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Factors influencing Ankara fabric purchase among generation Y consumers in South Africa

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University of the Witwatersrand



FACTORS INFLUENCING ANKARA FABRIC PURCHASE AMONG GENERATION Y CONSUMERS IN SOUTH AFRICA

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ABSTRACT

The evolution of fashion has led to the sale of African fashion across the globe. The aim of Ankara fabric producers to expand business across Africa has resulted in clothing being sold in new places. With western fashion taking over South African shopping malls, it is of interest to know whether South African Generation Y assign any kind of value to Ankara Fabric. In this regard, the main objective of this study is to investigate the factors that Generation Y consumers consider when purchasing Ankara fabric.

More specifically, the purpose of this research is to explore the influencing factors of awareness, consumer ethnocentrism, brand identity, social influence and price on attitude towards the purchase of Ankara fabric among Generation Y consumers. The target population for the research was male and female students at the University of the Witwatersrand and a sample of registered students who fall between the ages of 20-35 years using a data set of 285 respondents. This research relies on a quantitative analysis of the results gathered through the use of a questionnaire which was distrusted manually. The research instrument that was used in the study was adapted from previous studies and was modified to suit the current study.

The obtained data was analysed using SPSS 25 and Structural Equation Modelling (SEM) using AMOS 25. The findings of this research were supported with the exception of the relationship between social influence and consumer attitude, however, not all the hypotheses were found to be significant. The strongest relationship was found between price and consumer attitude. The weakest relationships were between ethnocentrism and consumer attitude and social influence and consumer attitude. Furthermore, the findings revealed that price is the main reason for Generation Y consumers to consider buying Ankara fabric.

The study generated some key implications that need to be considered by both academics and marketing practitioners. Academically, the study contributes significantly to literature on Ankara consumption in South Africa, by exploring the factors that Generation Y consumers consider when purchasing Ankara fabric. By way of marketing implications, marketers should increase awareness and marketing of the fabric and find means to reduce prices and keep the fabric affordable. The study recommends that further studies be done using a different cohort or population sample to tests the relationships put forward.

Keywords: *Ankara Fabric; awareness; consumer ethnocentrism; brand identity; social influence; Generation Y.*

DECLARATION

I, Elinam Kuwornu, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Commerce in Marketing in the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other University.

Elinam Kuwornu

Signed at…….

On the……day of……2019

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I am grateful for a number of people who have supported me throughout my study and completion of this Masters degree.

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CHAPTER ONE (1): OVERVIEW OF STUDY

1.1 Introduction

The fashion industry is recognised worldwide and has undergone analysis for several years, exploring the dynamics of fashion innovations and consumer interests (Gockeln, 2014; Rahman, Saleem, Akhtar, Ali & Khan, 2014). However, the Ankara fabric has gained, and is still gaining, more ground and recognition in the fashion hubs across the world (Mbumbwa, 2016). In other words, the print has become a fashion trend which is growing quickly across the globe. Evidence to this is the opening of the United Kingdom's (UK) very first exhibit by the Brighton Museum and Art Gallery dedicated to African fashion on April 30, 2016. (Waddell, 2016).

Ankara fabric is a cotton or poly-cotton material with bold and richly coloured tribal prints. (Muse Origins, 2012). The fabric represents Africa and its culture and gives the consumer an African identity (Muse Origins, 2012). The Ankara fabric is quite significant in western Africa (Mbumbwa, 2016). It is an authentic and well-known choice of clothing in West Africa, especially in Ghana and Nigeria (Willard, 2005). The aim of Ankara fabric producers to expand business across Africa has resulted in sale of Ankara in new places, where this fabric is unpopular (Melin, 2015). Consequently, fashion adoption and consumers' intentions to purchase new fashion is very important for producers, designers and retailers of the Ankara fashion in such places. Hence, the study aims to focus on the consumption of Ankara fabric in South Africa.

Understanding and exploring the factors influencing Generation Y consumers when considering Ankara fabric is of importance because they are the future, expanding market (Gronbach, 2000). Generation Y is represented by the group of people born between the year 1980s to 1995 (Bakewell & Mitchell, 2003). Generation Y was considered for the purpose of the current study because of their unquenchable thirst for fashion apparel and trends (Wiliiams & Page, 2011) and as a result, spend a large part of their income on fashion (Bakewell & Mitchell, 2003; Kim & Park, 2005). They are considered a significant force in the market place (Noble, Haytko & Phillips, 2009). This is mainly because they are large in numbers and possess higher purchasing power than any other group of consumers (Morton, 2002). Therefore, their consumption intentions are of great interest, as this fabric could be considered for purchasing. Black South Africans have their own cultures, way of dressing and valued dress codes (Siyabonga, Africa, 2015). The target group comes from these cultural backgrounds, which are highly regarded by most South Africans (Siyabonga, Africa, 2015). However, it is the interest

of this research to investigate the factors that influence the consumption of other Ankara fabric, that differ from their own fashion.

1.2 Problem Statement

The African fashion industry is steadily growing and is gradually being accepted around the world, whereas the shopping centres and malls in South Africa are being taken over by western fashion (Mbumbwa & Chigada 2018). With western fashion dominating the shopping malls in South Africa, it is of interest to know whether South African Generation Y cohort assign any kind of value to Ankara fabric. However, there is a paucity in the empirical literature of studies that focus on consumer motivations of Ankara fabric purchase intention. Some of the studies conducted, focused on governance, entry barriers, upgrading and concepts from the experience of African clothing exports (Gibbon 2008). Others also focus on the global circulation of African fabric (Sylvanus 2007). Previous studies found on Ankara fabric produced qualitative results and focused on attitude, fashion involvement, country of origin, ethnocentrism and social values as core factors (Mbumbwa, 2016), but the current study seeks to produce quantitative results and the combination of variables investigated have not been considered.

All this said, one can hardly find much academic literature that has identified awareness, consumer ethnocentrism, brand identity, social influence and price as key drivers of Ankara fabric purchase intention. More so, business expansion by the producers of the Ankara fabric have resulted in sale of the fabric in new different places where it is probably unknown (Merlin, 2015). Thus a consumer's intention to purchase new fashion is valuable to companies and designers retailing the fabric in such places.

In addition to that, the Generation Y cohort has been noted as one of the most profitable markets and has an insatiable appetite for fashion (Williams & Page, 2011). Yet still, a focus on the determining factors affecting the purchase intention of Ankara fabrics within such a profitable market segment in South Africa remains a shortcoming.

1.3 Purpose of Study

This study aims to explore the factors that influence the purchase of Ankara fashion among Generation Y. The influencing factors include Awareness, Consumer ethnocentrism, Brand Identity, Social Influence and Price. In addition, the study investigates the moderating role of attitude towards purchase intention among the youth, particularly students at the University of the Witwatersrand.

1.4 Research Objectives

This study addresses the theoretical and empirical objectives that are outlined below.

1.4.1 Theoretical Objective

a) To review literature on Awareness

b) To review literature on Consumer Ethnocentrism

c) To review literature on Social Influence

d) To review literature on Brand Identity

e) To review literature on Price

f) To review literature on Attitude

g) To review literature on Purchase Intention

1.4.2 Empirical Objectives

a) To determine the impact of Awareness on attitude towards purchase intention of Ankara fabric among Generation Y.

b) To determine the influence of Consumer Ethnocentrism on attitude towards purchase intention of Ankara fabric among Generation Y.

c) To determine the influence of Social Influence on attitude towards purchase intention of Ankara fabric among Generation Y.

d) To determine the impact of Brand Identity on attitude towards purchase intention of Ankara fabric among Generation Y.

e) To determine the impact of Price on attitude towards purchase intention of Ankara fabric among Generation Y.

f) To determine the influence of attitude on purchase intention of Ankara fabric among Generation Y.

1.5 Research Questions

a) To what extent does Awareness influence the purchase of Ankara fabric among Generation Y?

b) To what extent does Consumer ethnocentrism impact the purchase of Ankara fabric among Generation Y?

c) To what extent does Social influence impact the purchase Ankara of fabric among Generation Y?

d) To what extent does Brand Identity impact the purchase of Ankara fabric among Generation Y?

e) To what extent does Price influence purchase of Ankara fabric among Generation Y?

f) To what extent does attitude influence purchase intention of Ankara fabric among Generation Y?

1.6 Justification and Contributions of study

A research undertaking of this nature can be expected to have both academic and practical contributions. On the academic side, this study can be expected to contribute new literature to the existing body of literature on the antecedents of purchase intention with regard to consumption of Ankara fabric in South Africa. On the practical side, producers and retailers of Ankara fabric, by understanding the research factors, will be able to utilise their resources efficiently when marketing their products and more accurately select their media channels for advertising and campaigning. In addition, Ankara fabric producers will understand the factors Generation Y group consider when purchasing Ankara fabric because they are in the marketplace in large numbers and possess purchasing power to outperform any other group of consumers (Morton, 2002) which will translate into higher returns on investment and increases in sales and market growth.

1.7 Theoretical Grounding

This aspect of the study reviews the theoretical framework on which the research is grounded. Marketing researchers use different theories to predict or explain the influences of purchase intention. These theories include theory of planned behaviour (TPB), theory of reasoned action (TRA), theory of consumption value (TCV), etc. With regard to the current study, three important theories are identified and used in grounding the study. This research is grounded on the theory of planned behaviour, the theory of decision making and lastly, the fashion adoption model. Below are the theories and detailed explanations and also their relation to the current study.

1.7.1 The Theory of Planned Behaviour (TPB)

The TPB is commonly used to predict behavioural intention and behaviour. TPB was developed by Ajzen (1991) and was an expansion of the Theory of Reasoned Action (TRA)

(Fishbein & Ajzen, 1975). According to Ajzen (2015), the TPB is one of the well-known social-psychological models for understanding and predicting human behaviour. It has been used in numerous studies as the bases to predict several kinds of behaviour, such as drinking, smoking and substance abuse. It has also been used by Hansen and Jensen (2007) and Glasford (2008), in the context of voting. The theory of planned behaviour suggests three conceptually independent determinants of intention. These are attitude, subjective norm and perceived behavioural control. Furthermore, as defined by Ajzen (1991), attitude toward a behaviour refers to the "degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question"; subjective norm refers to the "perceived social pressure to perform or not to perform the behaviour"; and perceived behavioural control refers to the "perceived ease or difficulty of performing the behaviour".

Purchase intention is the outcome of the current study, therefore the relevance of the theory to the study is that it provides an understanding of the basis of what influences intention. As per the study, awareness, consumer ethnocentrism, social influence, brand identity and price are independent variables that influence attitude and in turn, influence intention to purchase Ankara fabrics. According to Ajzen (1991), the more favourable the attitude, the stronger the intention. With regard to the current study, the more favourable the attitude of the consumer, the stronger the intention to purchase. TPB is relevant, because it examines the decisions involved in the purchase process. Social norms depict the social influence on the Generation Y cohort to purchase Ankara fabric and Attitude in TPB is represented by the attitude of Generation Y towards the purchase of Ankara fabric.

1.7.2 Fashion Adoption Theory

The fashion theory can be tackled at both the collective level (fashion diffusion) and the individual level (fashion adoption) (Kaiser, 1990). Fashion adoption involves the individual decision-making process used for the adoption of any given style or fashion trend (Forsythe, et al. 1991). Fashion is a way of expression, in a material or non-material way, which is visible at any given time and goes through changes over time within a social system or group of associated individuals (King & Ring 1980). For this reason, a number of fashion adoption models have been proposed to predict these changes in style and fashion movements. Models have been proposed by Rogers (1983), Robertson (1971), and Sproles (1979). Sproles' (1979) is similar to Rogers and Robertson but it is fashion specific. The process consists of five stages, namely; awareness, interest, evaluation, identification of alternatives and decision to adopt or reject the product (Sproles 1979). This theory is also relevant in this study because it examines

the decision process involved in the intention to purchase and adopt a foreign fashion that differs from the South African culture.

1.7.3 Consumer Decision Theory

Consumers are constantly faced with pressures of making decisions regarding the choice, purchase and use of product and services in the face of numerous alternatives. Therefore, the decision involves the choice of potential behaviour or actions from a set of alternative behaviours (Peter & Olson 1999). According to Reynolds and Olson (2001), Consumer Decision Making is the process of evaluating and selecting alternative actions. It is also the decision process that precedes the act of obtaining, consuming, and disposing of products and services (Engel et al. 1995). Howard (1963) and Nicosia (1976), proposed a five-stage model that consumers go through in purchasing a product or service. These are: need recognition, information search, alternative evaluation, decision making and outcome. However, it is not important for every consumer to go through all the stages. The theory is relevant to the study because the goal is to explore Generation Y students' decision making prior to the purchase of Ankara fabric.

1.8 Definition of Research Variables

This section of the focused on the definitions of the research variables. These variables make up the conceptual model, they are awareness, consumer ethnocentrism, social influence, brand identity, price, attitude and consumer purchase intention.

1.8.1 Awareness

Awareness is the ability of the consumer to recognise a brand under distinct conditions (Keller, 2003). It is also the means through which consumers become well informed and familiar with a brand name, and are able to recall, and recognise the brand (Gursoy et al., 2014; Jakeli & Tchumburidze, 2012; Lin, 2013). According to Hoyer and Brown (1990), consumers use awareness as a simple decision-making rule, when it comes to low involvement purchase situations. A cross examination of literature on consumer behaviour confirms the significant effect of awareness on a consumer's choice for products (Hoyer & Brown, 1990; Lin, 2013). To buttress the same notion, Macdonald and Sharp (1996) argued that awareness has a significant effect on consumer decision making. According to Nedungad (1990), a consumer's tendency to purchase a product on the market is dependent on prior knowledge about the product. In a highly competitive market, awareness can go a long way to influence a consumer when purchasing a product (Radder & Huang 2008). Consumers tend to purchase products that

are familiar and well known because of the role awareness plays in the decision process (Keller, 1993; Macdonald & Sharp, 2000).

1.8.2 Consumer Ethnocentrism

The case of consumer preference for local and domestic goods or bias against imported products is termed consumer ethnocentrism (Sharma, Shimp & Shin, 1995). Consumer ethnocentrism is a domain-specific concept formulated to study consumer behaviour with marketing implications (Shimp & Sharma, 1987). Ethnocentrism, initially a pure sociological concept, has transformed to become a psychosocial concept with significance to individual-level behaviour systems and socio-cultural backgrounds (Levine & Campbell 1972). Consumer ethnocentrism in marketing depicts the beliefs that are held by consumers with regard to the appropriateness and morality of purchasing imported products (Shankarmahesh, 2006). The phenomenon was introduced from ethnocentrism to examine which purchase behaviour was acceptable and unacceptable to local consumers (John & Brady, 2010). Highly ethnocentric consumers regard buying imported and foreign products as a moral problem and not only an economic one (Sharma, Shimp & Shin, 1995). In the moral sense, they regard not buying foreign goods as good and patriotic and buying them as bad and unpatriotic. The investigation here is to find out whether Generation Y South Africans are ethnocentric and whether they maintain their ethnocentric views with regard to their consideration of the African fabric brand named Ankara.

1.8.3 Brand Identity

Brand identity represents what the brand stands for, it must resonate with the customer and differentiate the brand from others to influence the consumer behaviour. Companies that communicate a strong, outstanding, and relevant brand identity can create demand in the marketplace, add value to their products and services at a price premium that consumers will be willing to pay (Schmitt & Simonson, 1997). The distinctive and relatively enduring characteristics of a focal brand is its identity (Balmer, 2001; Bhattacharya & Sen, 2003). Consumers can develop strong attachments to a brand for the identity for which it stands (Fournier, 1998). A brand has a strong identity when the identity is distinctive from others which helps consumers satisfy a sense of uniqueness (Bhattacharya & Sen, 2003; Dutton et al., 1994).

1.8.4 Social Influence

One of the most common determinants of consumer behaviour is the influence of others (Burnkrant & Cousineau 1975). The use of eye-catching ambassadors or personalities to endorse products bears testament to this belief. Social influence refers to how behaviour of an individual in a social group is influenced by behaviour of others in the group to conform to behaviour patterns (Venkatesh & Brown, 2001). Arcury, Grzywacz, Bell, Neiberg, Lang, and Quandt (2007) define social influence as an interpersonal influence which results in acting to persuade or influence other people for the purpose of attaining a specific outcome. Several theories support that social influence is important in shaping behaviour. For example, in the theory of planned behaviour, subjective norms influence a person's behavioural intention (Ajzen 1991). Innovation diffusion research also suggests that user adoption decisions are influenced by a social system beyond an individual's decision style (Hsu & Lu 2004). Deutsch and Gerard (2005) identified two types of social influence, informational and normative. Informational social influence is ''influence to accept information obtained from another as evidence about reality,'' while normative social influence refers to ''the influence to conform to the expectations of another person to group (Deutsch & Gerard, 2005). Social influences, like family friends, make up the normative and professionals and opinion leaders make up the informational.

1.8.5 Price

Together with brand name, price has been frequently researched as a common but important determinant of quality (Kwun & Oh 2004). Price is the amount of money that must be given up in exchange for products and services (Lichtenstein et al. 1993). According to Kotler and Keller (2012), one of the elements of the marketing mix that produces revenue is price. They also stated that purchase intention and decisions are influenced by how consumers perceive prices and the actual price to be paid. According to Dodds et al. (1991), price has a positive influence on the perception of quality and willingness to buy.

1.8.6 Attitude

TPB suggest that a person's attitude toward a particular behaviour is a predictive variable of the person's intention to engage in that behaviour. According to Azjen (1991), it can be defined as ''the degree to which person has a favorable or unfavorable assessment or appraisal of the behaviour in question". According to the theory, there is a linkage between attitude and behaviour. How a person perceives and feels about a specific object has an influence on how

he is likely to respond to that object (Evans et al. 2009). Thus, one is likely to engage in behaviour, if he or she has a positive attitude towards that behaviour.

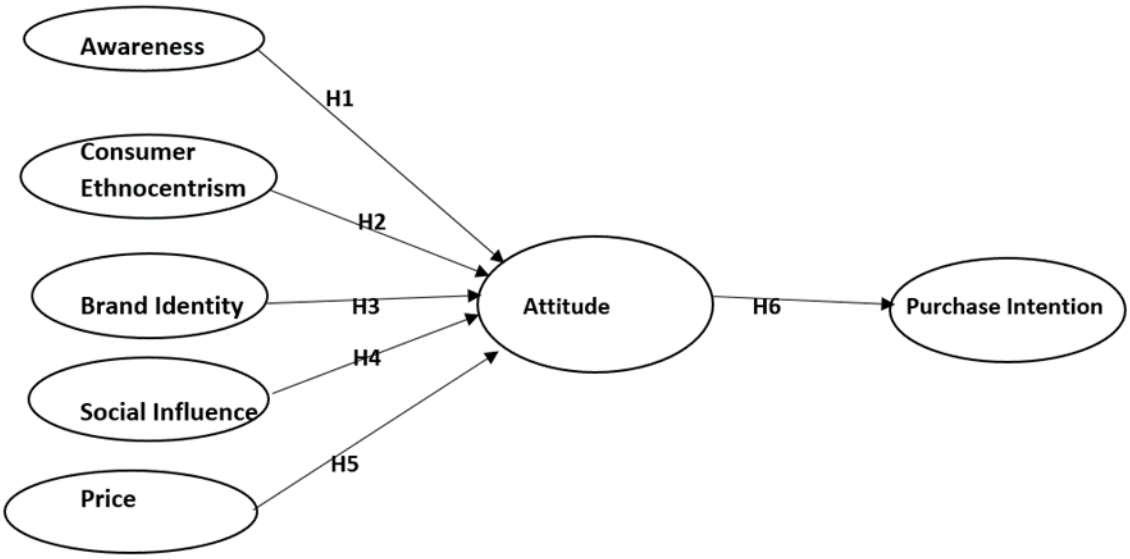
1.8.7 Purchase Intention

Dodds, Monroe and Grewal (1991) suggest that purchase intention signifies an exchange that happenss after the consumer has had a chance to evaluate the product. That is, intention is shaped by the value the consumer derives from the products. Baker and Wagner (2004) suggested that purchase intention denotes the possibility of consumers purchasing the product. It is also a planned behaviour that a consumer is willing to purchase a particular product or service (Azjen, 1991). Purchase intention becomes high when the value perceived by consumers is high.

1.9 Conceptual Model and Hypothesis Development

To test the relationship between constructs, a conceptual framework is illustrated in Figure 1.1 In this model, Awareness, Consumer Taste, Brand Identity, Social Influence and Brand Price are predictors of purchase intention, while Consumer Attitude is the moderating variable. Purchase intention is the main outcome variable.

Figure 1.1 Proposed Research Model



1.9.1 Proposed Hypotheses

H1: Awareness of Ankara fashion has a positive influence on attitude towards its purchase intention of Ankara fabric.

H2: Consumer ethnocentrism has a negative influence on attitude towards purchase intention of Ankara fabric.

H3: Brand identity has a positive influence on attitude towards the purchase intention of Ankara fabric.

H4: Social Influence has a positive influence on attitude towards the purchase intention of Ankara fabric.

H5: Price has a positive influence on attitude towards the purchase intention of Ankara fabric.

H6: Attitude has a positive influence on purchase intention of Ankara.

1.10 Research Design and Methodology

The section of this research report is comprised of: research philosophy, research methodology and design and data analysis. A description of the methodology and design applied is provided under research methodology while the technique with which data is to be analysed, as well as an account of the process, is described under data analysis. Methodology refers to the theoretical principles and the framework that stipulates guidelines on how research is carried out in the context of a particular paradigm (Sarantakos, 1998). Having a methodology is important in order for the analysis to be clearly identified; it also ensures the use of appropriate methods for intended questions to be answered.

1.10.1 Quantitative Research

A quantitative research approach was undertaken for the purpose of this study. Creswell (2002) noted that quantitative research is the process of collecting, analysing, interpreting, and writing the results of a study. According to Bryman (2012, 35), "quantitative research can be construed as a research strategy that emphasises quantification in the collection and analysis of data". The study used the quantitative approach because, it also focused on inferences, validation, theory and hypothesis testing. By using the quantitative method, it provided the study with precise numerical data, which improved the credibility of the study.

1.10.2 Target Population

The target population is regarded as a group of participants from where a sample is selected (Bryman, 2012). It can also be regarded as a group of units that the researcher will use to acquire some information from and make suggestions based on the data at hand (Malhotra, 2010). This implies it is the population that consists of your research elements therefore it must be large enough for the researcher to generalise. In this study, the population comprised

students at an institution of higher learning in the Gauteng Province, South Africa. Wits University forms the unit of analysis. The University of the Witwatersrand is home to local and international students.

1.10.3 Sample Frame

A sample frame is defined as “a selection of subjects from an overall population group that has been clearly defined” (Santy& Kneale 2008). It is a list of all the research elements from which the actual sample is drawn. Registered Generation Y students at the University of the Witwatersrand were targeted and the database was used as the sample frame for the current study.

1.10.4 Sample size

The sample size refers to the number of elements to be included in the study. Creswell (2013, 246) defines it as "a small set of cases a researcher selects from a large pool and generalises to the population”. It is important to identify the most favourable point between the costs and sufficiency of the sample size (Yang et al., 2006). The sample size for the current study was 300 which was derived using an online sample calculator called Raosoft. The sample size gives room to accommodate non-responses and spoilt questionnaires. The 300 respondents were enough for the Amos software that was used in analysing the data.

1.10.5 Sampling

The sampling method the study employed was the convenience sampling method, which is defined as a sample selected because it was easily available and accessible to the researcher (Bryman, 2012). The sample population were mainly youth and students from the Wits campus. A non-probability method allowed the researcher to get a larger number of respondents who were likely to fall in the Generation Y age bracket in a short period of time. This made data collection efficient.

1.11 Data Collection Approach

When conducting a study, it is vital to obtain truthful and reliable information about the phenomena being studied. It is imperative that all data collection methods, from the simplest to the most intricate be taken care of thoroughly. The survey method of data collection (questionnaire) was adopted in the current study and a self-administered questionnaire was designed and employed. Research assistant was employed for the job of collecting data. The research employed questionnaires because the questions were in the context of the research objective and question.

1.12 Data Analysis

The data analysis process consisted of the following;

- Data coding
- Transfer from Excel to SPSS
- Structural Equation Modelling
- Perform Model Fit
- Perform Confirmatory Factor Analysis (CFA)
- Path Modelling

1.13 Ethical Considerations

The researcher protected the respondents right to privacy, fair treatment, autonomy and confidentiality by explaining to the respondent all relevant information. In doing this, the researcher explained the purpose of the research and participants responded voluntarily and anonymously to protect their identity. The respondents did not reveal their identity during the course of data collection. The researcher obtained the necessary ethics clearance from the School's Ethics Committee, as well as the necessary authorisation from any relevant authorities (that is, the University of the Witwatersrand - where the research was conducted).

1.14 Structure of Dissertation

The following is an outline of the organisation of the current study.

- **Chapter 1: Overview of the Study**

Chapter one covers the overview of the study which included the introduction, problem statement, the purpose of the study, research objectives and research questions, contribution and justification of the study, scope of the study, ethical considerations, the research flow of the entire research.

- **Chapter 2: Literature Review**

Chapter two focuses on reviewing the literature concerning the research context of the study and the theoretical grounding for the study.

- **Chapter 3: Conceptual model and hypothesis development**

Chapter three is concerned with conceptualising the research model as well as developing hypotheses.

- **Chapter 4: Research Methodology and Design**

Chapter four provides the research methodology and design of the study

- **Chapter 5: Data Analysis, Results and Findings**

Chapter five involves data analysis as well as the interpretation of the results.

- **Chapter 6: Conclusion and Recommendations**

Chapter six encompasses a discussion of the findings, concluding remarks as well as a share of recommendations.

1.15 Chapter Summary

This chapter introduced the research topic and discussed the background and problem statement of the study citing reasons why generation Y was selected as the target group. Followed by the justification of the study which shows this research paper is justified based on the fact that the outcome of this study will provide relevant information for both Ankara manufacturers and retailers to consider when forecasting consumer trends and marketing strategies. The research objectives i.e. empirical and theoretical were also outlined as well as the theoretical grounding of the study which introduced the different theories marketing researchers use to predict or explain the influences of purchase intention. The proposed model of the study was indicated and hypotheses were outlined. In addition, the research variables were briefly defined and summarized. Five factors were suggested to affect attitude towards purchase intention these are; awareness, consumer ethnocentrism, brand identity, social influence and price. The research design and methodology to be followed was mentioned as well. This included the research approach which was quantitative, the target population being Generation Y South African students, sample frame and sampling method. The data collection and analysis approach was outlined as well as the ethical consideration to which the study complied to, were described and the structure of the dissertation. The subsequent chapters delved deeper and provided comprehensive insight into the topic.

CHAPTER TWO (2): LITERATURE REVIEW

2.1 Introduction

This chapter focuses primarily on the theoretical framework upon which this study is based. The key subjects to be discussed in the chapter include: The Theory of Planned Behaviour (TPB), Fashion Adoption and the Decision Making Theory. This research takes a keen look at the factors that influence consumers' (Generation Y) consumption of Ankara fabric. This group is of particular interest as earlier research has shown that they constitute 38% of South-Africa's population and a significant number in the nation's workforce (Noble, Haytko & Phillips, 2009; Statistics South Africa, 2013; Sharp & Bevan-Dye, 2014). Hence, it can be readily inferred that this cohort possesses the purchasing power and wherewithal to own or obtain the fabric. Marketers therefore, have the responsibility of understanding the determinants that inform consumer choice of product, especially when they seek to introduce new or innovative products onto the market. The Theory of Planned Behaviour shall therefore, form the primary basis of this study, as the study focuses on the consideration process that is undergone by the group of choice in the consumption of Ankara fabric. It shall however, be supported by the Fashion Adoption and Decision Making Theories, as well.

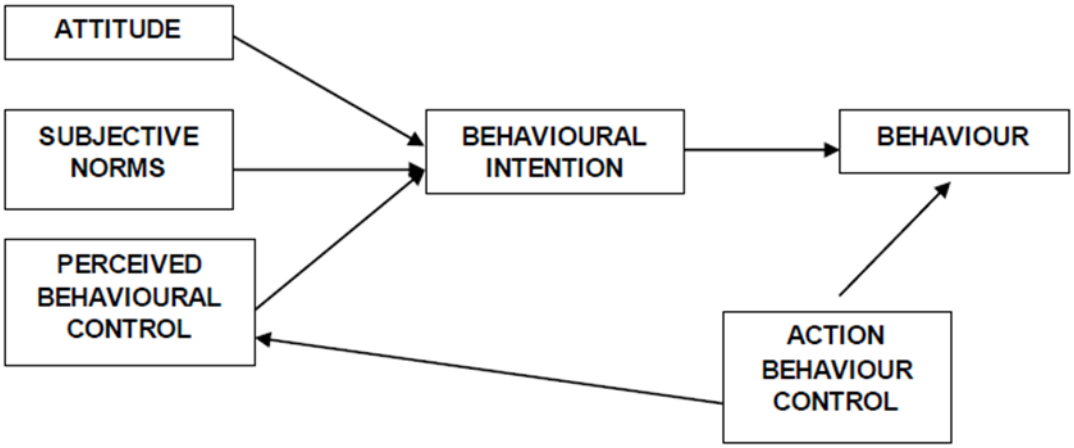
2.2 Theoretical Framework

2.2.1 The Theory of Planned Behaviour (TPB)

The TPB seeks to anticipate a person's intention to partake in a specific behavior at a certain instance (Ajzen, 1991). The TPB stemmed from the Theory of Reasoned Action (TRA) (Ajzen, 1988). According to Ajzen and Fishbein (1980), the TRA emphasised the individual's intention to carry out a specific behaviour and hence established a direct relationship between intention and the likelihood of engaging in a certain behaviour. The TRA also identified intention as being the immediate precursor of behaviour. The TRA also proposes two factors, attitude and subjective norm, as being the main determinants of the behaviour intention of people. The TRA, however, catered only for behaviour that was performed at will. However, Ajzen (1985) was of the view that human behaviour was often influenced by external determinants as opposed to being completely controlled by the individual's will. The scope of the theory was thus extended to cater for behaviours that a person may not be able to conduct at will (Ajzen, 1988; Beck & Ajzen, 1991). Hence, the inclusion of a third variable, perceived behavioural control, to form the TPB (Ajzen, 1985). Thus, the TPB postulates that an individual's behaviour is shaped by behaviour intentions, which are in turn, functions of the individual's attitude

towards the behaviour, subjective norms and perceived behavioural control (Ajzen, 1991). **Figure 2.1** illustrates the TPB.

Figure 2.1 Theory of Planned Behaviour



Source: Ajzen (2006)

2.2.1.1 The Attitude Towards Behaviour

This addresses the extent to which an individual holds negative or positive feelings concerning the behaviour of interest. It also involves taking into account the result of carrying out a behaviour (Boston University School of Public Health, 2019). According to Ajzen and Fishbein (1980), when attitudes and behaviours are more specific, the extent of correlation between attitudes and behaviours is much clearer. Manning (2009) proposed that an individual's beliefs concerning a certain behaviour has a bearing on how the individual evaluates the behaviour and consequently, affects and establishes the strength of the behaviour. With the support of empirical evidence, studies have proven that behavioural intention is affected by attitude (Ajzen, 1991; Bruner & Kumar, 2005). Hence it is no surprise that attitude is considered the most powerful determinant of behavioural intention (Ajzen, 1991; Lim & Dubinsky, 2005). The current study seeks to determine how the research sample forms attitude and what influence their attitude towards intention to purchase Ankara fabric.

2.2.1.2 Subjective Norms

According to Dubinsky and Loken (1989), subjective norms are the social pressures that people experience when they engage in particular acts, particularly pressure from people or groups of people they hold in high regard. They are the beliefs that the person assumes the people they hold in high esteem have with regard to a particular behaviour and hence are likely to make decisions in compliance with the expected standards of these esteemed people (Manning,

2009). This school of thought can be backed by earlier research that has shown that individuals have the propensity to adapt to the judgements of others (Cialdini, Reno & Kallgren, 1990). This can also be attributed to the fact that humans are social beings and hence are subject to normative pressures when making decisions (Manning, 2009). Some earlier studies by Fishbein and Ajzen (1975) reported subjective norms as being the weakest element that influenced behaviour; it, however, proved to be of significant influence in the commission of negative acts, such as illegal downloads, purchase of pirated products, risky sexual practices, etc. Manning (2009) identified two (2) types of subjective norms, namely inscriptive norms which refer to the social pressures for an individual to engage in a particular behaviour because it is perceived by the individual that others want them to do so and descriptive norms which are the social pressures the person feels, based on personal observation or inferred from the behaviour of others. Hence, it is fair to conclude that subjective norms affect behavioural intention because they pertain to the beliefs held by the individual regarding societal approval or disapproval with respect to a particular act (Boston University School of Public Health, 2019). Hence, social influence is a factor that represents subjective norm in the model. The study investigates how Generation Y responds to social influence when considering the purchase of Ankara fabric.

2.2.1.3 Perceived Behavioural Control

This factor is considered to have originated from the Self-Efficacy Theory of Bandura (1977). It was defined as the extent of control an individual experiences when partaking in certain acts and is dependent on three (3) factors, namely, capabilities, resources, and opportunities (Ajzen, 1985). Hence, when an individual perceives themselves as having more capacity, resources and opportunities with regard to engaging in a particular act, the fewer expected obstacles they envision, and the stronger their intention to carry out the act, the converse is also considered as true (Ajzen, 1985; Hartwick & Barki, 1994; Lee & Kozar, 2005). Thus, according to Manning (2009), this factor is a function of the determinants the individual perceives would impact their ability to carry out a behaviour and their predisposition to these factors.

2.2.1.4 Relevance of TPB to the Study

Intention to purchase Ankara fabric is the outcome of the study and it is important to understand the factors that affect the consumers' purchase intention for Ankara. TPB gives the platform to understand these constructs and their influencing power. For this study, five factors were suggested to influence attitude and eventually the decision to adopt the intention to purchase. These are awareness, consumer ethnocentrism, brand identity, social influence, and price.

These were selected to understand what the target population considers in their attempt to purchase the fabric. The study adopts the TPB model where attitude is self-representative; social influence is the subjective norm and variables are associated with brand identity, awareness, consumer ethnocentrism and price, as the perceived variable control.

2.2.2 Fashion Adoption

Rogers (1983) identified adoption to be a very important component of the diffusion process. He further defined adoption to be the implementation of an innovation. According to Rodgers (2010), the fashion adoption process comprises the following phases chronologically; awareness, interest, evaluation, trial, adoption or rejection of the product.

Rogers (1983) had proposed earlier that certain features of an innovation influence its successful diffusion and consequently, the innovation's widespread adoption. These characteristics include the following;

I. Relative advantage over what already exists in the market

II. Compatibility with the adopter's lifestyle

III. Complexity of the innovation which is indicative of the ease of use

IV. Ability of the innovation to be piloted before full adoption and implementation (trial-ability)

V. "Observe–ability", of the innovation, that is, its presence to the public eye.

2.2.2.1 Fashion Adoption Theories

Three main fashion adoption theories exist, namely; the trickle-down effect, the trickle-up effect and the trickle-across effect. These theories are looked at in the following sections.

2.2.2.2 The Trickle-Down Theory

The trickle-down theory proposes that individuals of higher socio-economic standing have first access to freshly introduced fashion (King & Ring, 1980; Michman & Mazze, 2001; Lewis, Kerr & Burgess, 2013). Earlier research studies regarded fashion as a luxury product accessible to only the higher class of society (Foley, 1893). Simmel (1904) argued that fashion was primarily adopted by society's elite before trickling down to those of lower economic standing. Verblen (2007) adds that society's elite adopt trends to depict an excess of consumption and their social standing could be determined by the amount of waste in their style of living. McCracken (1985) offered a different view of the definition of the theory as follows; he

postulated that society's non-elite chase the style of the elite and the elite, in turn, take flight for new trends to avoid association with the lower class. He described this as the "chase and flight pattern". The upright flow of fashion adoption from the higher class to the lower class can be considered the central point of the study (King & Ring, 1980). Secondly, the attempt by society's non-elite to emulate the elite by adopting the fashion styles of the elite is also quite evident in this theory (Lewis et al. 2013). Keiser and Garner (2012) argued that it is only the affluent in society who have the confidence, the taste, and the financial means to try new things. This proposition, however, was challenged by the trickle up and trickle across theories. It is worthy of note that since this theory was proposed in 1899, society has witnessed a lot of change. Hence, today's society makes it difficult to readily identify society's higher class due to the addition of several other layers to the social system (Brannon, 2010). Brannon (2010) further suggests that it is easier to appear wealthy today than it was over a century ago. As such, the prevalence of the theory appears to have been watered down at present, compared to decades ago. This theory is evident in Africa. This is because western fashion is manufactured and brought to Africa to be sold to Africans and with Africans being influenced by western culture and wearing these clothes for so many years is evidence of the trickle-down effect.

2.2.2.3 The Trickle-Up Theory

According to this theory, influence kick-starts from the non-elite of society and then travels up the social structure (Field, 1970). His proposition was formed following his observation of the fashion of the lower classes being emulated by the upper classes. According to Field (1970), the genesis of this theory was from the era of the French Revolution of 1789 where displays of wealth was dangerous and hence the elite in the French society at the time dressed like the non-elite to disguise their true selves to stay alive. According to the theory, designers seek inspiration from the streets to come up with new fashion (Polhemus, 1994). Brannon (2010) also adds that designers explore a variety of fashion communities where constituents try out different styles and fabrics. Yves Saint Laurent in the 1960s, is reported as the foremost designer to exhibit the trickle-up influence (Betts, 1994). Sproles (1981) also reports the occurrence of fashion via sub-cultures being recorded in the United States.

2.2.2.4 The Trickle-Across Theory

The theory was suggested by King and Ring (1980) when researchers discovered that fashion could be spread through socio-economic groups and not necessarily from the elite to non-elite. Therefore, a consumer in the lower class who is fashion conscious is capable of accessing the same fashion trends of a fashion-conscious consumer in the upper class. This has become even

more possible today due to an increase in mass communication techniques (Brannon, 2010). This has led to fashion information and products crossing cultural and geographical borders. Barnes (2013) postulated that the theory arose due to "growth in consumerism and democratization of fashion". According to this theory, fashion leaders are found within the individual's social class or peer group (Kim, Fiore & Kim, 2011). According to Medvedev (2005), the growth in fast fashion today has made it possible for manufacturers to produce enough to cater for the varying needs of consumers across the different social and cultural groups.

2.2.3 Decision-Making Theory

Consumer decision-making encompasses the consumers' behavioural process that occurs prior to the purchase of products and services that satisfies their needs (Du Plessis et al., 1991).

Solomon (1996) and Engel et al. *(*1995) argue that it is a careful consideration of options and evaluation of product characteristics in order to arrive at a satisfactory decision. According to Reynolds and Olson (2001), Consumer Decision Making is the process of evaluating and selecting alternative actions. It comprises the different steps consumers pass through when before arriving at a purchase decision (Olshavsky & Granbois, 1979). Mihart (2012) explains that there are five steps involved in decision making, namely, need recognition, information search, evaluation of alternatives, evaluation result and when buying, post-purchase evaluation**.** However, it is not important for every consumer to go through all the stages. The consumer decision-making process helps marketers with their marketing decisions. It assists marketers to understand the mind of the consumer by specifically drawing out factors that influence the process (Schiffman & Kanuk, 2010; Blackwell et al., 2006). The decision making process is influenced by internal and external factors. Internal factors include values, knowledge, attitude, involvement, personality, lifestyle, etc. and external factors include social class, culture, sub-culture, reference group, marketing efforts and family (Mostert, 2012). The factors under investigation in the current study all fall under these factors. The five stages of the process are briefly discussed below.

a) Need Recognition

It is the discrepancy between the consumer's desired state and actual state (Foxall & Goldsmith, 2003; Solomon, 2009). The difference in states drives the consumer to act in an effort to satisfy the recognised need (Kardes et al., 2011).

b) Information Search

After need recognition, consumers search for information about potential alternatives that can help satisfy the need (Lamb et al., 2012). The information search can either be internal or external. Internal search is based on prior knowledge and experience, whereas external search is based on information of the environment (Mostert, 2012).

c) Evaluation of alternatives

The result of the alternative evaluation stage involves the consumer making a choice to purchase or to continue searching for more information (Kurtz, 2012). The alternatives are evaluated and compared, based on price, brand name, benefits, country of origin, attributes and product features (Hawkins & Mothersbaugh, 2010; Schiffman & Kanuk, 2010).

d) Purchase Decision

The decision stage is where the choice of purchase materialises into actual purchase or behaviour. This stage is as a result of the initial four stages (Mihart, 2012).

e) Post Purchase Decision

The consumer decision-making process is concluded with post-purchase evaluation, during which the consumer compares the product's real performance with his expectations. (Mihart, 2012). When the product meets or exceeds the expectation of the consumer, the need will be considered satisfied or met and vice versa (Hoyer & MacInnes, 2008).

2.2.3.1 Relevance to the study

As aforementioned, markers need to understand the consumer mind-set about their decision making and the current research will assist Ankara marketers in doing so. This theory is relevant to the study because the researcher wants to know how the individual factors of the study influence the purchase decisions of the Generation Y Cohort. The research constructs include awareness, consumer ethnocentrism, social influence. Brand identity and price fall under the internal and external factors that influence decision making process. **Figure 2.2** illustrates the decision-making process.

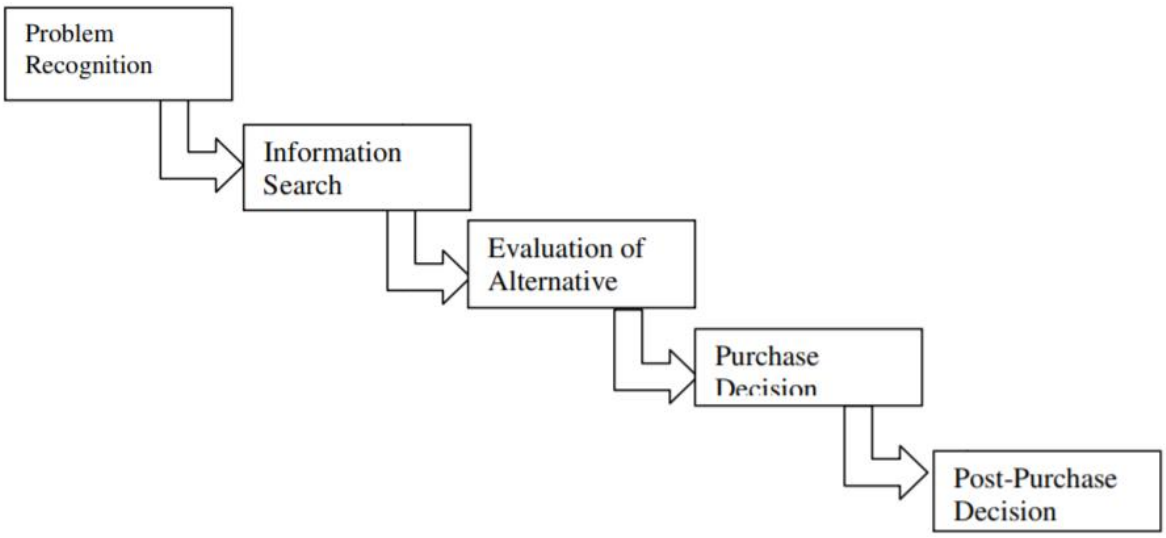


Figure 2.2 consumer decision making process (Kardes, Cronley, & Cline, 2011)

2.3 Generation Y Cohort

Generational cohorts are made up of a group of people who grew up within a specific time and have experienced similar life events (Mitchell, 2003). Littrell et al. (2005) describe generational cohorts as a group of individuals who have come of age together. There are four generational cohorts, namely; silent, Generation X, baby boomers and Generation Y (Schewe & Meredith, 2006) but with regard to the current study, the purchase decision of the Generation Y cohort is of interest.

There are several opinions by numerous academics about the year of Generation Y, however according to Bakewell and Mitchell, (2003). This cohort of consumers was born between 1980 and 1995 and are also labelled as the Millennium Generation, Millennials and echo boomers (Koutras, 2006). They are the first generation to be born into the age of cellular phones, internet, multi-platform media and convergent technologies (Bevan-Dye et al., 2012). Generation Y consumers have become an important marketing segment in the global marketplace (Noble, Haytko & Phillips 2009). Generation Y, as an emerging market, has been of interest lately (Bakewell & Mitchell, 2003; Bakewell et al., 2006). This cohort has a significant purchasing power due to its general liking for purchasing and has tendencies of impulsive spending (Der Hovanesian, 1999; Gardyn, 2002; Ma & Niehm, 2006). The reason for this is that this group has more money at their disposal than any other cohort in history (Kennedy, 2001). According to Noble et al. (2009), Generation Y will in the future, have a striking effect on the economy due to their significant purchasing power.

The Generation Y cohort has been recognised to be fashion conscious (Bakewell & Mitchell 2003). Williams and Page (2011) reported that they have a strong appetite for fashion and tend to spend more on fashion apparel. Generation Y shoppers see themselves as highly expressive and desire products with an element of individuality and uniqueness which influences their selection of apparel brands (Sullivan et al., 2012). The expenditures of Gen Y consumers between ages 20–34 represent about 24% of apparel purchases (Sullivan et al., 2012). Working within the confines of South Africa, the Generation Y cohort has strong status consumption habits (Naidoo, 2008) and a materialistic point of view (Naidoo, 2009), with them ranking fashion and clothing ahead of happiness (Seopa, 2008). Due to this, researchers always take this significant market segment into account when investigating the fashion apparel industry (O' Cass & Choy, 2008; Park et al., 2006).

2.4 Fashion

Fashion, according to Barnard (2002), is a term that relates to the preferences of a consumer to any object that changes from time to time. Hence, the term is a widely used one, especially when used about apparel products, and clothes constitute the most usable of them all. This is so because humans have clothing as a basic need and hence, require clothes to dress up. Fashionable clothing provides the way in which this need is satisfied (Rahman & Khan, 2012; Saeed & Baig, 2013). Other items included in the range of fashion are watches, footwear, jewellery, among a host of other objects (Kawamura, 2005). This research, however, focuses on consumers' perceptions of the fashionable Ankara fabric.

Fashion awareness refers to the consumers' response to the latest fashion trends and styles (Tigert, Ring & King 1976). Having witnessed widespread recognition, fashion companies continue to introduce new styles and fashion to meet consumer demands and tastes. Reilly (2012) proposed that fashion is dynamic and further described it as a force which is under constant change and also recycles the old by re-introducing it to an era where it is considered as unfamiliar. Crewe (2001) also likened the constant changing nature of fashion to the cover of a book. In a bid by manufacturers satisfying the clothing needs of consumers whilst staying profitable in the process, there is a shift towards an era of constant innovation in the industry. This accounts for the emergence of the Ankara fabric surfacing in parts of Africa, other than West Africa. However, the real challenge is not in developing innovations but rather being able to successfully diffuse these innovations and improve overall profitability for the companies. This lays the foundation for the current research because the Ankara fabric is in introductory stage of its product life cycle in South African fashion market contexts, is in the

introductory stage of its product life cycle. Hence, companies are constantly charged with the task of making sure they come up with the right strategies to ensure the successful marketability of their fashion innovations. Hence, the study investigates the influence of Ankara purchases in a bid to increase its purchase. There is, therefore, the need for companies and other industry players alike to have the right understanding required to successfully predict consumer adoption behaviours. Information exchange and suggestions from peers regarding new styles and trends, as well as the admiration of other people's sense of fashion, can influence consumer adoption of fashion (Goldsmith & Clark, 2008). Entwistle (2002) adds that the adoption of fashionable clothing is a complex process that requires passage through an important phase of conformity with societal norms, values, and beliefs.

2.5 Ankara Fabric

Ikpakronyi (2006) described textiles as the use of fabrics that are made by weaving, felting, embroidering, knitting, etc. Earlier research revealed that before man's first attempt at adopting textiles as a form of clothing, they were making use of tree bark, animal skin and twined vegetables to cater to their clothing needs (Omotoso, 2006).

Clothing has been found to be a reflection of the materials at a civilization's disposal as well as the technologies it has perfected. Among Africans thus, textile is found to be an important display of culture (Gilfoy, 1987).

Ankara fabric describes the vibrant, eye-catching fabric which is used across the continent and comes in several patterns and colours. Patterns in the fabric have been found to be representative of proverbs, poems, and African folk stories. The colours, on the other hand, stand for social status, age, tribal orientation, and marital status.

Research has shown that Africans have been creating and designing fabrics for over a thousand years, based on their culture, where they are located geographically, and the resources available to them (Omotoso, 2006). The study further reported that the textile materials were characterised by complex traits that gave them a unique design, colour, arrangement, and yarn content. Africans were found to express their thoughts via art. The structure of the fabric was also used by Africans as a means of identifying textile peculiar to a particular geographical area or period (Omotoso, 2006).

Common African textiles include Aso-oke, Adire, Kente, etc. Ankara fabric is a type of African fabric that has gained the recognition and admiration of the masses (Omotoso, 2006). Ankara fabric is produced by a number of textile manufacturers in Africa, namely the Asaba Textiles

situated in Lagos, Nigeria, that produce and sell this fabric across many West African states (Ladybrille, 2015).

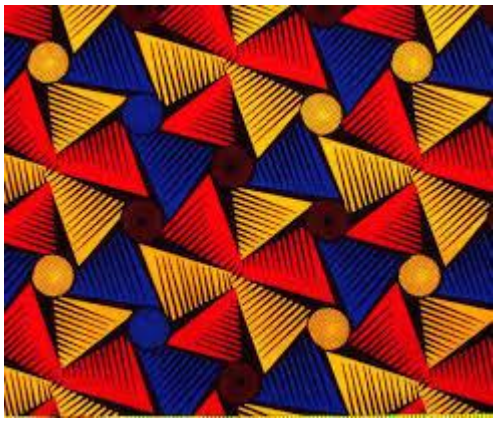
Ankara is characterized by 100% cotton fabric, which is tightly woven in plain weave after which the various motifs and designs are printed on it using dyeing techniques that dry faster and can be used easily. Ankara is strong, firm, has a smooth texture and allows for easy passage of body heat (Ogunbiyi, 1976). Studies indicate that Ankara fabric is a quick absorber of moisture and dries very fast, making it best suited for the hot weather conditions in Africa. It comes in many grades, namely Real Dutch Wax, Veritable English Wax, Hollandaise Plate 1 and 3, and the Veritable Dutch Wax. Real Dutch Wax is considered as the highest grade of Ankara fabric (Ogunbiyi, 1976). Below are some samples of the Ankara fabric.

Figure 2.2 Ankara fabric



Source: Africablooms.com

Figure 2.3 Ankara Fabric



Source: indiamart.com

Figure 2.4 Ankara Fabric



Source: etsy.com

2.5.1 History of Ankara Fabric

When Ankara fabric was introduced into the African markets, it witnessed very good patronage because of its affordability and lightweight texture best suited for the regions which experience high temperatures, such as Sub-Saharan Africa (Oyedele & Babatunde, 2013). The first introduction of Ankara Fabric on the continent was recorded in the 19th century by the Dutch textile producers (Oyedele & Babatunde, 2013).

Ankara Fabric, originally fabric Dutch wax, begun as a mass production replica of Indonesian Batik in Holland by local textile producers (Muse Origins, 2012). Indonesian batik was first introduced into the Dutch and other European markets after the colonisation of the Indonesian people by the Dutch in the 19th Century (Oyedele & Babatunde, 2013).

Originally, Javanese batik was produced by hand-drawing motifs on cotton cloth and entailed the use of wax and resistant dyes. However, the Dutch and other European markets in an effort to mass-produce Javanese batik patterns on fabric used engraving roller print machine and dye resistant resin to print motifs and make batik patterns on fabric. The European approach led to a crackling effect and a series of small lines being created on the fabric which was accounted for by the seeping of the dye into cracks caused by the resin cracking (Oyedele & Babatunde, 2013; Felsenthal, 2012). As a result, the resultant fabric was rejected by the intended Indonesian market as they considered the end product as spoilt and of inferior quality.

The rejected fabric was then shipped off to the Gold Coast by the Dutch merchants where it received massive acceptance after which it was spread across other African markets.

Over time, the Dutch manufacturers made modifications to the designs and motifs printed on the fabrics that could be readily identified with the African markets. Initial modifications included motifs of plants and animals which they believed was peculiar to all cultures across the African content. By the first two decades of the 20th century, Dutch manufacturers begun printing portraits of chiefs on these fabrics in recognition of the local leaders and by the 1950s, those of African presidents and politicians were printed on fabrics (Akinyemi, 2006). These popular and prominent designs were named and subsequently, events, proverbs, and slogans were also attached to them. Some of the common names used to identify the designs included, ‘Alakete’, ‘Osubamba’ and ‘Igbanlahun’ (Akinyemi, 2006).

Oyedele and Babatunde (2013) reported that the name Ankara which is given to the fabric hailed from a girl with the same name. At the time, Dutch wax print dominated the African markets with the wax Hollandaise being the most expensive and out of reach of the poor. The

Turks produced a cheaper version of the Dutch Wax which the poor could afford. The Turks are credited as being the ones who named the cheaper Dutch wax, Ankara, after the girl Ankara.

2.6 South African Fabric Industry

The clothing and textiles industry of South Africa can be said to have a very long history. The sector was close to being extinct during the early 1920s and most of the clothing used at the time was either imported or tailored (Sawkut, 2008). It has, since inception, been considered and remains a major source of livelihood for the citizens, especially the women. Van der Westhuizen (2007) reports that the industry has been critical in saving a significant number of homes from immense poverty.

Studies reveal that the industry kick-started with the production of blankets by a small number of companies in Johannesburg and Cape Town in the 1920s and 1930s. At the time of World War II, the industries are reported to have supplied blankets, rugs and sheeting to the soldiers. This offered a good source of livelihood for about 3500 people and catered for about 90% of their domestic needs (The RATES Center, 2005). Post the war, the sector grew to accommodate furnishings and industrial textiles and clothing. It witnessed a near doubling in size and expanded more to include synthetic fibers in the 1960s (Morris, Barnes & Esselaar, 2005). Due to the apartheid regime, the industry recorded a limited use of local African content in the urban centres and has caused the dominance of western fashion in the industry. Hence, the clothing industry was re-situated in places with more Indians and Coloured folks, such as Durban, Cape Town and the regions surrounding the "Bantustans" (Sawkut, 2008). In the years that followed, Cape Town grew to become the hub of the South African clothing industry. The growth was spurred on partly because of the large number of retail chains situated over there.

From 1935 to the 1980s, the Western Cape recorded a tremendous increase in the number of clothing firms from 30 to 332 and an increase in labour as well, from 3500 to 53, 421 (Sawkut, 2008). In the early 1980s, the manufacturing industry of South Africa enjoyed protection from international competition through the implementation of several government trade policies that saw tariffs and quotas which were favorable to the domestic market (RATES, 2005). The resultant effect of these policies was a 150% growth in demand during the period. The downside to these policies was the inability of the country to match up with the economies of scale as they competed only domestically. Hence, from the late 1980s onwards, several initiatives were taken by the government to improve the trade regime at the time which led to an increase in the demand for importation of manufactured goods. Measures, however, have

not improved the competitiveness of South Africa's Clothing and Textile sector as the high-cost structure of the nation makes it hard to rival low-cost competition from China, India, Turkey, and Pakistan (Barnes, 2005). This has increased the importation of foreign clothing substantially. It has also experienced additional competitive pressure from their Asian counterparts. Biacuana (2009) reports that "China's share of the total South African imports of clothing and textiles grew from 16.1% in 1996 to 60.7% in 2008", which saw a high job loss rate in the industry.

The past decade has recorded steady growth in the domestic demand for clothing and textile, however, the local industry has failed to satisfactorily meet this demand. The importation of textiles witnessed an all-time high increase whereas exports recorded stagnation. In 2006, the importation of yarns increased by 22,000 tonnes from 77,000 in 2001. Over the same time, the importation of textiles shot up from 4,900 tonnes to 28,700 tonnes. Clothing importation also increased from 139 million items to 567 million items during the same period (Textile Federation of South Africa, 2009). China and a host of other countries with a cheaper labour force than South Africa have captured a larger chunk of the global sales volumes. The country's textile sector is thus losing out in the global market to cheaper exporters. However, the Ankara fabric is currently reported to be a small market with many of its trades happening through the informal market (Mbumbwa, 2016). Hence, this research seeks to provide marketers and manufacturers with information by investigating the factors that Generation Y considers valuable when considering Ankara fabric and in turn, help to expand this market.

2.7 Conclusion

This chapter introduced the theoretical framework upon which this study is based with the key subjects of discussion being the Theory of Planned Behaviour (TBP), Fashion Adoption and the Decision-Making Theory. Under the TBP, the following factors were delved into; Attitude Towards Behaviour, Subjective Norms, Perceived Behavioural Control whilst under Fashion Adoption the Trickle-up, Trickle-down, Trickle-across Theories were dissected. Last but not the least, the Decision-Making Theory was discussed touching on Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post Purchase Decision. The relevance of all these theories and analysis to the study was unequivocally expressed. In addition to the above, the description of the research sample i.e. Generation Y and background of the phenomenon under investigation was given, explaining the factors that influence the consumers' (Generation Y) consumption of Ankara fabric and why this group was of particular interest to this experiment. At the end of chapter, a brief history of Ankara

fabric was expounded linking it to the South African Fabric Industry. The following chapter highlights the research constructs, conceptual model and hypothesis development.

CHAPTER THREE (3): CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

3.1 Introduction

This section describes the empirical literature in detail, the conceptual model and the hypothesis development. The chapter discusses the research constructs, namely, awareness, consumer ethnocentrism, social influence, brand identity and price as the independent variables, and the consumer attitude and purchase intention as the dependent variables of the study. The chapter also describes the relationships between these variables and draws the hypothesis of the study.

3.2 Awareness

According to Gustafson and Chabot (2007), Awareness presents the avenue for drawing current and potential customers to one's products and services. They further suggested a positive relationship between a successful brand awareness and a good reputation and market acceptability of the organisation's products and services. This view was also shared by Chi, Yeh, Chien, and Yang (2009) who reported that a product possessing higher awareness would enjoy greater market share and a better quality evaluation. Stokes (1985) identified awareness as being responsible for establishing a memory linkage about a particular product. Percy (1987) also hinted on the importance of brand awareness having reported that there would be no communication or transaction taking place without it. Keller (1993) was also of the view that some customers only settled for the popular brands in the market. Pikturnienė (2009) described it as a precursor to product selection. Kotler and Keller (2016), in recent years, have considered it as a means of enhancing the ability of a consumer to recognise a brand in sufficient detail so as to make a purchase. Awareness was also identified as playing a key role in the value of a brand (Aaker, 1991; Keller, 1993). A study by Homburg, Klarmannn, and Schmitt (2010) described awareness as having a singular objective of augmenting a product or service's value. Kapferer (2012) also established a relationship between awareness and the product or services' quality, reliability, price ratio and the confidence levels of clients in the product or service.

According to Aaker (1991), brand awareness can be broken down into four levels, as shown in Figure 3.1. He collectively termed these levels as the awareness pyramid and defined it as the various phases of creating awareness of a brand among customers.



Fig. 3.1 Brand Awareness Pyramid; Source: Aaker, 1991

Keller (2008) considered brand recognition to be the customer's ability to verify earlier contact with a brand when the brand is provided as a cue. He went further to describe brand recall as the clients' ability to recollect a product from memory when indicators, such as product class or purchase usage situation, are provided. He added that brand recall is particularly of relevance for online brands. He explained that recall is more difficult to achieve as compared to recognition. Lastly, top of mind awareness refers to the brand that the consumer thinks of when taking into consideration a particular product category with no indicators provided (Keller, 2008).

3.3 Consumer Ethnocentrism

Shimp & Sharma, (1987) describes the beliefs held by consumers about the appropriateness, indeed morality of purchasing foreign-made products and the loyalty of consumers to the products manufactured in their home country as consumer ethnocentrism. Similar views were shared by others, as they defined it as the beliefs the consumer holds about the appropriateness and morality of acquiring foreign-made goods (Piron, 2002).

Others have suggested that consumer ethnocentrism offers the person a sense of identity or belonging and impacts his or her purchase behaviour. They add that the acquisition of imported goods is wrong, it affects the local economy negatively and leads to loss of jobs. Such actions are also predisposed to seeing these acts as of an unpatriotic nature (Shimp & Sharma, 1987).

Huddleston et al. (2001) also suggested that the more importance consumers attach to homemade products, the greater the ethnocentric tendency. Other researchers also felt that consumer ethnocentrism breeds an atmosphere of hostility and feeling towards foreigners because of its negative side effects (Supphellen & Rittenburg, 2001).

Researchers have argued that consumers in advanced countries tend to consider homemade products as of a higher quality as opposed to imported products (Damanpour, 1993; Eliott & Cameron, 1994; Herche, 1992). However, there have been studies to confirm the veracity of the reverse scenario (Batra et al., 2000; Wang et al., 2004).

On the flip side, non-ethnocentric consumers or those with low levels of ethnocentrism were found to evaluate imported products based on their attributes rather than the product's country of origin (Shimp & Sharma, 1987). Some studies have also shown that the necessity of a product impacts the ethnocentric propensity operating in a purchase situation (Sharma et al., 1995). Hence the greater the need for a product, the less influence ethnocentric tendency affects the purchase decision.

Some studies have also indicated that younger people demonstrate lower ethnocentric tendencies as compared to their older counterparts (Shankarmahesh, 2006). These results are similar to studies that sought to investigate the relationships between ethnocentrism and demographic variables. They revealed an insignificant relationship between gender and ethnocentric tendencies and an indirect relationship between education level and ethnocentric tendency (McLain & Sternquist, 1991). A positive relationship was also established between age and ethnocentrism (Caruana & Magri, 1996; Shimp & Sharma, 1987).

The development of a Consumer Ethnocentrism Tendency Scale (Cetscale) provides an effective means of determining the ethnocentric tendencies of the consumer's purchase decision (Shimp & Sharma, 1987). Their work showed that consumer ethnocentrism is capable of measuring, explaining and providing answers to why this exists and the extent to which consumers prefer domestic products over foreign.

3.4 Social influence

The idea that people are influenced by the actions, decisions, and beliefs of others has become almost apparent across all the social sciences and has been referred to by several names like social influence; social proof; peer pressure, just to mention a few (Cialdini & Goldstein, 2004).

Numerous research findings have demonstrated the effect of social influence across multiple domains, namely, voting (Gerber et al., 2008), charity donations (Reingen, 1982), job selection (Higgins, 2001), stock market investments (Hong et al., 2004), as well as the acceptance or refusal of consumer products (Berger & Heath, 2007).

Some researchers have also argued that the more doubt a person has about the correctness of their judgement, the higher their chances of being open to social influences in arriving at a final decision (Burnkrant & Cousineau, 1975: Deutsch & Gerard, 1955).

Social influence can be classified into two, namely; informational and normative social influence.

Informational social influence describes the influence that stems from trust in information received from another as evidence of reality (Deutsch & Gerard 1955). This means, consumers, looking to make an informed decision about a product, value the opinions of others or the patronage of the product by others as an attestation to the product's quality. Hence their final decision is influenced by the views of others (Lord et al. 2001; Yayli & Bayram 2012).

Normative social influence describes the influence that emanates from one's need to abide by the positive expectations of others (Deutsch & Gerard 1955). It can be sub-categorised into value expressive influences and utilitarian influences (Bearden et al. 1989; Park & Lessig 1977; Burnkrant & Cousineau, 1975). The power of social influence varies across consumers (Park & Lessig 1977; Girard 2010; Lord et al. 2001). Thus, consumers who have a keen interest in fashion, dedicate more time to seeking out the best fashion products and are more inclined to informational influence (Chae et al. 2006).

3.5 Brand Identity

According to Sangadji and Sopiah (2013), brand identity refers to the entire collection of memories, whether positive or negative, that a consumer has in mind about a brand. They added that these memories may comprise the attributes of the product and its perceived benefits to the consumer.

Customer perception of a brand's products and services is influenced by the brand's symbols, names or images. The brand identity is used interchangeably with brand quality. Landes and Posner (1987) argued that the consumer's perceived risk, search costs, and cognitive efforts can be alleviated by the brand's identity. Some research findings dubbed brand identity as being very important because it impacts the consumer's choice of purchase as well as their purchasing behaviour (Bian & Moutinho, 2008; Li et al., 2011; Zhang, 2015). Research by Huang, Schrank, and Dubinsky (2004) also showed that the purchase decisions of online consumers are influenced by the brand's identity significantly. They also claimed that an absence of brand identity can result in perceived risks in the customer's mind.

Lin (2007); Duranni, et al. (2015) and Akkucuk and Esmaeili (2016) argued that customers frequently relied on a brand's identity as an external cue in arriving at a purchase decision. This, they claimed, was attributed to the fact that consumers fail to have enough time to fully research a product while making a purchase decision.

Marta (2016) indicated that most consumers prefer to acquire branded products and services as they symbolise quality. Other researchers discovered that brand identity demonstrated a major effect on the purchasing decisions of consumers (Djatmiko & Pradana, 2015).

3.6 Price

Price is considered one of the most crucial elements of the marketplace (Chew et al., 2012). According to Iacobucci (2015), price describes the mode of obtaining value for firms. From the consumer perspective, however, it is the amount required to acquire a product (Hawkins & Mothersbaugh 2009). Kotler and Armstrong (2013) defined price to be the amount of money exchanged for a product or a service. This means price is an embodiment of all the values that a consumer gives up to obtain the benefits of acquiring or adopting a product or service.

It was further argued that price represents the most visible variable of the marketing mix. Consumers are likely to spread negative information about a product or quit using it if they consider it unfairly priced (Kotler & Armstrong, 2013). Price, therefore, makes up a critical component of consumer purchase decisions, especially in the case of a frequently purchased product. This, in turn, impacts the consumer's choice of shop, product or brand to patronise (Faith & Agwu, 2014).

According to Kotler and Keller (2016), there are three dimensions to price, namely; fair price, fixed price, and relative price. Fair price is defined as a modification to a price that presents a combination of quality and relevant services at a reasonable amount (Kotler & Keller, 2016). They also defined a fixed price to be a set price for all customers. Kotler and Armstrong (2014) described relative price as the price set with respect to the quality and service offered by the seller.

A number of research studies have shown that price is ranked as a very relevant variable that influences their buying decisions (Komaladewi & Indika, 2017; Djatmiko & Pradana, 2015; Termsnguanwong 2015). According to Miotto and Parente (2015), it is a very important marketing variable that impacts sales and profits and it is obvious in the clothing sector. Price is a construct in the current study because Sonnenberg, Jacobs, and Momberg (2014) found it

to be a key variable that influences purchase decisions and that South Africans consumers are highly price-conscious and make choices based on this.

3.7 Attitude

According to Eagly and Chaiken (1993), attitude is "the psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor". It is also said to be "the predisposition of the individual to evaluate some symbol or aspect of his work in a favorable or unfavorable manner." (Katz, 1960). A host of other definitions have been offered which describe the positive or negative evaluation of an object by an individual (Osgood et al., 1965; Fishbein & Ajzen, 1975). Simply put, it is a representation of a person's likes or dislikes or a measure of the amount of positive or negative feelings a person has with respect to an object (Blackwell et al., 2001).

Osgood et al. (1965) argued that attitudes are learned and can be inferred from the state of the person. Other researchers reported that attitudes can be obtained from the feelings and cognitive beliefs a person has towards an object (Katz, 1960; Haddock & Maio, 2004). They further suggest that attitudes are learned or formed, based on past experiences and are subject to change. Maio et al., (2004) indicated that attitudes influence the person's decision to avoid harmful things and vice versa.

Attitudes are of a tri-dimensional nature comprising the affective, cognitive and conative responses (Haddock & Huskinson, 2004). These components of attitude exert varying levels of influence on an individual's value system and behaviour. Attitude strength describes the intensity of the attitude (strength of the affective component) and consequently, indicates the extent to which a person's feeling towards an object is favourable or otherwise (Katz, 1960). According to Katz (1960), attitude change consists of many cognitive beliefs and relates to the cognitive structure of the attitude. Hence, the simpler the belief structure, the greater the ease of change. According to Haddock and Huskinson (2004), affections and cognitions are essential in the prediction of attitudes. They suggested also that affective information is connected to the formation of favourable attitudes and the cognitive component relates to negative evaluations.

Marketing practitioners tend to place a lot of premium on attitudes as it is believed that consumer behaviour could be anticipated or predicted using attitudes (Fishbein & Ajzen 1975). Fishbein and Ajzen (1975) described attitude to be a variable that impacts behavioural intention and specific behaviours in people. Hence, an individual is likely to engage in a particular

behaviour if the person develops a positive attitude towards that behaviour (Ajzen, 1991). Other studies have also been able to establish a relationship between attitude and patronage behaviour (Moye & Kincade, 2003). Thus, consumers will very likely patronise a store and its products if they have a positive attitude towards it and vice versa (Moye & Kincade, 2003). Other research findings have also been able to establish a direct correlation between consumers' attitudes and consumer purchase intention (Chen, 2007). The investigation in the current study is the relationship between Generation Y attitude toward Ankara fabric which leads to purchase intention.

Drawing from the literature, it can be said that this relationship is the most studied hypothesis and it is obvious that attitude is a significant predictor of purchase intention.

3.8 Purchase Intention

Purchase intention describes a plan to acquire a certain product or service in the future. However, it does not necessarily result in implementation as it may be inhibited by the ability to perform (Warshaw & Davis, cited by Qun et al., 2012). Dodds and Monroe (1985) also defined it to be the behavioural tendency of a consumer looking to buy a product. Similarly, it is a representation of what the customer thinks and will acquire in their mind (Blackwell et al., 2001).

It is also a measure of the possibility of acquiring the product, hence a higher purchase intention is indicative of a higher willingness to proceed with the purchase (Schiffman & Kanuk, 2000).

It is also a reflection of the fact that consumers go through a number of stages in their decision making process, namely, need recognition, information search through the external environment, evaluation of the alternatives, proceed to purchase and the post-purchase experience (Engel et al., 1995; Zeithaml, 1988; Dodds et al., 1991; Schiffman & Kanuk, 2000). Other studies report that purchase intention is of great importance to marketers as it informs their marketing segmentation strategies (Sewall, 1978; Silk & Urban, 1978). It has also been shown that it can be used in determining future demand for products (Armstrong, Morwitz & Kumar, 2000). Similar views have been shared by other researchers, describing it as an index to be used in the prediction of consumer behaviour or a tool for the anticipation of consumer response behaviour (Kotler, 2000; Xie & Chaipoopirutana, 2014).

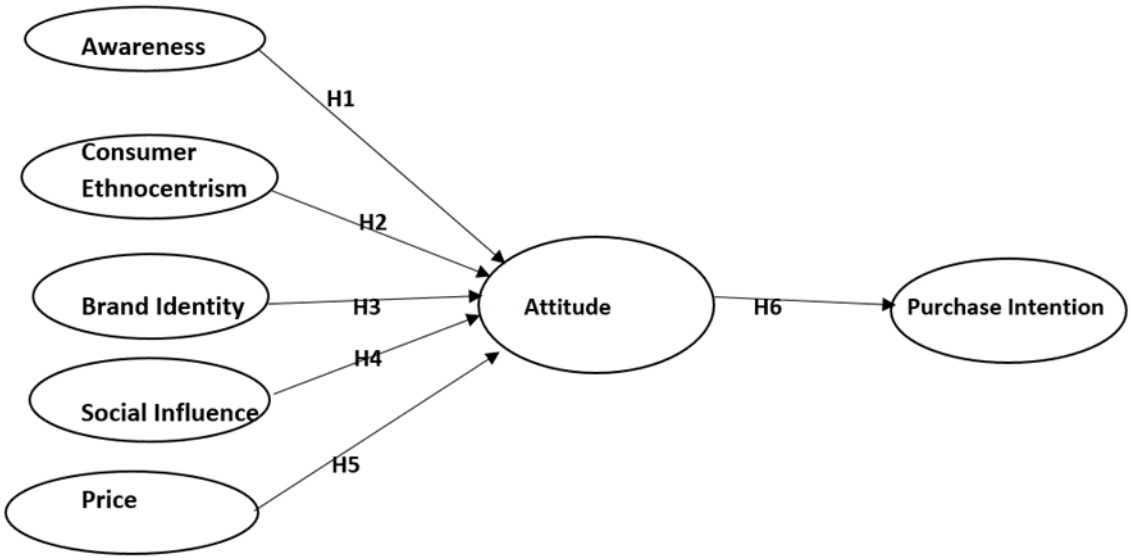
A number of studies have demonstrated a positive correlation between purchase intention and the factors of price, social influence and product compatibility (Juha, 2008; Joep et al., 2011; Yue & Stuart, 2011).

Purchase intention can be used in the description of consumer loyalty, in which case, it is dependent on a number of factors, namely, quality, value, and satisfaction, which have a direct influence on behavioural intention (Warshaw & Davis 1985; Qun et al., 2012). The research is however, grounded on the notion that purchase intention will lead to actual behaviour, as stated by the theory of planned behaviour.

3.9 The Conceptual Model

In order to test the relationship between the research constructs in the study, a conceptual model was constructed, on which the study is based. The research investigates seven constructs, namely, awareness, consumer ethnocentrism, social influence, brand identity, price, consumer attitude, and purchase intention. The next section expands on the relationship between these constructs and the hypotheses are developed thereafter. **Figure 3.2** shows the conceptual model.

Figure 3.2 Proposed research model



3.10 Hypothesis Development

This section expands on the individual relationships indicated and represented in the research model.

3.10.1 Awareness and Attitude

According to Macdonald and Sharp (2000), brand awareness is a driving factor of Purchase intention. Earlier studies have also indicated that a higher level of brand awareness is capable of influencing the customer's purchase decision (Dodds, Monroe, & Grewal, 1991). Aaker (1990) suggested brand awareness as having a positive relationship with brand loyalty,

consumer confidence and most importantly, purchase intention. There is also the notion that brand awareness serves as a prerequisite in a client's purchase decision to buy a product (Cernikovaite, 2011).

Keller (1998) was also in consent with other findings when he indicated that in the context of a particular product group, awareness is responsible for enhancing the chance that a particular brand will form a part of the options considered. He added that awareness influences the decision of the customer by impacting the brand associations that make up the brand's image. The result of research by Lin and Chang (2003), report brand awareness as having the most effective impact on the consumer's purchase intention or decision. They, therefore, consider it as being a fundamental component of a consumer's choice of a brand. Aaker (1991) suggested that brand awareness does not only affect the buyer's decision, but also can affect their attitude and perceptions about a product as well as drive their loyalty to the product.

Previous studies prove that, if a consumer is familiar with a brand, it means that brand awareness is high, and that faith towards that particular brand will increase (Laroche, Kim, & Zhou, 1996) and they will be likely to trust and have a positive attitude towards that brand (Smith & Wheeler, 2002). In addition, in studies done by Brackett and Carr (2001) and Wang, Zhang, Choi, and Eredita (2002) that focus on advertising they found that a credible advertising source is positively related to attitudes toward advertisements. Therefore, this study proposes that, if Ankara fabrics have a high brand awareness, consumers will have positive attitudes towards it.

H1: Brand awareness of Ankara fabric has a positive influence on attitude towards its purchase intention.

3.10.2 Consumer Ethnocentrism and Attitude

In the wake of market globalisation, the relevance of research into the concept of consumer ethnocentrism has become essential in developing a better understanding of consumer behaviour. Research by Baughn and Yaprak (1996) indicated that the purchase intentions and decisions of consumers were influenced by consumer ethnocentrism. They explained that purchase intentions were considered as being a moral reward and a sense of accomplishment when contact with or patronage of cultures dissimilar to theirs is avoided. Earlier studies had demonstrated that the purchase of foreign goods in some instances, resulted in high emotional involvement, especially when consumers believed that the act posed a threat to their national security or job stability (Crawford & Lamb, 1981). These findings were a major contributor to

the recognition of consumer ethnocentrism as being an influencing factor in consumer purchase decisions by marketers.

Herche (1992) argued that consumer ethnocentrism was a better predictor of consumers' choice when faced with a choice between locally manufactured products and foreign products. Studies by Shoham and Brenecic (2003) also confirmed that the consumers' intention or decision to acquire locally made goods was greatly influenced by consumer ethnocentrism. Shimp and Sharma (1987) had earlier reported that purchase intention for imported goods was directly and negatively influenced by consumer ethnocentrism. A host of other researchers have looked at the impact of ethnocentric tendencies on purchase intentions (Nguyen et al., 2008; Ranjbairan et al., 2011; Yelkur et al., 2006). Their findings varied, based on the attributes of the consumers and countries.

Consumers tend to favour products from the manufacturing country of the imported product, that have similarities in the culture of the home country (Watson & Wright, 2000). One of the few South African studies that included ethnocentrism in their study, found that contrary to previous studies, ethnocentric beliefs do not have in any impact on South African consumers' choice of indigenous brands in contrast to foreign brands (Haefner et al., 2016). In light of fashion, the Ankara is increasingly gaining momentum around the world, but exposure of this fabric to South Africa is low, in the sense that western fashion is taking over their shopping centres and malls (Mbumbwa & Chigada 2016) and that the ethnocentric views of the South African Generation Y are doubtful. According to the facts in the literature above, it can be proposed that consumer ethnocentrism does not have a positive influence on a consumers' attitude in this case. Therefore, the hypothesis is:

H2: Consumer ethnocentrism has a negative influence on attitude towards purchase intention.

3.10.3 Social Influence and Attitude

Consumer attitude is greatly affected by social influence. Consumers' purchase intentions have long been thought of as determined by social factors and a host of other personal factors. Social influence is easily recognisable within a reference group, namely, the community, family, work associates, friends, classmates, celebrities, etc. The reference group is that person or group that has a major influence on the behaviour of the individual (Qun et al., 2012).

Consumers take into consideration the opinions or the patronage of a product by others as evidence of the product's quality when making an informed choice about a product (Lord et al.

2001; Yayli & Bayram 2012). A number of studies have also concluded that consumer behaviour is affected by social influence (Burnkrant & Cousineau 1975; Lord et al., 2001).

Bickart and Schindler (2001) discovered that social influence directly impacts consumer purchase intentions in virtual communities as well. Kim and Srivastava (2007) also identified social influence as a major driver of online purchases. However, research by Sinha and Swearingen (2001) discovered that online recommendations have a relatively lower impact on purchase decisions as compared to those from trusted family and friends in the physical world. This assertion was buttressed by studies that showed that the consumer purchase decision is impacted more by close persons as opposed to strangers (Zhou, 2011).

Normative social influence has also been discovered to be powerful in the category of conspicuous products (Lord et al., 2001; Zhou & Wong 2008). They attributed these findings to the fact that these product categories allow the chosen brands and their associated features to be displayed for others to make their own judgements with respect to their appropriateness. Hence, it can be inferred that susceptibility to normative influence from peers and friends with respect to the choice of product or brand is a direct consequence of consumer socialisation (Lachance et al., 2003). Hence, consumers looking to belong to a particular reference group will end up making purchase decisions that satisfy the expectations of that group. Kim and Karpova (2010) found a relationship between social influence and attitude towards purchasing counterfeit. According to Ajzen (1991), attitude influences purchase intention, be it favourable or not, therefore it can be deduced that social influence affects attitude. In view of fashion, when style is brought into the market, the typical event happens where trendsetters and style change operators (the early adopters) attempt to receive the design first. They, at that point, proceed to impart this to their adherents (Workman & Kidd, 2000). Consumers with high fashion involvement search out the views of opinion leaders and change agents, which influences their attitude towards purchase intention of the fashion (Rahman et al., 2014). Hence the study proposes this hypothesis;

H3: Social Influence has a positive influence on attitude towards the purchase intention of Ankara fabric.

3.10.4 Brand Identity and Attitude

Brand identity can be described as the confidence the consumer has in the quality of a company's product, as well as the organisation's honesty in the products they offer clients

(Aaker, 1997; Cannon, Perreault, & McCarthy, 2009). Henderson et al. (2003), discovered that the brand identity entails conveying the relevant external features of a product to the consumer.

Lin (2007), Duranni, et al. (2015) and Akkucuk and Esmaeili (2016) argued that customers frequently relied on a brand's identity as an external cue in arriving at a purchase decision. This, according to them, was attributed to the fact that consumers fail to have enough time to fully research a product while making a purchase decision.

A number of research findings have ranked brand identity as being very important because it impacts the consumer's choice of purchase as well as their purchasing behaviour (Bian & Moutinho, 2008; Li et al., 2011; Zhang, 2015). Research by Huang, Schrank, and Dubinsky (2004) showed that the purchase decisions of online consumers are also influenced by the brand's identity. Similar studies by other researchers shared the same outcome, that brand identity had a positive influence on the purchase intention of the consumer and their overall purchase decision (Wang & Tsai, 2014; Shah et al., 2012; Mendrofa 2012).

According to Aaker (1996), brand identity provides a value proposition that allows consumers to express their self-identity through the brand. Hence a good brand identity will lead to consumers' higher intention to purchase (Cretu & Brodie, 2007; Keller, 2001). When the consistency between a consumers' self-identity and the perceived symbolic image of a product is high, consumers' attitude toward that product is affected, leading to product preference (Elliott, 1997; Mehta,1999). The brand identity, as perceived and associated with consumers, influences their attitude. Deducing from the above, it can be said that;

H4: Brand identity has a positive influence on attitude towards the purchase intention of Ankara fabric

3.10.5 Price and Attitude

Smith and Carsky (1996) assert that price will always be a major consideration of consumers looking to make a purchase decision. A number of studies suggest attitude towards price focuses on price limits (high or low) beyond which the price is considered unacceptable by the consumer (Stoetzel, 1960; Adam, 1969; Gabor & Granger, 1969; Jacob & Olson, 1977). They described these limits as either "too cheap" or "too expensive". Dodds (1991) shared similar views by suggesting that consumers establish an acceptable price range when planning on making a purchase. He added that purchase intention may be diminished or augmented if the actual price fails to meet their acceptable price range. Peter (1969) was of the view that consumer confidence in a product depreciates when the product price is lower than their

acceptable range. Aaker (1991) also believed that the price level has a positive impact on behavioural intentions since it is a representation of the brand's image in the consumer's eyes.

According to Monroe and Krishnan (1985), price is an estimation of perceived quality and perceived sacrifice. This means that a higher priced product suggests high product quality and consequently, positively impacts attitude towards intention. In summary, price is an essential marketing mix element which is of relevance to consumers when making purchasing decisions (Evanschitzky et al., 2004). Rajagopal (2006) claimed that the acceptance of fashion apparel is determined by the attractiveness and the price of the product. Price is a key factor for Generation Y because this cohort tends to be price-conscious (Kumar et al., 2009). Hence the research proposes the following hypothesis;

H5: Price has a positive influence on consumer attitude towards the purchase intention of Ankara fabric

3.10.6 Attitude and Purchase Intention

The relationship between the attitude towards purchase intention to perform actual behaviour is found in the theory of reasoned action and the theory of planned behaviour. Fishbein and Ajzen (1975) described attitude to be a variable that impacts behavioural intention and specific behaviours in people. Hence, an individual is likely to engage in a particular behaviour if the person develops a positive attitude towards that behaviour (Ajzen, 1991). According to Byoungho and Yong (2005), there is a relationship between consumer attitude and purchase intention and a positive attitude toward the brand will increase purchase intention which is likely to translate into actual behaviour. Chiu and Leng (2016), in their research on counterfeit sporting goods, found out that attitude had the utmost impact on purchase intention. In the context of a fashion apparel, Jung and Seock (2016) had matching results and found the existence of a positive relationship between attitude and purchase intentions in a study testing the influence of attitude towards American apparel and American consumers. Mahon et al.'s (2006) study used TPB to predict the purchase of take-away food and the findings reported that subjective norm and perceived behavioural control were insignificant, but found attitude to be a significant predictor of behaviour. Therefore, the study proposes this hypothesis.

H6: Attitude towards the purchase of Ankara fabric has a positive influence on purchase Intention

3.11 Conclusion

This chapter elaborated on the research constructs which were given as Awareness; that is described as the factor that presents the avenue for drawing current and potential customers to one's products and services, Consumer Ethnocentrism; is said to be the beliefs held by consumers about the appropriateness and indeed morality of purchasing foreign-made products and the loyalty of consumers to the products manufactured in their home country and Brand Identity which refers to the entire collection of memories , whether positive or negative that a consumer has in mind about a brand. Others that were also discussed include Social Influence which can be classified into two main categories (informational and normative) is explained as the idea that people are influenced by the actions, decisions and beliefs of others whilst Price is considered one of the most crucial elements of the marketplace defined from the consumers' perspective as the amount required to acquire a product. Finally, Attitude and Purchase Intention were delved into with details being described as the psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour and the plan to acquire a certain product or service in the future respectively. A conceptual model was constructed based on the above research constructs that were set out and subsequently linked the development of the proposed hypotheses. Namely: Awareness and attitude (H1); consumer ethnocentrism and attitude (H2); social influence and attitude (H3); brand identity and attitude (H4); price and attitude (H5); attitude and purchase intention (H6). The next chapter discusses the research design and methodology, and the study's data analysis method.

CHAPTER FOUR (4): RESEARCH DESIGN AND METHODOLOGY

4.1 Introduction

This chapter explains in detail the research methodology used in this study to find answers to the research questions that have been raised. Research Methodology is the term use to describe the research approaches, procedures and designs used in an investigation to establish a finding (Keeves, 1997). According to Sarantakos (1998), methodology is the principles and theoretical framework that clearly state the direction of how the study will be carried out in the perspective of the chosen research paradigm. Having a methodology is important in order for the analysis to be clearly identified; it also ensures the use of appropriate methods for the intended questions to be answered. This chapter describes in detail the research philosophy, research design, data collection approach and data analysis approach.

4.2. Research Philosophy

It is important to determine and choose the appropriate research philosophy in order to generate the required research design. Research philosophy determines the direction of the study. Collis and Hussey (2009) explain research philosophy as a set of important principles, assumptions or the theoretical framework that gives direction on how the research is carried out. Research philosophy is referred to as the prior theoretical knowledge on which the methodology is grounded (Carr, 2006). The research philosophy informs the researcher on what research strategy is to be used and also on collection and analyses of the data (Collis & Hussey, 2009).

There are three types of research paradigms, namely, positivism, constructivism and realism. Hirschheim (1985) defines positivism as an epistemology "which seeks to explain and predict what happens in the social world by searching for regularities and causal relationships between its constituent elements." According to Krauss (2005), in the positivist paradigm, the object of study is free or independent from the researcher. That is, the researcher should be able to study the object without influencing it or being influenced by it (Guba & Lincoln 1994). That is, knowledge is uncovered and confirmed through the observation or measurement of a phenomena. Elkind (2004) defines constructivism is the "recognition that reality is a product of human intelligence interacting with experience in the real world." The main aim of the constructivist is to understand the world through personal experience (Guba & Lincoln 1989). This paradigm seeks to understand and interpret the viewpoint of the subject being observed, rather the observer's viewpoint. Hence, the key principle of constructivism is that reality is socially constructed (Bogdan & Biklen, 1998). Realism observes a reality that is independent

of human wits and theoretic views and believes that the classifications that have been produced by experts basically suggest real objects in a social world (Bryman, 2012).

Table 4.1summarises the features of the different paradigms:

Table4.1: Features of Research paradigms

POSITIVIST	CONSTRUCTIVIST	REALIST
It advocates that research should follow a scientific method of investigation	The belief that realities are numerous and socially constructed	It involves various thoughts about an independent reality.
It believes that the results of the study can be quantified	Knowledge and knowing is dependent on context	It is cognisant of the values of human systems and of researchers
It rests on the development and testing of hypothesis	It seeks to understand the individual rather than scientific laws	The research topic is the determining factor
Follows an objective search for knowledge	There is an inevitable interaction between the research and the targets of the study	It uses the approach that best suits the particular research topic and level of existing knowledge that relates to it
The belief that theory can be used to predict and control results	The belief that knowledge is created by the findings	Social conditioning plays a pivotal role in people's acquisition of knowledge and therefore cannot be understood autonomously and separate from the social actors involved.

Source: Kivunja and Kuyini (2017); Krauss (2005)

With regard to the current study, the positivist approach is the most suitable to use. This is because in the current study, the research proposed different hypothesis that need to be tested to find the truth and the positivist approach is very popular when testing different hypotheses (Collins, 2010; Taylor & Medina, 2013). In addition, the study evaluated the proposed framework by following a scientific method of investigation.

4.3 Research Design

Malhotra (2010, 102) defines a research design as a "foundation or blueprint for conducting the marketing research assignment". It can also be thought of as the logic or master plan of a research that highlights how the study is to be undertaken (Yin, 2003). In other words, it gives step by step information on how the entire research will be executed. In addition to this the xcresearch design deals with a logical problem (Yin, 1989). This means that it ensures reliability and relevance of data and also clarity in answering the research questions. A research design primarily deals with how data is acquired, the instrument to be used in collecting, how the instrument is used and how the researcher intents to analyse the data collected (Yang, Wang & Su, 2006). There are four types of research designs, namely, Case study, Longitudinal, Cross-sectional, and Experimental research design (Bryman, 2012).

Case Study is a research design that mainly aims at understanding the dynamics that are present within a single setting (Eisenhardt, 1989). According to Yin (1984), case studies can include single or multiple cases and several levels of analysis.

Longitudinal design Ployhart Vandenberg (2010, 97) defines it as "research emphasizing the study of change and containing at minimum three repeated observations (although more than three is better) on at least one of the substantive constructs of interest".

Cross-sectional design is a research design that studies information on multiple cases at a time; it can be exploratory, descriptive, or explanatory, but it is most consistent with a descriptive approach (Neuman, 2014).

Experimental design

Experimental design is a research design that is strictly scientific which seeks to test hypotheses and determine a relationship between two (2) variables i.e. dependent and independent variables (Babbie, 1998).

The current study employed an experimental research design to guide the research activity. The study involved the testing of hypotheses and the relationship between factors that influence Ankara purchase intentions. The research report included variables that could be measured and compared and data was collected using a questionnaire and analysed to produce the results of the causal relationship. The results either supported or rejected the hypotheses**.**

4.3.1 Research Approach

There are three different approaches to research that provide specific trend for processes in a research design (Creswell 2003). These are qualitative, quantitative and mixed methods approach. Qualitative research is exploratory in nature, unstructured and analyses a small sample that provides better insight into the research setting (Malhotra, 2010). It involves an interpretive and naturalistic approach (Lincoln, 2000). This means that qualitative researchers investigate things or the subjects of the study in their natural settings. Research interpretations are expressed as words, images or objects (Neuman, 2014). Quantitative research, on the other hand, is a research approach that is focused on determining facts by testing theories, examining relationships between variables and predicting results (Van der Merwe, 1996). Mixed method approach is a combination of quantitative and qualitative research concepts and techniques in a single study (Johnson & Onwuegbuzie, 2004). The research approach that was utilised in the current study is the quantitative research approach.

4.3.2 Justification for using quantitative Approach

The quantitative method emphasizes on a cause and effect thinking, by way of testing specific variables, hypotheses and theories, data collection and statistical data analysis (Creswell 2003). Wagner et al. (2012) describe the importance of quantitative research in describing social phenomena by using calculated statistical processes. The quantitative method was selected because it is able to reduce intricate and complex problems into a number of hypotheses and relationships that could be tested to achieve results. By employing this approach in the study, the researcher was able to test and analyse data by using mathematical and statistical processes, in order to establish relationships between constructs. The study therefore tests the relationship between the constructs of awareness, brand identity, social influence, price, consumer attitude

and purchase intention. By using a quantitative approach, the credibility of the study is enhanced. This is because quantitative research is objective, strict, methodical and uses specific numeric data in its analysis to produce findings. In addition, this method is applicable because it is cost effective.

4.4 Sampling Design

A sample design entails the procedure the researcher would adopt in obtaining a sample from a given population. It is important to select the sample design before data is collected because the design influences the validity and reliability of the research results (Kothari, 2004). A sampling design must be well-organised, simple to execute and have detailed information in order to be generally applicable (Grafström, Lundström & Schelin, 2012). In this study, the sampling design focused on four aspects – target population, sampling design, sample size and sampling method.

4.5 Target Population

Target population is an identified large group of people from which the researcher draws a sample, and to which results from the study are generalised (Neuman, 2014). It can also be regarded as a group of units from which a sample is taken from (Bryman, 2012). According to Polit and Beck (2010), the population is the totality of elements or members that have common, defined features and to which the research results are relevant. The population that was targeted in this study, was male and female students at an institution of higher learning in Gauteng Province, South Africa. Wits University was the institution for analysis. The University of the Witwatersrand, Johannesburg, has a capacity of 40,259 students (Wits Facts and Figures 2018/19) and it is home to both local and international students.

4.6 Sample Frame

A sample frame is simply defined as a file from which a sample is selected (DiGaetano, 2013). It refers to a list of cases in a research population (Neuman, 2014) and the participants selected in a research (Yang et al., 2006). A good sample is important for accurate sampling, as a mismatch with the target population weakens the validity of the sample (Neuman, 2014). For the current study, the sample frame was registered students who fall in the Generation Y age bracket which is 20-35.

4.7 Sample Size

This refers to the number of participants or subjects to be selected from the target population to constitute a sample (Kothari, 2004). The size of sample should neither be unreasonably large,

nor too small. It should be optimal. The sample size for this study was made up of 300 respondents calculated using the Raosoft sample size calculator which is available online. The number of respondents selected is enough for AMOS 25 software which was used in analysing the data (Byrne, 2013).

4.8 Sampling Method

Sampling refers to the process of selecting units of observation (Babbie, 2013). It is a selection of a unit for investigation from the target population (Bryman, 2012). The purpose of sampling generalises the results back to the population i.e. selecting a sample to examine in detail and using the results to understand a much larger sample (Neuman, 2014). Sampling methods fall into two distinct categories, namely, probability and non-probability sampling (Bryman, 2012). Probability sampling is a sampling method in which every item in the population has an equal chance of being included in the sample (Kothari, 2004). It is also known as random or chance sampling or the lottery method. There are six types of probability sampling i.e. simple random sampling, systematic sampling, stratified sampling, cluster sampling, stage sampling and multiphase sampling (Kothari, 2004). Non-probability sampling methods are not dependent on random selection but on the researcher's personal judgement (Malhotra, 2010). Non-probability sampling is made up of four types of sampling i.e. convenience sampling (also referred to as 'purposive sampling'), snowball sampling and quota sampling (Bryman, 2012; Neuman, 2014).

Convenience sampling was employed for this study. It is defined as a sample selected because it was easily available and accessible to the researcher (Bryman, 2012). The sample population were mainly youth and students from the Wits campus. A non-probability method allowed the researcher to get respondents in large numbers who are likely to fall in the Generation Y age bracket in a short period of time. This made data collection efficient.

4.9 Data Collection Instrument

A data collection instrument is purposely designed to elicit data or information that will be required for analysis (Babbie, 2013). Data collection instruments refer to devices used to solicit data, such as checklists, structured interviews, tests and questionnaires (Mbambo, 2005). According to Neuman (2014), data collection is needed in both qualitative and quantitative studies and both have respective data collection instruments. As mentioned earlier, the study employed a quantitative research strategy. There are three main types of data collection instruments for quantitative research - these are observation, interviewing and self-

administered questionnaires (Bryman, 2012). Self-Administered questionnaires were employed in this study. A survey is the appropriate method for data collection and to understand a population that is too big to directly study (Babbie, 2008). Self-administered questionnaires come in different forms and this includes online or email surveys, group-administered, mail (postal) and face-to-face administered (Babbie, 2013; Wagner et al., 2012). The questionnaires were distributed using a face-to-face method, where the respondents were asked to read and complete the questionnaires by answering while the researcher waited to collect them. The respondents were required to complete a participation consent form before proceeding to answer the questionnaires to ensure that respondents were participating at will and also that they understood the terms.

The data collection instrument was made up of a number of questions aimed at measuring the research constructs. It is made up of seven (7) sections, A to G, of which five (5) measure the individual constructs respectively. Section A requires the respondent to answer questions regarding their background. Section B, C, D, E, F and G focus on Price, Social Influence, Awareness, Consumer Ethnocentrism, Brand Identity, Consumer Attitude and Purchase Intention. There are diverse scaling techniques used to find patterns but with regards to the current study, a five-point Likert scale was used to gather responses and also to identify the degree of influence the variables have on each other. A five-point Likert scale has five responses (1-5), measuring from 'strongly disagree' to 'strongly agree' (Babbie, 2008).

A sum of 300 respondents took part in the data collection of which 285 fully completed the questionnaires, which left 15 questionnaires that were spoilt. The questionnaire took roughly 10 minutes to complete. The research instrument that was used in the study was adapted from previous studies, and was modified to suit the current study and is attached as Appendix B. **Table 4.2** presents the details of the measurements.

Table 4.2 Measurement Details

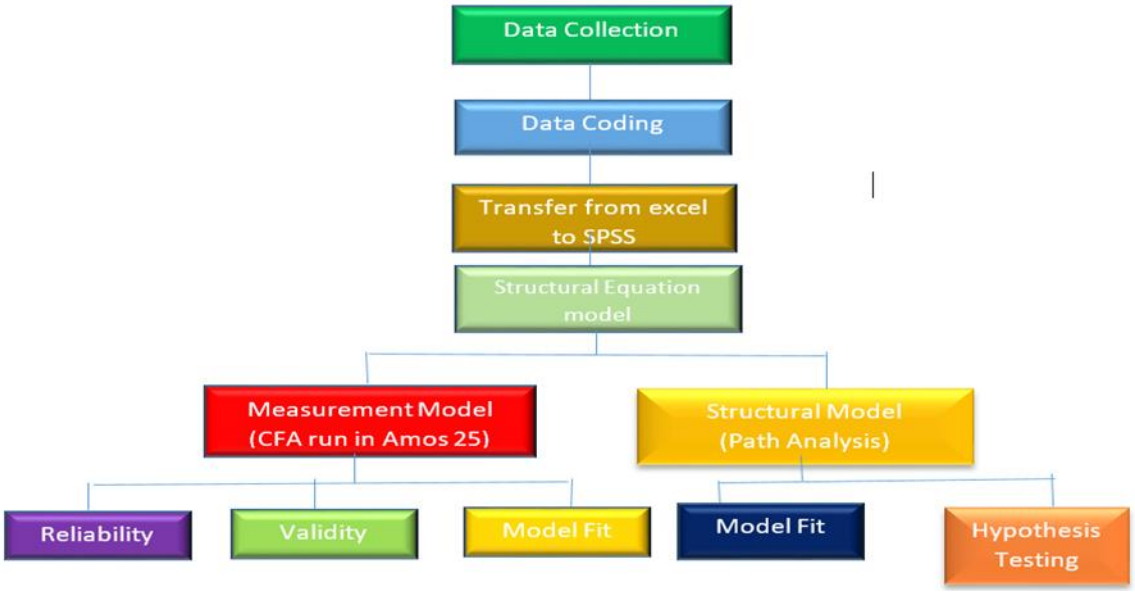
Variables	**Sources**	**Number Of Instruments**
Price	Radder and Huang (2008)	5
Social Influence	Summer, Belleau and Xu (2006); Zhang and Kim (2013)	5

Awareness	Radder and Huang (2008)	4
Consumer Ethnocentrism	Van Den Berg (2017)	4
Brand Identity	Summers, Belleau and Xu (2006); He, Li and Harris (2012)	4
Consumer Attitude	Van Den Berg (2017)	4
Purchase Intention	Lu, Chang and Chang (2014)	4

4.10 Data Analysis Approach

Figure 4.1 is a pictorial illustration of the process that was implemented in analysing the data that was collected. Each section in the diagram is explained thereafter. The diagram indicates briefly that, after data was collected, it was cleaned and coded to Excel and corrected for errors. Descriptive statistics using Statistical Package for Social Sciences (SPSS) version 25 was performed and thereafter, Structural Equation Modelling (SEM) was done in order to check for reliability, validity and model fit before the path analysis was performed to test the proposed relationships.

Figure 4.1 Data Analysis process



4.11 Data Coding

Before the data collected is used to test the hypothesis, it must be put in a specific form. Data coding is a methodical process that involves reorganising raw data into a form that can be easily

analysed by statistical software (Neuman, 2014). Data coding involves assigning numbers to each answer of the questionnaire (Cohen et al., 2007). For instance, male was coded by assigning the number one (1) and female by assigning the number two (2) and for the Likert scale, strongly agree was coded as five (5), agree as four (4), moderately agree as three (3), disagree as two (2) and strongly disagree as one (1). The numbers were entered on the questionnaire in order to make coding easy and simple. The data was coded on to a Microsoft Excel spreadsheet before it was analysed.

4.12 Descriptive Statistics using Statistical Package for Social Sciences (SPSS)

Descriptive statistics is a summary of data collected from respondents, presented in a way that is easily understandable (Lombard et al., 2011). Descriptive statistics describes numerical data, they can be categorised by the number of variables involved i.e. univariate, bivariate, or multivariate (Neuman, 2014). According to Lomax and Hahs-Vaughn (2013), this is a technique, that helps the researcher to condense and tabulate the results of research objects in the study. To test the research hypotheses of the study, the Statistical Package for Social Sciences (SPSS) version 25 was used to analyse and organise data collected from 286 respondents.

The advantage for the study in using this software is that it allows the researcher to score and analyse quantitative data quickly and in many different ways (Bryman &Cramer, 1999). Basturk (2005) further showed that SPSS is especially useful for the investigation of survey information

4.13 Structural Equation Model (SEM)

Data analysis was done using structural equation modelling (SEM). Structural equation modelling has been frequently used to test theories across the different sectors of information (Anderson et al., 1998; Schumacker & Lomax 2004). According to Suhr (2010), SEM is a technique for assessing and testing relationships between variables. Kline (1998) further explained that SEM involves a process of statistical techniques that includes confirmatory factor analysis (CFA) and path analysis. One of the principal aspects of SEM is its potential to tests hypothesised patterns of directional and non-directional relationships among a set observed (measured) and unobserved (latent) constructs (MacCallum & Austin, 2000). The definitions put forward highlight the fact that SEM allows the researcher to create theoretical concepts and validate proposed causal relationships through two or more structural equations. It allows researchers to acknowledge the imperfect nature of their measures by clearly

specifying errors (Suhr, 2006). SEM combines elements of regression analysis, simultaneous equation modelling and factor analysis. According to Washington, Karlaftis & Mannering, (2003), its capability to tackle several modelling problems, the endogeneity among concepts and complex underlying data structures found in various occurrences can be presumed to be part of the reason for its acceptance. The following are some of the advantages of using SEM:

- SEM includes unobserved variables in the analysis while acknowledging measurement inaccuracies in the estimation process (Hair, et al., 1998)
- It does not provide a straight forward test to determine model fit but rather it relies on several statistical tool like Comparative Fit Index (CFI), Chi-square, Goodness-of-Fit (GFI), Root Mean Square Error of Approximation (RMSEA), Norm Fit Index (NFI) to determine the adequacy of model fit to the data (Suhr, 2006).
- The graphical language in SEM, allow complex relationships to be presented in a powerful and convenient way (Monecke & Leisch, 2012).

SEM Process

- Data coding
- Generating descriptive statistics using SPSS 25
- Performing Confirmatory Factor Analysis (CFA) using AMOS 25
- Path Modelling using Amos

4.13.1 Reliability

According to Golafshani (2003), reliability is the extent to which results are consistent over time. Wagner et al. (2012) explains further and states that reliability is the extent to which the measuring instrument produces identical results every time it is presented under the same circumstances and on the same respondents. In simple words, reliability is a procedure that tests for repeatability and accuracy.

In the current study, to measure reliability, the Cronbach Alpha and Composite Reliability indicators were used. Composite reliability is generated using Amos and Cronbach Alpha using SPSS.

4.13.2 Validity

Validity is an important measure that indicates the degree to which an instrument measures what it is supposed to measure (Kothari, 2004). It determines how truthful the results of the study are (Golafshani, (2003). Hair et al. (1998) confirm that validity is the degree to which a set of measurement items truly reflects the concept under study. The validity check is important because the integrity of the research will be in jeopardy if the measurement instrument is not effectively measuring the underlying concept (Creswell, 2013).

Convergent and discriminate validity were used to measure validity. Convergent validity was investigated using factor loadings and item-to-total correlation values and discriminate validity was also examined by observing the correlation matrix and Average Variance Extracted (AVE).

4.13.3 Confirmatory Factor Analysis (CFA)

Measurement Model is commonly used for confirmatory factor analysis (CFA) (SuhAfthanorhan, 2013) which is the first step in SEM. CFA is a statistical technique that is performed to verify the factor structure of a set of observed variables (Suhr, 2006). This procedure is important because it allows the researcher to assess hypotheses about construct validity by testing if the theoretical model of what a test is supposed to measure is consistent with the observed variance (Kline, 1998). Confirmatory factor analysis was performed using AMOS 25 in this research so that the standardised regression weights could be obtained. CFA relies on several statistical tests to determine the acceptability of model fit to the data (Suhr, 2006). Model fit indicators: Chi-Square/degrees of freedom, Goodness of Fit Index (GFI), Normed Fit Index (NFI), Incremental Fit Index (IFI), Tucker-Lewis Index(TLI), Composite Fit Index (CFI), Relative Fit Index (RFI) and Random Measure of Standard Error (RMSEA) were used to assess the model fit**.**

4.13.4 Path Modelling

The second phase of data analysis using SEM involved path analysis (Beran & Violato, 2010). Path analysis is a statistical technique that depicts the influence of a set of variables on one another (Spaeth, 1975). Researchers perform a series of regressions to analyse influences on dependent variables within the model. The main purpose of path analysis is to provide estimates of the extent and significance of hypothesised causal relationships among sets of variables displayed through the use of a path diagram (Stage, Carter & Nora, 2004).

The current study evaluated the structural model by examining the path coefficients and p-values to determine significance of the relationship among constructs**.**

4.14 Ethical Consideration

When conducting research, researchers find it difficult sometimes to strike a balance between the potential benefits enhancing and understanding social by pursuing scientific knowledge and the human rights of the respondents in the study (Neuman, 2014). Therefore, it is imperative that researchers adhere to correct ethical considerations in conducting research, in that the researcher must take into consideration the respondents' right to privacy, autonomy and confidentiality by explaining to the respondents all relevant information. Furthermore, the researcher will explain the purpose of the research and participants will respond willingly and anonymously to protect their identity. The respondents are not to reveal their identity during the course of data collection. The necessary ethics clearance was obtained from the School's Ethics Committee as well as the necessary authorisation from any relevant authorities (that is, the University of the Witwatersrand - where the research was conducted). The research was conducted with consideration to the ethical issues mentioned above. This information was communicated in a letter which was presented as a covering letter to the questionnaire. A Consent letter is attached as Appendix A, followed by the questionnaire as Appendix B. The Ethics Clearance Certificate is also attached as Appendix C and a permission letter as appendix D.

4.15 Limitation of the Study

The current study was site-based, conducted at the University of the Witwatersrand and therefore the respondents were chosen, based on their convenience to the researcher and excluded respondents outside that site. Another limitation associated with the research is financial constraints and as a result, the researcher was unable to print more questionnaires than the number distributed. Because of that, the study excluded the views of others outside the number. The study also targeted the respondents between the ages of 20 and 35, and therefore excluded anyone below or above this age group.

4.16 Chapter Summary

In this chapter, the research methodology explained the research philosophy and approach, the research design, the sampling design and the data analysis approach. The study followed a positivist research philosophy and employed an experimental research design to guide the research activity. The study followed an empirical quantitative design. Furthermore, the study

targeted male and female students at an institution of higher learning in Gauteng Province, South Africa and a sample size of 300 respondents selected using a non-probability sampling method called convenience sampling. The data was collected by means of face to face, self-administered survey which was analysed using SPSS and AMOS. The data analysis elaborated on the use of SPSS and Structural Equation Modelling (SEM) using AMOS to check the quality of the research model. The study will generate descriptive analysis using SPSS and perform confirmatory factor analysis (CFA) to assess reliability (i.e. the extent to which results are consistent over time) and validity (i.e. the degree to which an instrument measures what it is supposed to measure). The study will also perform path analysis using AMOS. In the latter part of chapter, the limitations of the study and ethical considerations of the study were discussed.

CHAPTER FIVE (5). DATA ANALYSIS AND RESULTS

5.1 Introduction

Chapter five (5) contains the data analysis and the presentation of the results obtained. As mention in the previous chapter, the analysis was done using SPSS 25 and Amos 25 statistical programmes. It provides data analysis for demographic data, the validity and reliability of the research instruments and the path modelling. The chapter is structured in three main parts, first is the descriptive statistics of the demographics and measuring instrument with their corresponding tables. This is followed by data analysis tools which also involve reliability and validity assessment which was achieved by Confirmatory Factory Analysis, followed by path modelling results.

5.2 Descriptive Statistics

5.2.1 Demographics

The statistics below are presented in order to set up a participant profile and to do comparisons on the respondents. The research analysis was based on 285 respondents, and the details are outlined below:

Table 5.1 Gender

Gender

Gender	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Male	147	51.6	51.6	51.6
Female	133	46.7	46.7	98.2
Prefer not to say	5	1.8	1.8	100.0
Total	285	100.0	100.0	

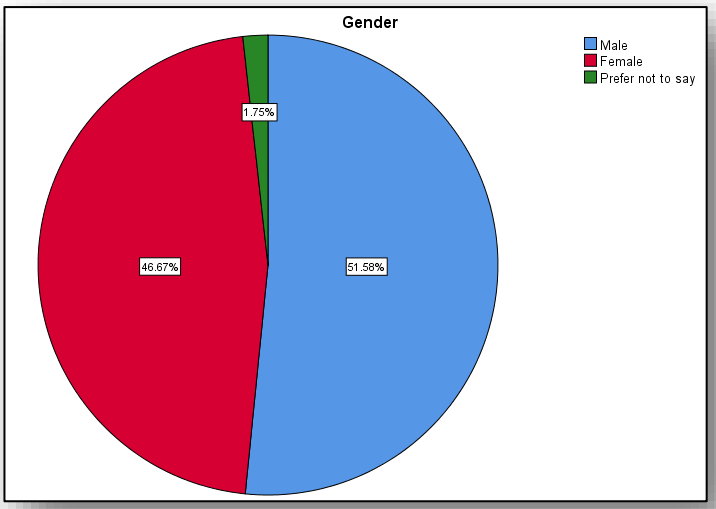


Figure 5.1 Gender

As observed in **Table 5.1** and **Figure 5.1,** representing gender in the sample, the majority of the respondents were male representing 51.58% of the sample and females were represented by 46.67% and the rest at 1.75% who preferred not to disclose their gender.

Table 5.2 Age

Age				
Age	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
20-24	137	48.1	48.1	48.1
25-29	126	44.2	44.2	92.3
30-35	22	7.7	7.7	100.0
Total	285	100.0	100.0	

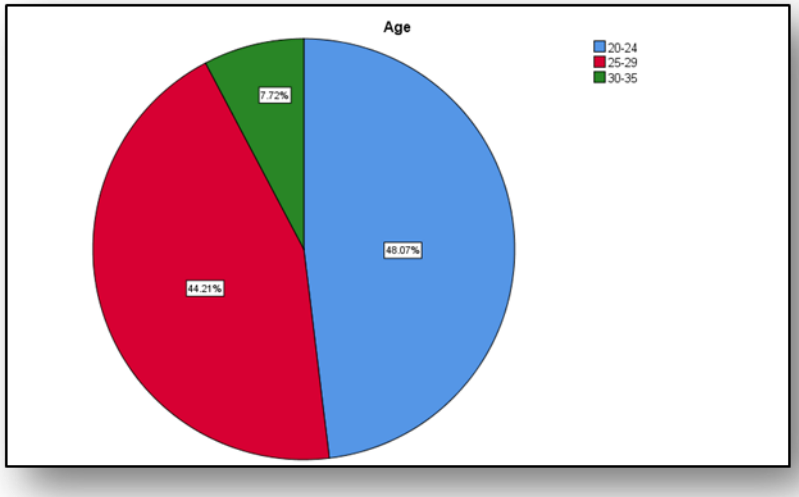


Figure 5.2 Age

As demonstrated by **Table 5.2** and **Figure 5.2,** a large percentage of the research sample belong to the 20-24 age group making it 48.07% of the sample. Followed by the 25-29 age group which makes up 44.21% of the research sample and the remaining 7.72% represents the 30-35 age group of the total sample.

Table 5.3 Education

Education				
Educational Level	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Undergraduate	130	49.1	49.1	49.1
Postgraduate	129	45.3	45.3	94.4
Prefer not to say	16	5.6	5.6	100.0
Total	285	100.0	100.0	

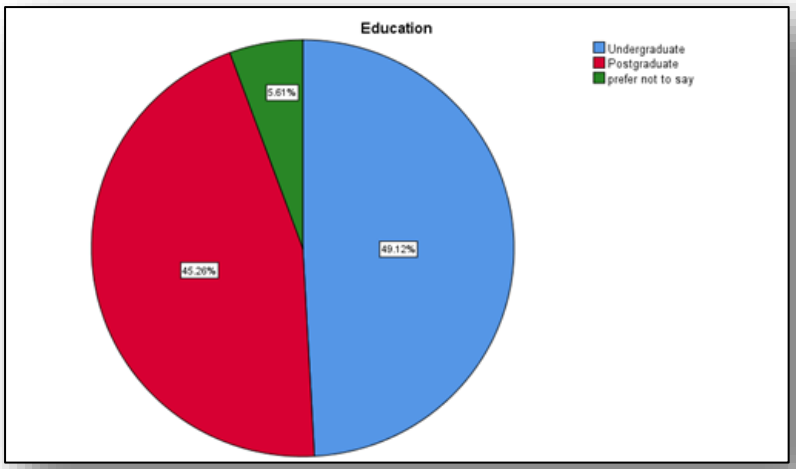


Figure 5.3 Education

The figure and table above are a clear illustration of respondents' level of education. Most of the respondents had undergraduate degrees and represented 48.8% of the sample. These were followed by those who had post-graduate degrees, represented by 44.9% and those who preferred not to disclose their education represented 5.6% of the research sample.

Table 5.4 Ankara Item

Ankara item				
Item	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Dress	21	7.4	7.4	7.4
Bag	113	39.6	39.6	47.0
Skirt	23	8.1	8.1	55.1
Shorts/ Trousers	40	14.0	14.0	69.1
Shirt/Blouse	32	11.2	11.2	80.4
Jacket/ Blazer	40	14.0	14.0	94.4
Footwear	16	5.6	5.6	100.0
Total	285	100.0	100.0	

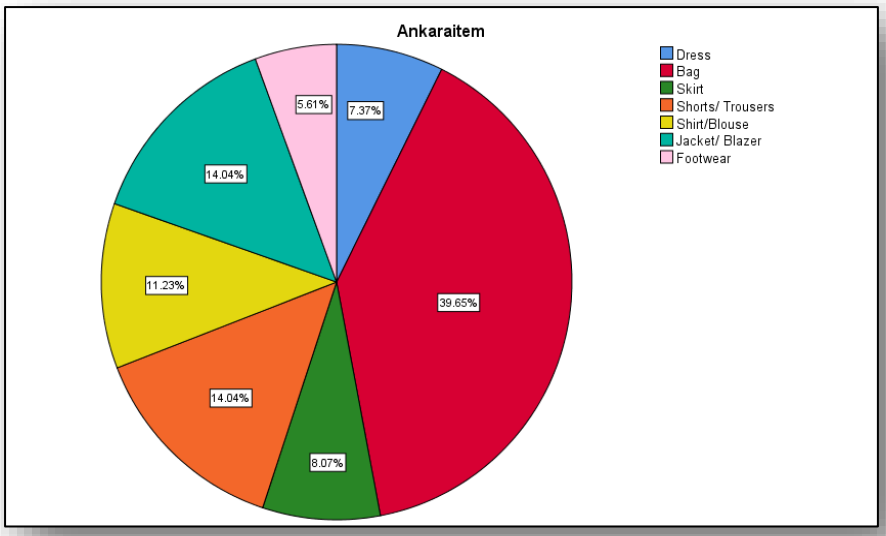


Figure 5.4 Ankara Item

Table 5.4 and **Figure 5.4** is an illustration of an Ankara item owned by the respondents. The majority of the respondents owned a bag made from Ankara and represents 39.65% of the total sample. the next most owned items were Jacket/Blazer and Shorts/Trousers, both represented by 14.04%. These were followed by Shirt/Blouse represented by 11.23%, those who owned Shirts represented by 8.07%, those who owned Dresses represented by 7.37% and finally, footwear, represented by 5.61% of the research sample.

5.2.2 Summary of scale item results

The research variables employed in this research were all measured using a 5-point Likert scale1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree. The first variable price (P) was measured using five items, ranging from P1 to P5. The second variable social influence (SI) was measured also using five items, ranging from SI1 to SI5. The third variable awareness (A) was measured using four items and it ranged from A1 to A4. The fourth variable consumer ethnocentrism (CE) was measured using four items ranging from CE1 to CE4. The fifth variable brand identity (BI) was measured with four items ranging from BI1 to BI4. Last but not least, consumer attitude (CA) was measured with four items ranging from CA1to CA4. Lastly, purchase intention (PI) was measured with four items ranging from PI1 to PI4.

Table 5.5 summary of scale item

Scale: Frequency and Percentage (%)											
Constructs		Strongly Disagree		Disagree		Moderately Agree		Agree		Stongly Agree	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Price	P1	71	24.9	30	10.5	71	24.9	73	25.6	40	14.0
	P2	57	20.0	68	23.9	22	7.7	47	16.5	91	31.9
	P3	15	4.6	60	21.1	55	19.3	72	25.3	83	29.1
	P4	13	4.6	71	24.9	55	19.3	63	22.1	83	29.1
	P5	9	3.2	39	13.7	61	21.4	94	33.0	82	28.8
Social Influence	SI1	26	9.1	66	23.2	48	16.8	31	10.9	114	40.0
	SI2	13	4.6	48	16.8	66	23.2	70	24.6	88	30.9
	SI3	12	4.2	51	17.9	52	18.2	79	27.7	91	31.9
	SI4	13	4.6	34	11.9	68	23.9	90	31.6	80	28.1
	SI5	14	4.9	50	17.5	49	17.2	82	28.8	90	31.6
Awareness	A1	28	9.8	51	17.9	42	14.7	37	13.0	127	44.6
	A2	2	0.7	46	16.1	64	22.5	69	24.2	104	36.5
	A3	8	2.8	48	16.8	51	17.9	81	28.4	97	34.0
	A4	111	38.9	18	6.3	26	9.1	26	9.1	104	36.5
Consumer Ethnocentrism	CE1	38	13.3	97	34.0	17	6.0	26	9.1	107	37.5
	CE2	36	12.6	68	23.9	46	16.1	45	15.8	90	31.6
	CE3	25	8.8	69	24.2	50	17.5	62	21.8	79	27.7
	CE4	16	5.6	66	23.2	46	16.1	67	23.5	90	31.6
Brand Identity	BI1	22	7.7	53	18.6	52	18.2	33	11.6	125	43.9
	BI2	12	4.2	40	14.0	74	26.0	67	23.5	92	32.3
	BI3	15	5.3	38	13.3	45	15.8	89	31.2	98	34.4
	BI4	102	35.8	24	8.4	26	9.1	34	11.9	99	34.7
Consumer Attitude	CA1	22	7.7	79	27.7	41	14.4	39	13.7	104	36.5
	CA2	36	12.6	59	20.7	38	13.3	59	20.7	93	32.6
	CA3	26	9.1	60	21.1	48	16.8	59	20.7	92	32.3
	CA4	21	7.4	58	20.4	51	17.9	71	24.9	84	29.5
Purchase intention	PI1	36	12.6	56	19.6	43	15.1	48	16.8	102	35.8
	PI2	8	2.8	65	22.8	59	20.7	68	23.9	85	29.8
	PI3	13	4.6	54	18.9	63	22.1	80	28.1	75	26.3
	PI4	44	15.4	86	30.2	66	23.2	57	20.0	32	11.2

Note: P= Price; SI=social influence; A=awareness; CE=consumer ethnocentrism; BI=brand identity; CA= attitude; PI= purchase intention

Table 5.5 illustrates all the statements pertaining to the research items**.**

P1 statement ***"Ankara fabrics are reasonably priced"*** illustrates that most respondents agreed with the statements and represented 25.6% of the total sample. These were followed by moderately agree and strongly agree represented by 24.9%, strongly agree represented by 14.0% and disagree represented by 10.5% of the sample.

P2 statement ***"Ankara fabrics are affordable"*** illustrates that most of the participants strongly agreed represented by 31.9%. These were followed by those who disagree represented by 23.9% of the sample, strongly disagree represented by 20.0%, agree represented by 16.5% and finally, moderately agree represented by 7.7% of the entire sample.

P3 statement ***"Ankara Fabrics are expensive"*** illustrates that the majority of the respondents strongly agreed to the statement, represented by 29.1% of the total sample, followed by those who agreed represented by 25.3%, those who disagreed represented by 21.1%, moderately agreed represented by 19.3% and lastly, those who strongly disagreed represented by 4.6% of the research sample.

P4 statement ***"African fabric products are worth their price"*** illustrates that most of the respondents strongly agreed to the statement represented by 29.1% of the sample. Next are those who disagree represented by 24.9%, followed by agree represented by 22.1%, moderately agree, represented by 19.3% and strongly disagree, represented by 4.6% of the total sample.

P5 statement ***"Ankara fabrics are inexpensive"*** illustrates that the majority of the respondents agreed to the statement represented by 33.0%. these were followed by those who strongly agreed, represented by 28.8%, moderately agree, represented by 21.4%, disagree, represented by 13.7% and finally, those who strongly disagreed, represented by 3.2% of the sample.

SI1 statement ***"I pay attention to what brands my favourite movie stars and pop singers are using."*** Illustrates that most of the respondents strongly agreed to the statement, represented by 40.0% of the sample. These were followed by those who disagreed, represented by 23.2%, those who moderately agreed, represented by 16.8%, those who agreed, represented by 10.9% and lastly, those who strongly disagreed, represented by 9.1% of the sample.

SI2 statement ***"My friends think I should purchase Ankara fabrics"*** illustrates that most of the participants strongly agreed to the statement, represented by 30.9% of the sample. This was followed by those who agreed to the statement, represented by 24.6%, moderately agree represented by 23.2%, those who disagreed, represented by 16.8% and lastly, those who strongly disagreed, represented by 4.6% of the total sample.

SI3 statement ***"I pay attention to the fashion styles of celebrities"*** illustrates that most of the participants strongly agreed to the statement represented by 31.9% of the sample. These were followed by those who agreed, represented by 27.7%, moderately agree, represented by 18.2%, disagree, represented by 17.9% and finally, those strongly disagreed, represented by 4.2% of the total sample.

SI4 statement ***"Someone in my family encourages me to purchase Ankara fabrics"*** illustrates that most of the respondents agreed to the statement represented by 31.6%, followed by strongly agree, represented by 28.1%, moderately agree, represented by 23.9%, disagree, represented by 11.9% and those who strongly disagreed, represented by 4.6% of the total sample.

SI5 statement ***"My family thinks I should purchase Ankara fabric"*** illustrates that most of the participants strongly agreed to the statement, represented by 31.6% of the sample. These were followed by those who agreed, represented by 28.8%, disagree, represented by 17.5%, moderately agree, represented 17.2% and those who strongly disagreed, represented by 4.9% of the sample.

A1 statement ***"I am likely to buy the brand that I remember best"*** illustrates that most of the respondents strongly agreed to the statement, represented by 44.6% of the sample. This was followed by those who disagreed, represented by 17.9%, moderately agree, represented by 14.7%, agree, represented by 13.0%, and strongly disagree, represented by 9.8% of the total sample.

A2 statement ***"I usually choose well-advertised products"*** illustrates that most the participants strongly agreed to the statement, represented by 36.5% of the research sample. This was followed by those who agreed to the statement, represented by 24.2%, moderately agree, represented by 22.5%, disagree, represented by 16.1 and lastly, strongly disagree, represented by 0.7% of the total sample.

A3 statement ***"I usually choose the brand I know"*** illustrates that most of the participants strongly agreed to the statement, represented by 34.0% of the total sample. These were followed by those who agreed, represented by 28.4%, moderately agree, represented by 17.9%, disagree, represented by 16.8% and those who strongly disagreed, represented by 2.8% of the total sample.

A4 statements ***"I am more exposed to and actively aware of Ankara fabric"*** illustrates that most of the participants strongly disagreed to the statement, represented by 38.9% of the sample, followed by those who strongly agreed, represented by 36.5%, agree and moderately

agree, represented by 9.1% and those who disagreed with the statement, represented by 6.3% of the entire sample.

CE1 statements ***"Purchasing foreign-made (Ankara) products is un-South African"*** illustrates that the majority of the respondents strongly agreed to the statement, represented by 37.5% of the sample. These were followed by those who disagreed, represented by 34.0%, strongly disagree, represented by 13.3%, agree, represented by 9.1%, and moderately agree, represented by 6.0% of the sample.

CE2 statements ***"South Africans should not buy foreign products (Ankara) because this hurts South African business and causes unemployment"*** illustrates that most of the participants strongly agreed, represented by 31.6%. These were followed by those who disagreed, represented by 23.9%, moderately agree, represented by 16.1%, agree, represented by 15.8% and lastly, those who strongly disagreed, represented by 12.6% of the sample.

CE3 statements ***"A real South African should always buy South African made products***" illustrates that most of the respondents strongly agreed to the statement and is represented by 27.7% of the sample. These were followed by those who disagreed, represented by 24.2%, agree, represented by 21.8%, moderately agree, represented by 17.5% and those who strongly disagreed, represented by 8.8% of the sample.

CE4 statement ***"It is not right to purchase foreign products"*** illustrates that most of the respondents strongly agreed to the statement and is represented by 31.6%. These were followed by those who agree and disagreed, represented by 23.5% and 23.2% respectively. Those who moderately agreed, are represented by16.1% and strongly disagree, is represented by 5.6 % of the sample.

BI1 statement ***"It's important for my apparel to be unique"*** illustrates that most of the respondents strongly agreed to the statement and was represented by 43.9% of the sample. These were followed by disagree and moderately agree, represented by 18.6% and 18.2% respectively. Those who are agreed are represented by 11.6% of the sample and strongly disagree, are represented by 7.7% of the total sample.

B12 statement ***"Ankara fabric has a high reputation"*** revealed that most of the respondents strongly agreed to the statement and is represented by 32.3% of the sample. These were followed by moderately agree and agree and was represented by 26.0% and 23.5% respectively. Those who disagree were represented by 14.0% and strongly disagree were represented by 4.2% of the entire sample.

BI3 statement ***"Ankara fabric has a distinctive identity"*** revealed that the majority of the respondents strongly agreed to the statement and is represented by 34.4% of the sample. These were followed by those who agreed and is represented by 31.2%. those who moderately agreed, disagreed and strongly disagreed are represented by 15.8%, 13.3% and 5.3% respectively of the total sample.

BI4 statement ***"Ankara Fabric is a first-class, high-quality brand"*** revealed that most of the participants strongly disagreed with the statement and represented by 35.8% of the total sample. These were followed by those who strongly agreed, represented by 34.7%. Those agreed and moderately agreed, were represented by 11.9% and 9.1% respectively. Those who disagreed were represented by 8.4% of the total sample.

CA1 statement ***"My opinion about Ankara fabrics is good"*** revealed that most if the participants strongly agreed with the statement and is represented by 36.5% of the sample. These were followed by those who disagree and moderately agreed represented by 27.7% and 14.4% respectively. Those who agreed are represented by13.7% and strongly disagree is represented by 7.7 % of the sample.

CA2 statement ***"I like Ankara fabrics"*** revealed that the majority of respondents strongly agreed to the statement and represented by 32.6% of the sample. These were followed who agreed and disagreed and were each represented by 20.7%, moderately agree represented by 13.3% and strongly disagree represented by 12.6% of the total sample.

CA3 statement ***"My opinion about Ankara fabrics is positive"*** illustrated that the majority of respondents strongly agreed with the statement and was represented by 32.3% of the sample. These were followed by those who disagreed, represented 21.1%, agree, represented by 20.7%, moderately agree, represented by 16.8% and finally, strongly disagree, represented by 9.1% of the research sample.

CA4 statement ***"Ankara fabrics appeal to me"*** illustrated that the majority of respondents strongly agreed with the statement and was represented by 29.5% of the sample. These were followed by those who agreed, represented 24.9%, disagree, represented by 20.4%, moderately agree, represented by 17.9% and finally, strongly disagree, represented by 7.4% of the research sample.

PI1 statement ***"I would like to buy Ankara fabrics"*** illustrated that the majority of respondents strongly agreed with the statement and was represented by 35.8% of the sample. These were followed by those who disagreed, represented 19.6%, agree, represented by 16.8%, moderately agree, represented by 15.1% and finally, strongly disagree, represented by 12.6% of the research sample.

PI2 statement ***"I will buy Ankara fabrics more frequently"*** illustrated that the majority of respondents strongly agreed with the statement and was represented by 29.8% of the sample. These were followed by those who agreed, represented 23.9%, disagree, represented by 22.8%, moderately agree, represented by 20.7% and finally, strongly disagree, represented by 2.8% of the research sample.

PI3 statement ***"I will encourage friends and relatives to purchase Ankara fabrics."*** revealed that the majority of respondents agreed with the statement and was represented by 28.1% of the sample. These were followed by those who strongly agreed, represented 26.3%, moderately agree, represented by 22.1%, disagree, represented by 18.9% and lastly, strongly disagree, represented by 4.6% of the research sample

PI4 statement ***"I have no intention to purchase Ankara fabrics"*** revealed that the majority of respondents disagreed with the statement and was represented by 30.2% of the sample. These were followed by those who moderately agreed, represented 23.2%, agree, represented by 20.0%, strongly disagree, represented by 15.4% and lastly, strongly agree, represented by 11.2% of the research sample

5.3 Measurement Model Assessment- Reliability and validity of instruments

5.3.1 Reliability Measurements

In order to test the credibility and integrity of the current study, the Cronbach Alpha, composite reliability (CR) and average variance extracted (AVE), were extracted to validate the reliability of measurement items. The Cronbach alpha and CR confirms the presence of reliability while the AVE prove the existence of discriminate validity as suggested by Fornell et al. (1981). **Table 5.6** depicts the results of the reliability and validity assessment that were performed and are discussed henceforth.

Table 5.6 scale accuracy analysis

Constructs		Mean	Standard Deviation	item to total correlation	cronbach Alpha	C. R. value	AVE value	factor loadings
P	P1	2.93	1.386	0.763	0.893	0.89	0.63	0.783
	P2	3.16	1.569	0.820				0.915
	P3	3.52	1.255	0.722				0.740
	P4	3.46	1.268	0.796				0.864
	P5	3.71	1.118	0.612				0.642
SI	SI1	3.49	1.438	0.798	0.902	0.90	0.65	0.920
	SI2	3.60	1.213	0.766				0.811
	SI3	3.65	1.217	0.801				0.817
	SI4	3.67	1.140	0.680				0.735
	SI5	3.65	1.229	0.747				0.748
A	A1	3.65	1.440	0.814	0.875	0.87	0.63	0.805
	A2	3.80	1.123	0.729				0.749
	A3	3.74	1.176	0.677				0.685
	A4	2.98	1.784	0.793				0.927
CE	CE1	3.24	1.556	0.857	0.922	0.91	0.73	0.950
	CE2	3.30	1.443	0.858				0.855
	CE3	3.35	1.342	0.804				0.854
	CE4	3.52	1.299	0.773				0.735
BI	BI1	3.65	1.395	0.792	0.862	0.85	0.59	0.773
	BI2	3.66	1.187	0.767				0.757
	BI3	3.76	1.207	0.611				0.561
	B4	3.01	1.742	0.731				0.925
CA	CA1	3.44	1.414	0.832	0.908	0.89	0.59	0.885
	CA2	3.40	1.439	0.805				0.832
	CA3	3.46	1.367	0.808				0.808
	CA4	3.49	1.302	0.725				0.753
PI	PI1	3.44	1.456	0.750	0.834	0.84	0.63	0.873
	PI2	3.55	1.214	0.665				0.764
	PI3	3.53	1.197	0.691				0.744

Note: P= Price; SI=social influence; A=awareness; CE=consumer ethnocentrism; BI=brand identity; CA= attitude; PI= purchase intention; CR= composite reliability; AVE= average variance extracted;

5.3.1.1 Cronbach Alpha

Cronbach alpha is known to be a statistical tool for calculating the reliability of instruments intended to measure a specific construct (Bryman et al., 2003). The recommended threshold for Cronbach Alpha, according to Nunnally and Bernstein (1994), is 0.6. From Table 5.6 above,

the Cronbach alpha for each of the research constructs ranges from 0.834 to 0.922 exceeding the required threshold which indicates the existence of reliability. Furthermore, an accepted rule to increasing reliability, is to exclude an item or more that is unsatisfactory (Bryman et al., 2003). Hence, an item measuring price i.e. P4 was deleted due to the fact that item-to-total value was below 0.5 which is the recommended cut-off point according to Dunn, Seaker and Waller (1994). For the current study, item-to-total values ranged between 0.611 and 0.858 which exceed the cut-off of 0.5; this provess the reliability of the measures used in the study.

5.3.1.2 Composite Reliability

In order to examine internal reliability of each research construct, a composite reliability test was conducted, as recommended by Chinomona (2017).

The formula below is applied when examining Composite Reliability:

$CR\eta = (\Sigma\lambda yi)\ 2 / [(\Sigma\lambda yi)\ 2 + (\Sigma\varepsilon i)]$

Composite Reliability = (square of the summation of the factor loadings) / {(square of summation of the factor loadings) + (summation of error variances)}

Reliability measurement model is evaluated by the composite reliability of each construct. Composite reliability value must be above 0.70, which signifies sufficient internal consistency (Bagozzi & Yi, 2012).

As illustrated by **Table 5.6,** the composite reliability values of the current study are P=0.89, SI=0.90, A=0.87, CE=0.91, BI=0.85, CA=0.89 and PI=0.84; these exceed the expected threshold of 0.70. This therefore confirms that the measurement model is reliable.

5.3.1.3 Average Variance Extracted (AVE)

AVE reflects the estimate of variance accounted for by the latent variable (Shyu et al., 2013). A good estimate of the average variance extracted is when the value is 0.5 and above (Bagozzi & Yi, 2012).

The following formula was used when examining the Average Variance Extracted;

$V\eta = \Sigma\lambda yi2 / (\Sigma\lambda yi2 + \Sigma\varepsilon i)$

AVE = summation of the squared of factor loadings / {(summation of the squared of factor loadings) + (summation of error variances)}

The AVE results in the study are P=0.63, SI=0.65, A=0.63, CE=0.73, BI=0.59, CA=0.59, PI=0.63 and these surpass the acceptable threshold, showing a good representation of the construct.

5.3.2 Validity Measurements

Validity measurements were assessed and convergent and discriminant validity were appraised. These assessments are discussed in the following section.

5.3.2.1 Convergent Validity

The extent to which a construct converges in its indicators by giving an explanation of the items' variance is determined by Convergent validity (Sarstedt et al., 2014). Convergent validity in the current study, was examined by assessing the item-to-total correlation and factor loadings as recommended by Sarstedt et al. (2014). According to Nusair et al. (2010), items show good convergent validity when they load strongly on their construct. Literature confirms that loadings above 0.5 signifies convergent validity (Hair et al., 2012).

For the current study, the item loaded well on their respective constructs with values ranging from 0.561 to 0.927, as shown in Table 5.6. This is evidence of good convergent validity as items are explaining more than 50% of their individual constructs.

5.3.2.2 Discriminant Validity

One of the means which researchers use to assess on the discriminant validity of the research variables is the evaluation of whether there are correlations among latent constructs using the inter-correlation matrix (Nunnally & Bernstein, 1994). According to Bagozzi and Yi (2012), correlation refers to the strength of the relationship between two constructs. To check if there is discriminant validity, it is important to assess if the correlation between the research variables are less than 1.0, as recommended by Chinomona (2011). As depicted in **Table 5.7** below, the inter-correlation values for the constructs are less than 1.0, hence confirming the presence of discriminate validity.

Table 5.7 Inter-correlation Matrix

Correlations

Constructs		P	SI	A	CE	BI	CA	PI
P	Pearson Correlation	1						
SI	Pearson Correlation	.800**	1					
A	Pearson Correlation	.848**	.844**	1				
CE	Pearson Correlation	.861**	.816**	.853**	1			
BI	Pearson Correlation	.803**	.766**	.826**	.869**	1		
CA	Pearson Correlation	.840**	.756**	.827**	.837**	.841**	1	
PI	Pearson Correlation	.763**	.727**	.807**	.802**	.830**	.842**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Note: P= Price; SI=social influence; A=awareness; CE=consumer ethnocentrism; BI=brand identity; CA=attitude; PI= purchase intention

5.3.3 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) was used to test the reliability and validity of the research instruments. It was used to test whether the phenomenon under investigation was correctly represented by the data. CFA was also used to show model fit, whether the data fit the conceptual model. Model fit is assessed by examining the model fit indicators such as Chi-square, Goodness of Fit Index (GFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Incremental Fit Index (IFI), Relative Fit Index (RFI), Norm Fit Index (NFI) and the Random Measure of Standard Error Approximation (RMSEA). **Table 5.8** below depicts the results relating to model fit and are discussed hereafter.

Table 5.8 Model fit indices

Model fit Index	Chi-square	GFI (Goodness of fit)	CFI (Comparative fit index)	TLI (Tucker-Lewis Index)	IFI (Incremental Fit Index)	RFI (Relative Fit Index)	NFI (Norm Fit Index)	RMSEA Root (Mean Square Error of Approximation)
Indicator Value	1.677	0.876	0.972	0.966	0.972	0.920	0.933	0.049

a) Chi-square(X2/DF)

A chi-square value below 3 is acceptable and depicts model fit (Chinomona, 2011). The current study has a chq-square of 1.677, which is below the acceptable cut-off and therefore, it can be concluded that there is acceptable model fit.

b) Goodness of fit (GFI)

According to Hair et al, (2006), goodness of fit must be greater or equal to 0.9 in order to show model fit, however a value greater than 0.8 can marginally be accepted. GFI for the current study is 0.876 which is greater than the marginal threshold, hence there is satisfactory fit.

c) Comparative Fit Index (CFI)

The comparative fit index value must be greater or equal to 0.9 (Hair, Black, Babin & Anderson, 2010). CFI for the current study is 0.972 which is above the recommended threshold, hence there is satisfactory fit.

d) Tucker-Lewis Index (TLI)

A Tucker-Lewis Index value that meets or exceeds 0.9 denotes that there is acceptable fit (Hair et al., (2006). TLI value for the current study is 0.966; this implies that satisfactory fit exists.

e) Incremental fit Index (IFI)

An incremental fit index that is greater than or equal to 0.9 suggests that the fit is acceptable (Hair, Black, Babin &Anderson, 2010). The 0.972 value of the study implies there is an acceptable fit since it exceeds the threshold.

f) Relative Fit Index (RFI)

The RFI value that exceeds 0.9 is a good fit (Hair et al., (2006). The 0.920 value of the current study proves an acceptable fit as it exceeds the recommended threshold.

g) Norm Fit Index (NFI)

The recommended value for NFI must be equal to or greater than 0.9 (Hair, Black, Babin & Anderson, 2010). The NFI for the current study is 0.93. which is acceptable as it exceeds 0.9.

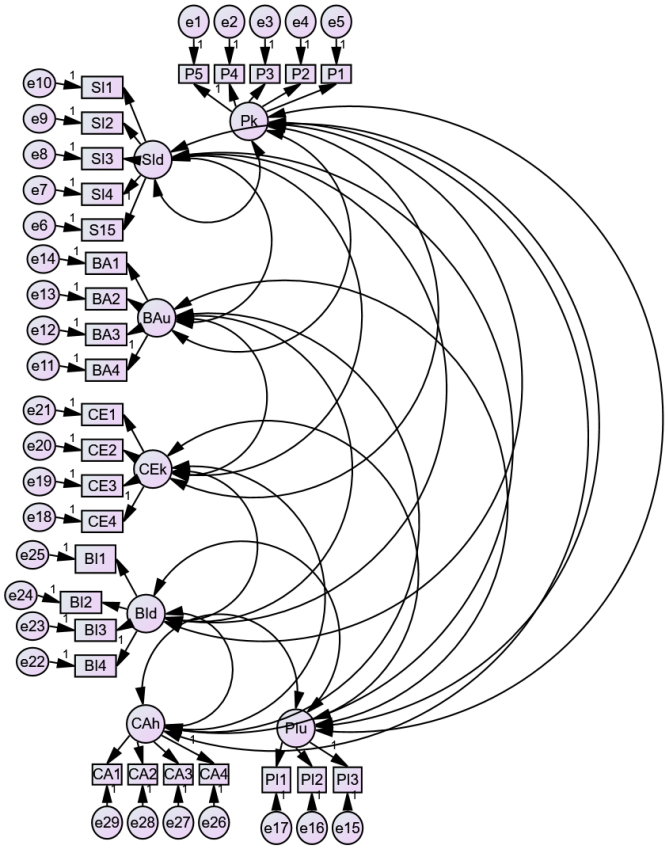
h) Random Measure of Standard Error Approximation (RMSEA)

Browne and Cudeck (1993) prescribed that "an estimation of the RMSEA of about 0.05 or less would demonstrate a nearby fit of the model in connection to the degrees of opportunity," and that "the estimation of about 0.08 or less for the RMSEA would show a sensible fit therefor can be accepted".

5.3.3.1 Confirmatory Factor Analysis (CFA) Model

Figure 5.5 is a pictorial illustration of the CFA model. Latent variables are represented by the circular shape while observed variables are represented by the rectangular shapes. Next to the observed variables are measurement errors which are represented by circular shapes as well. The double head arrows indicate the relationship between latent variables.

Figure 5.5 CFA model



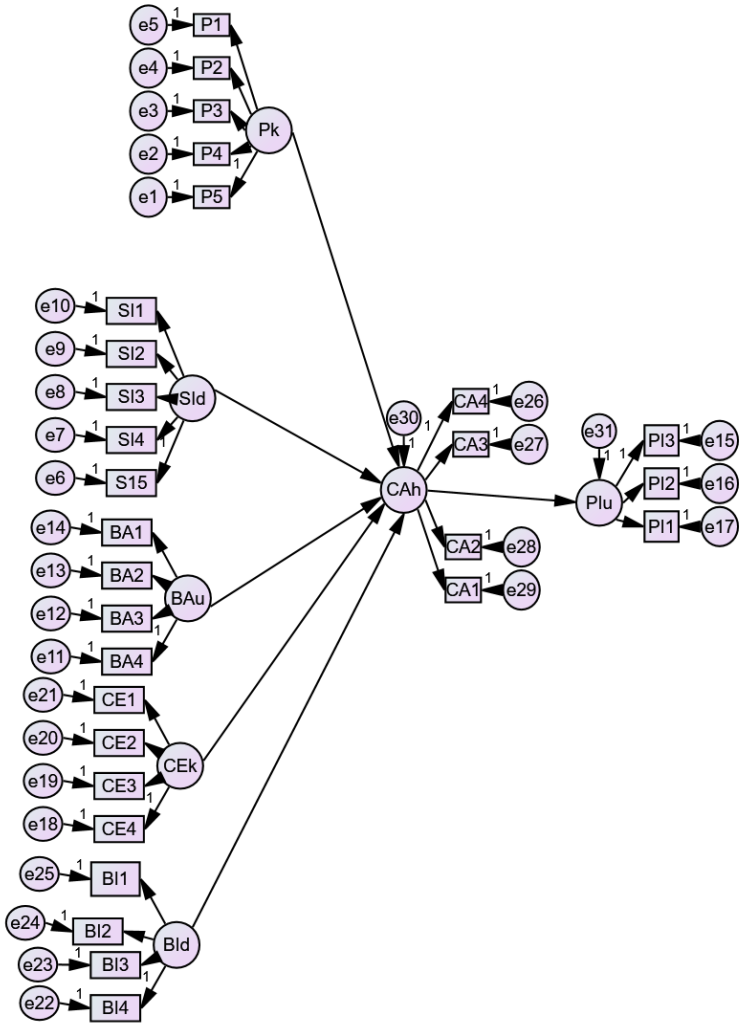
5.4 Path Modelling and Hypothesis Testing

In the second phase of Structural Equation Modelling, structural modelling was performed using AMOS 25. The purpose of this phase is to assess causative relationships among latent costructs (Nusair et al., 2010). **Table 5.9** below shows the results of model fit testing. As mentioned above, GFI, CFI, TLI, IFI, RFI, and NFI, must be greater than or equal to 0.9 in order to show model fit, however a value greater than 0.8 can marginally be accepted (Hair et al., (2006). The corresponding values in the table below meet the recommended threshold and this indicates acceptable model fit. Browne and Cudeck (1993) prescribed that "an estimation of the RMSEA of about 0.05 or less would demonstrate a nearby fit of the model in connection to the degrees of opportunity," and that "the estimation of about 0.08 or less for the RMSEA would show a sensible fit therefor can be accepted". Lastly, chi-square is acceptable if the value is below 3 (Chinomona, 2011) and the value in the table meets the required threshold**. Figure 5.6** is a pictorial illustration of the Path model. The latent variables are represented by the circles; rectangles stand for the measurement items. The measurement errors and the single headed arrow signifies the causal relationships.

Table 5.9 Model Fit Indices for Path analysis

Model fit Index	Chi-square	GFI (Goodness of fit)	CFI (Comparative fit index)	TLI (Tucker-Lewis Index)	IFI (Incremental Fit Index)	RFI (Relative Fit Index)	NFI (Norm Fit Index)	RMSEA Root (Mean Square Error of Approximation)
Indicator Value	2.970	0.879	0.918	0.896	0.919	0.853	0.884	0.080

Figure 5.6 Path Model



5.4.1 Hypothesis Testing

As the proposed measurement and structural model has been assessed and finalised, the next step was to evaluate the causal relationships among latent variables. For the current study, results obtained through hypothesis testing are indicated in **Table 5.10.** The table shows the proposed hypothesis, path coefficient, p values and whether a hypothesis is supported or rejected. The level of significance and supported hypothesis were represented by asterisks (*) and values. * significant level $p < 0.05$; ** significant level $p < 0.01$; *** significant level $p < 0.001$. The hypothesis testing results are discussed below

Table 5.10 Hypothesis Testing Results

Hypothesis relationship	Hypothesis	Path coefficient	P values	Outcomes
BA > CA	H1	0.442	0.022	Supported and significant
CE > CA	H2	-1.308	0.070	Not supported and insignificant
BI > CA	H3	2.158	0.003	Supported and significant
SI > CA	H4	-0.527	0.001	Not supported and significant
P > CA	H5	0.539	***	Supported and significant
CA > PI	H6	0.954	***	Supported and significant

Note: P= Price; SI=social influence; BA=awareness; CE=consumer ethnocentrism; BI=brand identity; CA=attitude; PI= purchase intention

- The path coefficient of **H1 (BA > CA)** is 0.442. This implies that there is a strong relationship between BA and CA and it indicates that awareness has a positive influence on attitude. The p-value of 0.022 denotes a $p < 0.05$ confidence level and this signifies that the hypothesis is supported and significant.
- The path coefficient of **H2 (CE > CA)** is -1.308. This signifies that there is a relationship between CE and CA and the path coefficient also indicates that consumer ethnocentrism has a negative influence on attitude. The p-value 0.070 signifies that the hypothesis is not supported and insignificant.
- The path coefficient of **H3 (BI > CA)** is 2.158. This denotes that there is a strong relationship between BI and CA, the path coefficient also indicates that brand identity has a positive influence on attitude. The p-value 0.003 denotes a $p < 0.001$ confidence level which indicates that the hypothesis is supported and significant.
- The path coefficient of **H4 (SI > CA)** is -0.527. This denotes that the is a relationship between SI and CA, the path coefficient also indicates that social influence has a negative influence on attitude. The p-value has 0.001confidence level which signifies that the hypothesis is not supported but significant.
- The path coefficient of **H5 (P > CA)** is 0.539. This reveals that there is a strong relationship between P and CA, the coefficient also denotes that price has a positive

influence on attitude. The p-value indicates p< 0.001 level of confidence which signifies that the hypothesis is supported and significant.

- The path coefficient for **H6 (CA >PI)** is 0.954. This reveals that there is a strong relationship between CA and PI, the coefficient indicates that attitude has a positive influence on purchase intention. The p-value denotes p< 0.001 level of confidence which signifies that the hypothesis is supported and significant.

5.5 Chapter Summary

This chapter analysed the data obtained from the sample using SPSS 25 and AMOS 25. Firstly, the study analysed the descriptive statistics which included the demographic profile of the respondents as well as the summary of the scale items which indicated by percentage, the respondents that agreed or disagreed to the measurement items. In addition, the measurement model was assessed, testing for reliability and validity of all the constructs in study. The results proved that all the constructs were reliable with the exception P4 who's that item-to-total value was below 0.5. The results also proved the presence of discriminate and convergent validity in the study. Confirmatory Factor Analysis (CFA) proved an acceptable model fit using Chi-square, Goodness of Fit Index (GFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Incremental Fit Index (IFI), Relative Fit Index (RFI), Norm Fit Index (NFI) and the Random Measure of Standard Error Approximation (RMSEA) as indicators. Path analysis was performed to confirm model fit and also to test the proposed hypotheses of the study.

CHAPTER SIX (6): DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

The purpose of this chapter is to discuss and make deductions from the results and findings of the current study. The objective of the study was to investigate the factors that influence Ankara intention among Generation Y consumers. The chapter first provides an overview of the demographics, then a discussion of the findings and finally, conclusions and recommendations.

6.2 Demographic profile of respondents

6.2.1 Gender and Age

The majority of respondents were male representing 51.58% of the total sample, whereas females were represented by 46.67%. Almost 50% of these respondents were between ages 20-24, followed by those who were between the ages of 25- 29.

6.2.2 Level of education and Ankara item consumption

The majority of the respondents had undergraduate education represented by 48.8% and postgraduate education represented by 44.9%, and the rest prefer not to disclose their level of education. The majority of the respondents owned bags made from Ankara fabrics represented by 39.6%. By asking what respondents owned made from African fabric, the research essentially sought to prove that respondents did indeed use Ankara fabrics and which items were popular with the users. This results clearly show the fact that respondents are occasional consumers of Ankara fabric, based on the frequency level of the results generated.

6.3 Discussion of Findings

6.3.1 Awareness and Attitude

The first empirical objective of the study was to investigate the impact of awareness on attitude toward purchase intention on Ankara. The study proposed that there was a positive relationship between awareness and attitude. The results of the study have confirmed the existence this relationship and that it is significant. The coefficient for H1 was 0.442, suggesting a strong relationship between the two variables. The p-value indicates a 0.05 confidence level which means that the hypothesis is supported and significant, therefore the statement put forward under this hypothesis holds true. The findings are in line with previous literature on awareness such as MacDonald and Sharp (2000), Hoyer and Brown (1990) who found awareness to be an important factor for consumer decisions, in that consumers make decisions based on brands they recall. The confirmation of this hypothesis proves that awareness is an important variable

in attitude formation toward Ankara purchase. This means that awareness allows consumer to have a positive attitude towards the purchase of Ankara fabric.

In conclusion, according to the findings of this study, the relationship between awareness and attitude is supported and it can be said that among Generation Y consumers in South Africa, the higher the degree of awareness, the more positive the attitude towards the Ankara brand. Based on the importance of attitude on purchase intention, awareness has an indirect effect on purchase intention of the Ankara brand. The outcome's implications suggest that for a purchase to occur that marketers should make the Ankara brand salient in the mind of the consumer.

6.3.2 Consumer Ethnocentrism and Attitude

The objective of the study was to determine the influence of consumer ethnocentrism on attitude and to that effect, a hypothesis was proposed. H2 proposed a negative relationship between the two variables. The data analysis revealed that the coefficient -1.308 suggests a negative relationship between the two variables but a p-value of 0.070 proved that the relationship between the two variables was not supported and insignificant. This means that there was no evidence to prove that consumer ethnocentrism negatively influences consumer attitude towards Ankara purchase, hence it was rejected.

The findings of this study contradict previous studies on ethnocentrism such as Ramadania et al. (2015) and Kumar et al. (2013), who found evidence to support the negative influence of ethnocentrism on the attitude towards foreign products. Although the relationship was not supported, and insignificant, the descriptive analysis in the previous chapter revealed that a high percentage of the respondents strongly agreed to the statements that were made under consumer ethnocentrism. This gives the understanding that the population that was sampled for the current research are probably ethnocentric and consider it to have a positive influence on their attitude rather than negative. Haefner et al. (2016) conducted a similar research in the South African context but tested the relationship between ethnocentrism and purchase intention and also did not find support for his proposed relationship. According to Ajzen (1991), in TPB the more favourable the attitude, the stronger the intention and so it can be inferred from Haefner et al. (2016) that South Africans are somewhat ethnocentric, but this has not been proven to affect their purchase decisions.

To conclude, ethnocentric beliefs did not significantly influence attitude negatively in the context of this study. This shows that more ethnocentric beliefs among Generation Y consumers do not necessarily influence their attitude toward the Ankara brand negatively.

6.3.3 Brand Identity and Attitude

The study proposed a positive relationship between brand identity and attitude towards the purchase of Ankara fabric. The results of the study confirmed the existence of this relationship and that it was supported and significant. The coefficient of H3 was 2.158 and it signifies a strong relationship between the two variables. The p-value of 0.003 indicates that the hypothesis is supported and significant and therefore the proposed hypothesis of the current study holds true.

This conclusion is supported by literature such as Wu (2015), whose study results showed that consumer's positive attitude towards brand identity influences purchase, suggesting that they hope to improve their self-image and other consumers' affirmation through the identity of the brand.

In addition, this thesis shows that the identity of the Ankara fabric brand is important to Generation Y purchase decisions in that the more positive or negative the identity of the Ankara fabric, the more or less likely Generation Y consumers will purchase the fabric. Based on the measurement items, the results of the study suggest that, when the identity is positive i.e. it is unique and has a high reputation, the attitude will also be positive, which results in increased purchase intention. With regard to the Generation Y consumer, it means that the Ankara fabric must maintain and keep a positive identity in order to influence attitude toward its purchase positively. The Ankara fabric has a unique and colourful look and in most parts of the world, represents the African culture.

This study found support for the influence of brand identity on attitude towards the purchase intention of the Ankara fabric brand, which proves the influence that brand identity has on the consumers' mind-set and decision-making.

6.3.4 Social Influence and Attitude

One of the empirical objectives of the study was to determine the impact of social influence on attitude toward purchase intention on Ankara. The study proposed that social influence has a positive influence on attitude. The data analysis revealed that the coefficient of H4 was -0.527 which suggests a negative relationship between the two variables and a p-value of 0.001 proved that the relationship between the two variables was significant, however it was not supported. This means that there was no evidence to support the hypothesis that social influence positively influences attitude towards Ankara purchase.

Although this relationship is not supported, this relationship was evident and supported in a number of studies conducted on the relationship. Studies from Loureiro et al. (2017), whose research findings established that social influence is an important factor in consumers' desire to use a fashion product, in the sense that consumers give importance to what other people say about fashion styles. Mbumbwa (2016) also established that black South African Millennials make reference to opinion leaders or social influences, when considering participating in a certain fashion. A possible explanation for the study's findings not supporting the relationship between social influence and attitude may be that, not all consumers pay attention to social references when it comes down to their style and hence, the negative influence on attitude. Some consumers may prefer to be unique, not looking like the social group. The significance of the relationship proves that social influence may have an influence on the attitude but not with this product category and sample, therefore should not be ruled out.

In summary, social influence impact on attitude is significant but this relationship is not an important factor to consider by Generation Y in their intention to purchase Ankara fabric.

6.3.5 Price and Consumer Attitude

The objective of the study was to assess the influence of price on attitude toward purchase intention of Ankara. The study proposed that there was a positive relationship between price and attitude. The results of the study have confirmed the existence of this relationship and that it is significant. The coefficient for H5 was 0.539, suggesting a strong relationship between these two variables. The p-value indicates a 0.001 confidence level which means that the hypothesis is supported and significant, therefore the statement put forward under this hypothesis holds true.

The results of this study revealed that the price of Ankara fabric significantly influences attitude toward the purchase of the Ankara fabric. The mass market in emerging economies are highly price-sensitive (Sarkar, 2014) and consumers are faced with scarce resources which is why purchase intentions do not necessarily translate into actual behaviour (Park et al., 2010). This price sensitivity is consistent with the descriptive analysis on price. The analysis shows that the majority of the respondents agreed to the fact the Ankara fabric is reasonably priced and inexpensive. Jegethesan et al.'s (2012) research findings established the fact that price is an important determinant for young Australian apparel consumers and their purchase behaviour which confirms the findings of this research report.

In conclusion, price is a significant factor that influences Generation Y attitude to the purchase of Ankara fabric. The descriptive statistics showed that affordability of the price will be a reason to consider buying Ankara fabric. In the context of the study, according to Generation Y in South Africa, this means that the better the affordability of the price, the more favourable the attitude towards its purchase.

6.3.6 Attitude and Purchase Intention

The final objective of the study was to assess the influence of attitude on purchase intention of Ankara. The study proposed that there was a positive relationship between attitude and purchase intention. The results of the study have confirmed the existence of this relationship and that it is significant. The coefficient for H6 was 0.954 suggesting a strong relationship between these two variables. The p-value indicates a 0.001 confidence level which means that the hypothesis is supported and significant, therefore the statement put forward under this hypothesis holds true.

The relationship between attitude and purchase intention has been confirmed in the theory of planned behaviour (Ajzen, 1991). It is widely supported in several studies, such as Chiu and Leng (2016), Haefner et al. (2016), etc. According to the finding, attitude has a strong positive influence on purchase intention which means that attitude is an important variable in the consumer's decision making. Based on the findings, Ankara fabric producers and marketers can channel all efforts into influencing consumers' attitude toward the brand by creating favourable attributes that will influence attitude positively. Marketers must create awareness of the Ankara fabric through advertising on various platforms. They must also build a strong brand identity by incorporating traditional motifs and patterns into its designs as well as South African sayings and values which will communicate a sense of pride and value to the consumer. The results revealed that the targeted sample was price sensitive, therefore marketers and manufacturers must adopt value-based pricing in an attempt to price their products. This is because value based pricing takes into consideration the consumers' needs and the consumers' price sensitivity. Skimming pricing to attract more customers and penetrate the market systematically is also necessary since Ankara is at the introductory stage of the life cycle. These marketing efforts can help influence attitude towards Ankara purchase intention.

In summary, attitude has a positive influence on purchase intention. In the context of this report, it means that Generation Y consumers with a positive attitude towards Ankara fabric brands are more likely to have the intention to purchase Ankara fabric brands.

6.4 Conclusion of the Study

The outcome of the study was consistent with the majority of the hypotheses and was inconsistent with two of the hypotheses that were proposed in the study. **Table 6.1** gives a brief summary

Table 6.1 Hypothesis Testing Results

Hypothesis relationship	Hypothesis	Path coefficient	P values	Outcomes
BA > CA	H1	0.442	0.022	Supported and significant
CE > CA	H2	-1.308	0.070	Not supported and insignificant
BI > CA	H3	2.158	0.003	Supported and significant
SI > CA	H4	-0.527	0.001	Not supported and significant
P > CA	H5	0.539	***	Supported and significant
CA > PI	H6	0.954	***	Supported and significant

Note: P= Price; SI=social influence; BA=awareness; CE=consumer ethnocentrism; BI=brand identity; CA= attitude; PI= purchase intention

The individual coefficients of H1 to H6 were 0.442, -1.308, 2.158, -0.527, 0.539 and 0.954 respectively. The results revealed that Awareness has a highly significant relationship with attitude, as well as brand identity and price. The results also revealed that attitude has a highly significant influence on purchase, as suggested by Ajzen (1991), hence it can be concluded from the results that awareness, brand identity and price have an indirect but significant relationship on purchase intention when comes to Ankara consumption. Therefore, marketers should channel all efforts into making sure that these variables are important elements in their marketing mix. However, the relationship between consumer ethnocentrism and attitude was not supported and significant and social influence and attitude was not supported but yet significant. This means that marketers should not make these variables a priority in their marketing mix. The ideal marketing mix for the Ankara would be advertising, promotion, sales and distribution since it is at the introductory stage of the product life cycle. Advertising is essential for above the line marketing. Advertising on billboards in areas that are traffic prone and easily seen by target audience is key to being successful and create awareness. Advertising

through Live Presenter Mentions (LPM) and jingles on the radio station with an ideal creative message will help to build brand recall. Once this is built and the product (Ankara) will easily be purchased. Digital marketing under adverting is also ideal. We are in an age where everyone has gone digital. Commercials need to be thrown in the faces of people in order for them to have no choice at some point to purchase and eventually join the train of Ankara wearing. These thriving and creating awareness also helps to build the right/positive brand identity for Ankara.

Promotion and sales go hand in hand. They drive a below the line activation process. Reducing the cost of the Ankara, adding incentives such as gifts or giving out additional Ankara fabric on the purchase will increase the momentum and drive people have to purchase. Purchasing power aside derived from the need or want of a product, what a customer thinks of a product in terms of cost differentiation and competitive costing enables a drive that pushing them to make a purchase. Distribution compliments promotion and sales. The right packaging for delivery helps drive sales as consumers are attracted to what they see. They would want to go back to receive the packaging over and over again. Distributions channels such Mr Price, Jet, Ackermans will be great for Ankara distribution since they carry affordable clothing items, Ankara will fit in just right because of its affordability.

At the end of the day, we are not looking at a onetime purchase. We are looking at purchasing that keeps going on. Brand recall, packaging and throwing in the face of people a product over and over again, helps to have re-purchases after a first purchase.

6.5 Implications of the Study

The study generated some key implications that need to be considered by both academics and marketing practitioners.

6.5.1 Academics Implications

The study has proven key relationships between awareness, brand identity and price towards attitude and purchase intention. However, the relationship between consumer ethnocentrism and social influence towards attitude was not supported.

This study makes academic contributions to factors that influence Ankara fabric purchase in South Africa, as it clearly puts forward the variables that have an influence on attitude which may influence Ankara fabric purchase. This study contributes significantly to literature on Ankara consumption in South Africa, by exploring the factors that Generation Y consumers consider when purchasing Ankara fabric.

6.5.2 Marketing implications

The study reveals key implications and information that managers and marketers of Ankara fabric might find useful. Generation Y consumers have shown some level of awareness and a positive attitude towards the fabric and the desire to purchase it at affordable prices. Therefore, marketers should increase awareness and marketing of the fabric and make this available in stores which the consumers may find affordable, such as Mr Price and Jet. Marketers can increase awareness of Ankara fabric through advertising and marketing campaigns through online platforms, as this sample uses these social platforms extensively, directed at consumers since there is a market for it. Brand identity was regarded as a key factor by the sample and so marketers must also focus on creating positive attributes for the fabric that will help create a favourable identity for Ankara, that will resonate positively with this cohort. Ankara is well noted for its vibrant colours and traditional patterns with meanings and so marketers and manufacturers can create positive attitudes through its packaging, colour patterns and traditional symbols that are specific to South African heritage. Brand recall is gained when consumers can relate with what they wear. Price was also shown to be a salient factor to the research sample. Producers of this fabric must find means to reduce prices and keep them affordable and inexpensive to South African Generation Y consumers. The target population acknowledges awareness of the Ankara fabric and the intention to purchase and so producers should make the fabric more available and accessible to them.

6.6 Recommendations for Future Research

The purpose of the study was to investigate the factors that influence Ankara purchase in South Africa among Generation Y. The findings supported four of the proposed hypotheses however ethnocentrism and social influence towards attitude were not supported and this creates an opportunity for further studies on this topic with these variables. The study recommends that further studies be done using different cohorts or population samples to tests these relationships. One of the limitations of the study was the inability to generalise beyond the scope of the study, hence further studies can consider conducting this research beyond the scope of the University of the Witwatersrand and South Africa at large. It will also be of interest to investigate these factors on different cohorts which will contribute to literature on Ankara fabric.

6.7 Conclusion

The chapter discussed and made inferences from the findings of the study and made recommendations for further studies. The main purpose of the study was to investigate the

factors that influence Ankara consumption in South Africa. The objectives and purpose put forward in the research were all achieved. Six hypotheses were proposed and tested by collecting data from Generation Y students at the University of Witswatersrand. Four of these hypotheses were supported in a significant way. The results of the study shed light onto which factors influence Ankara purchase among Gen Y. The findings of this study were in line with previous literature and research on the variables of this research. The results confirmed that Awareness, Brand Identity and Price had significant impacts on attitude toward Ankara Purchase and should be considered by manufacturers when marketing the product. Marketers could formulate strategies based on these results in order to tap into the potential of the South African market.

For many Generation Y consumers, it important to have prior knowledge about the product for it is a prerequisite for purchase to be considered. It also increases the chances of recall and recognition so as to make a purchase. In regards to brand identity, the results gave insight into fact that gen Y consumers consider the identity of brand to make a purchase be it negative or positive. Price was also seen to be a deciding factor for consideration of purchase. Based on the findings all these influence attitude towards purchase intention positively.

The implications the findings had on the marketing and academic perspective were also discussed and highlighted in this chapter. Thereafter the chapter provided final conclusions and recommendations for further studies were presented.

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Ankara Figure2.3 https://www.indiamart.com/proddetail/african-ankara-fabric-9391836588.html

Ankara Figure 2.2 https://www.africablooms.com/product/pink-african-fabric/

Ankara Figure 2.4 https://www.etsy.com/listing/467991320/

APPENDIX A: PARTICIPANT CONSENT FORM

Participant Consent Form

FACTORS INFLUENCING AFRICAN FABRIC CONSUMPTION IN SOUTH AFRICA
Elinam Kuwornu

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

I agree that my participation will remain anonymous	YES	NO	(please circle)
I understand that I am under no obligation to take part in this project.	YES	NO	
I understand I have the right to withdraw from this project at any stage.	YES	NO	
I agree that the information I provide may be used anonymously by other researchers following this study	YES	NO	

…… (Signature)
…… (Name of participant)
…… (Date)

APPENDIX B: QUESTIONNAIRE

Dear Participant

My name is **ELINAM KUWORNU** and I am a Masters student in Marketing Department at Wits University in Johannesburg. As part of my studies, I have to undertake a research project, and I am investigating **FACTORS THAT INFLUENCE ANKARA FABRIC PURCHASE AMONG GENERATION Y CONSUMERS IN SOUTH AFRICA.** The aim of this research project is to find out what the generation Y consider, when purchasing Ankara fabric products. In addition, whether this can ultimately influence their purchase intention.

As part of this project I would like to invite you to take part in answering a onetime questionnaire. The first part of this questionnaire captures some general information. Please tick whichever boxes that are applicable. The second comprises of 30 statements, please indicate the extent to which you agree with each statement by ticking the appropriate box. This questionnaire will take around 10-15 minutes.

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 or not answer any question if you do not want to. The questionnaire will be completely confidential and anonymous as I will not be asking for your name or any identifying information, and the information you give to me, will be held securely and not disclosed to anyone else. If you experience any distress or discomfort, you may redraw at any time and resume another time.

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 which will be available online through the university library website. If you wish to receive a summary of this report, I will be happy to send it to you upon request. 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,
Elinam Kuwornu

Elinam Kuwornu, 1939981@students.wits.ac.za , +27 (0)83 503 2115
Dr Norman Chiliya, norman.chiliya@wits.ac.za , +27 (0)11 717 8063

SECTION A

GENERAL INFORMATION

Please indicate your answer by ticking (✓) on the appropriate box.

A1 Please indicate your gender

1	Male	
2	Female	
3	Prefer not to	

A2 Please indicate your Age.

20-24		25-29		30-35		Prefer not to	

A3 Indicate your level of study.

Undergraduate	
Postgraduate	
Prefer not to	

A4 Please indicate if you own one of these items made from Ankara fabric. Please tick [✓] all that apply:

Dress	
Bag	
Skirt	
Shorts/ Trousers	
Shirt/Blouse	
Jacket/ Blazer	
Footwear	
None	

SECTION B

PRICE (P)

Below are statements about brand price. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please indicate your answer by ticking (✓) on each statement.

P 1	Ankara fabrics are reasonably priced.	Strongly disagree	1	2	3	4	5	Strongly agree

P 2	Ankara fabrics are affordable	Strongly disagree	1	2	3	4	5	Strongly agree
P 3	Ankara Fabrics are expensive	Strongly disagree	1	2	3	4	5	Strongly agree
P 4	African fabric products are worth their price	Strongly disagree	1	2	3	4	5	Strongly agree
P 5	Ankara fabrics are inexpensive	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION C

SOCIAL INFLUENCE (SI)

Below are statements about brand reference. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please indicate your answer by ticking (✓) on each statement.

SI1	I pay attention to what brands my favourite movie stars and pop singers are using.	Strongly disagree	1	2	3	4	5	Strongly agree
SI2	My friends think I should purchase Ankara fabrics	Strongly disagree	1	2	3	4	5	Strongly agree
SI3	I pay attention to the fashion styles of celebrities	Strongly disagree	1	2	3	4	5	Strongly agree
SI4	Someone in my family encourages me to purchase Ankara fabrics	Strongly disagree	1	2	3	4	5	Strongly agree
SI5	My family thinks I should purchase Ankara fabric.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION D

AWARENESS (A)

Below are statements about Brand Awareness You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree.

Please indicate your answer by ticking (✓) on each statement.

A1	I am likely to buy the brand that I remember best	Strongly disagree	1	2	3	4	5	Strongly agree
A2	I usually choose well-advertised products	Strongly disagree	1	2	3	4	5	Strongly agree

A3	I usually choose the brand I know	Strongly disagree	1	2	3	4	5	Strongly agree
A4	I am more exposed to and actively aware of Ankara fabric	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION E

CONSUMER ETHNOCENTRISM (CE)

Below are statements about Brand Taste. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree.

Please indicate your answer by ticking (✓) on each statement.

CE1	Purchasing foreign-made (Ankara) products is un-South African.	Strongly disagree	1	2	3	4	5	Strongly agree
CE2	South Africans should not buy foreign products (Ankara) because this hurts South African business and causes unemployment.	Strongly disagree	1	2	3	4	5	Strongly agree
CE3	A real South African should always buy South African made products	Strongly disagree	1	2	3	4	5	Strongly agree
CE4	It is not right to purchase foreign products.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION F

BRAND IDENTITY (BI)

Below are statements about Brand Identity. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree.

Please indicate your answer by ticking (✓) on each statement.

BI1	It's important for my apparel to be unique	Strongly disagree	1	2	3	4	5	Strongly agree
BI2	Ankara fabric has a high reputation.	Strongly disagree	1	2	3	4	5	Strongly agree
BI3	Ankara fabric has a distinctive identity.	Strongly disagree	1	2	3	4	5	Strongly agree

BI4	Ankara Fabric is a first-class, high-quality brand.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION G

CONSUMER ATTIUDE (CA)

Below are statements about Consumer Attitude. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree.

Please indicate your answer by ticking (✓) on each statement.

CA1	My opinion about Ankara fabrics is good.	Strongly disagree	1	2	3	4	5	Strongly agree
CA2	I like Ankara fabrics	Strongly disagree	1	2	3	4	5	Strongly agree
CA3	My opinion about Ankara fabrics is positive.	Strongly disagree	1	2	3	4	5	Strongly agree
CA4	Ankara fabrics appeal to me.	Strongly disagree	1	2	3	4	5	Strongly agree

PURCHASE INTENTION (PI)

Below are statements about purchase intention. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5-point scale.

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please indicate your answer by ticking (✓) on each statement.

PI1	I would like to buy Ankara fabrics	Strongly disagree	1	2	3	4	5	Strongly agree
PI2	I will buy Ankara fabrics more frequently	Strongly disagree	1	2	3	4	5	Strongly agree
PI3	I will encourage friends and relatives to purchase Ankara fabrics.	Strongly disagree	1	2	3	4	5	Strongly agree
PI4	I have no intention to purchase Ankara fabrics	Strongly disagree	1	2	3	4	5	Strongly agree

THANK YOU

APPENDIX C: PERMISSION LETTER

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

OFFICE OF THE DEPUTY REGISTRAR

23 August 2019

Elinam Kuwornu
Student number 1939981
Master of Commerce
School of Economic and Business Sciences

TO WHOM IT MAY CONCERN

"Factors that influence African fabric consumption in South Africa"

This letter serves to confirm that the above project has received permission to be conducted on University premises, and/or involving staff and/or students of the University as research participants. In undertaking this research, you agree to abide by all University regulations for conducting research on campus and to respect participants' rights to withdraw from participation at any time.

If you are conducting research on certain student cohorts, year groups or courses within specific Schools and within the teaching term, permission must be sought from Heads of School or individual academics.

Ethical clearance has been obtained. (Protocol number: CBUSE/1507)

Carol Crosley
University Registrar

Private Bag 3, Wits, 2050, South Africa | **T** +27 11 717 1204/8 | **F** +27 86 553 2271 | www.wits.ac.za

APPENDIX D: ETHICS CLEARANCE CETERTIFICATE

UNIVERSITY OF THE WITWATERSRAND JOHANNESBURG

SCHOOL OF ECONONICS AND BUSINESS SCIENCERS ETHICS COMMITTEE
CONSTITUTED UNDER THE UNIVERSITY HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER: CBUSE/1507**
PROJECT TITLE	**Factors Influencing African Fabric Consumption in South Africa.**
INVESTIGATOR	**Ms. Elinam Kuwornu**
SCHOOL/DEPARTMENT OF INVESTIGATOR	**School of Economic and Business Sciences**
DATE CONSIDERED	**25 July 2019**
DECISION OF THE COMMITTEE	**Approved unconditionally**
EXPIRY DATE	**31 October 2019**
ISSUE DATE OF CERTIFICATE	**19 August 2019**

CHAIRPERSON
(Dr Suvera Boodhoo)

cc: Supervisor: Dr Norman Chiliya

DECLARATION OF INVESTIGATOR

To be completed in duplicate and **ONE COPY** returned to the Chairperson of the School/Department ethics committee.

I fully understand the conditions under which I am are authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee.

Signature **Date** 23/08/2019