purchasing decision when having to choose clothing products among the alternatives. Understanding female consumers' personal values may facilitate clothing manufacturers, marketers and clothing designers to improve their products and marketing strategies so as to fulfill women's clothing needs.

9.6 THE INFLUENCE OF SPECIFIC NEGATIVE AND POSITIVE EMOTIONS ON CLOTHING PURCHASING DECISION AND BEHAVIOUR (Research Objective 4)

The aim of research objective four was to determine and describe the influence of specific integral negative (disgust and sad) and positive (happiness and contentment) emotions on clothing purchasing decision and behaviour. Respondents were asked to view an illustration of an ill-fitting blouse which was meant to induce either *disgust* or *sadness* (Illustration A) and an illustration of

a well-fitting outfit to induce *happiness* or *contentment* (Illustration B) and rate each emotion on a five point scale with end-points (*where 1 = not at all and 5 = very much*). The number of mentions that fell either in the selection of “Not at all” and “Very Little” were combined and reported as one group (Group One) and the options “Much” and “Very much” were also grouped into one category (Group two). Z-test was used to test the proportions of the selections between the two groups. P-value less than or equal to significance level is considered statistically significant. P-values less than 0.05 indicate significant difference on a 95% level of confidence and p-values less than 0.01 indicate difference on a 99% level of confidence. The results indicated that the emotion-inductions were effective with both illustrations.

Furthermore, discriminate analysis was performed in order to determine firstly if there were any differences between these two categories and purchasing behaviour and secondly, if there was a significant difference and which attributes were the key drivers that separate the two emotional categories. The section will continue with the summary by first discussing the influences of negative (disgust and sad), followed by the influences of positive (happiness and contentment) on female consumer purchasing decision and behaviour.

Influences of negative emotions (disgust and sad) on purchasing decision and behaviour

The results demonstrated that the best behaviour that drives the emotion “disgust” is “*I walk away*” (0.441). On the other hand the best behaviour that drives the emotion “sadness” is “*I spend more time shopping around*” (-0.333). The results were fully consistent and gave support to the emotions specific hypothesis (ATF) which postulates that different emotions of the same valence for instance, “disgust” and “sad”, both being negative, can exert opposing influences on decision making and behaviour (Lerner *et al.*, 2014:6). This finding suggests that female consumers are more likely to walk away, meaning without purchasing anything when disgusted with the evaluation of clothing products in the clothing retailer. In contrast, when saddened with clothing evaluation, female consumers are more likely to spend more time in the clothing retailer shopping around. Consistent with sadness is the need to change the situation by seeking potentially self-enhancing options (Diehl *et al.*, 2010:10). Hence by lingering around the clothing retail environment, a sad individual may be exposed to wider range of products and acquire a product that may improve the sad feeling.

Influences of positive emotions (happiness and contentment) on purchasing decision and behaviour.

With regards to the influences of positive emotions (happiness and contentment) on clothing purchasing decision and behaviour, interestingly, it emerged that there were no significant differences between the groups when looking at shopping behaviour that follows the emotion elicited from the illustration B. This finding may suggest that the behavioural response of the female consumer is unpredictable when positive emotions such as happiness and contentment are elicited while evaluating clothing products in the store environment.

9.7 THE DEVELOPMENT OF THE CONCEPTUAL FRAMEWORK OF FACTORS THAT INFLUENCE FEMALE CONSUMERS' CLOTHING PURCHASING DECISION AND BEHAVIOUR (Research Objective 5)

In order to achieve Research Objective five, the review of the results from the previous research objectives can now relate to the conceptual framework proposed for this study (Figure 9.1)

Although the ultimate product preference and purchasing decision can be influenced by *individual differences* such as consumer resources, motivation and involvement, attitudes, knowledge, personality, values, life style and demographics as well as *environmental influences* including culture, social class, family and situation, the literature has shown that body shape can impose a great influence especially in the clothing purchasing decision. Female body shapes and proportions are different and may change dramatically over years due to various reasons such as age, nutrition, lifestyle, ethnicity among others (Howarton & Lee, 2010:220; Bougourd, 2007:108; Pisut & Connell, 2007:370; Lee *et al.*, 2007:375). Since South Africa is a multiracial country, it can be assumed that South African female consumers' body shapes are also varied. Moreover, researchers (Alexander *et al.*, 2005; Pisut & Connell, 2007; Anderson *et al.*, 2001) have shown that different body shapes experience clothing fit problems at certain parts of the body, influencing body satisfaction and benefit sought by female consumers. This implies body shapes may have significant influence on the evaluative criteria female consider when purchasing clothing. Therefore, in a country such as South Africa, the industry needs to invest in researching designs that will enable them to meet the various female consumers' clothing needs.

Moreover, due to clothing fit problems resulting from body shape, the majority of female consumers fail to attain their personal values that they aspire to portray through clothing

(Kasambala *et al.*, 2014:105). Personal values are usually understood by consumer researchers to represent a number of enduring basic beliefs held by consumers about desired states of existence or modes of behaviour (Goldsmith *et al.*, 1989:84), such as belonging, self-fulfilment, confidence among others. Thus the way the clothing will drape on the body and the subsequent appearance of the wearer are the most important aspects that a female consumer will use to evaluate the appropriateness of the clothing product. As such personal values have been shown to be one of the most powerful explanations of, and influence on the way consumers are likely to behave in a specific situation, such as the purchasing of a new clothing product, the process that includes evaluation, choosing among the alternatives and finally the purchasing decision (Vincent 2014:119; Kim *et al.* 2002:481; Laverie *et al.*, 1993:2). As such, personal values could exert a major influence on consumer's clothing purchasing decision where a conflict of choice exists (Vincent, 2014:119). Therefore, as a means of market differentiation, the effective strategy for South African clothing manufacturers and retailers is to be mindful and be guided by the local clothing product attributes considered important by consumers (Kaplan, 2014:1). This may be accomplished by responding with innovative, well designed products suitable for various body shapes and proportions as well as adherence to consumers' clothing needs and preferences.

Additionally, while in the process of evaluating various clothing attributes for the suitability of the clothing product in terms of body shape and personal values, female consumers may experience either positive or negative emotions (Zeelenberg *et al.*, 2008:18), depending on how the clothing is assessed. Most theories of emotional influences on decision making take the valence-based approach (Lerner & Keltener, 2000:473), focusing on the effects of positive versus negative emotional states. However, Lerner and Keltener (2000:473), have suggested that the emotion specific approach, in particular the Appraisal-Tendency Framework (ATF) model is more effective to understand and predict the influence of emotions on decision making and behaviour.

9.7.1 Proposed conceptual framework

Consumer decision process theory provides a framework for understanding how consumers select and purchase products such as clothing in the market. Typically consumers go through five stages when making a decision. These stages include 1) need recognition, 2) information search, 3) alternative evaluation, 4) purchase and 5) post-purchase outcome (Parumar & Roberts-Lombard, 2012:252). The current study focused on pre-purchase alternative evaluation, the third stage in consumer decision making process and it is the starting point for this study. The study also included

the behaviour component of the purchase decision. During pre-purchase alternative evaluation, female consumers consider which of the possible alternatives among the clothing products might be best for fulfilling the need (Blythe, 2013:273), based on evaluative criteria. Evaluative criteria are particular dimensions or attributes, such as style, colour, fit/sizing, that are used in judging alternative choices (Engel *et al.* 1995:208). At this stage the consumer may demonstrate the final behaviour of either purchasing or not.

Furthermore, according to Engel *et al.* (EBM) 1995 model presented in Chapter 2 (Figure 2.1), consumer decision making stages including the evaluation of the alternatives and the ultimate clothing product preference and purchase decision can be influenced by environmental influences, as well as individual differences. Notwithstanding these various factors mentioned that can potentially influence the clothing purchasing decision, the present study examined the influences of body shape and personal values on the importance placed on evaluative criteria used by female consumers during the pre-purchase alternative evaluation step of the decision process stage. Additionally, considering the fact that evaluating clothing attributes as relevant for female consumers' preference becomes an emotional process (Desmet *et al.*, 2001), the study also investigated the influence of specific emotions on purchasing decision and behaviour (the fourth stage of decision making).

Although the literature has clearly established both intrinsic and extrinsic evaluative criteria which female consumers use in their clothing purchasing decisions, only a few researchers have actually linked the importance of evaluative criteria with female body shapes and personal values. Even fewer have made a connection between specific emotions and consumer purchasing decision and behaviour from the consumers' input. A conceptual framework that suggests a possible connection between these variables may provide a foundation for integrating research efforts and identifying research opportunities. Additionally, the fact that consumers are diverse, an understanding on how female consumers' differences may impact clothing purchasing decision may benefit marketers in terms of predicting consumer purchasing decision and to formulate better marketing programmes and strategies. To ensure a complete understanding of female consumer's clothing shopping decision making and behaviour the conceptual framework (Figure 9.1) has been developed with the input of female consumers who took part in this study to suggest possible driving forces behind their clothing preferences and purchasing behaviour.

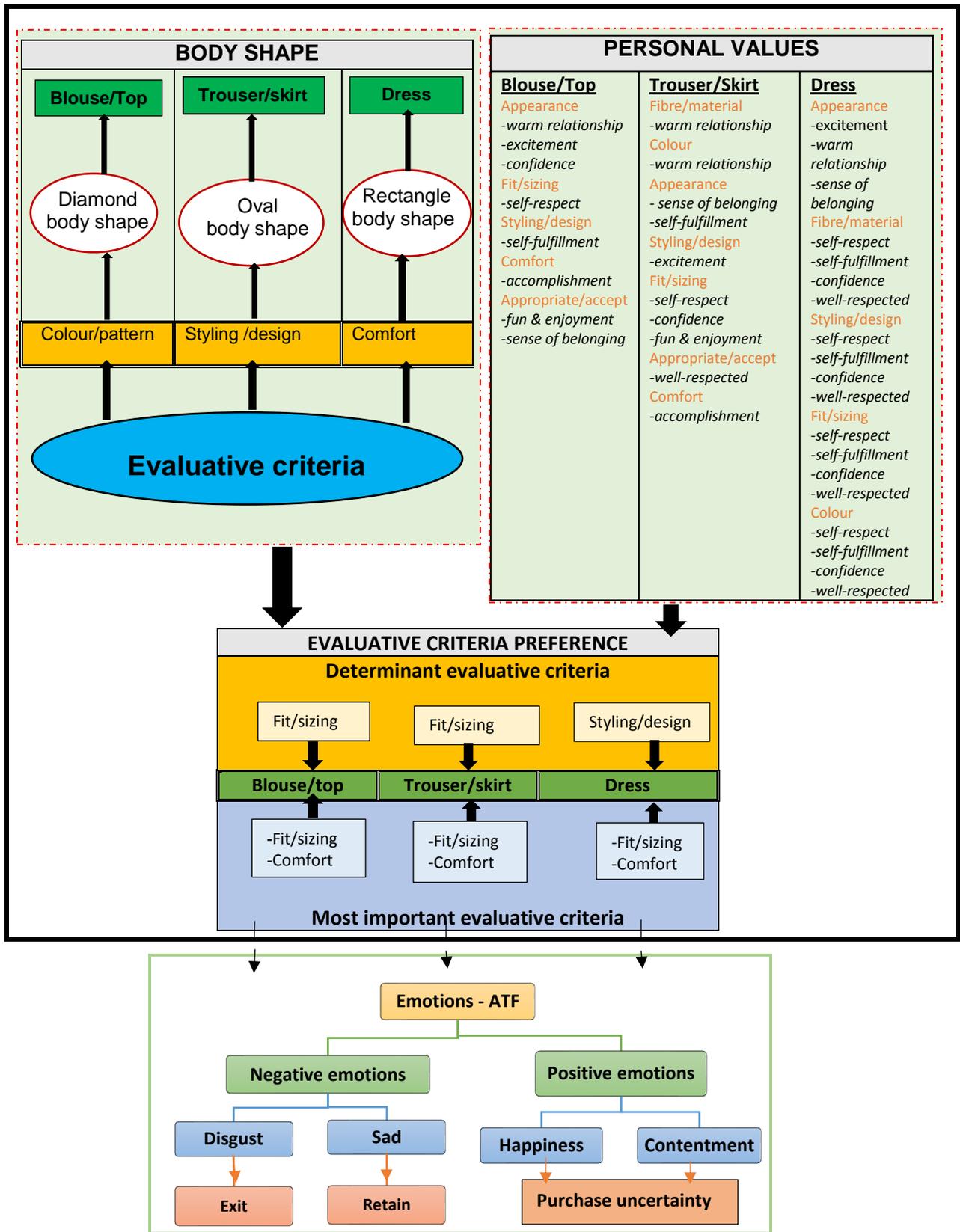


Figure 9.1 The conceptual framework of factors influencing clothing purchasing decision

9.7.2 Interpretation of the new conceptual framework

In Chapter two of this thesis, the proposed conceptual framework to explore the influence of body shape and personal values on female consumers' evaluative criteria preference and the influence of emotions on purchasing decision and behaviour was presented. The conceptual framework suggested that body shape and personal values influence pre-purchase alternative evaluation. Intrinsic evaluative criteria are said to be more influential and predominant in the evaluation of overall clothing product quality (Eckman *et al.*, 1990:14; Fiore & Damhorst, 1992:168), hence may influence female clothing purchasing decision. Seven intrinsic attributes, namely *fit/sizing*, *style/design*, *colour/pattern*, *appearance*, *appropriateness/acceptable*, *comfort* and *fabric content/material*, were selected for examination of which evaluative criteria play a role in the purchasing decision when female clothing consumers in Johannesburg, South Africa purchase clothing. These evaluative criteria were essential components of the proposed conceptual framework which links to the consumer purchasing decision. Motivation for using these evaluating criteria was given in Chapter 3 of this thesis. The clothing products considered in the preference of evaluative criteria were a casual blouse/top, trouser/skirt and a dress. In the proposed conceptual framework it is further suggested that when evaluating clothing products, female consumers may experience negative or positive emotions which may influence their purchasing decision and behaviour. The study investigated and probed integral negative emotions *disgust* and *sad* as well as integral positive emotions *happiness* and *contentment*.

Figure 9.1 depicts the new conceptual framework which has been developed through the input of respondents who took part in this study and the subsequent results generated from the study. As shown in Figure 9.1, female consumers clearly indicated the most important and determinant evaluative criteria that they consider when purchasing clothing products (evaluative criteria preference box). Of the seven evaluative criteria (*fit/sizing*, *style/design*, *colour/pattern*, *appearance*, *appropriateness/acceptable*, *comfort* and *fabric content/material*), that were considered for the study, it is now proposed in the conceptual framework that when purchasing a casual blouse/top, trouser/skirt and a dress, female consumers may consider *fit/sizing* and *comfort* to be the most important evaluative criteria they use to make a decision. Furthermore, the results also showed that *fit/sizing* is again depicted to be the determinant evaluative criteria in the purchasing of a casual blouse/top and trouser/skirt, while *styling/design* is shown to be the determinant evaluative criteria particularly when purchasing a casual dress. The most important evaluative criteria when purchasing clothing items were those that were identified as significant after the z-test was performed to compare the proportions. On the other hand the determinant evaluative criteria were identified through

ranking the attributes in the order of first, second and third most important for each clothing category studied.

Furthermore, it is evident from the results that body shape has an influence on evaluative criteria preferences. However, it is proposed in the new conceptual framework based on the results that the body shape and the associated evaluative criteria (body shape box) was indicative of a significant association in the purchasing of each clothing category investigated. As shown in Figure 9.1, when purchasing a casual blouse/top, women who have diamond body shape will consider *colour* in their purchasing decision. On the other hand the oval shaped women consider the *style/design* of a casual trouser/skirt to be important while the rectangular shaped women regard *comfort* to be important in their purchasing of a casual dress. Chi-square test of independence was applied to establish the significant associations between the body shapes the evaluative criteria. Moreover, based on the results, it is proposed in the conceptual framework that specific personal values have an impact on evaluative criteria preference when purchasing a clothing product. As shown in Figure 9.1, the personal values box specifies which evaluative criteria female consumers may consider for the achievement of specific personal values for the clothing categories investigated. For example, when purchasing a casual blouse/top, women may consider the *appearance* in order to have *warm relationship with others*, *excitement* or to achieve a sense of *confidence*. Also an *appropriate/acceptable* trouser/skirt may be considered in order to be *well respected*, while *fit/sizing* of a dress enables some women to have *self-respect*, *self-fulfillment*, *confidence* and to be *well-respected*, to name a few. The significant associations between evaluative criteria and personal values were established with the application of nonlinear canonical correlation analysis (OVERALS) test.

The fact that evaluation of clothing products can be an emotional process (Breugelmans & Pieters, 2008:18), it is now assumed that either positive or negative emotions will be produced in the process and this assumption is proposed in the conceptual framework. Although disgust and sadness are both negative emotions, however, through the appraisal tendency framework (ATF), it is clearly illustrated in the conceptual framework that specific emotions influence purchasing decision and behaviour differently. Specifically, when the clothing evaluation process has made a female consumer feel disgusted, it can be assumed that they are most likely walk away (exit) without making any purchase. On the other hand a sad female consumer may spend more time shopping around (retain) and may purchase something because of spending more time in the store environment and for the need of uplifting themselves. However, Figure 9.1 has also demonstrated that there is no difference in behaviour with regards to the specific integral positive emotions. In this instance, it can

also be assumed that when female consumers experience positive emotions in their evaluation of the clothing product, it can be unpredictable to determine their purchasing decision and behaviour. In other words purchase can be uncertain.

9.7.3 Understanding the new conceptual framework

The study on the influence of body shape and personal values on female consumers' clothing evaluative criteria preference and the influence of specific emotions on purchasing decision and behaviour has brought to the fore the relationship between the factors that determine the importance of evaluative criteria and clothing purchasing decision making. As shown in Figure 9.1, the new proposed conceptual framework is dividing the study in two parts. The first part of the study explored the influence of body shape and personal values on clothing evaluative criteria preference while the second part explored the influence of emotions on purchasing decision and behaviour. In particular, through the analysis it was possible to show how the first part and the second part are linked in the sense that the evaluation of clothing products process is an emotional process and captured as such in the proposed conceptual framework. Consequently the emotions elicited in the evaluation process are further explored to determine its influence on purchasing decision and behaviour. In this sense, the study on factors that influence evaluative criteria preference, decision making and behaviour has shown the consolidated view of the entities which have been treated separately and its effect of behaviour. The new knowledge from this study furthers understanding female consumers' clothing purchasing decision and behaviour considerably by providing a theoretical framework that can be used to examine other areas in clothing decision making research.

By proposing the current conceptual framework on factors that influence purchasing decision and behaviour a contribution can be made to understand the various clothing evaluative criteria better that have different importance in the mind of female consumers, which may influence the selection in the clothing purchasing decision. Typically, it can be said that prior to the clothing shopping experience, female consumers already have established evaluative criteria that they consider important and use to guide them in the decision making process. The importance of evaluative criteria in the purchasing decision is supported by Solomon and Rabolt (2009), who suggested that much of the effort that goes into a purchasing decision occurs at the stage where a choice has to be made from the available alternatives. Therefore, the clothing purchasing decision cannot be fully understood without an exploration into the factors that influence evaluative criteria preferences. Linked to the factors that influence evaluative criteria preference are various psychological as well as social aspects that female consumers may aspire to achieve through the clothing products that they decide to purchase.

When female consumers evaluate clothing products among the alternatives, in reality, the results of such evaluation reflects the search and establishment of the desired appearance reflected through clothing. Although the desired fit in clothing is very subjective, in part, body shape determines how the clothing will drape on the body and how comfortable the clothing will feel. However, in more specific terms, it is proposed in the new conceptual framework that female consumers with different body shapes seek certain evaluative criteria which may eventually bring about clothing satisfaction. The study proved and it has also been proposed in the new conceptual framework that the influence of body shape on female consumers' evaluative criteria preference is related to specific clothing attributes such as stylistic differences, different colour/pattern, or the level of comfort found in the various clothing products that may facilitate the achievement of clothing expectations. Therefore, the expectations that a female consumer seeks through clothing, may depend on how the clothing is reflected on the body. This may subsequently determine the evaluative criteria considered important in the clothing purchasing decision. These findings provide clear insights into consumer segmentation with regards to body shape consideration. In this sense a clear understanding of how the difference in body shape impacts evaluative criteria consideration is provided.

Apart from achieving the desired fit or appearance of a clothing product on the body, assessment of clothing products is also an indication of the process of the achievement of a communication tool. As proposed in the new conceptual framework, the study has determined that through the specific evaluative criteria, female consumers aspire to communicate their personal values which are the desired states of existence such as being well-respected, a sense of accomplishment, confidence, to name a few. In this regard, it can be said that when shopping for clothing products, female consumers are aware of what they want to communicate through clothing, as such they are most likely to consider evaluative criteria that will make them achieve their goals. More specifically, the study has brought about an understanding of the meaningful importance of evaluative criteria in the achievement of female consumers' personal values.

Furthermore, in reality, evaluation of clothing products can lead to positive emotions if an item of clothing meets the expectations of a consumer, or in the case of questionable standards, negative emotions can be elicited, both have potential to influence purchasing decision and behaviour. The study on factors that influence evaluative criteria preference, purchasing decision and behaviour has suggested that Appraisal Tendency Framework (ATF) put forward by Lerner and Keltener (2000) can be used to understand effectively and predict the influence of specific emotions on decision making and behaviour for clothing. The ATF proved to be fruitful in understanding the effect of specific emotions on purchasing decision and behaviour especially when female consumers feel

negative emotions. Through the use of the ATF it was possible to link specific negative emotional responses to different behaviour that female consumers may demonstrate in a clothing retail environment when purchasing clothing. However, with regards to the positive emotions, in this instance happiness and contentment, the study demonstrated that there is no difference in female consumer behaviour. The ATF determined that when female consumers experience positive emotions as a result of the evaluation of clothing process, it is not a guarantee that they will make a purchase. These key relationships are proposed in the new conceptual framework presented in Figure 9.1. Through these findings, clothing retailers may learn that it is most likely that a sad consumer may purchase something although it may not be necessarily the item of clothing that may have caused them the sad feeling. On the other hand a disgusted consumer is most likely to go away without purchasing any item of clothing. More so clothing retailers may also realize that in this instance, purchase can be uncertain in consumers feeling positive emotions. The research presented here has fundamentally identified for the first time the usefulness of the ATF in the clothing related field. The ATF has given some evidence that has clearly shown that specific emotions, especially the negative specific emotion, may affect female consumers' purchasing decision and behaviour in a different way. In this sense the study has contributed to the expansion of knowledge in the consumer behaviour research, in particular to the field of clothing research.

The findings from this research have shown that shopping for clothing is a complex phenomenon that involves both mental and emotional activities. Female consumers have knowledge of which evaluative criteria they may consider in their clothing purchasing decision. This is hardly a new knowledge, however, identifying influencing factors (body shape and personal values that are important for understanding female consumers' decision making upon purchasing particularly clothing products has clearly provided a unique contribution to the existing knowledge in clothing research. Furthermore, through this research, female consumers' inputs can be seen as some of the ways of bringing the consumer into the clothing manufacturing and designing specifically for their needs. Clothing products that reflect consumer needs in terms of body shape and personal values could influence how clothing products are designed when they are being manufactured. The findings in the present study add to existing knowledge and aid understanding of the diverse findings from previous research in the field of clothing.

9.8 CONTRIBUTION OF THE STUDY

The significance of this research is its contribution to the theory and practice within the field of clothing purchasing decision research. Over the past years, a limited number of conceptual frameworks have been developed to explain the behaviour of female consumers specifically in the clothing purchase decision. Theoretically, this study has provided a conceptual framework that has been developed with the input of female consumers who took part in this study. Whilst the literature has highlighted the difficulty that women face in locating well-fitting clothing products in the retailers, the conceptual framework illustrates that body shape and personal values are among the important factors that may influence clothing purchasing decision. Specifically, these factors influence female consumers' evaluative criteria preferences when evaluating clothing products among the alternatives. As an attempt to segment female consumers on the bases of evaluative criteria preferences, the conceptual framework has highlighted specific body shapes and specific personal values to the evaluative criteria considered in their clothing purchasing decision. This reveals fundamental differences which can influence their evaluation of the alternatives and consequently their purchasing decision variations. Therefore, the conceptual framework can further be tested using this information.

In addition, this research took into account that emotions are involved at each stage of the decision making, meaning the clothing purchasing decision in itself is an emotional process. It was clarified through the literature that while in the process of evaluating various clothing attributes for the suitability of the clothing product in terms of body shape and personal values, female consumers may experience either positive or negative emotions. The influence of emotions on consumer purchasing decision is not a new topic, however, to my knowledge, this is the only study that has gone further to investigate the influence of specific emotions in the clothing purchasing decision and behaviour using the Appraisal Tendency Framework (ATF). This study has suggested that emotion specific approach, in particular the Appraisal-Tendency Framework (ATF) model is more effective to understand and predict the influence of emotions on decision making and behaviour. This provides a unique and significant contribution to the existing research in the area of decision making in clothing.

Shopping for clothing products in a multicultural society such as South Africa is very complex. This is because of the varied preferences and needs that consumers can bring to their purchasing decision. Whilst this research was on specific factors that influence evaluative criteria preferences. The study has highlighted the psychological aspect that underlines and goes into

clothing purchasing decision. This is very important, as these are in the minds of the consumers which have not been explored. However, through female consumers' input, it is possible to suggest the driving forces behind their clothing preferences and purchasing behaviour. Moreover, the results obtained in this study, support the belief that understanding the female consumers' purchasing decision and behaviour can offer the understanding of the actual behaviour in the clothing store. The new knowledge generated through this study challenges the existing thinking and furthers understanding of female consumers' clothing purchasing decision and behaviour.

The conceptual framework can thus be used by researchers to guide their future studies in this area effectively. Additionally, the study will contribute to the limited amount of published studies on factors that specifically influence evaluative criteria preferences in clothing purchasing decision. The data will be available for reference to students in consumer decision making and clothing fields, manufacturers and retailers in South Africa.

9.9 RECOMMENDATIONS

Although the conclusions made in this study cannot be generalized to the broad South African population, certain recommendations can still be made. From the marketing perspective, many clothing retailers are aware that success depends on utilizing opportunities to meet the clothing needs of consumers. This study has shown that the effective strategy is to be mindful and be guided by the clothing evaluative criteria considered important by female consumers. One of the important finding in this study was that women consider different clothing evaluative criteria in the purchasing of clothing. Specifically, it became clear that women who identify themselves with the diamond body shape, consider colour to be important in their purchasing decision of particularly a casual blouse. The oval body shaped women consider the styling/design of a trouser/skirt in particular to be significant, while the rectangle body shaped women prefer the comfort of a casual dress. The findings provide direct and clear guidance to clothing manufacturers and retailers into consumers' clothing demands that should be incorporated in their clothing lines. Furthermore, it is important that clothing manufacturers and retailers should acknowledge that female consumers are different. It would be unwise for them to ignore consumers' inputs if they want to remain relevant. It is, therefore, recommended that clothing designers and retailers should have knowledge of the attributes that are suitable for each body shape. Understand the clothing needs for each of body shape or deciding on the appropriate techniques to employ when targeting a

certain group of consumers (Solomon & Rabolt, 2009:3) can play an extremely important role in marketing applications. Furthermore, this study also provided evidence that personal values impact the preference of evaluative criteria in the purchasing of clothing. Clearly, women consider different evaluative criteria when purchasing different clothing products. It is worthwhile for clothing manufacturers and retailers to endeavour to understand the value systems of their target. There should be a paradigm shift in the mind set of clothing manufacturers and retailers to consider consumers as individuals with unique personal values that determine their clothing purchasing decisions.

The study further demonstrated that emotions of the same valence (i.e. both negative) can have opposing behaviour. The results support the hypothesis that disgust triggers “walk away” behaviour, whereas sadness triggers the goal of changing an individual’s circumstance by “spending more time shopping around”. The focus on specific emotions provides better insights into the specific behaviour that female consumers may engage in when evaluating clothing product. The findings highlight both the powerful consequences that emotions can play in female clothing purchasing decision and the need for more research on the mechanisms driving such effects. It is worthwhile to note that a second study focusing on clothing shopping behaviour replicated to compare the results.

9.10 LIMITATIONS OF THE STUDY

In this study, limitations can be identified in terms of data collection methods, the measuring instruments and the sampling strategy. These limitations affect the extent to which the findings of the study can represent the behaviour of the entire South African female clothing consumers. Concerning the data collection methods, only self-reported data collection method was utilized to collect primary data. No actual observation of behaviour was reported. Moreover, it would have been more meaningful if data were collected while respondents evaluated, selected and demonstrated their purchasing decision in the actual store environment. However, given that data collection was on anonymity and confidentiality bases, the responses given by the respondents can be considered accurate, reflecting their thoughts and behaviour. Moreover most studies on consumer decision making and behaviour have also utilized this method.

With regard to the measuring instrument, participants were asked to self-report their body shapes. The consumers perception about their body shape may not reflect their actual body shape as can be defined by anthropometric measurements or the 3D body scanner. However, this was an

appropriate measure for this study as the perceived body shape is assumed to influence consumer behaviour. In this case, the evaluation of the clothing products. Furthermore, from the questionnaire, respondents were to indicate their preferences to a list of only seven pre-selected evaluative criteria in the purchasing of casual clothing. There was a possibility there were other evaluative criteria which were excluded and others included in influencing female consumers' clothing purchasing decisions. However, the main aim of the current study was to explore the relationship between body shape as well as personal values with evaluative criteria, it was assumed this list and the use of only casual wear was appropriate for the current study. To add, concerning the emotions instrument, only negative emotions were included for the ill-fitting blouse (illustration A), while only positive emotions were included for a well-fitting outfit (illustration B) for the rating of the emotions. This might have limited respondents in their identification of the felt emotions.

Concerning the sampling strategy, the use of convenient and snowballing sampling methods may have resulted in the sample primarily composed of somewhat similar social characteristics. Moreover by focusing on recruitment at women gatherings, may have excluded other potential women belonging to other social classes. This exclusion might have affected the representativeness of the sample. However, the sample in this study addressed the purpose of the study.

9.11 FURTHER STUDIES

Consumer's clothing purchasing decision is a very broad topic and tremendous potential for future studies in this area in South Africa. Some suggestions can be made both for building on the current study and for furthering our understanding of consumers in the clothing purchasing decision. The theoretical framework presented in this study as a whole has so far not been tested. Further research to test the framework as a whole or to test certain components by using other research approaches or different statistical tests can be conducted to determine the effectiveness of the influencing factors in evaluative criteria preferences in the purchasing of clothing.

Furthermore, the results from this study determined that body shape influences evaluative criteria female consumers consider in their purchasing decision. It was clear that women with certain body shape consider certain evaluative criteria. Further studies may consider to clarify and explain the reasoning behind their preferences. For example, future research could be done to

identify specific colour and style/design preferences. Qualitative methods such as interviews or focus groups could be used to uncover the deeper meanings behind consumers' clothing shopping decision making and behaviour. Additionally, this study provided preliminary results based on female consumers in general. Future research is still required to assess the exact relationship between individual characteristic such as body shapes and the evaluative criteria preferences in the purchasing of clothing products. Furthermore, in order to confirm that the conceptual framework is based on knowledgeable evaluative criteria in relation to specific body shape, a study on consumer knowledge of their body shape and knowledge on appropriately dressing their bodies is recommended.

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APPENDIX A

RESEARCH QUESTIONNAIRE



SECTION A: Demographics

Please indicate which situation applies to you by placing [X] in the appropriate box

1.1 Do you buy your own clothing?

Yes	1
-----	---

No	2
----	---

1.2 I usually buy ready-to-wear clothes in retail store
I usually buy clothes made specifically for me (custom made)
I usually make my own custom made clothes

1
2
3

2. Age in years

18 - 25	1
26 - 35	2
36 - 45	3
46 - 55	4
56 - 65	5
66+	6

3. To which Ethnic group do you belong?

Asian	1
Black	2
Coloured	3
White	4
Other	5

4. Which of the following best describes your education level?

Less than matric	1
Matric	2
Diploma	3
Undergraduate	4
Post graduate	5

5. Which of the following best describes your current position?

Managerial	1
Office (please specify)	2
Lecturer/Teacher	3
Medical/health sector	4
Student	5
Self employed	6
Housewife	7

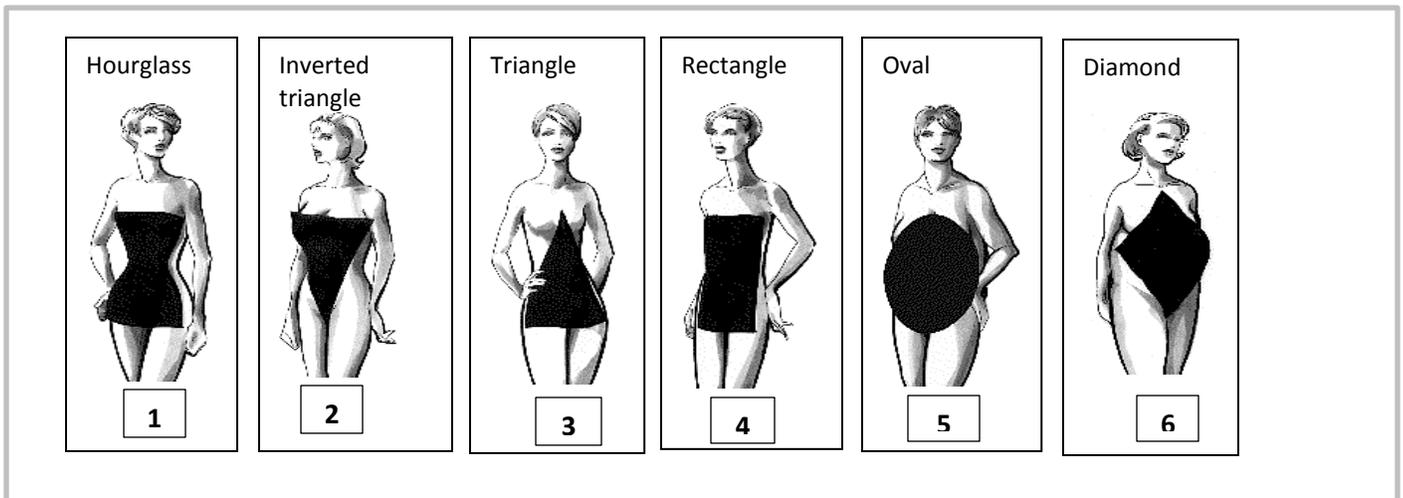
Retired	8
Other (please specify)	9

6. What is the total income in your household per month?

Under R20,000	1
R20,000 – R40,000	2
R41,000 – R60,000	3
R61,000 – R80,000	4
Over R100,000	5
Would rather not say	6

SECTION B: Perceived self-reported body shape

7. In this part of the study please refer to the six illustrations of body shapes below (see illustration 1-6). Then mark with an X in the box next the body shape which you perceive to be closest to your own body shape. If you can't relate to any of these please draw your shape in the space.



Source: Liddelov (2011)

SECTION C: Personal values measure

8. The following is Kahle's (1983) nine list of personal values (LOV). Some may be more important to you than others. Please, study the list carefully and then rate each value item on a seven - point scale with end-points (where **1 = not at all important to me** and **7 = extremely important to me**) in relation to what you would like to portray through the clothing you purchase in general and not for a specific occasion

Please place and (X) in the appropriate box	Not at all important to me						Extremely important to me
	1	2	3	4	5	6	7
1. Sense of belonging (to be accepted and needed by family, friends and community)	1	2	3	4	5	6	7
2. Excitement (to experience stimulation and thrills)	1	2	3	4	5	6	7
3. Warm relationship with others (to have close companionships and intimate friendships)	1	2	3	4	5	6	7
4. Self-fulfilment (to find peace of mind)	1	2	3	4	5	6	7
5. Being well-respected (to be admired by others and to receive recognition)	1	2	3	4	5	6	7
6. Fun and enjoyment in life (to lead a pleasurable happy life)	1	2	3	4	5	6	7
7. Confidence (being consciousness of one's power)	1	2	3	4	5	6	7
8. Self-respect (to be proud of yourself and of who you are)	1	2	3	4	5	6	7
9. A sense of accomplishment (to succeed in what you want to portray)	1	2	3	4	5	6	7

9. Of the list of values (LOV) above, please rank the three most important value items you believe influences your selection when shopping for clothes in general (write down the appropriate number in the box below).

9.1	1 st most important personal value	
9.2	2 nd most important personal value	
9.3	3 rd most important personal value	

SECTION D: Evaluative criteria preferences measure

10. Thinking of your body shape, when shopping for a blouse/top, please indicate how important the following clothing attributes are in your product evaluation, by rating each item on a 5-point rating scale, with end points (where **1 = not at all important to me** and **5 = extremely important to me**).

Please place and (X) in the appropriate box	Not at all important to me	Somewhat important to me	Important to me	Very important to me	Extremely important to me
	1	2	3	4	5
1. styling/design	1	2	3	4	5
2. colour/pattern	1	2	3	4	5
3. appearance	1	2	3	4	5
4. appropriateness/acceptable	1	2	3	4	5
5. fit/sizing	1	2	3	4	5
6. comfort	1	2	3	4	5
7. fibre content/material	1	2	3	4	5

11. Of the clothing attributes above, please rank the three most important attributes in your decision to purchase a blouse/top (write down the appropriate number in the box below).

11.1	1 st most important attribute	
11.2	2 nd most important attribute	
11.3	3 rd most important attribute	

- 12 Thinking of your body shape, when shopping for a trouser/skirt, please indicate how important the following clothing attributes are in your product evaluation, by rating each item on a 5-point rating scale, with end points (**where 1 = not at all important to me** and **5 = extremely important to me**).

Please place and (X) in the appropriate box	Not at all important to me	Somewhat important to me	Important to me	Very important to me	Extremely important to me
	1	2	3	4	5
1. styling/design	1	2	3	4	5
2. colour/pattern	1	2	3	4	5
3. appearance	1	2	3	4	5
4. appropriateness/ acceptable	1	2	3	4	5
5. fit/sizing	1	2	3	4	5
6. comfort	1	2	3	4	5
7. fibre content/material	1	2	3	4	5

13. Of the clothing attributes above, please rank the three most important attributes in your decision to purchase a trouser/skirt (write down the appropriate number in the box below).

13.1	1 st most important attribute	
13.2	2 nd most important attribute	
13.3	3 rd most important attribute	

14. Thinking of your body shape, when shopping for a *dress*, please indicate how important the following clothing attributes are in your product evaluation, by rating each item on a 5-point rating scale, with end points (**where 1 = not at all important to me and 5 = extremely important to me**).

Please place and (X) in the appropriate box	Not at all important to me	Somewhat important to me	Important to me	Very important to me	Extremely important to me
	1	2	3	4	5
1. styling/design	1	2	3	4	5
2. colour/pattern	1	2	3	4	5
3. appearance	1	2	3	4	5
4. appropriateness/ acceptable	1	2	3	4	5
5. fit/sizing	1	2	3	4	5
6. comfort	1	2	3	4	5
7. fibre content/material	1	2	3	4	5

15. Of the clothing attributes above, please rank the three most important attributes in your decision to purchase a *dress* (write down the appropriate number in the box below).

15.1	1 st most important attribute	
15.2	2 nd most important attribute	
15.3	3 rd most important attribute	

SECTION E: *Emotions and behaviour measure*

In this part of the study, the researcher is interested in finding out the emotions that best describes your feeling when you look at the images below (**Illustrations A and B**) of which you will be required to rate. This will each be followed by a series of questions for you to rate on a Likert-point scale.

Illustration A



Source: Getty images 2015

16. Please look carefully at **illustration A** above. If this was you when fitting a garment in general. Please indicate with an **(X)** in the appropriate box to what extent you feel the following emotions. **(Please rate according to the emotions listed below)**

	1	2	3	4	5
Emotion	Not at all	Very little	Some what	Much	Very much
1. I feel disgust	1	2	3	4	5
2. I feel revolting	1	2	3	4	5
3. I feel shocking	1	2	3	4	5
4. I feel sad	1	2	3	4	5
5. I feel depressed	1	2	3	4	5
6. I feel miserable	1	2	3	4	5

17. Of the specific emotions listed above (16), please write down one strongest emotion you felt with illustration (A) **(Please use the emotions listed above and not your own experience)** _____
18. What is wrong with the garment? _____
19. Will you purchase a garment that fits your body this way? _____
20. In terms of the image you have observed (illustration A) and referring to the specific emotion you have indicated above (17) in this instance how do the following statements apply to you.

Please read carefully each statement below, using the number scale, please indicate the extent to which you agree or disagree with the statement by placing an (X) in the appropriate box.

	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
When I am feeling....(17)	Strongly disagree	Disagree	Slightly disagree	Neither disagree nor agree	Slightly agree	Agree	Strongly agree
1. I avoid purchasing any other item of clothing	1	2	3	4	5	6	7
2. I walk away	1	2	3	4	5	6	7
3. I don't look at other items of clothing	1	2	3	4	5	6	7
4. I have to purchase an item of clothing	1	2	3	4	5	6	7
5. I purchase more items of clothing	1	2	3	4	5	6	7
6. I spend more time shopping around	1	2	3	4	5	6	7

Illustration B



Source: Sierra trading post.com 2015

- 21.** Please look carefully at **illustration B**. If this was you when fitting a garment in general. Please indicate with (X) in the appropriate box to what extent you feel the following emotions. **(Please rate according to the emotions listed below)**

	1	2	3	4	5
	Not at all	Very Little	Some what	Much	Very much
1. I feel happiness	1	2	3	4	5
2. I feel pleased	1	2	3	4	5

3. I feel thrilled	1	2	3	4	5
4. I feel contented	1	2	3	4	5
5. I feel fulfilled	1	2	3	4	5
6. I feel peaceful	1	2	3	4	5

22. Of the specific positive emotions listed above (21), please write down one strongest emotion you felt with illustration (B). (Please use the emotions listed above and not your own experience) _____

23. In terms of the image you have observed (illustration B) and referring to the specific emotion you have indicated above (22), how do the following statements apply to you when shopping for clothing?

Please read each statement below, using the number scale, please indicate the extent to which you agree or disagree by placing an (X) in the appropriate box.

	1	2	3	4	5	6	7
When I am feeling....(22)	Strongly disagree	Disagree	Slightly disagree	Neither disagree nor agree	Slightly agree	Agree	Strongly agree
1. I avoid purchasing any other item of clothing	1	2	3	4	5	6	7
2. I walk away	1	2	3	4	5	6	7
3. I don't look at other items of clothing	1	2	3	4	5	6	7
4. I have to purchase an item of clothing	1	2	3	4	5	6	7
5. I purchase more items of clothing	1	2	3	4	5	6	7
6. I spend more time shopping around	1	2	3	4	5	6	7

The end!!

Thank you for taking part in this study

APPENDIX B

SIGNED PERMISSION LETTER TO CONDUCT RESEARCH AT A PRAYER BREAKFAST MEETING FOR WOMEN



Department of Life and Consumer Sciences

July 2015

Dear Sir/Madam

I am enrolled for my PhD in Consumer Sciences at the University of South Africa (UNISA) during which I am conducting a study to explore the influences of various factors such as body shapes, personal values as well as emotions during female consumers' purchasing decision and choice of ready-to-wear garments, under the supervision of Prof. E Kempen. This research will hopefully enable the clothing manufacturers and retailers to create product specifically designed for the South African Female consumers' needs and preferences.

I am therefore kindly requesting your permission to recruit female consumers in your organisation/church to take part in the study. The recruitment will be on a voluntary basis of females who may be willing to provide us with much-needed information about their purchasing behaviour of ready-to-wear garments.

This study has been approved by the Research Ethics Review Committee in the College of Agriculture and Environmental Sciences (Ref: 2014/CAES/175) at UNISA. Confidentiality and anonymity is guaranteed for each respondent's answer to the survey questionnaire.

Your assistance is highly appreciated.

Kind regards

Researcher: Josephine Kasambala
kasambalaj@unisa.ac.za

Supervisor: Professor E.L Kempen
kempeel@unisa.ac.za

I Getrude Marum the Dorcas leader of Germiston church hereby
(Initial and surname) (Title) (Name of organization/group)

grant permission to Mrs J. Kasambala that this research be conducted among female members of this organization.

Signature Marum Date 14/06/2015

APPENDIX C

SIGNED PERMISSION LETTER FROM GERMISTON SDA CHURCH PASTOR



Department of Life and Consumer Sciences

July 2015

Dear Sir/Madam

I am enrolled for my PhD in Consumer Sciences at the University of South Africa (UNISA) during which I am conducting a study to explore the influences of various factors such as body shapes, personal values as well as emotions during female consumers' purchasing decision and choice of ready-to-wear garments, under the supervision of Prof. E Kempen. This research will hopefully enable the clothing manufacturers and retailers to create product specifically designed for the South African Female consumers' needs and preferences.

I am therefore kindly requesting your permission to recruit female consumers in your organisation/church to take part in the study. The recruitment will be on a voluntary basis of females who may be willing to provide us with much-needed information about their purchasing behaviour of ready-to-wear garments.

This study has been approved by the Research Ethics Review Committee in the College of Agriculture and Environmental Sciences (Ref: 2014/CAES/175) at UNISA. Confidentiality and anonymity is guaranteed for each respondent's answer to the survey questionnaire.

Your assistance is highly appreciated.

Kind regards

Researcher: Josephine Kasambala
kasambalaj@unisa.ac.za

Supervisor: Professor E.L Kempen
kempeel@unisa.ac.za

I Ziphonke Mbathe the Pastor of Germiston SDA hereby
(Initial and surname) (Title) (Name of organization/group)

grant permission to Mrs J. Kasambala that this research be conducted among female members of this organization.

Signature 

Date 10/07/2015

APPENDIX D
CONSENT FORM

TITLE OF RESEARCH PROJECT: *The development of a conceptual framework of the influence of body shape on female consumers’ evaluative criteria preferences and the effect of specific emotions in the purchasing decisions and behaviour.*

Dear Respondent

South Africa is a rainbow nation consisting of female consumers with different needs and demands when it comes to clothing purchases. The purpose of this research is to investigate the most important influencing factors when it comes to clothing purchasing decisions of South African female consumers. You are therefore kindly requested to give your input by answering the questionnaire.

Your participation is voluntary. You have the right to be a part of the study, choose not to participate or to stop participating at any time without penalty. There are no right or wrong answers. The information you will provide will strictly remain confidential and anonymous, it will only be used for research purposes.

You will not directly benefit by participating in the study, however this study will indirectly benefit you as a participant in the form of providing information that can be used to improve clothing products.

If you have any questions at any time about the study, you may contact the researcher at the email kasamj@unisa.ac.za or the supervisor at kempeel@unisa.ac.za.

CONSENT

I, have read the above information relating to the research and have also heard the verbal version, and declare that I understand it.

Signature of participant.....

Signed at on

WITNESSES

1

2

Do you need feedback of the study?

 Yes

 No

If yes, please provide your email address or cell phone number _____

APPENDIX E

ETHICS CLEARANCE



CAES RESEARCH ETHICS REVIEW COMMITTEE

Date: 27/11/2014

Ref #: **2014/CAES/175**
Name of applicant: **Ms J Kasambala**
Student #: **43612180**

Dear Ms Kasambala,

Decision: Ethics Approval

Proposal: The development of a model of the factors influencing female consumers' evaluative criteria preferences and the effect of specific emotions in the purchasing decisions and choice of ready-to-wear garments

Supervisor: Prof EL Kempen

Qualification: Postgraduate degree

Thank you for the application for research ethics clearance by the CAES Research Ethics Review Committee for the above mentioned research. Final approval is granted for the duration of the project. Approval is given for use of the wider UNISA community in the study, and not only for the Unisa Science Campus.

The application was reviewed in compliance with the Unisa Policy on Research Ethics by the CAES Research Ethics Review Committee on 27 November 2014.

The proposed research may now commence with the proviso that:

- 1) The researcher/s will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.*
- 2) Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study, as well as changes in the methodology, should be communicated in writing to the CAES Research Ethics Review Committee. An amended application could be requested if there are substantial changes from the existing proposal, especially if those changes affect any of the study-related risks for the research participants.*



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PO Box 392 UNISA 0003 South Africa
Telephone: +27 12 429 3111 Facsimile: +27 12 429 4150
www.unisa.ac.za

3) The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study.

Note:

The reference number [top right corner of this communiqué] should be clearly indicated on all forms of communication [e.g. Webmail, E-mail messages, letters] with the intended research participants, as well as with the CAES RERC.

Kind regards,



Signature

CAES RERC Chair: Prof EL Kempen



Signature

CAES Executive Dean: Prof MJ Linington



APPENDIX F
LANGUAGE EDITING CERTIFICATE

ENGLISH LANGUAGE EDITING CERTIFICATE

This is to certify that the Thesis written by
MRS. J. KASAMBALA
was done by Prof. L. A. Greyvenstein.

L. Greyvenstein

Lesley Ann Greyvenstein (Prof)
Box 6601
Flamwood
Klerksdorp 2572

018 468 7335 082 974 4505

APPENDIX G

TURN-IT-IN REPORT

Turnitin Originality Report

PhD Consumer Science thesis by J Kasambaia
From LCS 2016 Submissions (LCS 2016 Submissions)



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