



Factors that determine South African Millennials Willingness to Purchase local luxury fashion.

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DECLARATION

I, Elizabeth Ndafapawa Nailenge, declare that this research article is my own work apart from the referenced work that has been acknowledged. It is submitted in partial fulfilment of the requirements for the degree of Master of Business Administration in the Graduate School of Business Administration, University of Witswatersrand, Johannesburg. It has not been submitted for any other degree or examination in this or any other university.

Elizabeth Ndafapawa Nailenge

Signed at: Windhoek, Namibia

On the 07th of day of June 2024

DEDICATION

My work is dedicated to my mother, Linda Nailenge, dear husband, Leonard Hamunyela and my late brother, Erasmus Nailenge, may his soul rest in eternal peace.

And finally, my daughter, Gia Hamunyela.

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My heartfelt gratitude is extended to my family, your love and support throughout this process has carried and encouraged me to get to the finish line.

My journey, started at the peak of the Covid-19 pandemic, and has been challenging for several obstacles but I refused to give up, and I owe my husband a great deal of honour for his courage, support and tutoring that has propelled me to this point.

To Dr Ndlela, my supervisor, it has been a pleasure working with you. Your depth and wealth of knowledge has inspired me to continue being a student for life. I wish you the very best in your future and any student will be immensely blessed and lucky to have you in their corner.

Lastly, I would be amiss if I do not honour my heavenly father, for he has shielded me from harm and extended his grace and power for me to get to this point. His promises carried me, and I will continue to believe that he has nothing, but great plans and prosperity planned for my life and future (Jeremiah 29:11).

ABSTRACT

This research aims to investigate the factors that determine South African millennials' willingness to purchase local luxury fashion. Given the significant growth of the luxury fashion industry in South Africa and the limited context-specific research, this study addresses a crucial gap in understanding willingness to purchase in this emerging market. By examining the unique characteristics and preferences of South African millennials, this research contributes valuable insights into the drivers of local luxury fashion consumption and informs strategies for local brands to better engage with this key demographic. Using descriptive and inferential statistics, an analysis from a closed ended, 5 Likert scale questionnaire was done on 150 millennials, alumni of the Witswatersrand Business school (WBS), Johannesburg, South Africa. The results showed that influencers are the only factor who have an impact on millennials when it comes to purchasing luxury brands. According to the findings, only one factor, influencer impact, has an influence on South African millennials' willingness to purchase local luxury fashion. This in turn means influencer impact is interconnected with the overall decision-making process.

Keywords: Luxury Consumption, millennial, Fashion, Local brands, Purchasing Decisions, cultural and social factors, and individual psychological characteristics.

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1 CHAPTER 1: INTRODUCTION

1.1 Purpose of the Study

This research study seeks to understand the factors that determine millennials willingness to purchase local luxury fashion that are originate from South Africa.

1.2 Background of the Study

The luxury fashion industry is a dynamic and highly competitive sector that is continuously evolving. The South African luxury fashion and accessories market has shown significant growth in recent years, with a surge in consumer demand for high-end goods and services. According to a report by Euromonitor International, the luxury goods market in South Africa recorded a compound annual growth rate (CAGR) of 8% between 2017 and 2021. This growth can be attributed to factors such as an expanding affluent class, rising disposable incomes, and increasing brand awareness among consumers. Notably, the demand for luxury fashion items, including clothing, handbags, footwear, and accessories, has been on the rise, reflecting the changing lifestyle and preferences of South African consumers. As international luxury brands continue to establish a strong presence in the region, local luxury designers and artisans have also emerged, contributing to the sector's dynamism and competitiveness. The evolving landscape of the luxury fashion industry in South Africa presents both challenges and opportunities for brands to navigate and captivate the discerning and fast-evolving luxury consumer base in the region (Euromonitor International, Luxury Goods in South Africa, 2021). However, there is limited research on the drivers that determine South African millennials willingness to purchase local luxury fashion.

Millennials, as a significant consumer group, that makes up 50 percent of global consumption, millennials have gained attention in the field of marketing due to their unique characteristics, preferences, and buying power. The buying power of millennials coupled with their increasing presence in the workforce and rising income levels, has made them a powerful consumer segment (Smith, 2011). This study aims to explore the consumer behaviour and luxury consumption patterns of millennials in South Africa, specifically focusing on their willingness to purchase local luxury fashion.

One important aspect to consider is the buying power of millennials. With their increasing presence in the workforce and rising income levels, millennials have become a powerful consumer segment (Pew Research Center, 2018). Their disposable income and willingness to spend on fashion make them a key target for luxury brands. Understanding the factors that influence their purchasing decisions can provide valuable insights for marketers and help them tailor their strategies to effectively target this consumer segment (Hennig-Thurau et al., 2017).

Millennials also exhibit unique preferences when it comes to fashion. They tend to value experiences, personalization, and sustainability (Chaney & Kim, 2019). Furthermore, millennials are highly influenced by social media and online platforms, which play a crucial role in shaping their fashion choices (Crespo et al., 2019). By understanding their preferences, marketers can develop products and marketing campaigns that resonate with millennials' values and aspirations. Cultural belonging is another important aspect to explore within the context of millennials and luxury consumption. Millennials are known for their global mindset and desire for cultural diversity and inclusivity (Gherhes et al., 2020). They seek products that reflect their sense of cultural identity and allow them to express their individuality in a global context. This need for cultural belonging influences their fashion choices and their willingness to purchase luxury fashion and accessories that align with their cultural values and identities.

By examining millennials' buying power, preferences, and need for cultural belonging, this study will contribute to the understanding of consumer behaviour and luxury consumption patterns among this influential consumer segment in South Africa. The findings can inform marketers and luxury brands in developing targeted strategies that cater to the specific needs and preferences of millennials, enabling them to effectively engage this consumer group and enhance their market presence.

1.2.1 Millennials Attitude and Luxury fashion

Millennials' attitudes towards luxury fashion brands are influenced by various factors across cultures globally. These factors include societal values, income levels, brand image, and personal values. A study by Kim and Ko (2017) found that in South Korea, where collectivism is emphasized, millennials' attitudes towards luxury fashion brands are influenced by societal norms, brand image, and self-expression. In contrast, in the United States, where individualism is valued, millennials' attitudes are influenced by personal values such as authenticity and uniqueness (Phau et al., 2016). Additionally, income levels play a crucial role, with millennials

from higher-income households being more likely to purchase luxury fashion brands (Tynan et al., 2010).

Millennials' attitudes towards luxury fashion brands are influenced by various factors that cut across different cultures globally. Several studies have identified key determinants that shape millennials' perceptions and behaviours in this regard. These factors include:

- Social influences: Peers, celebrities, and social media play a significant role in shaping millennials' attitudes towards luxury fashion brands (Amatulli et al., 2019).
- Individual values: Millennials' personal values, such as the desire for self-expression, uniqueness, and social responsibility, impact their attitude towards luxury fashion brands (Heine et al., 2019).
- Authenticity and storytelling: Millennials value authenticity and are attracted to luxury brands that have a compelling brand story and demonstrate genuine craftsmanship (Eriksson et al., 2017).
- Sustainability and ethical practices: Millennials prioritize sustainable and ethically produced fashion, leading them to favour brands that demonstrate a commitment to environmental and social responsibility (Bian et al., 2020).
- Cultural identity: Cultural heritage and identity play a role in millennials' attitude towards luxury fashion brands, as they seek brands that align with their cultural values and traditions (Lee et al., 2020).

These factors have been found to have a significant impact on millennials' attitudes and behaviours towards luxury fashion brands across various cultures globally. By understanding these influences, luxury fashion brands can tailor their strategies to effectively engage with millennials and meet their expectations.

1.2.2 South African Luxury Fashion Brands

Contrasting the growth of South African luxury fashion brands with global luxury fashion brands reveals distinct dynamics and market positioning. While global luxury fashion brands have established a strong presence and global recognition, South African luxury fashion brands are relatively emerging and still in the process of gaining international prominence according to a study done by Deloitte.

Global luxury fashion brands such as Louis Vuitton, Gucci, Chanel, and Hermès have a long-standing history and expansive global reach, with established flagship stores in major fashion capitals and a loyal customer base. These brands have successfully penetrated various markets and consistently demonstrated growth and profitability (Deloitte, 2021).

On the other hand, South African luxury fashion brands are gradually making their mark in the industry. Some of the top South African luxury fashion brands include:

- Klûk CGDT: Known for their exquisite craftsmanship and sophisticated designs, Klûk CGDT has gained recognition both locally and internationally (South African Fashion Week, n.d.).
- David Tlale: Renowned for his avant-garde designs and innovative approach, David Tlale has showcased his collections at prestigious fashion events, including New York Fashion Week (David Tlale, n.d.).
- Gavin Rajah: With a focus on luxury women's wear, Gavin Rajah has established a reputation for his glamorous and elegant designs, appealing to a discerning clientele (Gavin Rajah, n.d.).

It's important to note that while these South African luxury fashion brands have experienced growth and garnered attention, their market presence and global reach may still be relatively limited compared to well-established global luxury brands. Therefore, the aim of this research report topic on understanding the factors that determine willingness to purchase local Luxury fashion goods by South African millennials is crucial. The study will provide insights into the factors that motivate South African consumers to purchase local luxury fashion, as well as the impact of cultural, social, and psychological factors on their purchasing decisions. By understanding these factors, luxury fashion brands and retailers can tailor their marketing strategies to better appeal to South African consumers and enhance their global positioning.

According to a study by Kastanskis (2010) on "Explaining Variation in Luxury Consumption" highlighting the importance of understanding the consumer behaviour of luxury goods as it allows luxury brands to identify their target audience, create tailor-made marketing strategies and thus, better position themselves in the market. Additionally, the study emphasizes the need to consider the socio-cultural context in which consumers operate as it has a significant influence on one's behaviour in relation to luxury goods. Overall, the key findings of the study underscore the importance of a deep understanding of consumer behaviour and the socio-cultural context for luxury brands to succeed in a dynamic and highly competitive luxury

fashion and accessories market. By leveraging this knowledge, luxury brands can develop effective marketing strategies, strengthen their market position, and cultivate lasting relationships with their discerning clientele. (Kastanskis, 2010)

Thus, this topic will make a significant contribution to the existing literature on luxury fashion consumption in South Africa. Furthermore, it will provide recommendations for luxury fashion brands and retailers on how to position themselves effectively in the global market. Overall, the study contributes to the existing literature by integrating and applying multiple theories, including the Theory of Planned Behaviour, the Theory of Self-concept, and the Framework and Theory of Social Influence and Digital Marketing, in the context of luxury consumption behaviour among millennials in South Africa. This integration enhances our understanding of the factors that influence millennials' willingness to purchase local luxury fashion and accessories (Smith, 2020; Ajzen, 1991; Belk, 1988). The study will expand the theoretical knowledge on luxury consumption by examining the specific variables of social media engagement, subjective norms, self-image, and the need to belong, and their impact on millennials' willingness to purchase local luxury fashion in South Africa. This empirical investigation contributes to the existing body of literature by providing insights into the drivers of luxury consumption behaviour within a specific cultural and demographic context (Phau & Prendergast, 2000; Solomon et al., 2019).

1.3 Problem Statement

The luxury fashion industry has been growing at an unprecedented rate in recent years, particularly in emerging economies such as South Africa and Asia. South Africa is one the fastest-growing luxury goods market in the world based on a study called, Goods Worldwide Market Study conducted by Bain & Company, with a 6% increase in luxury consumption in 2020, despite the COVID-19 pandemic (Bain & Company, 2021). The increasing demand for and capacity to acquire luxury fashion and accessories in South Africa has led to a need to understand the consumer behaviour that drives this consumption. This topic has been explored in various studies globally, but little research has been conducted in the South African context. Globally, numerous studies have shed light on luxury fashion consumption and its underlying factors. These studies have explored variables such as social influence, digital strategies, subjective norms, and self-image (Han, Nguyen, & Lee, 2010; Bian, Li, & Zhang, 2020;

Eriksson, Niinimäki, & Heikkilä, 2017). They have highlighted the impact of social media, peer influence, and cultural identity on luxury brand consumption (Lee, Jin, & Kim, 2020; Chaney & Kim, 2019; Amatulli, Mileti, & Rocca, 2019). Additionally, research has shown the importance of understanding the values, authenticity, and aesthetic experience in fashion consumption (Heine, Phau, & Mansori, 2019; Gherhes, De Luca, Vinerean, & Alves, 2020; Crespo, Bosnjak, & Schlegelmilch, 2019). These global studies contribute to the broader understanding of luxury fashion consumption behaviour, providing insights into various factors that influence consumers' willingness to purchase luxury products. However, it is essential to complement these global findings with specific research conducted within the South African context to address the unique characteristics and preferences of South African millennials (Hennig-Thurau, Hofacker, & Bloching, 2017).

The evolution of African continent comprising of the largest population of young people, expanding middle class and exposure to technology has positioned the continent as the emerging market to watch (Bain & Company, 2021). Previous studies have identified various factors that influence luxury consumption, such as social status, self-expression, and the desire for quality and exclusivity (Chevalier & Mazzalovo, 2012; Wiedmann, Hennigs, & Siebels, 2007). However, these studies were carried out in different cultural contexts, and thus it is unclear how these factors apply to South African consumers. Therefore, it is this research's aim to investigate the factors that determine South African millennials willingness to purchase local luxury fashion.

Studies have been conducted globally to investigate various aspects of luxury fashion and accessories. These studies have explored a wide range of variables to understand consumer behaviour, brand perceptions, and market dynamics. For instance, a study by Dubois and Paternault (1995) examined the symbolic meanings associated with luxury fashion products, which highlighted the importance of social identity and self-expression. Another study by Kapferer and Bastien (2009) focused on the concept of brand personality in the luxury fashion industry, exploring how brand image and personality traits influence consumer preferences and purchase decisions. Additionally, research by Han et al. (2010) delved into the role of social influence and social comparison in luxury fashion consumption, shedding light on how individuals are influenced by peers and societal norms. These studies, among others, have contributed to our understanding of luxury fashion and accessories globally by investigating

variables such as symbolic meanings, brand personality, social influence, and consumer behaviour.

Below are the key findings from the studies mentioned above and recent sources that provide relevant insights into luxury fashion and accessories.

Dubois and Paternault (1995), emphasized the symbolic meanings associated with luxury fashion products. Key findings revealed that luxury fashion products serve as status symbols, enabling individuals to express their social identity and personal values. Similarly, Kapferer and Bastien (2009) focused on brand personality in the luxury fashion industry. It found that brand image and personality traits significantly influence consumer preferences and purchase decisions. Consumers are more likely to be attracted to luxury brands that align with their own personalities and self-concept.

In contrast of the above, Han et al. (2010) explored the role of social influence and social comparison in luxury fashion consumption. The findings indicated that individuals are influenced by both direct social influence (e.g., recommendations from peers) and indirect social influence (e.g., societal norms and trends). Social comparisons with others play a significant role in shaping consumers' luxury fashion choices. The extrinsic influence of Han et al. (2010) is closely associated to Kim and Ko (2021) a study that investigated the influence of social media on luxury fashion consumption behaviour. The findings revealed that social media platforms play a crucial role in creating brand awareness, influencing purchase intentions, and facilitating social interactions among luxury fashion consumers. And lastly, Phau and Prendergast (2020): examined luxury fashion consumption among Millennials and Generation Z consumers. It highlighted the importance of experiential luxury, personalization, and sustainability in shaping their preferences and purchase decisions.

These key findings, along with the recent sources mentioned, contribute to the existing knowledge on luxury fashion and accessories by shedding light on various aspects such as symbolic meanings, brand personality, social influence, and the impact of new trends like experiential luxury and social media. They provide a foundation for further understanding consumer behaviour and informing strategies for luxury fashion brands in South Africa and globally. Research on luxury fashion and accessories in South Africa is relatively limited compared to global studies. However, some studies have explored certain aspects of luxury consumption within the South African context. These studies have examined variables such as

consumer behaviour, brand perceptions, and cultural influences. Bao and Chan (2018) found that status symbolism and social pressures were vital in shaping consumers' attitudes and purchasing decisions among millennials in South Africa. The study identified variables such as social status, self-esteem, and social influence as significant predictors of luxury fashion consumption behaviour. The findings highlighted the importance of status symbolism and social pressures in shaping consumers' attitudes and purchasing decisions in the luxury fashion sector.

Another study by Visagie and Bezuidenhout (2019) focused on luxury fashion brand perceptions among South African consumers. The research explored variables such as brand image, brand authenticity, and brand prestige. The study found that brand image and authenticity were crucial factors influencing consumers' perceptions and preferences for luxury fashion brands. It revealed that South African consumers value brands that align with their personal values and cultural identity. Furthermore, a study by Rambe and Mpinganjira (2020) examined the influence of cultural values on luxury fashion consumption in South Africa. The research identified variables such as collectivism, individualism, and cultural identity as significant factors impacting consumers' luxury fashion choices. The findings emphasized the importance of cultural context and heritage in shaping consumers' attitudes and behaviours towards luxury fashion brands in South Africa.

However, with the limited research having been conducted to understand the drivers of consumer behaviour in relation to luxury consumption in South Africa amongst millennials consumers, which is necessary for luxury fashion brands to create effective marketing strategies that will better position local brands for local and global consumption. The expectation of this study expressed in the research problem is to understand the factors that determine millennials' willingness to purchase local luxury fashion goods in South Africa. Additionally, the research aims to outline the factors that motivate millennial consumers to purchase local luxury fashion and accessories in South Africa and understand how these factors differ from other cultural and geographical contexts.

1.4 Research Questions

The study will be guided by three research questions:

- To what extent do social media influencers impact millennials' willingness to purchase local luxury fashion?
- To what extent does subjective norms that impact millennials' willingness to purchase local luxury fashion purchases?
- To what extent does the need to belong affect South African millennials willingness to purchase local luxury fashion?
- To what extent does self-esteem influence willingness to purchasing local luxury fashion among millennials?

For this study, a quantitative approach is deemed appropriate to address the research questions that have emerged from the literature review. A quantitative research approach involves the collection and analysis of numerical data to uncover patterns, relationships, and statistical significance (Creswell & Creswell, 2017).

1.5 Research Objectives

The research objectives for this study on understanding the factors that drive luxury consumption of fashion among millennials in South Africa are as follows:

- To investigate the impact of social media influencers on millennials' willingness to purchase locally produced luxury fashion in South Africa.
- To explore the role of subjective norms in shaping millennials' willingness to purchase locally produced luxury fashion in South Africa.
- To examine the relationship between self-esteem and millennials' willingness to purchase locally produced luxury fashion in South Africa.
- To assess the impact of the need to belong on millennials' willingness to purchase locally produced luxury fashion in South Africa.

The keywords used in the research are defined as follows:

Keywords	Definition
Luxury Consumption	The purchase and consumption of high-end goods and services that are often associated with status and exclusivity (Ko, 2018).

Millennial	Known as Generation Y, refer to individuals who were born between 1981 and 1995, aligning with the commonly accepted definition of the millennial generation (Junker, Walcher, & Blazek, 2016)
Fashion	A form of self-expression and social identity that involves the creation and consumption of clothing and accessories (Costello, 2019).
Purchasing Decisions	The process of evaluating alternatives and making choices among available options when it comes to purchasing luxury fashion and accessories (Ko, 2018).
Cultural and Social Factors	External factors that influence consumer behaviour, such as cultural values, social norms, and peer pressure (Taylor, 2019).
Individual Psychological Characteristics	Internal factors that influence consumer behaviour, such as personality, motivation, and perception (Costello, 2019).

1.6 Definition of topic or background discussion

In the context of the research topic on understanding the factors that determine millennials willingness to purchase luxury fashion and accessories in South Africa, explores several key concepts and definitions that are relevant. These concepts and definitions provide a theoretical foundation for the study and help to frame the research within the existing body of knowledge.

1. Luxury consumption behaviour: Luxury consumption behaviour refers to the attitudes, motivations, and behaviours of consumers when purchasing and consuming luxury fashion and accessories (Wang, Y., 2021). It encompasses various factors such as

personal values, social status, brand image, lifestyle, and emotions that influence consumers' decision-making process and behaviours related to luxury consumption.

2. Consumer behaviour: is part of customer journey and it refers to the actions and decision-making process of individuals or groups when selecting, purchasing, using, and getting ride-of, of merchandises or services in the (Kotler, P., et al., 2019). It includes factors such as psychological, social, and cultural influences that shape consumers' choices and behaviours in the marketplace.
3. Fashion consumption: Fashion consumption refers to the process of acquiring, using, and disposing of fashion products, including clothing, accessories, and footwear (Ko, E., et al., 2021). It involves consumers' motivations, preferences, and behaviours related to fashion products, including their attitudes towards luxury fashion and accessories.
4. South African luxury fashion: South African luxury fashion and accessories refer to elite fashion products that are designed, produced, or sold by luxury fashion brands based in South Africa (Kastanskis, 2020). These products may include clothing, accessories, and footwear that are associated with premium quality, exclusivity, and status.
5. Global consumption: Global consumption refers to the consumption of fashion and accessories on a global scale, involving consumers from different countries and cultures (Taylor, C. R., et al., 2018). It includes the patterns, trends, and behaviours of consumers in the global marketplace, including their attitudes towards luxury fashion and accessories from different regions.

1.7 Significance of the study

The luxury fashion market is a rapidly growing industry, with global luxury sales expected to reach \$1.4 trillion by 2025 (Bain & Company, 2021). South Africa has a growing luxury fashion market, with consumers showing a preference for both local and international luxury brands (Gibson & Boshoff, 2019). Therefore, understanding the factors that drive luxury consumption among South African consumers is essential for local luxury fashion brands to compete in the global luxury fashion market.

Research on luxury fashion and accessories in South Africa is relatively limited compared to global studies (Kim & Ko, 2021). However, some studies have explored certain aspects of luxury consumption within the South African context. These studies have examined variables

such as consumer behaviour, brand perceptions, and cultural influences (Bao & Chan, 2018; Visagie & Bezuidenhout, 2019). Most studies on luxury consumption have focused on developed countries, with little attention given to emerging markets such as South Africa (Gibson & Boshoff, 2019). It is, therefore, crucial to conduct a study that aims to fill the gap in knowledge by providing insights into the luxury consumption behaviour of South African consumers and identifying ways in which local luxury fashion brands can position themselves for global consumption.

The findings of this study will contribute to the existing literature on willingness to purchase local luxury fashion and provide insights into the factors that influence South African millennials consumers' purchase decisions. This study will be valuable to luxury fashion brands and retailers made and operating in South Africa, as well as academics.

1.8 Limitations of the Study

The study was limited by the available literature on the topic, as there is limited research on luxury fashion consumption in South Africa. However, the study attempted to address this limitation by conducting primary research to gather data from South African millennial luxury fashion consumers. The study focused on a sample size of 150 Wits Business School Alumnus, South African millennial consumers who have purchased local luxury fashion in the past year and used a single-method approach, of quantitative research methods, to collect data from the sample.

1.9 Delimitations of the Study

This study on understanding the factors that determine millennials willingness to purchase local luxury fashion in South Africa, has several delimitations that are worth noting. The first delimitation is the focus of the study, which was limited to the luxury fashion market in South Africa. The study did not cover other luxury goods and services sectors, such as travel or hospitality. Another delimitation is the target audience, which was restricted to South African millennial consumers that are WBS alumnus who purchase local luxury fashion. The study did not cover the perspectives of other stakeholders, such as luxury fashion brands and retailers, or international consumers. Furthermore, the study only focused on the contemporary local luxury fashion excluding the historical or traditional aspects of luxury fashion in South Africa. This

delimitation is because the contemporary luxury fashion market is currently driving the growth of the industry in South Africa.

The study's delimitations included not examining other luxury goods such as cars, jewellery, and watches, which may differ in terms of consumer behaviour. Additionally, the study did not explore the impact of global economic factors such as inflation and exchange rates on luxury consumption behaviour in South Africa. By delimiting the study to South African millennial consumers' luxury consumption behaviours related to fashion and accessories, we are only able to provide specific insights into this particular market segment and offer guidance to luxury fashion brands and retailers seeking to operate and position themselves in South Africa's luxury market.

1.10 Assumptions

It is assumed that the buying power in the South African luxury space is on the rise and that fashion items are seen as status symbol. The market is currently dominated by international brands such as Gucci, Louis Vuitton, and Burberry (Crosswaite,2014.)

1.11 Structure of the Dissertation

This research report is structured as follows:

Chapter 1: Introduction

This chapter will provide an overview of the study, including the research problem, research questions, objectives, and significance. It will also provide a brief background of the luxury fashion and accessories industry in South Africa.

Chapter 2: Literature Review

This chapter will review the existing literature on luxury consumption behaviour, including theoretical frameworks, conceptual models, and empirical studies. It will examine the factors that influence luxury consumption behaviour globally, before zooming into those specific to South Africa.

Chapter 3: Research design and Methodology

The focus of this chapter describes research design, data collection, and analysis methods used in the study. It will justify the selection of the methods and instruments used in the study and provide a description of the study sample.

Chapter 4: Findings

This chapter will present the findings of the study, including descriptive statistics, inferential statistics, and qualitative data analysis. It will address the research questions and objectives and provide insights into the factors that drive luxury consumption behaviour in South Africa.

Chapter 5: Discussion

This chapter will interpret the study findings and discuss their implications for luxury fashion and accessories brands seeking to position themselves for global consumption. It will also identify the limitations of the study and provide suggestions for future research.

Chapter 6: Conclusion and Recommendation

This chapter will summarize the study's main findings, draw conclusions, and provide recommendations for luxury fashion and accessories brands seeking to enter the South African market. Additionally, it will provide insightful recommendations to practitioners.

2 CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

The review will provide a contextual background of the study based on earlier work and studies conducted in relation to the topic and its elements. The chapter presents a literature review looking at the global, African and the South African luxury fashion phenomenon with basic structures followed by the underpinning theories accompanied by a schematic model. This chapter also gives an account of empirical literature on behavioural and social theories and their impact and influence of consumer decision and willingness to purchase luxury fashion.

2.2 Overview of the Phenomenon of millennial Luxury Fashion

2.2.1 Global Phenomenon

Over the past few decades, the global luxury fashion sector has grown significantly, and millennials are becoming increasingly important in determining industry trends. “The increasing market of luxury brands is responsible for the development of \$220 billion in the global industry and has thereby outpaced other consumption categories through its growth. As the market for luxury brands is hardly new, and has been endured for decades, the market has been found in continuous development due to the emergence of new luxury brand consumers who do not find themselves in the typical segment entailing wealthy income” (Yaro, 2016, p.1). The idea of “conscious consumerism” has gained popularity recently, which has increased millennials’ desire for ethical and environmental products. “Consumers are subconsciously influenced by and accept this notion of their own values and positioning from the brand itself, and their associative behaviour increases their adhesion to the brand” (Wei, 2022, p.277). Additionally, local firms that demonstrate a strong sense of inventiveness and cultural identity are more likely to be supported by this population. “Finally, it is important for the brand to truly understand the meaning of “diversity” and “luxury fashion” in different cultures, so that the brand can start to successfully manage its brand identity to combine these two elements. Of course, part of the appeal of luxury fashion lies in the products’ cultural independence and their ability quality” (Ma, 2020).

2.2.2 *African Continent Phenomenon*

The African luxury market is changing quickly due to the expansion of the middle class and the rising demand for high-quality, locally made products. “There has been a noticeable improvement in economic growth in Africa since the turn of the century, driven by an improvement in the business environment and investment climate, and a decrease in aggregate political risk. Notwithstanding short-term downside risks, the rise of the African consumer’s wealth profile should continue to draw the attention of luxury brands seeking to unlock emerging and frontier market growth potential as mature luxury goods markets could no longer maintain double-digit growth” (Sector Report, 2019). In this regard, young Africans are becoming more and more interested in using their luxury fashion purchases to express who they are. A compelling narrative, distinctive design aesthetics, and true brand representation are all important influences on their purchasing decisions. “The African consumer market is still being deliberated because of its complexity and available research is often contractually mandated and kept confidential. This market is evolving and fast-changing and procuring information on these consumers’ characteristics and their inclinations, influences and consumption trends and patterns is crucial since anticipating and meeting their needs is a key to success “(Potgieter & Mapanga, 2017).

2.2.3 *South African Phenomenon*

The world of luxury fashion is active and diversified in South Africa, where local designers are becoming well-known both domestically and abroad. “South Africa is considered a key growth market for global luxury brands seeking expansion on the African continent, yet there is insufficient knowledge of the consumption behaviour of luxury goods brands in the country” (Saruchera & Mthombeni, 2023). Millennials in South Africa, in particular, show a strong feeling of pride in their country and a willingness to encourage local artists. As a result, they are becoming more and more prepared invest in regional luxury fashion companies that can provide distinctive, superior goods that are consistent with their culture and ideals. “The primary conclusion of the 2019 Global Millennial Survey by Deloitte was that millennials have grown more conscious about how they choose to spend their money as a direct result of the deteriorating economy. Consequently, millennial customers make more considered

acquisitions, which presents a problem for both marketers and businesses that produce consumer items” (Msosa, 2023).

2.2.4 Willingness to Purchase

A strong emotional connection to the company’s narrative, product quality, and perceived brand authenticity all have an impact on millennials’ willingness to purchase local luxury clothes. “The results of this study did show that perceived quality of clothing has a positive relationship with individuals’ clothing interest. The quality of clothing may be enhanced by the usage of relatively quality materials, quality stitches, and good workmanship” (Cham, Ng, Lim & Cheng, 2017). Furthermore, social media and influencer marketing have shown to be crucial in increasing brand recognition and buy intents among this group. “Prior studies have investigated many various factors driving attitudes toward luxury brands, including the need for uniqueness, materialism, susceptibility to influence, brand consciousness, self-monitoring, experiential needs, and social media usage” (Burnasheva, Gusuh & Villalobos-Moron, 2019). Therefore, it is imperative that local luxury fashion firms comprehend these factors if they hope to win over South African millennials’ interest and allegiance.

Singh, Tripathi & Chakrabarti (2023) conducted a study on the Factors Determining Fashion Clothing Interest and Purchase Intention: A Study of Generation Z Consumers in India, they found that "the predictors of young consumers’ clothing interest are uniqueness, self-concept, brand image, word of mouth and perceived quality, with price consciousness moderating the interaction between clothing interest and purchase intention" (Singh & Tripathi, 2023). In another study, Al-Mu'ani, Alrwashdeh, Ali & Al-Assaf (2023) found that trustworthiness, expertise, and information quality significantly affect brand attitudes and that these opinions are affected by the views of influencers. "When influencers share informative content, consumers are more likely to perceive their recommendations as valuable, ultimately leading to increased purchase intentions" (Al-Mu'ani et al., 2023, p.8)

2.3 Theoretical Framework

The analytical framework section of this research document aims toward developing a theoretical framework that will aid in the exploration and understanding of the data collected. The framework is essential for understanding the convoluted interaction of factors which influence luxury fashion and accessory consumption in South Africa and the global market. The investigation objective is to identify the underlying consumer behaviour that drives luxury fashion and accessories procurement in South Africa, and how this can be leveraged for global consumption. To develop the analytical framework, this section will review relevant theories, concepts, and constructs that explain consumer behaviour in the luxury fashion and accessories industry. The framework will consider different aspects of luxury consumption such as psychological, social, and cultural factors. Moreover, it will highlight the consumer's decision-making process, values, and attitudes that influence their consumer behaviour and choice of luxury fashion and accessory brands.

The study will draw on established theories such as the theory of planned behaviour (TPB) to develop a comprehensive analytical framework. The TPB will provide a theoretical basis for examining the elements of consumer behaviour on the background of luxury fashion. The proposed analytical framework will aid in developing insights that are useful to the fashion and accessories industry in South Africa and the global market. The framework will provide a theoretical basis for understanding consumer behaviour and predicting their response to marketing strategies, product design, and branding.

2.3.1 Framework and Theory of Social Influence and Digital Marketing

The framework of Social Influence and Digital Marketing provides valuable insights into understanding the role of social media and online networks in influencing consumer behavior and purchase decisions, particularly relevant to the research topic of Millennials' willingness to purchase local luxury fashion in South Africa. This framework encompasses theories and concepts that explore how social interactions, peer recommendations, and online information sharing impact consumer attitudes, brand perceptions, and purchase intentions.

From a theoretical perspective, Social Influence theory posits that individuals are influenced by the actions, opinions, and behaviors of others within their social networks. This theory suggests that consumers are more likely to engage in certain behaviors or adopt specific

attitudes when they perceive others in their social circle engaging in those behaviors or holding those attitudes (Ajzen, 1991). In the context of digital marketing, the theory of Informational Social Influence suggests that consumers are influenced by online information and recommendations provided by others, such as online reviews, social media posts, and influencer endorsements (De Veirman et al., 2017).

The theory of Digital Marketing complements the framework by examining how digital channels and platforms, including social media, websites, and mobile applications, can be effectively utilized to engage and influence consumers. This theory highlights the importance of targeted advertising, personalized messaging, and interactive content in capturing consumers' attention, fostering brand engagement, and driving purchase behavior (Kaplan & Haenlein, 2010).

Within this framework, several variables are relevant to the case study on Millennials' willingness to purchase local luxury fashion in South Africa. These variables may include:

Social media engagement, this variable explores the extent to which millennials actively participate in social media platforms, follow luxury fashion brands, engage with fashion-related content, and interact with their peers and influencers in online communities. The variable further extends to how millennials actively participate in social media platforms and engage with luxury fashion brands, influencers, and their peers (De Veirman et al., 2017). It influences their exposure to brand messages, product information, and social interactions that can impact their willingness to purchase local luxury fashion. Similarly, Social proof relates to psychological phenomenon where individuals look to others' behaviors and choices as cues for their own decision-making (Cialdini, 1993). In the context of the research topic, positive social proof, such as testimonials, user-generated content, and influencer endorsements, can influence Millennials' perceptions and increase their willingness to purchase local luxury fashion.

With the raise of the 4th industry revolution variables such as, Online brand communities were birthed and virtual spaces where consumers with shared interests and affiliations come together to discuss and engage with a particular brand or product (Muniz & O'Guinn, 2001) became crucial to the study of consumer behavior and decision making. Within these communities, millennials can seek validation, information, and social connections related to local luxury fashion, influencing their willingness to purchase.

Social platforms such as Instagram, TikTok and Facebook created the phenomenon of Influence marketing which further created the impact of influencers. Influencer Impact is a variable that focuses on the influence of social media influencers on millennials' attitudes and purchase intentions. It explores how influencer endorsements, collaborations, and product recommendations affect their perceptions of local luxury fashion brands and their willingness to make a purchase. Additionally, Digital word-of-mouth refers to the online sharing of opinions, experiences, and recommendations about products and brands (Hennig-Thurau et al., 2004). Millennials heavily rely on digital word-of-mouth, including reviews, ratings, and social media conversations, to inform their purchase decisions for luxury fashion products.

By incorporating the framework of Social Influence and Digital Marketing, the study can gain a deeper understanding of the factors that influence Millennials' willingness to purchase local luxury fashion in South Africa and provide valuable insights for marketers in effectively targeting and engaging this specific consumer segment. This theory emphasizes the impact of social influence and digital marketing strategies on consumers' willingness to purchase local luxury fashion.

2.3.2 *Theory of Planned behavior*

Theory of Planned Behavior (TPB) is an extensively applied social psychology theory to expound the correlation that exists amongst behavior, attitude, and observed behavioral control. The theory implies that an individual's behavior is primarily determined by their intention, which is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitude refers to an individual's positive or negative evaluation of behavior, subjective norms are the perceived social pressure to perform or not perform the behavior, and observed behavioral control refers to the individual's belief in their ability to execute the behavior. In relation to the research topic of understanding the factors that determine willingness to purchase luxury fashion by millennials in South Africa, TPB can provide a useful framework for analyzing the influences that impact consumers' intentions to procure luxury fashion and accessories. For example, an individual's attitude toward luxury consumption can be influenced by various factors such as their personal values, social status, and self-concept (Chen et al., 2019). Perceived behavioral control can also coexist with factors such as availability of financial assets and accessibility of luxury goods in the local market (Munim & Schramm-Klein, 2021).

A variable that relates to TPB in the context of the research topic is subjective norms, which refers to the apparent social burden to perform or not perform the behavior. Specifically, the social norms associated with luxury consumption, such as the perception of luxury as a symbol of status and prestige, can influence consumers' intentions to purchase luxury fashion and accessories (Dubois et al., 2016). By incorporating the TPB framework into the analysis, this research will provide an inclusive understanding of the factors that drive luxury uptake behavior in South Africa. Overall, the TPB framework can provide a valuable lens for analyzing the aspects that influence consumers' intentions to procure luxury fashion and accessories. By examining the attitudes, subjective norms, and observed behavioral control associated with luxury consumption, this research can provide insights into the drivers of consumer behavior and inform strategies for positioning South African luxury fashion and accessories for global consumption.

2.3.3 Theory of Self-concept

Theory of self-concept is a psychological theory that seeks to explain how individuals perceive and define themselves in relation to their social environment. The theory suggests that individuals have a sense of self that is shaped by their exchanges with their environment. Based on the theory, individuals are encouraged to maintain a positive self-concept, which influences their conduct and decision-making processes.

In the quest to understand the factors that determine the willingness of millennials to purchase luxury fashion and accessories in South Africa, the theory of self-concept is relevant to understand how individuals' self-perception influences their luxury consumption behavior. For instance, individuals who perceive themselves as affluent or high-status may participate in luxury consumption to maintain their self-concept. On the other hand, individuals who do not perceive themselves as high-status may engage in luxury consumption to improve their self-concept.

The configuration of the theory of self-concept is based on the idea that individuals' observation of themselves is influenced by their social setting, including their relations with others, the roles they play, and the feedback they receive (Kleine et al., 1995.) The theory identifies three components of self-concept: the self-image, self-esteem, and ideal self. The self-image refers to the individual's perception of themselves at a particular moment in time, while self-esteem

refers to their overall evaluation of themselves. The ideal self refers to the individual's perception of their ideal self or who they would like to be.

A variable that relates to the theory of self-concept in the context of luxury consumption behavior is self-esteem. Individuals with high self-esteem are more likely to engage in luxury consumption as a way of maintaining or enhancing their positive self-concept. On the other hand, individuals with low self-esteem may engage in luxury consumption to compensate for their negative self-concept. Therefore, understanding the role of self-esteem in luxury consumption behavior can provide insights into the underlying motivations and drivers of this behavior.

2.4 Conceptual Framework

The conceptual framework for studying the factors that determine Millennials' willingness to purchase local luxury fashion in South Africa integrates the following theories: the Framework and Theory of Social Influence and Digital Marketing, the Theory of Planned Behaviour, and the Theory of Self-concept. This framework provides an integrated way of understanding the key variables and their relationships in the study.

The framework starts with the independent variable, which is the Millennials' willingness to purchase local luxury fashion. This variable represents the desired outcome of the study. It is influenced by several factors, including social influence, digital marketing strategies, attitudes, subjective norms, perceived behavioural control, self-concept, and the fulfilment of different needs.

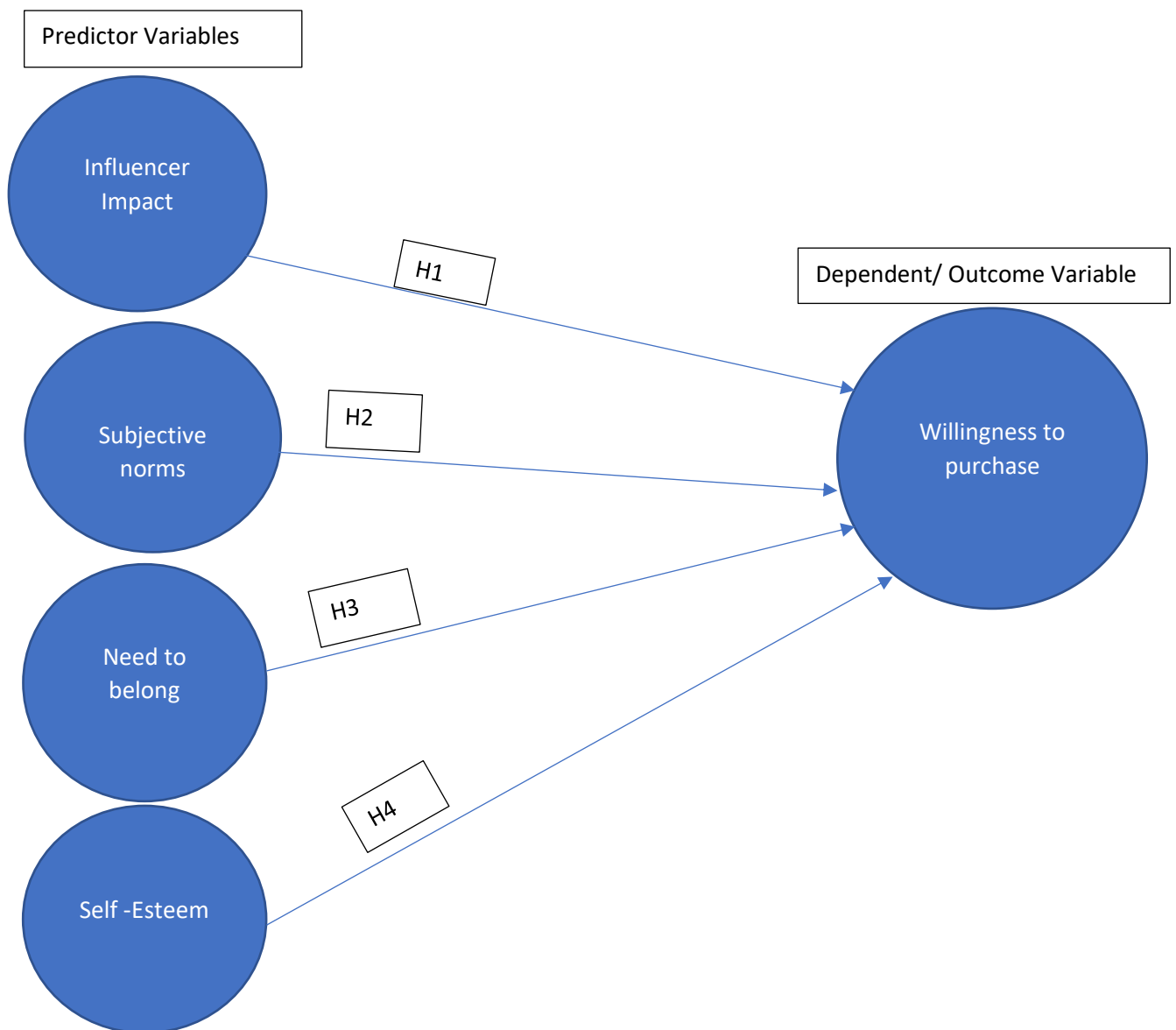


Figure 1: Conceptual Model

H1: Millennial consumers' willingness to purchase locally produced/made luxury fashion is positively influenced by influencer impact.

H2: There is a positive relationship between millennial's subjective norms and their willingness to purchase local luxury.

H3: There is a positive relationship between the need to belong and millennial consumers' willingness to purchase local luxury.

H4: Millennial consumers' self-esteem positively influences their willingness to purchase locally produced/made luxury fashion.

2.4.1 *The Framework and Theory of Social Influence and Digital Marketing:*

It examines how factors such as social media influence, online reviews, and brand reputation influence millennials' perception of local luxury fashion and their purchasing behavior (Kapoor & Pant, 2016; Zhang et al., 2020).

2.4.2 *Theory of Planned Behaviour:*

The Theory of Planned Behaviour posits that attitudes, subjective norms, and perceived behavioural control shape individuals' behavioural intentions and subsequent behaviour. In this study, it explores how Millennials' attitudes toward local luxury fashion, subjective norms regarding local luxury consumption, and their perceived control over purchasing decisions affect their willingness to purchase local luxury fashion (Ajzen, 1991; Kapoor & Pant, 2016).

2.4.3 *Theory of Self-concept:*

The Theory of Self-concept examines how individuals' perception of themselves influences their behaviours and choices. In this study, it explores how millennials' self-concept, including their self-esteem and self-image, influences their willingness to purchase local luxury fashion (Kleine et al., 1995; Sung & Kim, 2010).

2.5 Conclusion of the Literature Review

In summary, this literature review has explored various theories and concepts related to luxury consumption of fashion and accessories in South Africa and aimed to position South African luxury fashion and accessories for global consumption. The review started by providing a background to the research topic and delimiting the scope of the study. It then conducted a systematic literature review to identify research gaps, which included the need to understand the drivers of luxury consumption behaviour, the role of self-concept in luxury consumption. The literature review also examined the theory of planned behaviour, which posits that attitudes, subjective norms, and perceived behavioural control influence behaviour.

3 CHAPTER 3. RESEARCH METHODOLOGY

This section of the report covers the research strategy and methodology which involves the examination of analysis model, data definitions and collections methods. The purpose of this

chapter is to outline the research design, the population and sample of the study and the rationale of the sample size and selection. The aspects of the research outlined in this chapter also include the research instrument providing in depth into the variables such as influencer impact and the adaptation of the measurement scales.

3.1 Research Strategy

A Research Strategy is a step-by-step plan of action that gives direction to your thoughts and efforts, enabling you to conduct research systematically and on schedule to produce quality results and detailed reporting. This enables one to stay focused, reduce frustration, enhance quality and most importantly, save time and resources. The Research Strategy is the nuts and bolts of your application, describing the rationale for your research and the experiments you will do to accomplish your desired goals (Mackenzie, 2023).

For this study, a quantitative approach is deemed appropriate to address the research questions that have emerged from the literature review. A quantitative research approach involves the collection and analysis of numerical data to uncover patterns, relationships, and statistical significance. It focuses on generating objective and generalizable findings based on a large sample size, allowing for statistical analysis and inference (Creswell, 2014). Employing quantitative methods, obtained objective and generalizable findings that can be applied to a broader population of millennials in South Africa. The use of numerical data and statistical analysis helps ensure rigor and objectivity in the research process.

The research questions in this study require the measurement and quantification of variables related to millennials' willingness to purchase local luxury fashion. A quantitative approach allows for the collection of structured data through questionnaires, enabling the precise measurement and comparison of variables. Quantitative research provides the opportunity to apply various statistical techniques to analyse the data and examine relationships between variables. This allows for the identification of patterns, correlations, and potential causal relationships, providing a deeper understanding of the factors influencing millennials' purchasing behavior. A quantitative approach often involves collecting data from a large sample size, which enhances the statistical power and generalizability of the findings. In this study, a larger sample size will enable more robust analysis and increase the representativeness of the results.

However, it is important to acknowledge the assumptions associated with a quantitative approach. These assumptions include the assumption of objectivity, the belief in the existence of a measurable reality, and the assumption that relationships can be examined and understood through statistical analysis. These assumptions align with the goals of this research, as the study seeks to uncover objective patterns and relationships within the context of millennials' willingness to purchase local luxury fashion.

By employing a quantitative approach, this study aims to provide precise and statistically supported insights into the factors influencing millennials' willingness to purchase local luxury fashion in South Africa, contributing to the existing body of knowledge in the field.

3.2 Research Design

A survey research design was adopted, and it involved the collection of data through an online questionnaire from a sample of participants. This design is appropriate for this study as it allows for the systematic gathering of information directly from the target population to answer the research questions (Dillman et al., 2014).

3.2.1 Justification for Survey Research Design:

Broad Data Collection: A survey design enables the collection of data from a large number of participants, providing a wide range of perspectives on the factors influencing millennials' willingness to purchase local luxury fashion. This design allows for the exploration of various demographic characteristics, attitudes, and behaviours within the target population. Furthermore, the survey design provides quantitative data, which allows for statistical analysis and the identification of patterns, correlations, and statistical relationships among variables. This is valuable in understanding the extent to which different factors influence millennials' willingness to purchase local luxury fashion. Lastly, surveys allow for the use of standardized questionnaires, ensuring consistency in data collection across participants. This facilitates comparability and enhances the reliability of the findings.

3.2.2 Advantages and Disadvantages of Survey Research Design:

Efficient data collection, surveys offer a relatively efficient way to collect data from a large number of participants. The use of self-administered questionnaires online reduces the need for direct interaction, saving time and resources and with an appropriate sampling technique,

survey research can provide findings that are generalizable to the target population. However, surveys can also be limiting, they typically provide a structured and predefined set of questions, which may limit the depth of exploration and understanding of complex phenomena. It may not capture nuanced or context-specific factors that influence millennials' willingness to purchase local luxury fashion. Participants' responses in surveys can be influenced by social desirability bias or their own subjective interpretations of the questions, potentially affecting the accuracy of the data collected.

3.3 Population and Sample

3.3.1 Population

The population for this research consists of current and alumni students of Wits Business School who were born between 1980 and 2000. This population represents the millennial generation, which is the target group for understanding the factors that determine their willingness to purchase local luxury fashion in South Africa.

3.3.1.1 Justification for Choosing Wits Business School Students:

- **Relevance to research topic:** Wits Business School attracts students who have a keen interest in business, management, and entrepreneurship. Their educational background and exposure to business concepts make them relevant participants for understanding the factors influencing their willingness to purchase local luxury fashion.
- **Accessible population:** as a researcher conducting the study, you have access to the Wits Business School student body and alumni network, making it logistically feasible to reach out to and collect data from this population. This facilitates efficient data collection and enhances the overall feasibility of the study.
- **Representation of millennials:** by selecting Wits Business School students born between 1981 and 1995, you are focusing on the millennial generation, which is the target group for this research. These individuals have grown up in the digital age and are likely to exhibit unique characteristics and behaviours when it comes to luxury fashion consumption.

- Similar backgrounds: Wits Business School students share a common educational background and academic experiences. This similarity enhances the internal validity of the study, as participants are likely to have been exposed to similar knowledge and perspectives that may influence their willingness to purchase local luxury fashion.
- Alumni perspective: including alumni students in the population allows for a broader understanding of the factors influencing luxury fashion consumption. Alumni participants can provide insights into the long-term effects of their education and how it relates to their current perceptions and behaviours.

By selecting current and alumni Wits Business School students born between 1980 and 2000 as the population, the research can focus on a specific group of Millennials with business-related backgrounds, providing relevant insights into their willingness to purchase local luxury fashion in South Africa.

3.3.2 Sample and Sampling method

The sample for this research study will be obtained using non-probability sampling, specifically the purposive sampling strategy. The objective is to gather data from a diverse group of participants who are current and alumni students of Wits Business School, born between 1981 and 1995, and fall within the millennial generation.

3.3.2.1 Justification for Purposive Sampling:

Purposive sampling allows for the selection of participants who meet specific criteria relevant to the research objectives. In this case, the target group is Wits Business School alumni within the defined age range, ensuring that the sample represents the population of interest. An in-depth understanding by purposively selecting participants who have a background in business education, the research can gain an in-depth understanding of the factors influencing millennials' willingness to purchase local luxury fashion in South Africa from individuals with relevant knowledge and experiences. Additionally, it allows the researcher to focus on recruiting participants who meet the specific criteria, reducing the time and resources required to obtain a sufficient sample size.

3.3.2.2 Sample Size and Recruitment:

The planned sample size for this research study is 150 participants. This number ensures an adequate representation of the target population while considering the feasibility of data collection and analysis. To recruit participants, a multi-pronged approach will be adopted. The researcher will leverage existing networks and collaborations with Wits Business School to reach out to current students and alumni. This can involve distributing the questionnaire through email invitations, posting on relevant online platforms and social media groups, and seeking assistance from faculty or student associations to encourage participation.

In addition to online distribution, targeted in-person recruitment efforts can be conducted on campus to increase the participation rate. The researcher can set up information booths or hold presentations to explain the purpose and importance of the study, encouraging potential participants to take part. By using purposive sampling, the research aims to gather data from 150 participants who are alumni students of Wits Business School, born between 1981 and 1995, ensuring a focused and relevant sample that represents the millennial generation with a business education background.

3.4 Research Instrument

The chosen instrument for this research study is a questionnaire survey. The questionnaire was designed to collect data on the factors that determine millennials' willingness to purchase local luxury fashion in South Africa. It consisted of a series of structured questions that align with the research objectives, research questions, and theoretical framework of the study.

3.4.1 Justification for Using a Questionnaire Survey:

Firstly, a questionnaire survey allowed for the collection of data from a large number of participants in a relatively short period. This is particularly beneficial when aiming to reach a sample size of over 100 participants, as it ensures efficient data collection and facilitates analysis. By employing a structured questionnaire, the researcher ensured that all participants responded to the same set of predetermined questions. This standardization helps in achieving consistency and comparability of responses, enabling easier analysis and interpretation of the data. Secondly, ease of Administration, allowed for questionnaire surveys to be administered through various channels, such as online platforms. This flexibility provides convenience to

participants and facilitates a higher response rate and compared to other data collection methods, a questionnaire survey was more cost-effective, especially when considering the large sample size. It eliminates the need for extensive resources or personnel, making it an efficient choice for a research study with limited resources. Lastly, privacy and anonymity were crucial, and the online questionnaires allowed participants to maintain their privacy and respond anonymously, which may encourage more honest and accurate responses, particularly when dealing with sensitive topics such as purchasing behavior.

3.4.2 Designing the Questionnaire:

To measure the variables of interest, a questionnaire will be utilized as the data collection instrument. The questionnaire will be administered online using a reliable and validated Google survey platform. The use of a 5-point Likert scale will be employed for respondents to rate their agreement or disagreement with the statements, as it provides a balanced and easily interpretable response format (Spector, 1992). To ensure the reliability and validity of the questionnaire, established scales and items from previous studies will be utilized whenever possible. Academic references will be sought to support the inclusion of specific scales or items, ensuring the robustness of the measurement instrument (Hair et al., 2019).

Table 1. Measurement Scale Adaptation

Variable/ Measureme nt Scale	Scale Source
Self - esteem	http://www.psychbytes.com/Quizzes/Heatherton%20and%20Polivy%20State%20Self-Esteem%20Scale/Heatherton%20and%20Polivy.htm
Need to belong	https://scales.arabpsychology.com/s/need-to-belong-scale-ntbs/#google_vignette
Willingness to Purchase	Talwar, S. Jabeen, F. Tandon, A. Sakashita, M. and Dhir, A. (2021). What drives willingness to purchase and stated buying behavior toward organic food? A Stimulus Organism Behavior Consequence (SOBC) perspective.
Subjective Norms	Suha, F.S., and Sharif, O.S. (2018). Self-identity and social identity as drivers of consumers' purchase intention towards luxury fashion goods and willingness to pay premium price. <i>Asian Academy of Management Journal</i> , 23(2), 161–184. https://doi.org/10.21315/aamj2018.23.2.8

Influencer Impact	Hussein Hakim (2022). The Loyalty of followers towards influencers on social media: A personal branding approach.
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The advantages of using a questionnaire survey include its ability to collect a large amount of data efficiently, standardize responses, and maintain participant privacy. However, it is important to acknowledge some limitations, such as potential response bias or interpretation issues related to the self-reporting nature of the survey. Additionally, the reliance on participants' willingness to respond and the possibility of non-response bias should be considered, (Saunders et al., 2019).

3.5 Data and Variables

The utilization of questionnaires for data collection in a study conducted by a Namibian researcher in South Africa is a cost-effective and efficient approach. Questionnaires are particularly suitable for reaching a large number of participants, making them ideal for research involving students. As online surveys hosted on platforms like Qualtrics or SurveyMonkey, questionnaires offer several advantages. First, they allow for easy distribution and accessibility, as participants can access and complete the questionnaire at their convenience through digital devices, such as smartphones, laptops, or tablets. This enhances the likelihood of higher response rates, as students are more likely to engage with online surveys due to their familiarity with digital tools (Dillma et al., 2014).

The ease of distribution, standardized approach, and familiarity with digital tools among students make online questionnaires an efficient data collection method for this research project.

3.6 Procedure for data collection

The procedure for data collection in this research study involved reaching out to the Wits Business School Alumni Office to distribute the ethics approved questionnaire to alumni students who meet the population criteria (born between 1981-1995). The researcher was granted permission to share the questionnaire with these students.

3.6.1 Justification for the Chosen Approach:

- **Access to Target Population:** The Wits Business School Student Support and Alumni Office can provide access to the desired population of Wits Business School students. This approach ensures that the questionnaire reaches the intended target audience, which is essential for gathering relevant data for the study.
- **Established Relationship:** collaborating with the Student Support and Alumni Office allows the researcher to leverage the existing relationship between the office and the students. This can increase the likelihood of students being receptive to participating in the study.
- **Convenience and Efficiency:** obtaining a mailing list of students enables the researcher to distribute the questionnaire electronically via email. This approach offers convenience to the participants as they can complete the questionnaire at their preferred time and location. It also streamlines the data collection process by facilitating quick and efficient responses.
- **Consent and Ethics:** by obtaining permission from the Student Support and Alumni Office, the researcher ensures that ethical considerations are upheld. Participants will be informed about the purpose of the study, their rights as participants, and how their data will be handled. This approach promotes transparency and allows participants to provide informed consent.

3.6.2 Replicability:

To facilitate future replication of the study, the researcher will include detailed information in the research documentation regarding the procedure for obtaining the mailing list from the Wits Business School Student Support and Alumni Office. This will enable future researchers to follow the same process in obtaining access to the target population. It is important to note that the researcher will maintain strict confidentiality and comply with relevant data protection regulations throughout the data collection process. Participants' privacy and data security will be ensured by using secure electronic survey platforms and anonymizing responses during data analysis.

Overall, the chosen approach of obtaining the mailing list from the Wits Business School Student Support and Alumni Office aligns with the research objectives, provides access to the target population, and ensures ethical considerations are met.

3.7 Data analysis (SPSS)

The data collected from the questionnaire survey will be analysed using appropriate statistical methods, with the use of software such as SPSS (Statistical Package for the Social Sciences). The specific analysis techniques applied will depend on the nature of the data and the research questions being addressed.

3.7.1 Quantitative Analysis:

- **Descriptive Statistics:** Descriptive statistics will be used to summarize and describe the main features of the data, such as means, frequencies, and standard deviations. This will provide an overview of the sample characteristics and the distribution of responses (Creswell, 2009, p140).
- **Inferential Statistics:** Inferential statistical techniques will be employed to examine relationships and associations between variables. This may include techniques such as correlation analysis to assess the strength and direction of relationships, t-tests to compare groups, and regression analysis to identify predictors of willingness to purchase local luxury fashion. These techniques will allow for testing hypotheses and determining the significance of findings.

3.7.2 Justification for the Use of SPSS and Quantitative Analysis:

- **Efficient Data Handling:** SPSS is a widely used statistical software package that offers a range of functions and features for data manipulation and analysis. Its user-friendly interface and extensive capabilities make it suitable for managing and analysing large datasets efficiently.
- **Statistical Rigor:** quantitative analysis provides a systematic and structured approach to examining relationships and patterns within the data. The use of statistical techniques allows for rigorous testing of hypotheses and enables generalizations to be made to the target population.

- **Objectivity and Replicability:** by utilizing standardized statistical procedures within SPSS, the analysis process can be conducted objectively and is easily replicable by other researchers. This enhances the reliability and validity of the study.

Precise Interpretation: quantitative analysis generates numerical results that can be quantitatively interpreted and presented in a clear and concise manner. This facilitates the communication of findings and enhances the overall understanding of the research outcomes. It is important to note that the choice of analysis techniques will be guided by the specific research questions and the type of data collected. The use of SPSS is just one example of statistical software that can be utilized for data analysis, and other software packages or methods may be considered based on the research requirements and expertise of the researcher.

In this research study focusing on willingness to purchase, the data analysis will employ either regression analysis or Structural Equation Modeling (SEM) using AMOS. These statistical techniques are commonly used in the social sciences to understand relationships between variables and to test theoretical models. Regression analysis will allow the researchers to examine the extent to which various factors, such as income level, cultural background, and social status, predict luxury consumption patterns among participants. On the other hand, SEM using AMOS will provide a more comprehensive approach, enabling the researchers to explore both direct and indirect relationships between variables and to assess the overall fit of the theoretical model. By employing either of these analytical methods, the researchers aim to gain a deeper understanding of the key drivers and determinants of willingness to purchase local luxury fashion by millennials in the South African context, thus providing valuable insights for luxury brands seeking to optimize their marketing strategies and effectively target their audience, (Hair et al. 2019).

3.8 Validity and Reliability

The study on the factors determining Millennials' willingness to purchase local luxury fashion in South Africa may encounter certain limitations and challenges. These include sampling limitations, the study relies on a non-probability sampling approach, which may introduce sampling bias and limit the generalizability of the findings to the broader population of millennials in South Africa. The sample consisting of Wits Business School alumni may not be fully representative of the entire target population. Furthermore, self-reporting bias which involves the data collected through self-administered questionnaires may be subject to response

biases such as social desirability bias or recall bias. Participants may provide socially desirable responses or may not accurately recall their attitudes and behaviours related to local luxury fashion consumption.

Limited scope of variables, the study focuses on specific factors influencing millennials' willingness to purchase local luxury fashion. Other potentially relevant variables, such as cultural influences, personal values, or situational factors, may not be fully explored, which may limit the comprehensive understanding of the phenomenon. The cross-sectional nature of the study design limits the ability to establish causal relationships between variables. The study captures data at a specific point in time, and longitudinal data would be needed to ascertain the temporal sequence and directionality of relationships.

Generalizability, since the study focuses on millennials' perceptions within the South African context, the findings may have limited applicability to other demographic groups or geographic regions. Cultural, economic, and social differences in other contexts may influence luxury fashion consumption differently. Additionally, the study primarily relies on quantitative data, which may not capture the full depth and richness of individuals' experiences and perspectives. The use of surveys may overlook important qualitative insights that could enhance the understanding of millennials' willingness to purchase local luxury fashion. Time and resource constraints, the study may face limitations in terms of time and resources available for data collection, analysis, and interpretation. This may restrict the scope and depth of the research and impact the generalizability of the findings.

Despite these limitations, the study aims to provide valuable insights into the factors influencing millennials' willingness to purchase local luxury fashion in South Africa. By acknowledging and addressing these limitations, the researcher can enhance the validity and reliability of the study's findings and contribute to the existing body of knowledge in this domain.

3.9 Ethical Consideration

Ethical considerations are crucial when conducting research involving human participants. In this study, seeking permission from the university's ethics committee was essential to ensure that the research was conducted in an ethical and responsible manner. To address the ethical considerations, informed consent forms were prepared and provided to all participants. These forms clearly outlined the purpose and objectives of the study, the expected duration of

participation, and any potential risks or benefits. Participants were informed that their participation is voluntary, and they have the right to withdraw from the study at any stage without any consequences. Data is anonymized, meaning that individual participants cannot be identified in the analysis or dissemination of the research findings. Only the research team will have access to the collected data, and it will be stored on password-protected devices and or secure servers.

By adhering to these ethical considerations, the research aims to uphold the rights, well-being, and privacy of the participants while conducting a comprehensive and valuable study on Millennials' willingness to purchase local luxury fashion in South Africa.

4 CHAPTER 4: DATA ANALYSIS AND PRESENTATION OF RESEARCH RESULTS

4.1 Introduction

The analysis and presentation of the data gathered from the questionnaire—which sought to determine the variables impacting South African millennials' propensity to buy locally produced luxury fashion—are the main topics of this chapter. The research methodology used in this study was covered in full in the preceding chapter, along with the instruments, data collection strategies, and data analysis methodologies. Expanding on that basis, the results obtained from quantitative data sources are presented in this chapter.

4.2 Reliability Analysis

Cronbach's Alpha test: A six-part questionnaire was sent to 150 participants. The general information of respondents' subsection consisted of 6 items ($\alpha=0,881$), the willingness to purchase subsection consisted of 4 items ($\alpha=0,929$), the influencer impact subsections consisted of 25 items ($\alpha=0,932$), the subjective norm subsection consisted of 4 items ($\alpha=0,787$), the self-esteem subsection consisted of 20 items ($\alpha=0,683$), and the need to belong subsection consisted of 9 items ($\alpha=0,392$). This presents an acceptable reliability analysis.

4.3 Descriptive Statistics

4.3.1 Data Sample and Respondents

The data sample for this study consists of South African millennials who are alumnus of the Witswatersrand Business School (WBS). In collaboration with WBS Alumni office the research questionnaire was sent electronically via email, and we managed to collect data from 150 students.

4.3.2 Description of the sampled respondents

The sampled respondents for this quantitative study were South African millennials aged between 23 and 43 years old who had purchased luxury fashion items within the past 12 months. In terms of demographic composition, the sample was not quite balanced in terms of

gender, with 67% of respondents being female and 33% being male. The majority of the respondents (94%) possessed a tertiary education degree, while the remaining 6% had some other type of qualification. With respect to employment status, the sample was predominantly composed of employees (84%), followed by self-employed individuals (13%), business school student (1%) and unemployed (3%). This distribution reflects the diverse economic and professional circumstances within the South African millennial population.

Overall, the sampled respondents were representative of the South African millennial demographic, ensuring that the research findings provide meaningful insights into the factors influencing their willingness to purchase local luxury fashion items.

Table 2: General Information

Item	Category	Frequency	Percentage
Gender	Female	100	67%
	Male	49	33%
	Prefer not to say	1	1%
Age	23-30	15	10%
	31-38	86	57%
	39-43	49	33%
Highest Qualification Obtained	Postgraduate Diploma	41	27%
	Honours /Bachelors	36	24%
	Masters	64	43%
	Others	9	6%
Employment Status	Business School Student	1	1%
	Employed	126	84%

	Self Employed	19	13%
	Unemployed	4	3%

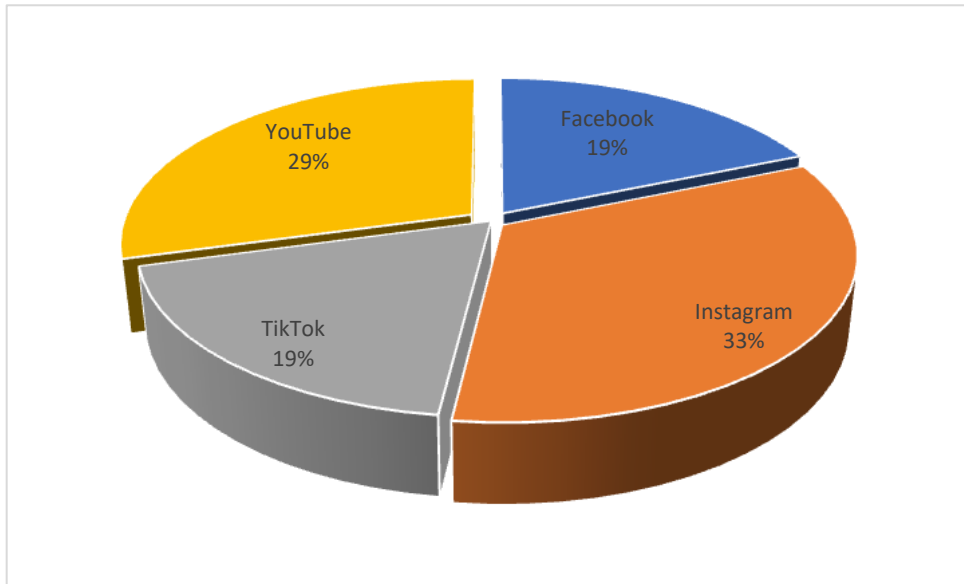


Figure 2: Which of the social media platform(s) do you often use?

For the social media platform(s) commonly used by participants, and aggregate average was found for each social media option with the following outcome: 33% often use Instagram; 29% often use YouTube; 19% often use TikTok; and 19% often use Facebook. (Figure 2).

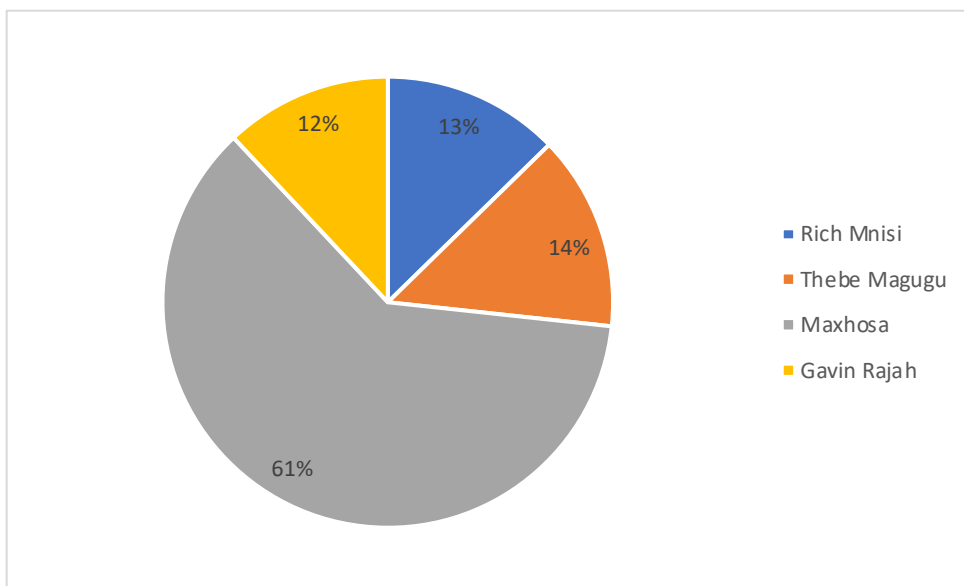


Figure 3: Which South African Fashion Luxury brand do you prefer? (Please only one)

In terms of South African fashion luxury brand preferred by the participants: 13% prefer Richi Mnisi (n=19); 14% prefer Thebe Magugu (n=21); 61% prefer Maxhosa (n=91); and 12% prefer Gavin Rajah (n=18). (Figure 3)

4.3.3 Descriptive statistics of variables

The descriptive statistics of the key variables used in this quantitative study provide an overview of the respondents' demographic characteristics, their preferences, and behaviours related to local luxury fashion purchases.

4.3.3.1 Key Variables Related to Local Luxury Fashion Purchases:

Willingness to Purchase: On average, respondents reported a willingness to purchase local luxury fashion items at a mean of 3,7, with a standard deviation of 1.048.

Table 3: Willingness to Purchase

Item	Mean	Std. Deviation
I am willing to purchase local luxury fashion if they are available on the market	3,86	1,010
I intend to purchase local luxury fashion if they are available on the market	3,68	1,025
I plan to purchase local luxury fashion if they are available on the market	3,62	1,085
I will try to purchase local luxury fashion if they are available on the market	3,67	1,071

As shown in table 2, the participants were provided with a table highlighting categories involving their willingness to purchase. They were asked to indicate which of them is an indicator, choosing the degree of agreement with the statement on the Likert scale provided. They answered as follows: whether they are willing to purchase local luxury fashion if they are available on the market, on average, majority of participants agree with Mean(3,86) and SD(1,010); whether they intend to purchase local luxury fashion if they are available on the market, on average, majority of participants agree with mean(3,68) and SD(1,025); whether

they plan to purchase local luxury fashion if they are available on the market, on average, majority of participants agree with mean(3,62) and SD(1,085); and whether they will try to purchase local luxury fashion if they are available on the market, on average, majority of participants agree with mean(3,67) and SD(1,071).

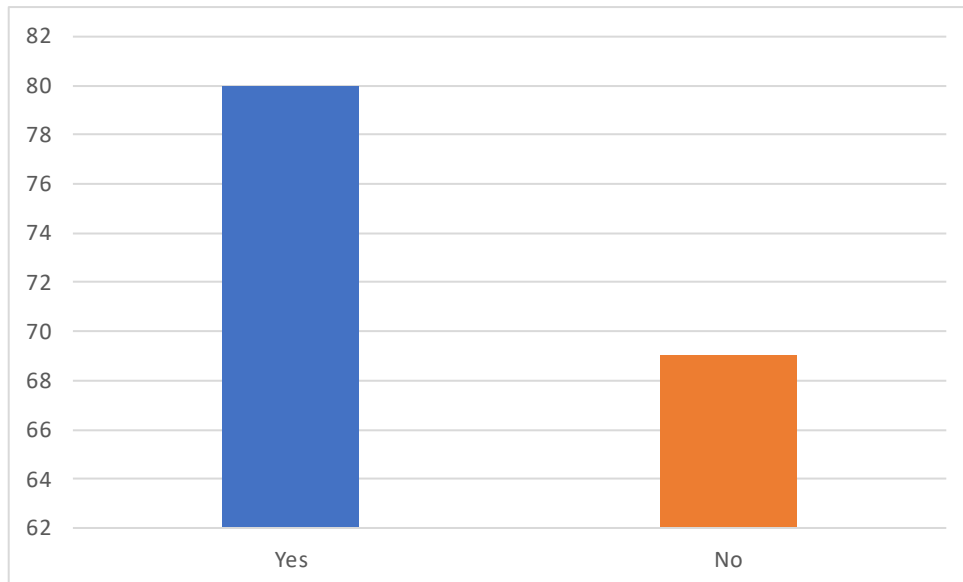


Figure 4: Do you have a specific page, channel, or a person that you follow on social media to get your content or updates?

In terms of whether the participants have a specific page, channel, or a person that they follow on social media to get their content or updates, more than half of the participants do have 53% (n=80); and 46% do not have (n=69). (Figure 3)

Table 4: Influencer Impact

Item	Mean	Std. Deviation
My favourite influencers are: Well known by my friends	3,07	1,203
My favourite influencers are: Have a large follower's number	3,49	1,082
My favourite influencers are: Recommended by other	3,07	1,097
My favourite influencers are: Their fanbase/followers are increasing	3,59	0,966

When I watch or follow my favorite influencers: I enjoy their content	3,93	0,798
When I watch or follow my favorite influencers: I am entertained	3,8	0,83
When I watch or follow my favorite influencers: I am delighted with the content	3,71	0,791
When I watch or follow my favorite influencers: I do NOT get bored	3,37	1,002
My favourite Influencers: Represent me	2,83	1,062
My favourite Influencers: Are similar/close to me	2,72	1,053
My favourite Influencers: Have similar values to mine	3,04	1,039
My favourite Influencers: And have like opinions (similar)	3,03	0,954
Their or they or then: Referring to my favourite influencers: I trust their content	3,39	0,868
Their or they or then: Referring to my favourite influencers: I have confidence in their knowledge	3,42	0,847
Their or they or then: Referring to my favourite influencers: They never disappoint me	2,8	0,893
Their or they or then: Referring to my favourite influencers: And I have alike opinions (similar)	2,95	0,906
Their or they or them: Referring to my favourite influencers: They are part of me and who I am	2,26	0,921
Their or they or them: Referring to my favourite influencers: I am personally connected with them	2,28	0,916

Their or they or them: Referring to my favourite influencers: I am emotionally connected with them	2,27	1,011
Their or they or them: Referring to my favourite influencers: I think of them when I have thought similar to what they do	2,52	1,113
Their or they or them: Referring to my favourite influencers: I do highly recommend them for my friends	3,15	0,985
Their or they or them: Referring to my favourite influencers: I tell people positive things about them when we have a related chat	3,39	0,913
Their or they or them: Referring to my favourite influencers: I will keep following them even if I have found similar ones	3,52	0,835
Their or they or them: Referring to my favourite influencers: I would feel something is missing if they quit or they 're gone	2,56	1,159

As illustrated in table 3, the participants were provided with a table highlighting categories involving the impact influencers have on them. They were asked to indicate which of them is an indicator, choosing the degree of agreement with the statement on the Likert scale provided.

Influencer Impact: On average, respondents reported to being influenced by influencers to purchase local luxury fashion items at a mean of 3,09, with a standard deviation of 1.969. From an examination of the factor indicated, and the data, one point (whether influencers disappoint) exceeds the influencer impact standard deviation and stands out as a mild outlier; there are no extreme outliers.

Table 5: Subjective Norms

Item	Mean	Std. Deviation
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Most people who are important to me think that I should purchase local luxury fashion goods.	2,66	1,122
Many people around me have local luxury fashion goods.	2,81	1,149
I feel social pressure to buy local luxury fashion goods.	2,04	1,175
The people who I listen to could influence me to buy local luxury fashion goods.	2,77	1,19

According to table 4, the participants were provided with a table highlighting categories involving their subjective norms. They were asked to indicate which of them is an indicator, choosing the degree of agreement with the statement on the Likert scale provided.

Subjective Norms: Respondents rated the importance of subjective norms in their decision to purchase local luxury fashion items on a scale of 1 to 5, with a mean score of 2,57 and a standard deviation of 1,159. From an examination of the factor indicated, and the data, one point (if they feel social pressure to buy local luxury fashion goods) exceeds the subjective norms standard deviation and stands out as a mild outlier; there are no extreme outliers.

Table 6:Self-Esteem

Item	Mean	Std. Deviation
I feel confident about my abilities	4,39	0,704
I am worried about whether I am regarded as a success or failure.	2,37	1,206
I feel satisfied with the way my body looks right now.	3,46	1,191
I feel frustrated or rattled about my performance.	2,47	1,066
I feel that I am having trouble understanding things that I read.	1,85	0,888

I feel that others respect and admire me	3,87	0,65
I am dissatisfied with my weight	2,87	1,308
I feel self-conscious.	3,03	1,168
I feel as smart as others.	3,96	0,853
I feel displeased with myself.	1,97	1,039
I feel good about myself.	4,23	0,775
I am pleased with my appearance right now.	3,74	1,041
I am worried about what other people think of me	2,17	1,099
I feel confident that I understand things.	4,26	0,689
I feel inferior to others at this moment	1,72	0,877
I feel unattractive.	1,69	0,958
I feel concerned about the impression I am making.	2,6	1,156
I feel that I have less scholastic /academic ability right now than others.	1,83	1,023
I feel like I am not doing well.	2,03	1,039
I am worried about looking foolish.	2,55	1,238

According to table 5, the participants were provided with a table highlighting categories involving their self-esteem. They were asked to indicate which of them is an indicator, choosing the degree of agreement with the statement on the Likert scale provided. Self-Esteem: Respondents rated the importance of self-esteem in their decision to purchase local luxury fashion items on a scale of 1 to 5, with a mean score of 2,853 and a standard deviation of 0,999. Self-Esteem: Respondents rated the importance of self-esteem in their decision to purchase local luxury fashion items on a scale of 1 to 5, with a mean score of 2,853 and a standard deviation of 0,999. From an examination of the factor indicated, and the data, one point (whether they feel unattractive) exceeds the self-esteem standard deviation and stands out as a mild outlier; there are no extreme outliers.

Table 7: Need to Belong

Item	Mean	Std. Deviation
If other people don't seem to accept me, I don't let it bother me.	4,08	1
I try hard not to do things that will make other people avoid or reject me.	2,4	1,117
I seldom worry about whether other people care about me.	3,21	1,19
I need to feel that there are people I can turn to in times of need.	3,83	0,958
I want other people to accept me.	2,92	1,033
I do not like being alone.	2,24	1,137
Being apart from my friends for long periods of time does not bother me.	3,94	0,939
It bothers me a great deal when I am not included in other people's plans.	2,06	0,96
My feelings are easily hurt when I feel that others do not accept me.	2,12	1,114

According to table 6, the participants were provided with a table highlighting categories involving their need to belong. They were asked to indicate which of them is an indicator, choosing the degree of agreement with the statement on the Likert scale provided.

Need to belong: Respondents rated the importance of self-esteem in their decision to purchase local luxury fashion items on a scale of 1 to 5, with a mean score of 2,988 and a standard deviation of 1,05. From an examination of the factor indicated, and the data, one point (whether it bothers them a great deal when they are not included in other people's plans) exceeds the need to belong standard deviation and stands out as a mild outlier; there are no extreme outliers.

These descriptive statistics offer a preliminary understanding of the characteristics, preferences, and behaviours of South African millennials with respect to local luxury fashion purchases. Subsequent inferential statistical analyses will further examine the relationships between these variables and the respondents' willingness to purchase local luxury fashion items.

4.4 Results

4.4.1 Inferential Statistics

4.4.1.1 Cross Tabulation

Table 8: Chi-Squares Tests of Association (Cross Tabulation) With Willingness to Purchase

Cross Tabulation	Chi-Square Value	n	df	p-value
Influencer Impact	Pearson Chi-Square (885,776a)	149	770	0,002
	Likelihood Ration (397,508)	149	770	0,036
Subjective Norms	Pearson Chi-Square (212,937a)	150	210	0,43
	Likelihood Ration (189,236)	150	210	0,002
Self-Esteem	Pearson Chi-	150	392	0,267

	Square (408,984a)			
	Likelihood Ration (272,399)	150	392	0,341
Need to Belong	Pearson Chi- Square (220,801a)	150	294	0,999
	Likelihood Ration (184,663)	150	294	0,887

Table 7 indicates the cross tabulation of willingness to purchase of participants with the other 4 main categories, i.e., if a relationship exists. The results are as follows:

Influencer impact: 840 cells (100%) have an expected count of less than 5, the minimum expected count is 0,01. There is a Pearson chi-square of 885,776a, the p-value is 0,002 which is highly statistically significant at 5% level of significance based on 770 degrees of freedom and the likelihood ratio, the p-value is 0,036, statistics is 397,508 based on 770 degrees of freedom. Therefore, influencer impact has an impact on willingness to purchase.

Subjective Norm: 238 cells (99,2%) have an expected count of less than 5, the minimum expected count is 0,01. There is a Pearson chi-square of 212,937a, the p-value is 0,43 which is highly statistically significant at 5% level of significance based on 210 degrees of freedom and the likelihood ratio, the p-value is 0,002, statistics is 189,236 based on 210 degrees of freedom. Therefore, subjective norm has no impact on willingness to purchase.

Self-Esteem: 435 cells (100%) have an expected count of less than 5, the minimum expected count is 0,01. There is a Pearson chi-square of 405,984a, the p-value is 0,267 which is highly statistically significant at 5% level of significance based on 392 degrees of freedom and the likelihood ratio, the p-value is 0,341, statistics is 272,399 based on 392 degrees of freedom. Therefore, self-esteem has no impact on willingness to purchase.

Need to Belong: 328 cells (99,4%) have an expected count of less than 5, the minimum expected count is 0,01. There is a Pearson chi-square of 220,801a, the p-value is 0,999 which is highly statistically significant at 5% level of significance based on 294 degrees of freedom and the likelihood ratio, the p-value is 0,887, statistics is 184,663 based on 294 degrees of freedom. Therefore, the need to belong has no impact on willingness to purchase.

Table 9: Correlation Test (Cross Tabulation) With Willingness to Purchase

Willingness to Purchase Correlation with Influencer Impact	Value	Asymptotic Standard Error	Approximate Tb	Approximate Significance
Pearson's R	0,172	0,102	2,116	0,036c
Spearman Correlation	0,155	0,09	1,9	0,059c

Relationship between willingness to purchase and influencer impact: Cross tabulation of willingness to purchase and influencer impact shows that the Pearson's R is 0,172, which indicates a weak positive correlation; thus, the more the participants consider the influencer impact, the more they are willing to purchase the luxury brands. The corresponding p-value is 0,036 which is significant, and therefore the correlation is not just a function of a random sampling error.

4.4 Conclusion

In conclusion, according to the findings, only one factor, influencer impact, has an influence on South African millennials' willingness to purchase local luxury fashion. This in turn means influencer impact is interconnected with the overall decision-making process. Local luxury fashion brands must understand the importance of influencer impact in the promotion of their brand and tailor their marketing strategies accordingly. By addressing this factor, local luxury fashion brands can better position themselves in the market and increase their sales among South African millennials.

5 CHAPTER 5: DISCUSSION OF RESULTS AND FINDINGS

5.1 Introduction

This chapter delves into the analysis of the research data, exploring how the investigated factors influence South African Millennials' willingness to purchase local luxury fashion.

5.1.1 *Impact of Influencers on Luxury Fashion Purchases*

The study's conclusions show a correlation between the influence of social media influencers and young South Africans' propensity to buy locally made luxury clothing. This is consistent with earlier studies on how influencers affect consumer behavior in the market for luxury fashion. (Kapoor & Pant, 2016; Zhang et al., 2020).

Influencers have the capacity to produce and distribute genuine, captivating content that connects with their audience, cultivating reputation and trust. Because of this, consumers—especially millennials who are more inclined to interact with social media platforms consider their advice and opinions to be very important when making decisions. “Brands, thanks to social networks and influencers, have a real power of influence on young generations of consumers. Consumers identify and create links with influencers, which drives them to follow influencers recommendations” (Gelati & Verplancke, p.2). Influencers can operate as tastemakers and trend setters in the world of luxury fashion, which makes them invaluable friends for companies looking to expand their audience and effect. “Important, only in limited cases, perceptions of popularity induced by the influencer's number of followers increase the influencer's perceived opinion leadership. However, if the influencer follows very few accounts him-/herself, this can negatively impact popular influencers’ likeability. Also, cooperating with influencers with high numbers of followers might not be the best marketing choice for promoting divergent products, as this decreases the brand's perceived uniqueness and consequently brand attitudes” (De Veirman et al., 2017).

This relationship has important ramifications for premium fashion firms in South Africa. Partnering with influencers that are well-versed in the local market and appeal to the target demographic can be a successful tactic for raising brand recognition and customer involvement. Through the utilization of influencers' credibility and reach, marketers can effectively penetrate the expanding South African millennial market and persuade them to contemplate local luxury fashion items as a feasible and appealing alternative.

To maximize the benefits of influencer collaborations, local luxury fashion brands should take the following steps:

1. To ensure authenticity and relevance to the target audience, choose influencers who share the values and image of the company.
2. Create collaborations that benefit both parties and give narrative and innovative, captivating material precedence over overt product promotion.
3. To guarantee a profitable return on investment, track and assess how influencer initiatives affect brand metrics like reach, engagement, and sales.

South African luxury fashion firms may increase their appeal to millennials and encourage them to buy local luxury fashion items by using the power of social media influencers and engaging in strategic collaborations.

5.1.2 Subjective Norm, Need to Belong, and Self-Esteem:

The study revealed no significant correlation between South African millennials' desire to buy local premium clothes with subjective norm, self-esteem, and need to belong, in contrast to other research (Vargas-Bianchi, 2021). This could be explained by South Africa's distinct cultural setting and developing luxury fashion industry.

When it comes to purchasing luxury fashion, South African millennials might be swayed by reasons other than personal preferences or societal conformity. The impact of cultural identification may outweigh the influences of subjective norms, self-esteem, and the drive to fit in, as well as the growing significance of sustainability and social responsibility in luxury fashion.

5.2 Discussion of research problem, literature, and results

5.2.1 Discussion of Hypotheses

This study examined four hypotheses regarding the factors influencing South African millennials' willingness to purchase local luxury fashion:

H1(Accepted): Millennial consumers' willingness to purchase locally produced/made luxury fashion and accessories is positively influenced by influencer impact. This indicates that the knowledge and opinions of influencers followed by millennials encourage them to purchase

locally produced brand products. This in agreement with a paper by Burnasheva, GuSuh, & Villalobos-Moron (2019) which discovered that social media influencers have an effect on the buying behaviour of millennials. Burnasheva, GuSuh, & Villalobos-Moron (2019) advises luxury managers to invest in influencers through offering exclusive promotions and comprehensive information. Shaari, Hamid, & Mabkhot (2022) found that electronic word of mouth indirectly explains the intention to purchase. This indicates that millennials purchasing behaviour is directly influenced by media.

H2(Rejected): There's a positive relationship between millennial's subjective norms and willingness to purchase local luxury. This shows that millennials do not feel the social pressures and values of society to purchase local luxury. This is in contradiction with a paper by Mbumbwa & Chigada (2018) that found that opinion leaders do play a major role in influencing black South African millennials when considering African Ankara fabric fashion. Similarly, a study by Arminen (2017) found that millennials use luxury brands to enhance their status and to be taken more seriously, as well as to conform to an affluent lifestyle. These findings could potentially suggest that subjective norms are viewed by millennials differently from social media influence. Social media platforms have created a community and society that still allows for individuality, people still get to select and choose who and what to follow which contradicts subject norms which are centred around the opinions of people as a collective and societal beliefs.

H3(Rejected): There is a positive relationship between the need to belong and willingness to purchase local luxury. This in turn means that millennials do not feel they need to purchase local brands in order to fit in to certain groups and societies. However, the study by Arminen (2017) found that millennials are influenced to purchase and consume luxury brands by prestige and belonging value.

H4(Rejected): Millennial consumers' self-esteem positively influences their willingness to purchase locally produced/made luxury fashion and accessories. Thus, it illustrates that millennials are not influenced by the level of their self-esteem to purchase local luxury brands. Although limited studies exist that is focused on the impact self-esteem has on millennial's willingness to purchase local luxury, Arminen (2017) found that millennial consumers are more motivated by ideal self-congruity for consuming luxury brands rather than actual self-congruity. Thus, they found that millennials are influenced mainly by the characteristics of one's ideal self and how it matches their actual characteristics.

The acceptance of Hypothesis 1 emphasizes how important influencers are in influencing South African millennials' decisions to buy expensive local fashion. This result is in line with previous research that emphasizes the significance of social media influencers in influencing customer behaviour, especially when it comes to luxury goods (Kapoor & Pant, 2016; Zhang et al., 2020).

Conversely, the rejection of Hypotheses 2, 3, and 4 implies that South African millennials' propensity to buy local luxury fashion may not be as much driven by subjective norm, self-esteem, and need to belong as previously believed. This could be explained by the distinct cultural environment of South Africa, where consumers' decision-making processes may be more influenced by other elements including cultural identity, social responsibility, and sustainability.

It's probable that the desire of South African millennials to support local companies and brands that place a high value on environmental responsibility and ethical business practices influences their propensity to buy luxury goods produced locally. Due to this shift in consumer attitudes, conventional elements that have historically influenced luxury fashion consumption, such as the urge to belong, self-esteem, and subjective norm, may no longer have as much of an impact.

The assessment of these hypotheses concludes by highlighting how critical it is to comprehend how consumer behaviour and tastes are dynamic, especially among millennials in South Africa. Brands may strengthen their relationships with this significant consumer category and adjust their tactics accordingly by keeping an eye on the changing elements that influence their desire to purchase local luxury clothes.

5.3 Conclusion

This chapter examined the variables influencing South African Millennials' willingness to purchase locally produced luxury clothing by delving into the analysis of the research data. The results supported the hypothesis of social influence and digital marketing by confirming the influencer's strong impact on purchase intention.

The study did find, however, that the willingness to purchase was not significantly correlated with subjective norms, self-esteem, or the urge to belong. This points to a possible change in the way that this group of consumers behaves inside the luxury apparel industry. This study is

important because it offers a thorough grasp of the variables influencing South African millennials' willingness to buy locally made luxury clothing. By concentrating on these elements, the study advances academic understanding while also providing useful insights that might stimulate cultural enrichment, economic progress, and smart marketing within the regional fashion sector. By using this method, the study is guaranteed to go beyond descriptive data and produce significant conclusions that have the potential to impact policy choices as well as industry practices.

In Chapter 6, the wider implications of these findings will be examined, along with their contribution to current understanding and suggestions for further study and business procedures. We will investigate the possible causes of the non-significant variables and look at how regional high-end fashion labels might use influencer marketing to reach millennials in South Africa.

6 CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter concludes the dissertation by summarizing the key findings and offering recommendations for future research and industry practices.

6.2 Synopsis of the study

This study investigated the variables influencing millennials in South Africa's propensity to buy locally produced luxury clothing. The market for luxury clothes is expanding, and it's important to comprehend why younger generations—like millennials—are drawn to this style. Four possible influencing factors were the focus of the study: the need to belong, influencer impact, subjective norms, and self-esteem. The theoretical underpinning for the study was derived from theories of planned behavior, self-concept, social influence, and digital marketing.

A sample of millennials in South Africa were asked to complete a digital questionnaire in order to provide data. The results of the investigation showed a positive correlation between the influence of local luxury fashion brands and consumers' propensity to buy them. Subjective norms, self-esteem, and the drive to fit in, however, did not show a correlation with purchase intention. These results imply that millennials in South Africa are significantly influenced by influencer marketing when it comes to their opinions on local luxury fashion. In contrast to conventional consumer behaviour models, social pressure, self-worth, and the need for social connection may have less of an impact in this particular market sector.

This study gives insightful information for both academic research and commercial practices, furthering our understanding of the luxury fashion consumption behaviour of South African Millennials.

6.3 Implications of the study

The study's conclusions have several implications for regional luxury fashion companies hoping to successfully connect with South African millennials. Collaborating with influencers who can truly relate to their target market should be a top priority for brands, as they may use

their influence to boost buy intent. Brands should integrate cultural identity and promote socially responsible and sustainable practices in their products and marketing tactics in order to meet the changing preferences of millennials. Furthermore, Subjective norm, self-esteem, and the urge to fit in did not significantly affect consumers' propensity to buy, but marketers should be aware of how these characteristics change over time and modify their marketing plans appropriately.

6.4 Conclusions

The outcome of the study was consistent with the one of the hypotheses and was inconsistent with three of the hypotheses that were proposed in the study. The table below gives a brief summary.

Table 10: Note: SI = Social media influencers; SN = Subjective norms; SE = Self-esteem; NB = Need to belong; WP = Willingness to purchase

Hypothesis relationship	Hypothesis	p-values	Outcomes
SI > WP	H1	0,002	Significant thus accepted
SN > WP	H2	0,43	Insignificant thus rejected
SE > WP	H3	0,267	Insignificant thus rejected
NB > WP	H4	0,999	Insignificant thus rejected

The individual p-values of H1 to H4 were 0,002, 0,43, 0,267, and 0,999 respectively. The results revealed that social media influencers have a positive significant relationship with willingness to purchase, hence it can be concluded from the results that social media influencers have direct but significant relationship on willingness to purchase when comes to South African millennial consumption. Therefore, marketers should channel all efforts into making sure that this variable is an important elements in their marketing mix. As advised by Burnasheva, GuSuh, & Villalobos-Moron (2019), this can be done through exclusive promotions, and filling

in influencers on important information about the products in order for them to promote them on their platforms. Advertising, promotion, and sales go hand in hand. Reducing the cost of the local brands exclusively for social media influencers, adding incentives such as gifts or sponsorships will motivate them to purchase and promote the products to their followers.

6.5 Recommendations

In examining the variables that affect South African millennials' willingness to buy locally produced luxury brands, it is critical to emphasize the importance of this study going beyond simple descriptive findings. This research has significant implications for several stakeholders, such as regional fashion designers, marketers, and legislators, since it offers practical insights into how consumer behaviour is changing in a rapidly expanding market niche.

6.5.1 *Economic Impact*

Comprehending the millennial generation's inclination towards investing in high-end local fashion might have significant economic consequences. Local fashion firms can improve their market positioning by better aligning their goods with consumer preferences by recognizing the major reasons that influence their purchasing decisions. This alignment boosts local manufacturing and creates jobs, which benefits the development of the fashion sectors locally as well as the larger economy.

6.5.2 *Cultural Relevance*

The report emphasizes how important cultural relevance is becoming to consumers when making decisions. Millennials are looking for things more and more that are a reflection of their heritage and values. This research highlights the possibility for local designers to incorporate culturally relevant features into their works, making them more meaningful to customers, by focusing on local luxury fashion. This cultural congruence can increase consumer demand for local goods by fostering a sense of pride in the country and strengthening brand loyalty.

6.5.3 *Market Differentiation*

Differentiation is essential in the globalized fashion market. This study provides insightful information about how millennials in South Africa distinguish between premium apparel from around the world. Local businesses can differentiate themselves from global competition by creating unique value propositions based on an understanding of the special tastes and motivations of this particular audience. Making a difference is essential for both gaining market share and creating a long-lasting competitive advantage.

6.5.4 *Strategic Implications for Marketing and Communication*

The study's importance goes beyond the tactical formulation of marketing and communication plans. Local fashion firms may effectively address the needs and aspirations of millennials by designing tailored marketing strategies that take into account the elements that impact purchasing decisions. This targeted strategy raises the possibility of successful customer engagement and improves the efficiency of marketing expenses.

6.5.5 *Policy Development and Support*

The results of this study can help legislators create policies that will help the regional fashion sector. Policies that support local production and consumption can be developed with the help of an understanding of consumer preferences and obstacles. This could involve promoting regional fashion events, helping local designers, and offering support for fashion education.

6.6 Limitations

This study concentrated on a particular product category (local luxury fashion) and a particular demographic (millennials in South Africa). By looking into different product categories, geographic marketplaces, and generational cohorts, future research could broaden its scope. Furthermore, this study was cross-sectional, using a longitudinal method to monitor millennials' changing preferences and habits over time may provide local luxury fashion firms with insightful data. Additionally, the study was quantitative in nature, had a qualitative method been used, this would have allowed the researcher to get broader insights to the phenomenon and so that the respondents can express their opinions in a more open and detailed way.

6.7 Suggestions for future research

Firstly, future studies could make use of a qualitative study method to learn more about the reasons behind South African millennials' purchases of locally produced luxury fashion. Secondly, the study could examine the particular categories of influencers and material that appeal most to this target market. And finally, to examine the significance of brand storytelling and the ways in which regional luxury businesses can appeal to millennials by utilizing their distinctive history and social responsibility initiatives.

6.8 Journal Nomination

The selection of journals for this research project was based on several criteria, including impact factor, relevance to the research topic, and reputation within the field of educational technology. The selected journals are:

1. Factors influencing young African consumers' inclination for branded products by Potgieter, M., & Mapanga, F.H. (2017). This article focuses on the association between brands and young consumers.
2. Antecedents to the conspicuous consumption of luxury fashion brands by middle-income black South Africans by Saruchera, F., & Mthombeni, L. This article studies the drivers and implications of black South African's exhibition of heightened interest in conspicuous consumption.
3. Customer satisfaction and brand loyalty amongst South African Millennials during the Covid-19 Pandemic by Msosa, S.K. (2023). This study examined perceptions of customer satisfaction and brand loyalty amongst millennials in South Africa during the COVID-19 pandemic.
4. Factors influencing clothing interest and purchase intention: a study of generation Y consumers in Malaysia by Cham, T., Ng, C.K.Y., Lim, Y.M., & Cheng, B.L. (2017). This study examined the factors influencing clothing interest among Generation Y consumers in Malaysia.
5. Factors affecting millennials' attitudes toward luxury fashion brands: A cross-cultural study by Burnasheva, R., Gusuh, Y., & Villalobos-Moron, K. 2019. This study explored whether materialism, a need for uniqueness, susceptibility to informative influence, and social media usage affect millennials' attitudes toward luxury fashion brands and online purchase intentions.

6. Factors determining fashion clothing interest and purchase intention: A study of Generation Z consumers in India by Singh, N., Tripathi, R., & Chakrabarti, N. (2023). This research provided a framework of factors determining clothing interest and subsequent purchase motivation of Generation Z consumers in India.
7. The effect of social media influencers on purchase intention: Examining the mediating role of brand attitude by Al-Mu'ani, L., Alrwashdeh, M., Ali, H., & Al-Assaf, K.T. (2023). This study aimed at examining the role of trustworthiness, expertise, and information quality of social media influencers in shaping consumer purchase intention, with a specific focus on the mediating role of brand attitude.
8. Organizational Behavior and Human Decision Processes published by Elsevier. The journal publishes fundamental research in organizational behavior, organizational psychology, and human cognition, judgment, and decision-making.
9. Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). This article studies the likability of Instagram influencers in two separate kinds of settings: influencers with high numbers of followers, and those with low numbers.
10. Influence: The psychology of persuasion by Cialdini, R. (1993). This book is about the psychology of why people say yes and how to apply these principles ethically in business and everyday situations.

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Appendix 1: Research Questionnaire



UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG

The Participant Information Sheet

Protocol no: CBUSE/1413

Good day

My name is **Elizabeth Ndafapawa Nailenge**, and I am an MBA student at the University of Witwatersrand in Johannesburg. As part of my studies, I must undertake a research project, and I am investigating the factors that determine millennials willingness to purchase local luxury fashion in South Africa.

As part of this project, I would like to invite you to take part in answering a questionnaire. This activity will take around 15 to 20 minutes to complete. You will not receive any direct benefits from participating in this study, and there are no disadvantages or penalties for not participating. You may withdraw at any time. The questionnaire will be completely confidential and anonymous as I will not be asking for your name and the information you give to me will be held securely and not disclosed to anyone else.

If you have any questions afterwards about this research, feel free to contact me on the details listed below. This study will be written up as a research report. If you wish to receive a summary of this report, I will be happy to send it to you upon request (optional). If you have any queries, concerns or complaints regarding the ethical procedures of this study, you are welcome to contact the University Human Research Ethics Committee (non-medical), telephone + 27(0)11 717 1408, email Shaun.Schoeman@wits.ac.za

Yours sincerely,

Elizabeth Ndafapawa Nailenge

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Participant Consent Form

Factors that determine millennials willingness to purchase local luxury fashion in South Africa.

I agree to participate in this research project. The research has been explained to me and I understand what my participation will involve. YES NO

I agree that my participation will remain anonymous YES NO

I agree that the information I provide may be used YES NO
anonymously by other researchers following this study.

This study seeks to investigate and understand the factors that determine millennials willingness to purchase local luxury fashion that are originate from South Africa.

Please answer the following questions according to the guidelines below. The questionnaire is strictly for research purposes only and it will be kept completely confidential, so please answer honestly.

I agree to participate in this research project. The research has been explained to me and I understand what my participation will involve.

SECTION A: GENERAL INFORMATION

This section is asking about your background information. Please indicate your answer by ticking (X) in the appropriate box.

A1. Gender

Male		Female		Prefer not to say	
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A2. Age Category

23- 30		31- 38		39-43	
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A3. Highest qualification obtained

Diploma		Bachelor's degree		Master's Degree		Others	
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A4. Which of the social media platform(s) do you often use*

Facebook		Instagram		TikTok		YouTube	
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A5. Employment Status

Business		Employed		Self employed		Unemployed	
School							
Student							

A6. Which South African Luxury Fashion Brands do you prefer? (Please pick one)

Rich Mnisi		Thebe Magugu		Maxhosa		Gavin Rajah	
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GAVIN RAJAH

SECTION B: WILLINGNESS TO PURCHASE

Below are statements about your willingness to purchase. Please indicate to what extent you agree/disagree with each statement by marking X in the appropriate block with the corresponding number in the 5-point scale below.

	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
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WTP 1	I am willing to purchase local luxury fashion if they are available on the market	1	2	3	4	5
WTP 2	I intend to purchase local luxury fashion if they are available on the market	1	2	3	4	5
WTP 3	I plan to purchase local luxury fashion if they are available on the market	1	2	3	4	5
WTP 4	I will try to purchase local luxury fashion if they are available on the market	1	2	3	4	5

SECTION C: INFLUENCER IMPACT

Below are statements about the impact of social media influencers. Please indicate to what level you agree or disagree with each statement by marking X in the appropriate block with the corresponding number in the 5-point scale below.

II1. Do you have a specific page, channel, or a person that you follow on social media to get your content or updates? *

Yes		NO	
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II2: My favourite influencers are*					
Answer/ Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Well known by my friends					
Have a large follower's number					
Recommended by other					
Their fanbase/followers are increasing					

II3: When I watch or follow my favorite influencers*					
Answer/ Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I enjoy their content					
I am entertained					
I am delighted with the content					
I do NOT get bored					

II4: My favourite Influencers					
Answer/ Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Represent me					
Are similar/close to me					
Have similar values to mine					
And have like opinions (similar)					

II5: Their or they or then: Referring to my favourite influencers.					
Answer/ Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I trust their content					
I have confidence in their knowledge					
They never disappoint me					

And I have alike opinions (similar)					

II6: Their or they or them: Referring to my favourite influencers					
Answer/ Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
They are part of me and who I am					
I am personally connected with them					
I am emotionally connected with them					
I think of them when I have thought similar to what they do					

II7: Their or they or them: Referring to my favourite influencers					
Answer/ Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I do highly recommend them for my friends					
I tell people positive things about them when we have a related chat					
I will keep following them even if I have found similar ones					
I would feel something is missing if they quit or they 're gone					

SECTION D: SUBJECTIVE NORMS

Below are statements about how people's opinions make you feel or how you relate to it.

Indicate to what level you agree or disagree with each statement by marking X in the appropriate block with the corresponding number in the 5-point scale below.

	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
SN1	Most people who are important to me think that I should purchase local luxury fashion goods.	1	2	3	4	5
SN2	Many people around me have local luxury fashion goods.	1	2	3	4	5
SN 3	I feel social pressure to buy local luxury fashion goods.	1	2	3	4	5
SN4	The people who I listen to could influence me to buy local luxury fashion goods.	1	2	3	4	5

SECTION E: SELF_ESTEEM

Below are statements to measure what you are thinking at this moment. There is of course, no right answer for any statement. The best answer is what you feel is true of yourself at the moment. Be sure to answer all of the items, even if you are not certain of the best answer. Again, answer these questions as they are true for you **RIGHT NOW**. Please indicate to what

level you agree or disagree with each statement by marking X in the appropriate block with the corresponding number in the 5-point scale below.

	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SE1	I feel confident about my abilities	1	2	3	4	5
SE2	I am worried about whether I am regarded as a success or failure.	1	2	3	4	5
SE3	I feel satisfied with the way my body looks right now.	1	2	3	4	5
SE4	I feel frustrated or rattled about my performance.	1	2	3	4	5
SE5	I feel that I am having trouble understanding things that I read.	1	2	3	4	5
SE6	I feel that others respect and admire me	1	2	3	4	5
SE7	I am dissatisfied with my weight	1	2	3	4	5
SE8	I feel self-conscious.	1	2	3	4	5
SE9	I feel as smart as others.	1	2	3	4	5

SE10	I feel displeased with myself.	1	2	3	4	5
SE11	I feel good about myself.	1	2	3	4	5
SE12	I am pleased with my appearance right now.	1	2	3	4	5
SE13	I am worried about what other people think of me.	1	2	3	4	5
SE14	I feel confident that I understand things.	1	2	3	4	5
SE15	I feel inferior to others at this moment	1	2	3	4	5
SE16	I feel unattractive	1	2	3	4	5
SE17	I feel concerned about the impression I am making.	1	2	3	4	5
SE18	I feel that I have less scholastic /academic ability right now than others.	1	2	3	4	5
SE19	I feel like I am not doing well	1	2	3	4	5

SE20	I am worried about looking foolish	1	2	3	4	5
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SECTION F: NEED TO BELONG

Below are statements about your “Need to Belong” within society. Please indicate to what level you agree or disagree with each statement by marking with an X in the appropriate block with the corresponding number in the 5-point scale below.

	Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
NTB1	If other people don't seem to accept me, I don't let it bother me.(R)	1	2	3	4	5
NTB2	I try hard not to do things that will make other people avoid or reject me	1	2	3	4	5
NTB3	I seldom worry about whether other people care about me. (R)	1	2	3	4	5
NTB4	I need to feel that there are people I can turn to in times of need.	1	2	3	4	5

NTB5	I want other people to accept me.	1	2	3	4	5
NTB6	I do not like being alone.	1	2	3	4	5
NTB7	Being apart from my friends for long periods of time does not bother me. (R)	1	2	3	4	5
NTB8	I have a strong “need to belong.”	1	2	3	4	5
NTB9	It bothers me a great deal when I am not included in other people’s plans.	1	2	3	4	5
NTB10	My feelings are easily hurt when I feel that others do not accept me.	1	2	3	4	5