



**Exploring opportunities and challenges on the consumption
of colour cosmetics and make-up products by black women
in South Africa**

by

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Declaration

I, Constance Mashaba, declare that this research report entitled “Exploring opportunities and challenges on the consumption of colour cosmetics by black women in South Africa” is my own unaided work. I have acknowledged, attributed, and referenced all ideas sourced elsewhere. I am hereby submitting it in partial fulfilment of the requirements of the degree of Master of Business Administration at the University of the Witwatersrand, Johannesburg. I have not submitted this report before for any other degree or examination to any other institution.

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Abstract

Diversity, inclusivity, and empowerment are driving today's fast-changing beauty attitudes, transforming expectations of looks and dismantling age-old patriarchal beauty standards in the process. Even though make-up is perceived as a means of self-expression, this study considers why many black women do not use make-up and colour cosmetics regularly. Therefore, the purpose of this study was to explore opportunities and challenges on the consumption of colour cosmetics and make-up products by black women in South Africa. The study sought to examine the influence of cultural beliefs, personality traits and social class on the consumption of colour cosmetics and make-up products by black South African women. The theory of buyer behaviour and the purchasing decision model were employed as the lens for the study. A mixed-method study was used for this research where a survey of 316 non-users or occasional users of colour cosmetics and make-up products was quantitatively carried out and qualitative interviews, designed to understand the consumption of colour cosmetics and make-up products, were conducted with 14 purposefully selected women in Gauteng Province, South Africa. The research findings supported one hypothesis, personality traits, as a significant positive influence and two hypotheses, cultural beliefs and social class, as negative influences on the consumption of colour cosmetics and make-up products by black South African women. The study contributes to the existing literature on the consumption of make-up products by black women in South Africa and to an understanding of the importance of inclusivity when cosmetics companies develop products. Based on the research results, recommendations for possible strategies that may be adopted by marketing managers in the colour cosmetics and make-up sector are provided. It is also recommended that future studies consider expanding the research to women of colour in general as they tend to use the same shades of colour cosmetics and make-up products and might have the same challenges or opportunities. Finally, future research to investigate other factors, such as disposable income of black women in South Africa, which could influence the consumption of colour cosmetics and make-up products, is recommended.

Keywords: Colour cosmetics, Make-up, Black women, Consumption, Cultural beliefs, Personality and Social class.

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Definition of key terms and concepts

Consumption is defined as a complex societal process in which individuals purchase goods and services for reasons beyond their intrinsic value (Saltık et al., 2013). Consumption is a process informed by purchasing that blends behaviour to utilise economic goods (Saltık et al., 2013).

Colour cosmetics and make-up is defined as a term that combines different categories of products for facial skin, eyes, cheeks as well as lips to improve the overall physical appearance. Cosmetics and make-up conceal shortcomings and define features that make a person look better and feel more refreshed (Sharma et al., 2016).

A black woman is an adult female person of a certain ethnic group, and her definition is an important element impacting identity and sense of belonging (Urban dictionary, n.d.). Black women are women of African sub-Saharan and Afro-diasporic origin. The word black woman is both a multi-faceted cultural identity and a social construction with varying interpretations in different countries.

Personality traits - Parks-Leduc et al., (2014) define personality traits as a picture of individuals in terms of stable behaviour patterns such as emotions and thoughts.

Culture is defined as a set of basic values, attitudes, preferences and actions that a member of society has inherited from the family and other essential institutions (Kotler et al., 2017).

Social class is defined as a relational term in which classes are described and graded relative to each other (Schwadel, 2016).

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1. Introduction to the research

1.1 Background and context

The history of cosmetics may have begun in ancient Egypt for hygienic reasons and health benefits (Mark, 2017). Cosmetics, colloquially known as make-up or beauty products, are a mixture of chemicals used to enhance the appearance or odour of the human body (Allied Market Research, 2016). Improvement in people's current lifestyles has an influence on the cosmetics industry since customers have become more aware of the use of cosmetics in their everyday lives (Rajput - Allied Market Research, 2016). Despite this awareness, it seems that black South African women, compared to other women internationally, do not use colour cosmetics and make-up as would be expected. This, therefore, influences the global cosmetic market which is expected to garner \$429 billion by 2022 registering a compounded annual growth rate (CAGR) of 4.3% during the forecast period of 2016-2022.

In South Africa, colour cosmetics sustained dynamic current value growth in 2019, amid challenging economic circumstances. While eye make-up remained the largest segment, lip products have seen the greatest current increase in demand by far. Notwithstanding this, colour cosmetics and make-up products are widely fragmented, with companies constantly joining and exiting the market (Euromonitor International, 2020). However, this study was stimulated by the observation of the low consumption of colour cosmetics by black women in South Africa despite their economic growth. This research focused on black South African women to establish the factors that affect their consumption rates of colour cosmetics and make-up products.

More generally, this research explored opportunities and challenges on the consumption of colour cosmetics and make-up products by black women in South Africa. The study briefly introduces the terms and concepts that will be used in this research in Section 1.1 before getting to the research conceptualisation (Section 1.2). See Chapter 2 for a more specific and detailed discussion on the research context. The research conceptualisation section provides the research problem statement (Section 1.2.1) and the purpose of this research (Section 1.2.2) as well as the research questions (Section 1.2.3). The delimitations and assumptions of the research study are in Section 1.3 while the significance of the research study is discussed

in Section 1.4 and a preface to the research report is availed in Section 1.5.

1.1.1 The Cosmetics Industry

Cosmetics, in the form of make-up, have been around for almost 6 000 years and have played a significant part in almost all cultures. The first archaeological evidence of cosmetics consumption was found in Ancient Egypt around 4 000 BC (Tejal et al., 2013). Ancient Egyptian women used Kohl to blacken their lashes and upper lids to enhance their beauty. Cosmetics Info (2016) states that colour cosmetics and make-up have been used in religious rituals for centuries, to enhance beauty, and to promote good health. The Greeks used cosmetics for medicinal and grooming purposes. In ancient African cultures, clays were ground into pastes for cosmetic use whilst indigenous Australians still use a large variety of crushed rocks and minerals to make body polish for rituals and initiations (Jones & Selinger, 2015).

In America in the 1920s, Max Factor (Maximilian Factorovich), cosmetician and former Russian royal family beauty specialist invented the term "make-up" and exposed the general public to Society Makeup, encouraging women to imitate the looks of their favourite movie stars (Cosmetics Info, 2016).

The beauty and personal care industry in Africa is projected to grow at a compound annual growth rate of 6.6% between 2018 and 2022 of which 36% of the growth would come from South Africa (InterGest South Africa, 2020). However, Globe Newswire (2019) states that the South African cosmetics industry is marked by changes, some due to technology and social media, which affect purchasing decisions and have forced companies to reinvent, redesign and refresh their products to stay relevant.

1.1.2 The consumption of colour cosmetics and make-up products by black women in South Africa

This study explored the opportunities and challenges of black women on the consumption of colour cosmetics and make-up products in South Africa. According to Globe Newswire (2019), cosmetics firms have become more mindful of diversity and customer concerns about sustainability. Sebesho (2020) suggests that the rise of afro-natural beauty is an advertising

trend that highlights how natural African beauty influences the advertising and marketing of beauty and personal care products. Sebesho (2020) adds that the Association of Black Psychologists in the USA reported that colourism, a preference for lighter skin, affects an individual's self-esteem, perceptions of beauty and economic opportunities. The results of the study have practical benefits for the cosmetics industry to understand the importance of cosmetics, especially for black women, in terms of their needs and wants.

1.1.3 South African Women

Women's participation in the economy is vital to reducing poverty and fostering inclusive, fair and sustainable growth (Department of Women [SA], 2015). This report further states that the pillar of South Africa's growth is the empowerment of women as agents of change and participants in the development of systems that shape their lives. The beauty industry has become much more multicultural and there are many successful beauty content makers representing women from all walks of life in South Africa (Fuglem-Ngwenya, 2018).

However, it has become clear that many black women do not use make-up as often as their Caucasian counterparts. Research conducted by Gaither (Mintel, 2017) suggests that black women are a critical target group for inclusiveness in the purchase and the use of colour cosmetics and make-up products. Gaither (Mintel, 2017) further states that campaigns that promote colour cosmetics and make-up are important especially where black consumers are disengaged, hence the interest in understanding the opportunities and challenges regarding the low consumption of colour cosmetics and make-up products by black women in South Africa.

1.2 Research Conceptualisation

1.2.1 The Research Problem Statement

The cosmetics industry has been marked as the most prominent and prosperous industry globally (Rodrigues & Carretero, 2018). The consumers of today are knowledgeable about products and brands and they expect inclusiveness and authenticity of a brand and industry standards (Mintel, 2020). Today's trends in the cosmetics industry are born out of customer desire and made popular by social media (Sharma, 2020).

In South Africa, the cosmetics industry is estimated to be one of the main markets for personal care on the African continent, hiring about 50 000 people and contributing around R25 billion at the retail level (InvestSA, 2020). InvestSA (2020) further reports that the South African cosmetics industry recorded good growth in 2018, buoyed by the increased focus on grooming and the growing presence of regional brands. However, the weakening of the local currency and rising economic uncertainty remain the major concerns for the local cosmetic and make-up markets.

Even though make-up is seen as a form of self-expression, the question is why many professional and non-professional women do not use make-up and colour cosmetics as part of their daily regime. It is also puzzling that, while post-apartheid South Africa has seen a significant growth of the black middle-class, which came with increased disposable income as well as exposure to new products and improved lifestyles (Phadi & Ceruti, 2011), these middle-class women still seem to be averse to the use of colour cosmetics and make-up products. According to Dlova et al. (2012), black South African women prefer cosmetic creams that have bleaching qualities that are said to enhance their complexion. However, if these misconceptions, as well as a lack of information on black women's consumption of cosmetics are not addressed, the long-term impact on these women may be detrimental.

Foreign brands have traditionally marketed regular products that they sell in European markets to African customers. No regard has been paid to the fact that the African climate and skin are different and have distinctive skin specifications. This led to the emergence of local brands, often fuelled by women who were dissatisfied by not finding items that matched their skin types (Euromonitor International, 2019). More research is required to find solutions that will encourage the consumption of colour cosmetics and make-up by black women to unlock the business potential for cosmetic companies.

This study explored the opportunities and challenges of black women on the consumption of colour cosmetics and make-up in South Africa. Colour cosmetics and make-up is a broad term that combines different categories of products for skin, eyes, cheeks as well as lips to improve the overall physical appearance. The inspiration to explore the issue of the use of cosmetics is a result of observations of low levels of consumption of colour cosmetics and make-up by black South African women.

1.2.2 The Research Purpose Statement

The purpose of this study was to explore opportunities and challenges in the consumption of colour cosmetics and make-up by black women in South Africa. The aim was to establish the influence of cultural beliefs, personality traits, and social class on the consumption of colour cosmetics and make-up by black South African women. The study employed a mixed-methods approach that included a qualitative design through semi-structured, in-depth individual interviews and a quantitative design through the use of a structured online questionnaire (Creswell, 2003).

Using the theory of buyer behaviour, the study pursued the following research objectives:

- To establish the influence of cultural beliefs on the consumption of colour cosmetics and make-up products by black South African women.
- To assess the influence of personality variables on the purchase of colour cosmetics and make-up products by black women in South Africa.
- To establish the effects of social class on the purchase of colour cosmetics and make-up products by black South African women.

The study will contribute meaningfully to the cosmetics industry in terms of addressing existing gaps with regards to the literature review, methodology and context. The outcome sought was to stimulate the interest of black women to use make-up products and colour cosmetics and also to reveal the cultural beliefs, social class, personality traits, cost complications, and religious or psychological implications of consuming make-up products.

The research intended to reveal plausible explanations to explicate black women's perceptions of the consumption of colour cosmetics and make-up products, and how cosmetic companies could develop transformational strategies that would unlock business opportunities. Furthermore, the study explored how the consumption of colour cosmetics and make-up products could be made appealing to diverse black women in South Africa to contribute meaningfully to the cosmetics industry. The research sought to contribute to the development of new ways of thinking to highlight the low consumption of colour cosmetics and make-up products by black women in South Africa so that the cosmetics industry could target this group of consumers.

1.2.3 The Research Questions

1.2.3.1 Question 1: To what extent do cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women?

Null hypothesis: Cultural beliefs do not influence the consumption of colour cosmetics and make-up products by black South African women.

Research hypothesis: Cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women.

Proposition: Cultural beliefs affect the consumption choices of cosmetic products by black South African women.

1.2.3.2 Question 2: To what extent do personality variables influence the purchase of colour cosmetics and make-up products by black South African women?

Null hypothesis: Personality variables do not influence the purchase of colour cosmetics and make-up products by black South African women.

Research hypothesis: Personality variables influence the purchase of colour cosmetics and make-up products by black South African women.

Proposition: Personality variables are significant factors affecting the purchasing behaviour of colour cosmetics and make-up products by black South African women.

1.2.3.3 Question 3: How does social class affect the purchase of colour cosmetics and make-up products by black South African women?

Null hypothesis: Social class does not influence the purchase of colour cosmetics and make-up products by black South African women.

Research hypothesis: Social class influences the purchase of colour cosmetics and make-up products by black South African women.

Proposition: Social class has an impact on the purchase of colour cosmetics and make-up

products by black South African women.

1.3 Delimitations and Assumptions of the Research Study

The study's delimitation was that it was conducted on black South African women aged between eighteen and sixty years. Investigations including women of other nationalities may benefit from giving a global perspective. Another delimitation was the decision to recruit participants solely from Gauteng Province, one of South Africa's nine provinces.

Having more participants and doing more in-depth interviews would have increased the volume of rich data that provide superior insight. Respondents were surveyed and the interviews were performed, but they were confined to diverse black women's perspectives on the usage of colour cosmetics and make-up products, which represented a delimitation.

Furthermore, assumptions were made for the study. These included whether there was an existing interest by black women to consume colour cosmetic and make-up products and, more importantly, based on the study conducted by Phadi and Ceruti (2011), regarding their financial resources as post-apartheid South Africa has seen substantial growth in the black middle class with increased discretionary income leading to the ability to purchase goods and enjoy better lifestyles.

The cosmetics industry comprises many product categories that could not all be addressed in one research, hence only the consumption of colour cosmetics and make-up products were selected for this study. The report assumed that the sample size reflected valuable evidence to generalise the consumption pattern of colour cosmetics and make-up by black women in South Africa. It was also believed that all study participants provided honest answers to the research questions. The study acknowledges that further research would be required to investigate the consumption of colour cosmetics and make-up by black women in South Africa to look for evidence of other factors that led to low consumption.

1.4 Significance of the Research Study

The significance of the study arose from the low consumption of colour cosmetics and make-up products by black women in South Africa. For many years, colour cosmetics, especially

make-up products, has been a foreign phenomenon for black women because of challenges such as shades that were not suitable for their skin types (Iman, 2006). Iman (2006) recollects several moments of discrimination she encountered during her work in modelling where the make-up technician asked if she had brought her foundation because they did not carry her shade. Similarly, Frisby (2019) reveals that there are few academic studies that have investigated the everyday experiences of black women in terms of finding the perfect shades of colour cosmetics and make-up products.

Big cosmetic companies, according to Teixeira (2006), have not catered for different shades of black skin in their formulations due to a lack of knowledge. These challenges in the beauty industry prompted the study of black women's consumption of colour cosmetics and make-up products. Few studies have been done concerning the extent of the consumption of colour cosmetics and make-up products particularly by black women in South Africa. The findings of this research reflect the root causes relating to the low consumption of these cosmetic products. Such information will assist cosmetic companies to understand how black women view the consumption of colour cosmetics and make-up products.

The research study further sought to contribute to the existing theoretical knowledge and to recommend strategies on how the cosmetics industry could develop new ways of thinking that are transformative for the sector. As the findings of the study reflect the type of cosmetic products frequently used, the main beneficiaries of the study were envisaged to be the cosmetics brand manufacturers and those working in the beauty industry that could use it to redefine their marketing strategies (Bagiyalakshmi & Saranya, 2017).

Several authors have discussed the factors that influence women's cosmetics purchase behaviour, however the focus on the low consumption of cosmetics by black women has never been adequately explored. Most of the sources read on the cosmetic industry have focused on different aspects of the intended research. While this research includes information on different facets of the cosmetics industry, it was mainly focused on bridging the gap between general cosmetics and the use of make-up products and colour cosmetics by black women in South Africa.

1.5 Preface to the Research Report

The research report consists of six chapters:

Chapter 1: Overview of the study

The introductory chapter provides the background and context of the research study. This section discusses the aim and purpose of the research, together with the main objectives which led to the formulation of the research questions and accompanying hypotheses.

Chapter 2: Literature Review

Chapter 2 provides a detailed review of the literature and covers the problem analysis accompanying this research. It includes the identification of the research knowledge gap, key factors and variables within the study, and the theoretical grounding that was used to develop and support the conceptual framework.

Chapter 3: Research strategy, design, procedure and methodology

Chapter 3 discusses and presents the research strategy, design and procedures that were carried out in this study. Furthermore, this section provides the empirical data collection and analysis, reliability and validity measures as well as technical and administrative limitations of the research study.

Chapter 4: Research results presentation

Chapter 4 presents and discusses the research findings.

Chapter 5: Research results interpretation

Chapter 5 involves data analysis as well as interpretation of the results.

Chapter 6: Summary, conclusion, limitations and recommendations

Chapter 6 summarises and concludes the research, details the key findings and recommendations and makes suggestions for future research.

2. Literature review

The literature review is a gathering of material that relates to the topic of the study. It includes facts, data, ideas and evidence that are used to achieve certain goals or to convey certain opinions about the topic and how it is to be studied (Hart, 2018). In this study, scholarly materials were used as well as recent published media reports as there was a dearth of rich scholarly material due to the nature and significant relevance of some of these to the study.

This chapter has three broad objectives, namely, to understand the research problem, to identify the knowledge gap, and to develop a framework for interpreting the research findings. Section 2.1 details the research problem, Section 2.2 reviews the literature relating to this research. It also identifies and details qualitative attributes and quantitative variables that were key to the research. Section 2.3 discusses the framework that was employed to interpret the research findings and Section 2.4 interprets the framework.

2.1 Research Problem: Analysis of the consumption of colour cosmetics and make-up products by black South African women

To increase the market share of cosmetic products, Kotler and Armstrong (2011) posit that firms need to offer greater variety to retain their customers, however, the cosmetics market in South Africa is confronted by challenges of the high cost of the products and firms' low levels of market segmentation knowledge, specifically, consumer spending patterns and demand. Hunter (2011) discovered that the total expenditure of African women on cosmetics is higher than that of their counterparts in other parts of the world. Even in tough economic conditions, high income-consumers are willing to pay more for skin care while lower-income consumers have down-traded to more inexpensive brands (Euromonitor International, 2019). In a Moroccan study, Euromonitor International (2013) forecasted that colour cosmetics would have a compound annual growth rate (CAGR) of 7% for the 2012–2017 period with mascara and foundation as top performers. Conversely, the economic environment of varying income levels, high prices, levels of demand and supply, and the availability of credit affects consumer spending.

Economic factors, such as income, savings, assets, and credit, influence consumer behaviour, according to Ramya and Ali (2016). This is supported by Kotler and Armstrong (2013) who argue that income affects the type of products consumers choose; low-income consumers tend to buy products that meet physical needs, such as food and medication, rather than cosmetics. Numerous factors are reported in the literature that affect black women's consumption of make-up products.

Derbaix (1983) believes that customers consider health-related products as more perilous than other types of products. He further posits that the health and hygiene of cosmetics could render them as high-risk products, for instance, skin-lightening preparations, such as those containing hydroquinone, have been used extensively, resulting in severe pigmentation conditions that cause more pain than relief to the end-user. These unintended negative conditions are amongst the reasons why black women feel that colour cosmetics and makeup products offered to them are unsuitable for their dark skins. Resultantly, they are urged to mix shades to achieve the colour that they think would best suit their skins.

Furthermore, Hendy (1995) maintains that this negative experience led to a lack of confidence in colour cosmetics and make-up products by black women. Moreover, perceived risks can also emerge from questions about the value of the product and its emotional and social influence on customers. Ailawadi et al. (2003) suggest that consumers may be anxious about the product achieving the anticipated functional results or enhancing their social image. Given these controversial experiences regarding colour cosmetics, debates are ongoing about the use or non-use of colour cosmetics and make-up products, with no consensus on the main factors that affect black women's consumption of make-up products. To investigate these factors, the buyer behaviour theory was adopted as discussed below.

2.1.1 The influence of cultural beliefs on the consumption of make-up products

This research used the buyer behaviour theory as a framework for the study. Gray (2019) explains that buyer behaviour theory is the study of how people make decisions when they purchase something. That information helps businesses and marketers capitalise on these behaviours by predicting how and when a consumer will make a purchase. It shows what influences these decisions and highlights strategies to proactively manipulate behaviour. This theory was relevant for this study because it connected it to existing knowledge in the field.

One of the variables proposed in the buyer behaviour theory is that of culture. Culture is one of the major influencers of consumer behaviour. Consumption decisions cannot be appreciated without taking into account the culture in which they are made. Sir Edward Taylor, a British anthropologist in his book *Primitive Culture* (1871) and reprinted in 1958 defined culture as “that complex whole which includes knowledge, belief, art, morals, law, customs and other capabilities and habits acquired by man as a member of society”. Ramya and Ali’s (2016) study on culture portrays it as a set of ideas and values that most people in the community share that have the potential to change slowly over some time. Sperry et al. (2009), Kourouma et al. (2016), Swam and Mammadova (2012) refer to the power of physical attractiveness in the African culture as it manifests in various ways that improve society, provides beautiful women with many prospects, affect their marital, professional and financial status as well as peer appreciation.

Historically, Africans relied on natural resources derived from the earth, plants, and animals, passed down from generation to generation as part of their desire to be healthy and beautiful. According to Ribane (2006), traditional rural women in South Africa would, for example, paint their faces with letsoku and ummemezi. Ummemezi (Onionwood), a small uncommon bark of a tree found in the South of KwaZulu-Natal, is a distinctive make-up used by Xhosa women to enhance their beauty and to conceal blemishes (Dold & Cocks, 2002). Letsoku, a red clay mixed with water, was used to make lipsticks to give the lips some colour (Ribane, 2006).

Earlier work by Higgins et al. (1987) found out that cosmetic purchases are not based on product functionality but, on a sense of how purchasers would like to be seen by others. Wright (2006) suggests that understanding buyer behaviour, cultural beliefs, values, and reasons for purchasing and consuming products is important, especially in highly competitive national and international markets. Considering the foregoing, could culture, therefore, be a significant influence on black women’s consumption of make-up products?

2.1.2 The influence of personality variables on the consumption of make-up products

Personality variables and personal characteristics are reported to have a significant influence on the buyer behaviour model (Kotler & Keller, 2009). Kotler and Armstrong (2013) suggest that personality can be useful in analysing consumer behaviour while Archer and Cash (1985),

Miller and Cox (1982), Parker et al. (1995), and Smith (2009) found that advertisers take advantage of personality traits to encourage cosmetics purchase because these attributes are aligned with customers' self-image.

Belk (1988) believes that the purchasing and consumption of goods will boost the self-image of consumers and give them a positive feeling overall. According to Sheth (2014), people tend to adapt in a reasonably predictable way to their environment because of their personality attributes or psychological characteristics. For example, Sheth (2014) describes people as self-confident, authoritative, sociable, independent, defensive, adaptable, or aggressive and that these factors show individual differences. In their study of the use of colour cosmetics, Etcoff et al. (2011) assert that beauty has a major positive impact on decision-making and competence, a general measurement of social cognition.

According to Patil, Bakkapa and Somashekar (2012), a relationship exists between the personality and the behaviour of a consumer. They further assert that individual personality tends to be consistent and lasting and marketers therefore cannot change consumers' personalities to conform to their products, but they may seek to appeal to the related traits inherent to their target consumers if they knew which personality trait affects the particular reaction of that consumer (Patil et al., 2012). Traditionally, cosmetics have been used by women to monitor their physical appearance and, possibly, their attractiveness (Cox & Glick, 1986; Etcoff, 2000). Given the importance of personality in predicting behaviour, researchers have made a variety of efforts to create a connection between attitude, consumer behaviour and personality (Patil et al., 2012).

Hamelin et al. (2018) found that women have tendencies to compare themselves with others and with societal expectations, therefore, many women are said to suffer from poor self-esteem and self-confidence resulting in a detrimental perception of their beauty (Scott, 2007). Scott (2007) claims that cosmetics are a fast way to enhance a person's looks relative to long-term arduous work such as diet and exercise. Pinhas et al. (1999) discovered that women were more frustrated and disappointed after seeing female models in a magazine. Social media also plays a part in lowering self-esteem and self-confidence among most black women (Perloff, 2014). This literature review found that few studies have been conducted into how cosmetics give women greater self-esteem and self-confidence. Robertsons, Fieldman and

Hussy (2008) explored how women's personality traits affected their cosmetics consumption. The research aimed to find out why people used make-up products from a psychological perspective. Cosmetic consumption was shown to be strongly correlated with traits, such as self-perception, self-awareness, physical appearance and emotional health, according to Robertsons et al. (2008).

In another study, Wright (2006) affirms that both women and men purchase products that compensate for feelings of inferiority and poor self-esteem. Besides gender, the increased uptake of colour cosmetics among women was found to be linked to older women who wanted to hide wrinkles and look younger (Hamelin et al., 2018). Wright (2006) reasons that this sense of inferiority and poor self-esteem emanates from unequal relationships between individuals. Miller and Cox (1982) identify cosmetic products as a quick cure to appease self-attractiveness standards among women and to mend poor self-esteem.

While there is paucity in the literature on how cosmetics give women greater self-esteem and self-confidence, conversely, Perloff (2014) investigated the effect of social media on lower self-esteem and lower self-confidence. Kotler et al. (2008) also paint a gloomy picture of the role of media globally in manipulating people's emotions. There are therefore knowledge gaps and misalignments on the influence of personality variables.

2.1.3 The Influence of Social Class on the consumption of Colour Cosmetics and make-up products

In addition to the influence of culture, the social factors that influence buyer behaviour include family, status and social roles. Wright (2006) quotes Max Weber who believed that people's social class or position included where they lived, where they went to school, how they relaxed, the friends they had and their whole lifestyle. This view of lifestyle as a way of segmenting the market makes a significant contribution to the marketing and advertising industries. Ramya and Ali (2016) posit that a rise in discretionary income contributes to a rise in spending on different products, including cosmetics. This is supported by Kotler and Armstrong's (2013) assertion that income affects the type of products consumers choose.

Korai (2017) suggests that despite their high aspirations and their increased level of education, black women are much more likely to look at other features of a product, such as

the consistency, and ingredients, in addition to brand-related criteria. Moreover, Kotler and Armstrong (2013) advocate that social class is brought about by occupation, income, education, wealth, religion, race, ethnic group, possessions, and residential address. Consequently, Wright (2006) argues that understanding buyer behaviour, cultural beliefs, values, and reason for purchasing and consuming products is important, especially in highly competitive national and international markets. Make-up has been shown to improve the beauty, perception of social class and employment prospects for women (Mulhern et al., 2003). According to Miller and Cox (1982), women who consume make-up products are viewed as successful, competent, social, assertive and healthy. Noel (2009) asserts that the social class of the person can be determined based on a variety of variables, including profession, income and education. Noel (2009) further argues that social class is a strong indicator of buying behaviour concerning low to medium-priced products that includes, for example, make-up and cosmetic products.

There are significant knowledge gaps in the literature about the influence of culture, social class and personality variables on black women. This study raises the question whether understanding these variables will paint a different picture of their consumption patterns?

2.2 Research Knowledge Gap Analysis on the Consumption of Colour Cosmetics and Make-Up by Black Women in South Africa

The gap that this study addressed was on opportunities and challenges of the consumption of colour cosmetics and make-up products by black women in South Africa. In an attempt to identify the knowledge gap regarding the use of colour cosmetics and make-up, existing knowledge drawn from research projects, published academic articles and business reports regarding colour cosmetics and make-up products was used.

There is little research on opportunities and challenges on the consumption of colour cosmetics and make-up by black women in South Africa. Some of the studies adopted the qualitative, naturalistic and interpretive research methodology. A considerable number of sources have not used any research methodology in their studies. Dube's (2020) research on shades of beauty in South Africa was an opinion piece. The article focused on skin lightening

and revealed that black women were concerned about the darkness of their skin. Although no methodology was used in the article, it was useful for the current research as it shed light on the reasons why black women did not use make-up, which was the focus of the current research, in comparison to women of other races.

Charlotte (2020) explained five make-up problems related to black women. No research methodology was employed in the study. However, the article was valuable for the current research because it explained the reason why black women did not use make-up. A similar article by Fetto (2019, p.1) entitled “The beauty industry is still failing black women” claimed that the hair and make-up industry excluded black women for many years, with undertones of inequality and exclusion. Although no research methodology was adopted, the study was useful for explaining the reason black women did not consume make-up products in comparison to their counterparts of other races. Fihlani’s (2013) study, called “Africa: Where the black is not beautiful”, argued that South Africa has been branded as the “rainbow nation” of Mandela to the world, where everyone was proud of their ethnicity and heritage but some black South African women regard themselves as being “too black”.

Dlova et al., (2015) researched skin lightening among 18–70-year-old South African women of African and Indian ancestry on their usage of skin lighteners. The participants cited that their primary motive for using these products was the desire to cure skin problems and attain a lighter skin colour.

The identification of black African women has been affected by a variety of influences, including the history of colonisation and apartheid, which have led to their aspirations of having lighter skin (Tshabalala & Diga, 2015). However, there was very little academic work on the subject of skin bleaching in Africa and South Africa, in particular. The current study made an effort to fulfil this gap by adopting a sequential mixed-methods research approach.

The results revealed in previous studies showed that the main reasons skin lightening practices were in use were for the treatment of skin problems (66.7%) and skin lightening (33.3%).

Related articles include:

- (i) Hickman (2019) “Why diversity in the beauty industry is still a problem”;
- (ii) Mika (2019). “Inclusivity in the beauty industry”;
- (iii) Flemming (2019) “Why is the beauty industry still failing women of colour?”;
- (iv) Shapiro (2018) “Beauty is more diverse than ever but is it diverse enough?”

Flemming (2019) in her article entitled, “Why is the beauty industry still failing women of colour?”, focuses on the economic profits made by the cosmetic and make-up industry. Fleming claims that the lack of options for women of colour is what caused Florence Adepoju to create her own make-up company, MDM Flow, even though she struggled to convince people that women of colour were not a niche category. No research methodology was adopted in the study. Focus on economic profits is noted in a study that was undertaken by Globe Newswire (2019). The study describes the profiles of key players, such as Procter & Gamble, Unilever, and Johnson & Johnson and how much money these companies made from the sale of cosmetics and make-up products. No research methodology was employed in the study.

Korai (2017) examined the brand sensitivity experiences of African women whose cultural, economic and social class made them a distinct category of buyers separate from their Western peers, in terms of their beliefs and motives. From a sample of 212 African women using cosmetics, a quantitative research method was used. The results showed the presence of an indirect influence on the experience of brand power through brand attachment.

A study conducted by Hamelin et al. (2018) on almost 500 women respondents sought to examine the influence of media, religion as well as attitudes of Moroccan women about their consumption of colour cosmetics. This study found that perceived behaviour control, as well as attitude, played a positive role when making purchasing decisions around colour cosmetics. In another study by Mansor et al. (2010), whose objective was to determine the factors that influenced cosmetic users when purchasing cosmetic products, a large number of participants were included in the study, consisting of males and females above 16 years old. The method used was cross-sectional where data collected from the respondents were elicited through personally administered questionnaires. The investigation focused, in

particular, on the effects of the cosmetics on the skin, the ingredients of the cosmetics and the cosmetic brand. The findings showed that the brand had a major influence on purchasing behaviour.

The quality of the cosmetic products was also researched by Amasa et al. (2012). In their study, they questioned the safety of the use of cosmetics in developing countries such as Ethiopia. They interviewed shopkeepers and 433 cosmetic users of five top products and did experiments on rabbits. The results showed that most cosmetic products used in that region were unsafe, nonetheless, the general assumptions by the consumers were that cosmetics products were safer and posed no risk to human health. The research method used was qualitative and quasi-experimental.

The research undertaken by Teixeira (2006) examined the cosmetic shopping habits of women of colour in metropolitan areas of South Africa. Teixeira (2006) sampled 1,057 randomly chosen women of colour between 15 and 65 years of age. Research of the products and their use was performed. It consisted of an experiment in which 80 randomly chosen women were asked to use four simple items for 60 days (Teixeira, 2006).

Quantitative methods together with quasi experimentation were used to conduct the research and the study results showed that the black South African women indicated that packaging affected their purchasing of goods. However, none of the items favoured by people of colour was sold in their packaging of choice and the findings of the product and their use demonstrated that all skin tones could not use the same product successfully.

From the exposition provided in this section of the study on the research undertaken in the field of cosmetics and make-up, it became clear that some gaps in knowledge existed in these studies, in terms of whether a research methodology was adopted or not. The sites of studies were also different from the site of study intended for this research. This created a knowledge gap that partly influenced this research. For instance, most of the studies focused on cosmetic products, such as face creams, lipsticks and skin lightening products, but not many studied the use of colour cosmetics and make-up products by black women as this study intended. From the studies undertaken in other countries, there are research methodologies and frameworks that could be replicated as the guide to this study.

2.3 Variables of the research

A variable is an attribute that differs in the sense of its meaning or identity. Shukla (2018) and Allen (2017) argue that variables must have conceptual or theoretical definitions. Variables are aspects of a phenomenon that can be changed and measured, implying a cause-and-effect relationship (Collis & Hussey, 2009). According to Flannelly et al. (2014), variables are typically divided into two broad groupings, independent and dependent variables.

Allen (2017) purports that variable definitions describe what researchers mean when they identify their variables. These are explicitly and precisely written definitions of variables delineated for readers to pinpoint the construct under consideration in the literature review. Similarly, Cohen et al. (2007) defines a variable as an operationalised construct or a certain property in which the scholar is interested.

One of the major purposes of the research was to understand the opportunities and challenges on the consumption of colour cosmetics and make-up products by black women in South Africa. In the context of the current research, the dependent variable, consumption, is the cause-effect relationship whilst the variables, such as cultural beliefs, social class and personality traits, are independent variables (because the former is being measured).

The current study used both exploratory and explanatory approaches. For this study, a theory of buyer behaviour was adopted to explicate the variable that would assist in answering the research questions. Walters (1974) describes a customer as a person who can buy products and services available for sale through marketing organisations to fulfil individual or family needs or wants. March and Simon (1958) purport that an assumption exists that buying behaviour is logical in the sense that it is within the consumer's limited rationality.

According to Johnstone and Tan (2015), behaviour and attitudes of consumers are often influenced by their perceptual interpretations and experiences of stimuli that they are presented with. Howard and Sheth (1969) revised their model by emphasising exogenous variables that were impacting consumer behaviour which included time pressure, consumer personality traits, financial status and importance of the purchase. These were variables relevant to this study on exploring the consumption of colour cosmetics and make-up products by black women and are discussed based on the model below.

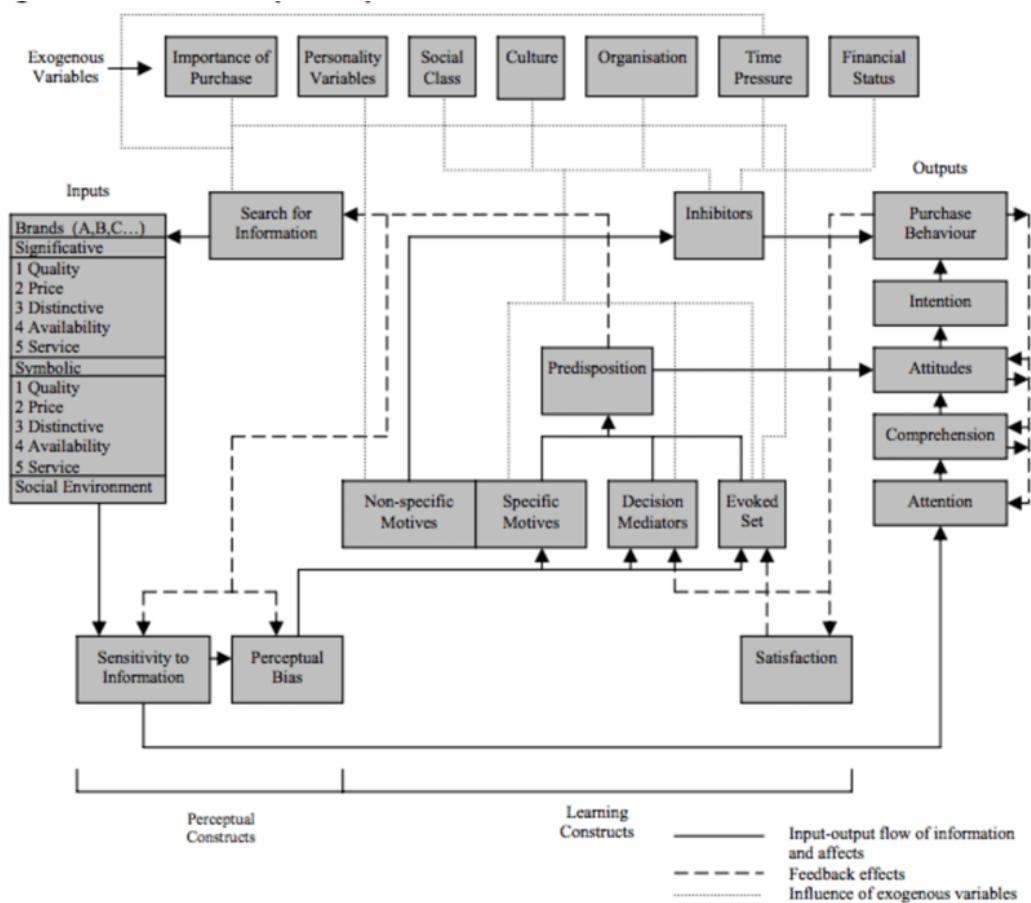


Figure 1: The Theory of Buyer Behaviour

Source: Howard & Sheth, (1969); Loudon & Della Bitta, (1993, p. 607)

Based on the Howard-Sheth Model of 1969, a buyer's behaviour is influenced by internal or psychological factors such as perception and motivation. A motive is defined as a drive, in this case, which causes an individual to seek satisfaction through the purchase of something. According to the model, there are inputs in the form of stimuli, and the outputs start with attention to a given stimulus that will conclude with a purchase. There are also variables in between inputs and outputs, which affect perception and learning. The decision-making process, as explained by the Howard-Sheth model, has three input stages: significance, symbolic and social stimuli. According to the explanation, both significance and symbolic stimuli stress price and quality as motives, whereas social stimuli are personal and are not influenced by the marketer.

Outputs are the effects of perceptual and learning variables, and how buyers react to these variables which are: attention, brand comprehension, attitude, intention mood, purpose and,

ultimately purchase. The buyer behaviour is also influenced by external variables that are not directly part of the decision-making process; however, they do influence the buyers' decisions. These variables form the greater part of this study. They include consumer personality traits, social class and cultural beliefs which, in this study, if positively influenced, would result in the consumption of colour cosmetics and make-up by black South African women. The consequence of the positive consumption would likely be the profitability of the firms as well as their increased market share. In this study, this discussion illuminates the influence of buyer behaviour with regards to exogenous variables discussed below as well as other variables that affect the buyers' decision-making processes.

2.3.1 Cultural Beliefs

The variable of culture involves a collection of fundamental beliefs, perceptions, desires and behaviour that a member of society has acquired from family and other important institutions (Kotler et al., 2017; Schiffman & Kanuk, 2007). Similarly, Engel et al. (1995) assert that, from a consumer behaviour point of view, culture means beliefs, values, ideas, objects, concepts, and other meaningful indicators that enable the consumer to communicate, understand and assess as a fellow member of society. Culture offers a more egalitarian social structure than social class (Engel et al., 1995). According to the consumer decision model, also known as the Engle-Blackwell-Miniard Model (EBM model), culture is important from the consumer's viewpoint as it provides a sense of belonging and appropriate conduct within society. Therefore, culture affects attitudes and behaviour, including language and communications, as well as a sense of self and space (Engel et al., 1995). Many parts of the EBM model are similar to those provided in the Theory of Buyer Behaviour (Howard & Sheth, 1969). The environmental influence of culture and social class, while individual influences include knowledge, values and life style.

2.3.2 Personality Traits

The second variable that affects consumer behaviour is that of personality traits. Personality traits reflect the essential dimensions that cause individuals to vary from each other, such as extraversion, agreeableness or conscientiousness. Each person falls within each dimension (Matthews et al., 2009). Kotler and Keller (2009) describe personality as a collection of differentiating psychological traits that contribute to a relatively stable and long-lasting

reaction to environmental stimuli. Similarly, Howard and Sheth (1969) add that personality traits, such as self-esteem, self-confidence, anxiety, and authoritarianism, identify individual differences that are applied across product classes.

Mostly, their effect is felt on non-specific motives, for example, the more anxious the person, the greater his/her motivational arousal. Personality is therefore an element that distinguishes one person from all others and that guarantees a clear response (Engel et al., 1995). According to Kotler and Keller (2009), consumers are likely to purchase brands whose personalities represent their own, so that they can identify with the brand and justify the purchase decisions.

In the study, the respondents were asked to participate in a survey by way of answering the questionnaire as well as the virtual platform interview questions, and their personality traits were reflected in the answers.

2.3.3 Social Class

The third environmental influence, social class, can be described as a distinction within a society where people share common beliefs, preferences and deeds. Social classes are distinguished by disparities in socio-economic standing, often adding to customer differences in making purchase choices. Consumer social class generates a controlling effect on an individual's attitude to purchasing cosmetic and make-up products (Chun, 2016). The effect of social class on buyer behaviour could be noticed by observing how and where people purchase goods as brands of products and services are linked to a particular class in the society (Engel et al., 1995).

Howard and Sheth (1969) assert that social class encompasses a higher level of social organisation – the social aggregate. They further claim that there are several indices that classify people socially and that the most public index is Warner's index of status characteristics that is built on two premises: firstly, that economic and other status considerations are particularly significant and directly linked to social status and, secondly, that these socio-economic factors must be transformed into social class behaviour appropriate to members of any given social level of the society. The social class facilitates the relationship between input and output by prompting specific motives and decision

mediators, which are the buyers' assessment of the purchase alternatives, and inhibitors, such as environmental forces, causing limited resources. A similar view by Kotler and Keller (2009) is that people often prefer products and services that reflect the roles they have and their real or desirable status in society.

Based on the social class variable as described by Howard and Sheth (1969), the most situational effect, the consumption of goods, plays an important role in consumer behaviour, because consumers may change their purchasing habits as a result of circumstances of use. An example of this is the low consumption of colour cosmetics and make-up by black women in South Africa.

2.4 Framework for interpreting research findings

The current study focused on the consumption of colour cosmetics and make-up products by black women in South Africa. Customers are everything but reasonable when it comes to making decisions about what to purchase. Therefore, when defining consumption, purchasing behaviour became an important element. This study adopted an analytical cognitive approach, incorporating elements of the theory of buyer behaviour (Howard & Sheth, 1969) as well as the consumer decision model (Blackwell et al., 2001).

The economic approach ascribes the observed behaviour of intrapersonal cognition (Bray, 2008). Bray (2008) suggests that the buyer behaviour theory provides an acceptable framework for the parameters under review in the study. Therefore, the theoretical framework adopted for this study was the theory of buyer behaviour by Howard and Sheth (1969). This theory assisted in the description of the purchasing behaviour of individuals over time. There is an assumption that buying behaviour is rational in the sense that it is within the buyers' "bounded rationality" (March & Simon, 1958), which is the principle that the consumer is rational within the constraints of limited knowledge. Boundedly rational choices, made due to limits in the thinking processes of the buyer, are supported by Ariely (2008).

For this study, the cognitive analytical consumer behaviour model was chosen as the appropriate approach. This comprised the theory of buyer behaviour (Figure 1) and the consumer decision model (Figure 2). In Figure 1, the central rectangular box isolates various

internal processes that, taken together, show the state of the buyer. The inputs in the rectangular boxes are stimuli from marketing and social environments, and the outputs are reactions that the buyer is expected to manifest based on the relationship between stimuli and the buyer's internal state. They represent the possible responses to stimuli by the consumer and include five variables that are "attention, brand comprehension, attitude, intention and purchase". In addition to inputs and outputs, seven factors that affect variables in the rectangular box are called exogenous variables. These factors offer a way to account for interpersonal discrepancies.

2.4.1 Theory of Buyer Behaviour

Howard and Sheth proposed a buyer behavioural research theory in 1963, later improved in 1969. The theory suggests that input factors and external factors are purchasing triggers that offer information on different choices by evoking and shaping motives, and that influence purchasers' psychological behaviours (intrinsic factors) (Farley & Ring, 2018).

It was one of the first models to show what constitutes loyalty to a specific product. Foxall (1990) purports that the theory provides a sophisticated synthesis of various social, psychological, and marketing driven buyer preferences in a consistent series of information processing. The model introduces and elaborates on the exogenous variables that comprise several external variables that can meaningfully influence decisions. According to Foxall (1990), the model gives a clear picture of the process of consumption, making it easy to understand and intuitively satisfying.

Howard and Sheth (1969) observe that these exogenous variables contained the background of the buyer before the time of observation. These variables affect the marketers' segmentation activities as the buyer is affected by external influences. Exogenous variables that are perceived to be important in terms of influencing buyer behaviour include time constraints, features of consumer personality traits, cultural beliefs, social class, financial status and the importance of the purchase. Kotler and Keller (2009) support Howard and Sheth's theory that the consumer's behaviour is affected by cultural, social and personal factors. Howard and Sheth's 1963 model followed the steps of Alfred Marshall who was the pioneer in the study of consumer behaviour theory founded in the 1890s. The theoretical work of Alfred Marshall focused on his method of analysing the influence of change in only one variable,

such as price, while all other variables were kept constant, based on simplistic expectations (Grieve, 2016).

The Buyer Behaviour Theory helps companies to learn more about their target customers and thus to be able to craft goods, services and company culture to affect their purchasing patterns (Gray, 2019). According to WP Engine (2018), theories of consumer behaviour are a natural extension of human behaviour theories. This theory of consumer behaviour, in particular, deals with how consumers allocate and spend their income among all the different goods and services. Van Meerhaeghe (1986) suggested that the theory of the consumers' behaviour was founded mainly on Gossen's laws or the indifference curves.

2.4.2 The Consumer Decision Model



Figure 2: The Consumer Decision Model

Source: (Blackwell et al., 2006, p. 157)

The EBM model was developed by Engel et al. (1968) to build on the model developed by Howard Sheth in 1963. Blackwell et al. (2006) describe the value of how a purchased product is consumed before the post-purchase evaluation takes place. The consumption of the product determines customer loyalty and influences post-purchasing activities. Consumer decision making, according to the EBM model (2006), is a flow of sequential activities with a seven-point decision process that includes: need recognition, an external and an internal information search, the evaluation of alternatives, post-purchase reflection, post-consumption evaluation, and finally divestment (Blackwell et al., 2006). These decisions, according to Engel et al. (1968), are influenced, firstly, by stimuli factors received and processed by the buyer following the recollection of the prior experience and, secondly, by the external variables in the form of either environmental or individual differences. The environmental factors include culture, social class, personal influence, family and situation, while individual differences include buyer resources, motivation and involvement, knowledge, attitude, personality, values and lifestyle (Blackwell et al., 2006).

The 1986 and 1995 versions of the EBM Model offered a detailed discussion on potential effects on customer behaviour, more precisely, on the effect of the various phases of the decision-making process. The Buyer Behaviour Theory was therefore relevant for this study because the focus was on individuals who are non-users of colour cosmetics and make-up. The study was thus allied with the purchase and the consumption of colour cosmetics and make-up products.

In summary, the theory of buyer behaviour that underpins this study was established by Howard and Sheth (1969) however, Loudon and Della Bitta (1993) improved the buyer behaviour model. Similarly Bray (2008) revisited the model to support its relevance. The consumer decision model (Engel, Kollat et al., 1968) was also established to highlight the elements that were omitted by buyer behaviour model. It was later improved by Engel (1995) and Blackwell et al. (2001; 2006). The two models selected for this study are the sub models of analytic cognitive consumer model approach. Therefore, they integrate well to give a better understanding in exploring the opportunities and challenges on the consumption of colour cosmetics and make-up products by South African black women.

2.4.3 Interpretive Framework

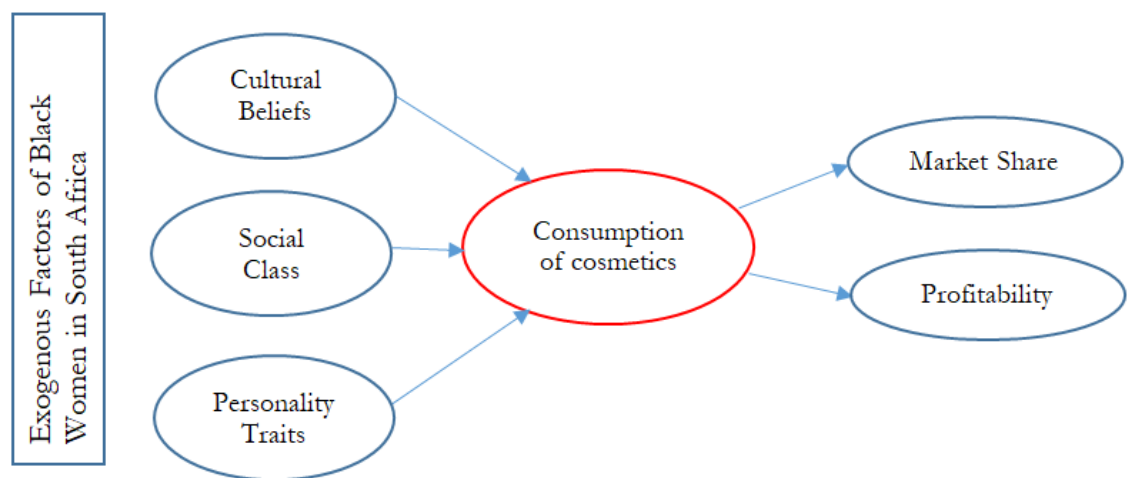


Figure 3: Interpretive framework

In Figure 3 above, the research interpretive framework was applied to interpret the variables influencing the consumption of colour cosmetics by black women in South Africa as discussed in the literature review. The exogenous factors identified in the study are cultural beliefs, social class and personality traits are acknowledged as independent variables.

Consumption of cosmetics is identified as the dependent variable which is dependent on other variables that are measured as reflected in Figure 3 above. The figure describes a hypothetical situation in which the interaction between the mentioned variables creates a positive outcome. Black women's intake or non-consumption of colour cosmetics and make-up products would either be positive or negative for the cosmetics industry. This study explored the opportunities and challenges of black women as the drivers of the consumption of colour cosmetics and make-up products which would unlock positive business performance resulting in market share and profitability. The variables prove or disprove the theory outlined for the study.

2.5 Summary and Conclusion

2.5.1 Summary of literature reviewed

The aim of this chapter was to explain theories and models employed to understand the buying behaviour of consumers of colour cosmetics and make-up products. These theories were used to define potential factors influencing the purchasing decisions of colour cosmetics and make-up products by black South African women.

With the introduction of the research problem analysis, the study reviewed the literature on the consumption of colour cosmetics and make-up products. First, the literature reviewed highlighted a few variables that affected the consumption of colour cosmetics. These variables were components of the theory of buyer behaviour by Howard and Sheth (1969), which was the theory selected as the lens for this research study. The consumer decision model by Engel et al. (1995) (EBM Model) was also employed to explain the variables that affect the buyer's purchasing decisions. The views of the advocates were synthesised even though some did not fully agree with the models.

The knowledge gap revealed that there is a paucity of literature on the consumption of colour cosmetics and make-up products by black women in South Africa. For example, most studies focused on skincare products, such as creams, lipsticks and skin lightening products, and not many on make-up products. This research, therefore, sought to fill a gap in the literature by discussing what can be learned from black women in South Africa regarding the consumption of colour cosmetics and make-up products.

The interpretive framework used the theory of Buyer Behaviour where the focus was on the exogenous variables. These variables are considered independent variables that affect buyer behaviour. Lastly, the literature review revealed that researchers used diverse approaches when studying the consumption of cosmetic products.

3. Research strategy, design, procedure and methods

In Section 1.2.3, three questions were raised, which were intended to be answered by this research study:

- To what extent do cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women?
- To what extent do personality variables influence the purchase of colour cosmetics and make-up products by black women in South Africa? and
- How does social class affect the purchase of colour cosmetics and make-up products by black South African women?

This Chapter begins with outlining the research strategy, the research design as well as the procedure and methods.

3.1 Research strategy

Bryman (2012) refers to the research strategy as a general orientation method for conducting research. A research strategy directs the study to meet research objectives and answer the research question of the study (Sekaran & Bougie, 2016). The research strategy usually takes one of two forms: quantitative or qualitative, or a hybrid of both (mixed method), which applies to the third form of the research methodology.

The research strategy adopted for this study was the cross-sectional study approach with the use of a survey (structured questionnaire) and in-depth interviews using the sequential quantitative-qualitative method. This mixed-methods approach allowed the integration of data processing and analysis techniques of both quantitative and qualitative approaches in either parallel or convergent processes (Creswell, 2003; Tashakkori & Teddlie, 2003). The mixed-methods approach offers complete representation by noticing trends and generalisations as well as an in-depth understanding of the perspectives of the participants. The mixed-methods approach explained the phenomenon under investigation which is the consumption of colour cosmetics by black women in South Africa.

The research used data gathered from respondents to understand the consumption of colour cosmetics and make-up products by black women in relation to exogenous variables in Gauteng Province. The findings of the quantitative analysis were supplemented by qualitative approaches aimed at describing the in-depth quantitative results. According to Coyle and Tickoo (2007), to fully explore the richness of human experience requires more than standard quantitative research techniques.

3.2 Research design

A research design is an elaborate planning process for data collection, compilation, interpreting, and reporting of results in research studies (Creswell, 2006). According to Sekaran and Bougie (2016), the research design is a plan for gathering, measuring, and analysing data to solve the research topic. Similarly, Creswell and Creswell (2018) stated that a research design is a study plan and technique that includes method of data gathering and analysis. Simply said, research design is a comprehensive method for answering research issues that a researcher might employ. In this respect, a research design should be viewed as a practical approach for connecting research techniques and processes to collect reliable and accurate data for empirical analyses, deductions, and theory building. As a result, the study design offers a defined research framework, it directs the techniques and judgments, and it serves as the foundation for interpretation.

Experimental design (including quasi-experiments), cross-sectional or survey design, longitudinal design, case study design, and comparative design are the five types of research designs defined by Bryman (2012). A cross-sectional research design was used in this investigation. According to Bryman (2012), this approach includes the collecting of data on several cases at a same moment in time. The use of a cross-sectional study was justified because it allows for the comparison of several factors at the same time, such as looking at social class, cultural beliefs, and personality traits about the consumption of colour cosmetics and make-up products by black women in South Africa.

For McCombes (2020), the research design is a framework for planning the research and answering the research questions. McCombes (2020) further alludes that a well-thought-out research design ensures that the data you gather is appropriate for the type of analysis you intend to do.

Mixed methods research studies are characterised by Creswell (2003) as approaches to gathering, evaluating, and reporting qualitative and quantitative data. Since social phenomena are intertwined and less able to be completely understood using a single methodology, social scientists are advised to use a mixture of these approaches (Mouton & Marais, 1990)

This study utilised the sequential mixed-methods approach, to gather and evaluate various forms of data, qualitative and quantitative separately or independently from each other and mixes the results during the interpretation process (Creswell & Plano Clark, 2017). This approach combines inductive and deductive thinking to address the research problem, and to solve this problem using different types of data (Sekaran & Bougie, 2016). This deductive approach is positivistic (empiricist, objectivist) while the inductive approach is naturalistic (interpretive, subjectivist). Consequently, the research designs that were adopted from the quantitative and qualitative approaches are described separately.

3.2.1 The philosophical foundation of mixed-methods research

Philosophies related to quantitative research (e.g. post-positivism) and qualitative research (e.g. constructivism) have led to the advancement of the mixed-methods study (Greene & Hall, 2010). Pragmatism is perceived to be the philosophical foundation for explaining the integration of different methods within one study (Datta, 1994; Howe, 1988). Pragmatists claim that the truth is the best way to explain a particular research problem (Patton, 2014; Rossman & Wilson, 1985; Teddlie & Tashakkori, 2009). Research questions in a thesis are perceived to be more important than the techniques used to address them or the philosophical views behind each method (Maxcy, 2003). Thus, according to Howe (1988) and Reichardt and Rallis (1994), in a quantitative approach, all numerical data are gathered and interpreted to address different aspects of the same research problem to provide its full understanding.

However, although a qualitative design may be seen to be as comprehensive as a quantitative design, it prioritises the compilation of data on natural phenomena. A philosophical positioning of qualitative research is necessary to explain what one trusts about the nature of reality and of knowledge (Merriam, 2014; Van Deventer, 2013) as it places significant importance on subjectivity.

3.3 Research procedure and methods

This section documents the actual procedure and the methods employed in this research to collect, collate, process, and analyse the empirical evidence as follows:

3.3.1 Research data and information collection instrument(s)

Wilkinson and Birmingham (2003) describe research instruments as a strategy to obtain information specific to a research project that include questionnaires and interviews, focus groups and observations.

3.3.1.1 Qualitative data and information collection instruments

The qualitative constructivist paradigm encompasses several researches approaches relevant to interpretation (Van Deventer, 2013). The research used a semi-structured interview schedule, with open-ended questions to collect data (Britten, 1995). Ad hoc probing of the depth of responses was carried out. Before the interviews were conducted, permission was sought from the selected participants to conduct interviews and to record them to validate their responses.

Given that the research focused on exploring opportunities and challenges on the consumption of colour cosmetics and make-up products by black women in South Africa, the study examined the perceptions of the lived experiences of the selected participants regarding colour cosmetics and make-up products. Participants were informed that there were no right or wrong answers and they were encouraged to answer each question frankly. The constructive perspectives of the participants assisted in developing a theory from the data that were systematically gathered and analysed (Nieuwenhuis, quoted in Maree, 2007).

3.3.1.2 Qualitative Data Analysis

In this section, a discussion of how data were analysed is presented. The purpose of the qualitative section of the study was to examine, interpret and explain the data as they emerged as concepts, themes, and relationships, according to the research aims (Van Deventer, 2013). Content analysis, a qualitative descriptive design, was found to be a suitable strategy for data analysis. Burnard (1991) defines content analysis as a research tool used to determine the

presence of certain words, themes, or concepts within qualitative data (i.e., text). Furthermore, Bengtsson (2016) and Krippendorff (2004) suggest that content analysis is a research technique for making replicable and valid inferences from texts to the contexts of their use.

Content analysis was thus used to analyse data collected from 14 informants to answer the research objective: What are the opportunities and challenges on the consumption of colour cosmetics and make-up products by black women in South Africa? The aim of using content analysis was to interpret and understand the statements of the selected informants (Bengtsson, 2016). Furthermore, words, themes and concepts were coded within the texts and analysed the results to draw trustworthy conclusions (Bengtsson, 2016).

3.3.1.3 Data recording

This study followed a sequential mixed-methods approach by collecting quantitative and qualitative data (Creswell, 2009). Steps were taken to ensure security and reliability. Pseudonyms were given to interviewees and used throughout the recording process. Interviews of purposefully chosen informants were audio-recorded digitally to collect in-depth information. Interviews were transcribed for accuracy.

3.3.1.4 The interview schedule (Appendix 1.1)

Before starting the virtual interviews, the data recording procedure was carefully planned (Van Deventer, 2013). Attention was paid to enable clear recordings by using the microphone. Due to the onset of Covid-19 globally, and stringent regulations attached to it, all the 14 interviews were conducted virtually via Zoom. The interview schedule was used to consistently ask the same questions to all 14 purposefully selected informants. It also served to capture the relationships between the interviewer and the interviewees during the interview process (Van Deventer, 2013).

The schedule served as a reflective tool on the use of colour cosmetics and make-up and the new information that was emerging from the field. The schedule stated the 29 open-ended questions and allowed flexibility for informants to respond to them. The recording procedures provided the means to capture data. The schedule contained instructions for the

process of the interview and the questions asked (Creswell, 2009) and it contained the following elements:

- a. Biographical details;
- b. Description of the research;
- c. Interview consent; and
- d. Interview questions

3.3.1.5 Quantitative and information collection instruments

For the quantitative section of this study, a much larger sample was required. A structured questionnaire was administered to 316 respondents. A standardised questionnaire ensured the comparability of the data, accuracy of recording, and facilitated data processing. The uniformity of questionnaires makes it easy to manage a survey. The questionnaire design was presented as a series of steps.

3.3.1.6 The questionnaire consisted of six sections

The questionnaire (Appendix 1.1) encompassed statements concerning the consumption of colour cosmetics and make-up products by black women in South Africa. These statements were attained from previous research examining the factors of consumer behaviour in relation to the purchase of organic food in urban China (Chen, 2012) and the African American women's use of cosmetic products concerning their attitudes and self-identity (Davis, 2013). These were refined so that they were acceptable for all survey respondents.

The first page of the questionnaire comprised background and general information about the researcher and the purpose of the research questionnaire which also represents an informed consent for the respondent to participate in the study.

Section one: Explored the respondent's general knowledge about colour cosmetics and make-up products.

Section two to section five: Examined the questions relating to the objective of the study, explored the challenges and opportunities of the consumption of colour cosmetics and make-up products by black women based on (i) cultural beliefs; (ii) social class; and (iii)

personality traits. Twenty-seven statements were selected using a five-point Likert scale for these sections.

Section six: Age, income, occupation, educational level, area of residence, and ethnic group were all investigated as socio-demographic variables of respondents.

The study utilised online questionnaires that were distributed to the 500 selected respondents via email. Upon completion of the questionnaires, they were emailed back for analysis and 316 surveys were qualified.

3.3.2 Research target population and selection of respondents

3.3.2.1 Research target population

The target population refers to the whole group of people, activities, or things of concern from which to investigate and make inferences (Sekaran & Bougie, 2016). Bryman (2012) defines the target population as the universe of units from which a sample is to be chosen. Purposeful sampling was used, hence the selected respondents who took part in the study were selected with a particular purpose in mind.

Informed by the objective of this research, the target population for this study consisted of black women aged between 18 and 60 years who worked and lived in Gauteng Province, South Africa. The participants came from different ethnic groups. Restricting the study to Gauteng Province was explained by the fact that it is the most populous region and includes the majority of ethnic groups. According to StatsSA (2019), there are approximately 6.7 million black people in Gauteng Province with 51.8% being women from whom a sample would be studied for the consumption of colour cosmetics and make-up products. The Living Standard Measure (LSM) of five to eight was subtly used to categorise the target population to illuminate appropriate information.

3.3.2.2 Sampling or selecting respondents from the target population

Bryman (2012) refers to the sample as the subset of the subject population chosen for the investigation. Sampling saves time and money by looking at a sample instead of the entire population. In quantitative analysis, one of the two types of sampling – probability sampling

or non-probability sampling – can be used. Sekaran and Bougie (2016) similarly define sampling as the method of choosing a sufficient number of the same elements from the target population to be researched in order to generalise the characteristics of the population components. Sampling starts with the exact description of the target population in terms of elements, geographical borders and time (Sekaran & Bougie, 2016).

3.3.2.3 Sampling Method

Sampling is necessary because it is impractical to sample the entire population with an unmanageable scale. A non-probability sampling method using a purposive sampling technique was employed to select respondents for this study. The interviewer made a subjective judgement, with the help of colleagues, as to the most useful or representative participants to include in the sample (Quinlan et al., 2019; Babbie, 2010). These respondents, who were diverse black women in Gauteng, were prepared to speak about their experiences and offered their knowledge to the research study.

3.3.2.4 Qualitative sampling techniques

For this study, a purposeful sampling technique was utilised to understand the perspectives of black women’s consumption of colour cosmetics and make-up products. The sample consisted of 14 women – two academics, two legal representatives, five professionals and five non-professionals. While other factors affect the sample size in qualitative studies, the sample size was guided by saturation during data collection based on the study chosen (Mason 2010). There is however, ongoing investigation by researchers on the best sample size to be used in qualitative researches and it is agreeable that a sample size of 12-16 is healthy if the research questions addressed (Isaacs, 2014).

3.3.2.5 Quantitative sampling techniques

A questionnaire was sent to the respondents and was circulated via an online survey. The questionnaire consisted of comments on attitudes and experiences of the consumption of colour cosmetics and make-up by black women in South Africa. A random probability sample of 316 respondents was selected to respond to the structured questionnaire, with a 5-point Likert Scale as the instrument of research. A Likert scale ranging from “strongly

disagree” to “strongly agree” was used since it allowed for fixed reactions and contributed to the ease of data collating.

3.3.3 Ethical considerations when collecting research data

For researchers, ethical practice is generally characterised as a moral approach that includes consideration and security for people who voluntarily agree to be part of the study. Ethics in research are steps taken to ensure that the participants’ information is not violated while conducting the research. Ethics is about conforming to the code of behaviour of a particular career or community (Babbie & Mouton, 2012). Ethical considerations are considered significant in a research study. According to Graziano and Raulin (2010), every research study must be carried out in an ethical, moral, and sound manner. Sensitive outcomes must be reported in such a way that they do not hurt the relations amongst the people involved (Sekaran & Bougie, 2016). In this study, five ethical research values were considered, that is, confidentiality and anonymity, protection from harm and victimisation, informed consent, objective reporting of results as well as authorisation and approval to conduct the study.

An ethical clearance certificate was granted from the Ethical Committee of Wits Business School to proceed with the research study. The ethical clearance certificate that was approved is in Appendix 2.2.

In this study, the participants were approached individually to discuss the study and the reasons why they would be interviewed (Babbie & Mouton, 2012). The following guiding principles ensured that the research participants were not put at risk in any way by being part of the study:

- Transparency in terms of informing all participants of the purpose of the study, the procedure to be followed and their rights in terms of their participation;
- Participants were informed of the purpose of data collection and the extent of the research before the start of the data collection. Informed consent to conduct the research and to be voluntary participants was introduced to the participants at the beginning of the interview (Appendix 3.1);
- Maintaining confidentiality by ensuring that obtained information is handled with sensitivity and that data cannot be linked to individual participants by name, nor will

knowledge be exchanged that exposes their identity in any way;

- Communicating the results to the participants for verification purposes and to avoid misinterpretation of the research findings; and
- Harm to the research participants was avoided at all costs. The foremost responsibility of the study was not to expose research participants to unnecessary physical or psychological harm (Leedy & Ormrod, 2015).

3.3.4 Research data and information collection process

Data collection is one of the most important facets of any research study and, if collected incorrectly, can lead to invalid results, observations and findings. Kabir (2016) describes data collection as a procedure of gathering and measuring the information on variables of interest in a systematic manner that allows one to answer identified research questions, test hypotheses and evaluate results.

There are four types of research data collection: observation, focus group discussions, interviews and questionnaires (Bryman, 2012). This study utilised primary data collection sources using questionnaires and interviews, being a mixed-methods approach. The questionnaire collection technique measured characteristics such as thoughts, feelings and beliefs of the participants (Bryman, 2012). The advantage of the interview is that it is highly flexible as it is possible to use a wide range of research questions to probe the participants for clarity or additional information (Bryman, 2012).

3.3.5 Research data and information processing and analysis

3.3.5.1 Research data and information processing

Data processing refers to the conversion of the information obtained into statistics. In the quantitative study, this typically means that certain variables may have to be adjusted for quantification (Bryman, 2012). Data preparation permits the effectiveness and efficiency of the entire data analysis process (O'Sullivan et al., 2016). Neuman (2014) believes that data preparation certifies that there are no errors that can negatively affect the analysis phase.

According to Plano Clark (2010), after data collection, a standard exercise is to organise the collected data for further assessment, analysis, and evaluation. The term, data processing, refers to the method of converting gathered data into usable material (Saunders et al., 2016). This certifies the accuracy of data that are to be analysed and takes corrective and remedial measures to meet any irregularities present in the data before the analysis process is performed. According to Sekaran and Bougie (2016) and Neuman (2014), the readiness of qualitative data consists of several techniques that include editing, coding, cleansing and defining themes. These techniques were used in this study and are explained below.

Step 1. Data Coding

For a quantitative study, Neuman (2014) defines data coding as a comprehensive reorganisation of raw data into a format that can be efficiently interpreted using statistical software on computers. For the qualitative data, the 14 interviews were transcribed and numbers were assigned to the participants before their data were inserted into the database (Sekaran & Bougie, 2016).

Coding involved organising the units of meaning into categories. To be able to analyse the content, the entire content collected was divided into categories so that it could be managed effectively. This is a process of selective data reduction where the text is reduced to categories of specific words and patterns that answer the research questions. Below is the participants' table showing their coded names.

Table 1: Participants' demographics.

Participants	Age	Level of education	Occupation	The user of make-up and colour cosmetics
P1	41	Matric	Business coach	Non-user
P2	40	Diploma in Nursing	Professional nurse	Occasional user
P3	30	Bachelor	Accounts executive	Occasional user
P4	47	MBA Student	Manager	Occasional user
P5	29	Bachelor	Lawyer	Non-user
P6	43	Degree in progress	Manager	Non-user
P7	51	Bachelor	Unemployed	Non-user
P8	44	Diploma management Fin	Entrepreneur	Non-user
P9	34	PhD Student	Academia	Non-user
P10	30	Diploma	Nail Technician	Non-user
P11	36	Bachelor	Academia	User
P12	42	MBA student	IT Specialist	Occasional user
P13	39	Bachelor	Project manager	Non-user
P14	34	Bachelor	Entrepreneur	Non-user

Step 2. Data Entry

Data entry for the quantitative study included entering the numerical codes assigned to variables into the statistical computer package. For the qualitative study, iterative or forward and backward movements were carried out and code clusters in the whole dataset were compared to develop themes (Vaismoradi & Snelgrove, 2019). The units of meaning that would be coded were defined by recording the frequency of individual words and phrases, the characteristics of informants and the treatment of themes and concepts.

Step 3. Data Cleaning

Once the data were coded and entered, it was cleaned. Accuracy is particularly critical when coding data as mistakes created when coding or entering data may compromise the legitimacy of the measure and cause misleading results (Neuman, 2014). Sekaran and Bougie (2016) refer to data cleaning as finding and fixing illogical, contradictory, or illegal data and omissions in collecting information from participants. As suggested by Neuman (2014), a subset of 10 to 15 percent of the data was randomly chosen to verify the quality of the coding but no coding errors were found.

Step 4. Defining and naming the themes in the qualitative study

The result of the data analysis was the identification of emerging themes from the data. Five themes were identified:

- Theme 1: Frequency of make-up use;
- Theme 2: Favourite facial features;
- Theme 3: Personal choice of cosmetic products;
- Theme 4: Beauty enhancement;
- Theme 5: Spending/consumer behaviour.

3.3.5.2 Research data and information analysis

Data analysis, according to Bryman (2012) is the management, analysis and interpretation of data. The study included a questionnaire as well as interviews to ask South African black women about the challenges and opportunities of using colour cosmetics and make-up products. The quantitative data collected from the questionnaires were collated and analysed using the Statistical Packages for Social Sciences (SPSS) software (Muijs, 2004). The benefit of using the SPSS and the content analysis for the study emanated from systematic comparison when analysing and assimilating the results.

Descriptive statistics analysis and exploratory factor analysis, including path modelling, were performed. A Likert scale to examine and measure attitudes and views was used in the questionnaire (Leedy & Ormrod, 2005). A Likert scale is frequently used to collect opinion

data, and it is designed to assess how strongly a respondent agrees or disagrees with a statement (Sekaran, 2001; Saunders et al., 2007). Finally, analysis and interpretation of data were executed.

The qualitative data were analysed using the content analysis method. The interviews were transcribed using codes that corresponded with the research questions and sub-questions. The interviews were transcribed again using inductive reasoning, which allowed themes and patterns to emerge (Braun & Clarke, 2006; Creswell & Plano Clark, 2013). The interviews yielded detailed descriptions. Credibility, transferability, dependability, and conformability were evaluated to assess the rigour and increase the trustworthiness of the qualitative data. Participation in this study was entirely voluntary, and there was little chance of a participant providing incorrect information. Participants were informed of the objective of the study prior to data collection.

3.3.6 Description of the research respondents

For the qualitative research, 14 participants were interviewed, seven (7) were Batswana, two were Bapedi, two were Batsonga, one was Mosotho, two were Ndebeles. Twenty-nine questions were posed to each of the selected participants to explore their views and experiences on the consumption of colour cosmetics and make-up products.

The following table presents the demographic results from the questionnaire:

Table 2: Demographic Results

Variable	Category	Frequency (n)	Percentage (%)
Age group	Between 18-30	140	44.3
	Between 31-45	135	42.7
	Between 46-60	38	12.0
	Greater than 60	3	0.9
Total		n=316	100
Highest Level of Education	Below High School	2	.6
	High School	103	32.6
	Diploma	104	32.9
	Bachelor's Degree	47	14.9
	Post-Graduate Degree	38	12.0

	Other (Please specify)	22	7.0
Total		n=316	100
Occupation	Not Working	83	26.2
	Self Employed	53	16.8
	Employed	137	43.4
	Student	39	12.3
	Other (Please specify)	4	1.3
Total		n=316	100
Income	Less than R10 000	128	40.5
	R10 000 - R15 000	36	11.4
	R15 000 – R20 000	24	7.6
	R20 000 – R30 000	31	9.8
	R30 000 – R40 000	22	7.0
	Above R40 000	75	23.7
Total		n=316	100
Household Occupants	Yourself (single)	57	18.0
	Single with children	112	35.4
	Couple with children	107	33.9
	Couple without children	16	5.1
	Other (please specify)	24	7.6
Total		n=316	100
Primary Location	Johannesburg	154	48.7
	Tshwane	73	23.1
	Vaal	8	2.5
	Ekurhuleni	33	10.4
	Other	48	15.2
Total		n=316	100
Ethnic Group	Tsonga	25	7.9
	Xhosa	50	15.8
	Zulu	74	23.4
	Motswana	50	15.8

	Northern Sotho	40	12.7
	Venda	13	4.1
	Swati	10	3.2
	Southern Sotho	34	10.8
	Other (Please specify)	20	6.3
Total		n=316	100

Table 2 presents demographic results for the quantitative research. A total of 500 questionnaires were emailed to respondents and only 316 were qualified to participate in the study. The largest group was between the ages of 18 and 30 years that amounted to 44.3% of the population followed by 42.7% who were between 31 and 45. The highest level of education was Matric holders at 32.6% and those with Diplomas at 32.9%. Close to 48.7% of the respondents lived in Johannesburg, followed by Tshwane and Ekurhuleni with 23.1% and 10.4% respectively. In terms of ethnic groups, the majority of women were Zulu at 23.4% followed by Batswana and AmaXhosa at 15.8%. Swatis and Vendas were least represented at 3.2% and 4.1% respectively.

The characteristics used to define and validate the research participants consisted of three questions described in the information and data collection instrument section in Section 3.3.1 to ensure the respondents qualified to address the research questions:

- Age: Respondents must be adult black women (over 18 years old);
- Consumption of colour cosmetics and make-up products: Respondents must be non- or semi-consumers of cosmetics; and
- Status: Respondents must reside in Gauteng, South Africa.

(Refer to the target population in Section 3.3.2 for a detailed description of the research participants.)

Over and above these characteristics, a descriptive analysis of the demographic variables such as age, lifestyle and occupation status was performed on SPSS to assess the respondents and determine whether there were substantial skews among the respondents that would make them less appropriate for inclusion in the study.

3.4 Reliability and validity measures

3.4.1 Reliability

Reliability refers to the degree of consistency or accuracy with which an instrument measures the attribute it is designed to measure (Polit & Hungler, 1997; Uys, 1991). If the study and the findings are accurate and reliable, the same findings would be obtained if the study was to be repeated by other researchers using the same approach. Cooper and Schindler (2006) indicate that every measurement instrument must be based on its practicality, durability and validity.

3.4.1.1 Internal Consistency

Internal consistency of reliability assesses the uniformity of answers across all questionnaire questions (Saunders et al., 2007). The internal consistency or scale reliability coefficients of the questionnaire items were assessed based on Cronbach's alpha criterion. The tests for scale reliability coefficients of items under each construct were conducted to evaluate the magnitude to which the questionnaire's survey items revealed internal consistency. A high degree of internal consistency indicates that measurement items meant to assess the same construct yielded similar scores. Typically, they involve determining how highly these items are correlated and how well they predict each other (Chakrabarty, 2013, p. 2). Previous studies have established Cronbach's alpha as a reliable measure of internal consistency. Cronbach's alpha specifies the association between all objects in the Likert scale hence the study employed the five-point Likert scale. The coefficients of internal consistency for each variable are presented in Table 3 below.

Table 3: Reliability results for the quantitative instrument

Construct	No. of items	Cronbach's alpha
Cultural beliefs	5	.831
Perception of social class	5	.785
Personality traits	4	.772

The Cronbach's alpha coefficients for items under each variable, cultural beliefs ($\alpha=0.831$), perception of social class ($\alpha=0.785$), and personality traits ($\alpha=0.772$), all exceeded the 0.7 minimum threshold as advised by Hair et al. (2010). This suggests that the constructs are

internally consistent, reliable, and trustworthy as their values are above the recommended threshold for Cronbach's alpha. Heo, Kim and Faith (2015) assert that Cronbach's alpha is a measure of scale reliability. The Cronbach alpha coefficient is a measure of internal consistency reliability or basically how good the elements in a data measurement scale quantify a similar notion (Heo et al., 2015). Similarly, it is the relationship of the respective elements in a data measurement scale with the aggregate of all the other elements of the study. Cronbach's alpha is not a statistical test, but a coefficient of reliability (or consistency) (Vaske et al., 2016). A high Cronbach alpha presents a great degree of relevance through the elements in the measurement scale (Vaske et al., 2016).

3.4.2 Validity

Validity refers to the degree to which the system under review is accurately interpreted by a measure or a series of measurements. It is concerned with how well the design is specified by the measure(s). A valid instrument must cover the degree to which it offers sufficient coverage of the topic under review (Babin & Zikmund, 2016). There are two widely used methods to determine validity in research. These are face validity, which is the extent to which a test assesses what it claims to measure (Leedy & Ormrod, 2013). In this study, the face validity was tested by an examination of the questionnaire items. The other method is construct validity that refers to the extent to which the items on a test are fairly representative of the entire domain the test seeks to measure (Salkind, 2010).

3.4.2.1 Face validity

Face validity is the degree to which a test appears to measure what it claims to measure (Leedy & Ormrod, 2013). Face validity analysis examines research measurement scales to ascertain their accuracy and effective adaptation (Csikszentmihalyi & Larson, 2014). The analysis denotes the evaluation of the dependability of the study's questionnaire in terms of its representation from a face value glimpse perception (Connell et al., 2018). In addition, Heale and Twycross (2015) define face validity as a measure of whether a research project appears to be "a good project" and how representative it is "at a facial glance perspective". The process thus evaluates what the questionnaire hastily seems to measure (Connell et al., 2018).

3.4.2.2 Content validity

Content validity can be explained as the extent to which the items tested are fair representatives of the complete purview the test seeks to measure (Cooper & Schindler, 2014).

3.4.2.3 Construct validity

Construct validity refers to the extent to which the items on a test are fairly representative of the entire domain the test seeks to measure (Salkind, 2010). Construct validity analysis has conservatively been explicated as an investigational display that a test is measuring the construct it asserts to be determining (Almanasreh et al., 2019). According to Henseler et al. (2015), construct validity is used to measure the construct and no other variables. Pearson's Correlations were performed to reveal the degree to which the constructs are associated with each other. They also assist in establishing content validity. A correlational metric with values closer to -1 or $+1$ represents a strong association, and values close to 0 indicate no connection between an observed variable and a factor (Bolt et al., 2016). The Pearson's correlations in this study are indicated in Table 4.

Table 4: Pearson Correlation results

		PURCHINTEN	CULBELIF	SOCCLAS	PESTRAIT
Purchase Int	Pearson Correlation	1	-.063	.016	.104
	Sig. (2-tailed)		.263	.781	.064
Cultural Beliefs	Pearson Correlation	-.063	1	.453**	.244**
	Sig. (2-tailed)	.263		.000	.000
Social Class	Pearson Correlation	.016	.453**	1	.496**
	Sig. (2-tailed)	.781	.000		.000
Personality Traits	Pearson Correlation	.104	.244**	.496**	1
	Sig. (2-tailed)	.064	.000	.000	
** Correlation is significant at the 0.01 level (2-tailed).					

Table 4 represents correlations computed to assess the relationships between the constructs as well as the content validity. It is shown that there are positive correlations with a 2-tailed significance level except for consumption and cultural beliefs which yielded a negative correlation. There was a weak positive association between consumption and personality

traits ($r=0.104$; $p=0.64$). There was no association between consumption and cultural beliefs ($r=-0.63$; $p=0.263$) and with social class ($r=0.16$; $p=0.781$).

In addition to the above observations, the paired constructs were found to be below the cut-off value of 1.0, thus confirming the presence of content validity among scale items. This enabled the study to proceed with factor analysis.

An Exploratory Factor Analysis (EFA) procedure was performed to determine the structure of the data collected. According to Chumney (2013), the EFA procedure is an analytic method used for the development of psychometrically sound instruments.

Before conducting EFA, the Kaiser-Meyer-Olkin (KMO) Test had to be performed to ensure that the data collected were appropriate for factor analysis. A KMO test of sampling adequacy and Bartlett's test of variance homogeneity were both performed to ascertain the suitability of captured data for EFA (Glen, 2016, p. 2). Below are the KMO results.

Table 5: The KMO measure and the Bartlett Test Results

Constructs	KMO measure	Bartlett's Test		
		Approximate Chi-square	Degrees of freedom	Significance level
Consumption	0.613	116.662	10	.000
Cultural beliefs	.838	649.168	15	.000
Perception of social class	.807	471.111	21	.000
Personality traits	.781	475.728	15	.000

The minimum threshold for KMO, as suggested by the originator, Kaiser (1974, p. 31), should be 0.5. Bartlett's test, on the other hand, should yield a significant cut-off of no greater than 0.001 (Glen, 2016, p. 2). These test results were all significant at $p=0.000$ for Bartlett's test and < 0.05 for KMO. The Bartlett's and the KMO tests were all within the recommended thresholds, therefore, the collected data were factorable; hence, EFA could be performed.

EFA for cultural beliefs construct was identified to be a unidimensional construct as the EFA procedure extracted one factor from the measurement items. Item 3 was discarded because it attained a communality below 0.3. The value of its communality was 0.289, which

is below the recommended threshold as presented in Table 12.

The Exploratory Factor Analysis for social class scale produced a two-factor structure. Factor 1 contained measurement items SC1, SC2, SC3, SC4 and SC5. Factor 2 had items SC6 and SC7. Factor 2 was not used in further data analysis because it had only two items as opposed to the suggested three items as presented in Table 13.

Lastly, the personality traits factor was identified to be a unidimensional construct as the EFA procedure extracted one factor from the measurement items. Items 3 and 4 had communalities below 0.3 and were therefore removed from further analysis as presented in Table 14.

3.4.2.4 Predictive validity

Predictive validity was tested using regression analysis. Predictive validity is concerned with the prediction of future experiments or tests based on a set of research results (Frey, 2018). The regression analysis approach was employed to evaluate the connection among variables (Maree, 2007). The ability of the three independent variables (cultural beliefs, social class and personality traits) to predict the consumption of black women was tested using regression analysis.

Table 6: Regression Model

Independent Variables: • Cultural beliefs • Perception of Social Class • Personality Traits	Standardised Coefficients	Dependent Variable: Consumption			
		Beta	t	Sig.	Tol
(Constant)		22.630	.000		
Cultural beliefs	-.092	-1.456	.146	.794	1.260
Social Class	-.007	-.104	.917	.636	1.572
Personality Traits	.130	2.017	.045	.753	1.327
r=.019 adjusted r ² =.010					

The results of the regression analysis shown in Table 6 show that the three independent variables (CB, SC & PT) explained 10% ($r^2=0.10$) of the variation in consumption. This suggests that about 90% of the consumption of colour cosmetics is accounted for by other factors that were not included in this study. Multicollinearity statistics showed that there was no threat of multicollinearity in the study. Tolerance values were above the minimum recommended cut-off value of 0.5 while the variance inflation factor (VIF) values were below the upper limit of 10 (O'Brien, 2007).

The results of the regression analysis present both negative and positive predictive relationships between consumption and the predictor variables. Personality traits is shown to positively predict consumption through the achieved Beta value of ($\beta=0.130$). Cultural beliefs and social class had no predictive relationship with consumption as seen through the regression results of ($\beta=-0.092$) and ($\beta=-0.007$) which were almost zero. Statistical significance was achieved on personality traits ($p=0.045$). Statistical significance refers to the strength of the relationship or magnitude of difference observed in a particular sample.

The results show predictive relationships between the independent and dependent variables, thereby confirming that predictive validity was adequate in this study. Reliability and validity tests are also imperative for testing of hypotheses.

3.4.2.5 Qualitative Data Assurance – Trustworthiness

The trustworthiness of qualitative design is the degree to which interpretations and definitions have common significance between the interviewer and the participants (McMillan & Schumacher, 2001). Four principles that improve the trustworthiness of qualitative research results are discussed by Creswell (2003), Nieuwenhuis (2007) and Hislop (2003):

- To prove credibility, the study ensured that results offered adequate descriptions of the context so that it was familiar to the participants who shared their experiences;
- To ensure the transferability of the findings meant that the findings could be applied to similar contexts outside the study situation;
- To ensure dependability, given the same data, other researchers would be able to obtain comparable patterns of meanings. This was made possible by recording and

storing the data in a password-protected computer and a secure repository; and

- To guarantee confirmability, the research findings would be confirmable when corroborated by other people. Confirmability also constitutes the extent to which the researchers' prejudices are omitted from the findings (Babbie & Mouton, 2001).

3.5 Research weaknesses: Technical and administrative limitations

The study encountered the following limitations:

- **Research design:** The study adopted both probability and non-probability methods where that latter implied that the participants did not have an equal opportunity to be included in the study, therefore judgement was used. Probability implies random sampling which helped to draw statistical inferences about the whole population; this was obtained from the online survey. Therefore, other variables that might be unnecessary for the study or may have influenced the results could not be excluded.
- **Research setting:** This study used a non-probability sampling technique, purposive sampling, in particular, therefore the results may not be generalisable to all colour cosmetics and make-up studies of black women in South Africa. However, the study also used the probability sampling technique which allows the results to be generalised based on the number of respondents from the online survey.
- **Sample and sampling constraints:** The technical limitations of the qualitative approach were, firstly, a small sample that was purposefully selected in the form of in-depth individual interviews. The second limitation was the choice of one province out of the nine provinces of South Africa. Regarding the quantitative approach, the technical limitation was the use of a 5-point Likert Scale, whereby the respondents could only select one option in their response to the questions (items). There was no provision to explain the choice of the option. However, while the two research approaches have limitations if applied on their own, the mixed-method approach addressed the limitations of each one of these approaches, resulting in a much richer explanation and triangulation of the research results.

- **Reliability and validity:** The study used interview questions as well as a questionnaire as data collection instruments (reliability and validity are discussed in Section 3.4).

3.6 Summary

This chapter included a detailed overview of the research methodology for the study to explore opportunities and challenges on the consumption of colour cosmetics by black South African women. For this research, a mixed-methods design of a quantitative study was followed by qualitative interviews. A detailed description of the execution of research methods was given. Concrete findings from the survey, statistical analysis and interview content analysis were applied to the research problem. The ethical considerations, as well as the reliability and the validity of the study, are outlined in this chapter. The empirical research results are presented in the next chapter.

4. Presentation of research results

4.1 Introduction

This chapter contains a summary of the data collection and empirical investigation. There were 316 respondents for the structured surveys and 14 in-depth semi-structured interviews were conducted.

The quantitative data were examined prior to analysis by employing functions of SPSS for data coding, data validity, reliability and descriptive statistics. The collected data were formatted and evaluated for potential errors, such as missing values. The second stage was the analysis of SPSS results along with factor analysis, Pearson's correlation and regression analysis to test the hypotheses. For the qualitative study, content analysis was used to interpret and understand the statements of the selected informants. This chapter presents the results of the quantitative survey through figures and tables. That is followed by a presentation of in-depth interviews and finally there is a discussion of similarities and differences between answers received from respondents.

This chapter includes answers to the following research questions underpinning this study:

- To what extent do cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women? This discussion is accompanied by its hypothesis: Cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women.
- To what extent do personality variables influence the purchase of colour cosmetics and make-up products by black South African women? This section also addresses the hypothesis that states that personality variables influence the purchase of colour cosmetics and make-up products by black South African women.
- How does social class affect the purchase of colour cosmetics and make-up products by black South African women? Lastly, this section discusses the hypothesis that states that social class has an impact on the purchase of colour cosmetics and make-up products by black South African women.

4.2 Findings from Quantitative Survey Results

The quantitative research comprised 316 online questionnaires which were collected randomly online (Appendix 1.1). The results commence with the presentation of the response rate from the primary dataset. Thereafter, the results for the primary dataset collected in the greater Gauteng region, are presented and analysed in greater detail. The analysis of the data is split into descriptive and inferential statistics. The application of mean scores to show the perceptions of respondents towards each measurement item in each construct is followed by the reliability and validity of measurement scales. A discussion of the results of the correlation analysis between the constructs is also provided using correlation matrixes to show the relationships between the research constructs. As a result, the hypotheses are approved or disproved, based on these results.

4.2.1 Response Rate from the online survey

A response rate is defined as the total number of completed interviews/issued surveys divided by the total number of respondents with whom communication was made. A total of 500 questionnaires were administered to black women between the ages of 18 and 60 living in the Gauteng Province of South Africa. Out of the total 500 questionnaires, 352 were returned, which depicted a response rate of 70.4%. From the returned total, 36 were found to be unusable as several items had double markings, and some were not answered in full. There were 316 questionnaires in the final number of valid responses available for analysis and therefore the response meets a minimum criterion of 50%. Based on this, the study satisfies the response rate criteria.

4.3 Demographic analysis of the respondents

4.3.1 Gender

As the objective of the study was to explore opportunities and challenges on the consumption of colour cosmetics and make-up products in South Africa, all respondents were black women living in Gauteng Province, South Africa.

4.3.2 Age Group

The age group for the study was between 18 and 60 years old.

The largest age group was between the ages of 18 and 30 years old which accounted for 44.3% of the total population. This is in line with Stats SA as South Africa has a large proportion of youth. Those aged between 31 and 45 accounted for 42.7% of the population. This was followed by 12% between the ages of 44 and 60 years.

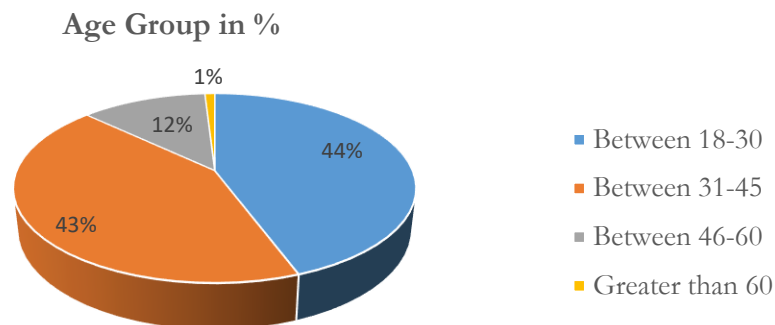


Figure 4: Age group

4.3.3 Level of education of respondents

In the highest level of education, high school matric holders and those with Diplomas achieved almost similar results of 32% and 32.9% respectively. Smaller percentages were for bachelor's degree holders, 14.9%, postgraduates, 12% and others with 7%. Others encompass those with other forms of educational certificates.

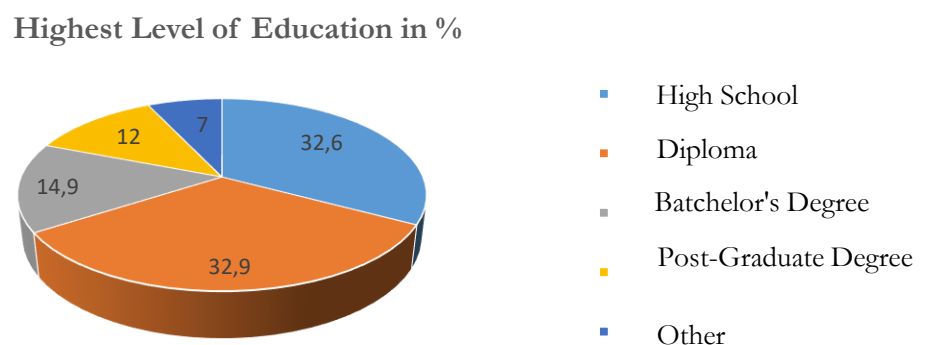


Figure 5: Level of education

4.3.4 Occupation of respondents

The majority of the respondents, 43.4%, were employed or self-employed at 16.8%. About a quarter of the respondents, 26.2% were unemployed.

4.3.5 Income of the respondents

The results show that a large proportion of the respondents, about 40.5% earned less than R10 000 per month. A sizable portion, 23.7%, on the other hand, earned more than R40 000 per month.

4.3.6 Primary location of respondents

Close to half of the respondents, 48.7%, resided in Johannesburg. Tshwane, Ekurhuleni, and Vaal had values of 23.1%, 10.4% and 2.5% respectively. Others, which consist of those who live in places not listed in the questionnaire, amounted to 15.2% of the participants.

4.3.7 Ethnic groups of respondents

The highest population of 74 were Zulu women, followed by Batswana and Xhosa who both had populations of 50. Tsongas, Swatis, and Vendas were the least represented with totals of 40, 10 and 13 respectively. Northern Sotho and Southern Sotho accounted for 40 and 34 respectively.

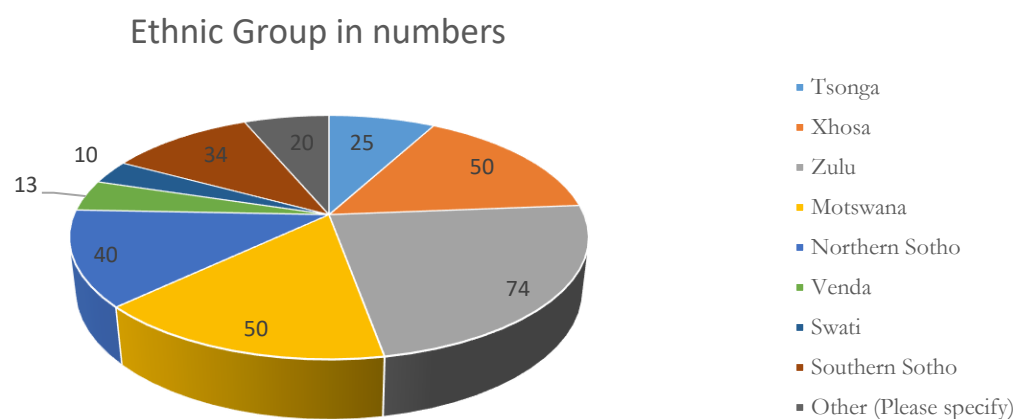


Figure 6: Ethnic groups

4.4 Descriptive Statistics for constructs

Descriptive statistics were used to explore the perceptions of respondents towards the constructs. It was essential to establish the perceptions of respondents towards these constructs in order to obtain a clear indication of their degree of confirmation (strongly agree) or disapproval (strongly disagree) with the items in the measurement scales. Statistics, such as the minimum and maximum values, mean score, standard deviation, skewness and kurtosis, were considered. Minimum and maximum values represent the degrees of strongly disagree or strongly agree as provided on the Likert scale. The standard deviation was applied to determine how dispersed the data values were. Skewness and kurtosis were applied to establish the normality of data distribution.

Table 7: Descriptive statistics for Cultural Beliefs

Item	Description Valid: (N=101)	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis
CB1	The religion to which I belong influences my cosmetics selection.	1	5	1.89	1.114	1.287	.852
CB2	The ritual which I perform affects my use of make-up products.	1	5	1.92	1.101	1.241	.876
CB3	The language and the symbols used on the packaging influence how I purchase colour cosmetics and make-up products.	1	5	1.71	.979	1.478	1.573
CB4	My custom prohibits me from using colour cosmetics and make-up products.	1	5	1.95	1.104	1.103	.311
CB5	Suitability to my cultural beliefs and custom is the most important factor when purchasing colour cosmetics and make-up products.	1	5	1.54	.899	1.980	3.724

The results presented in Table 7 show a general disagreement towards the measurement items stated. This leans towards the assertion that cultural beliefs do not contribute towards the respondents' selection decisions, views or attitudes towards cosmetics. This is shown through the average mean score and average standard deviation of ($\bar{x}=1.80$; SD \pm 1.039)

respectively. The average values for skewness for the CB scale were 1.039 and 1.467. This shows the normality of data distribution.

Table 8: Descriptive statistics for Social Class

Item	Description Valid: (N=101)	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis
SC1	I wear colour cosmetics and make-up products because I want to fit in and look like my peer groups.	1	5	1.98	1.076	1.108	.578
SC2	I am easily influenced by people around me regarding the choice of make-up products to purchase.	1	5	2.26	1.130	.678	-.416
SC3	I would purchase colour cosmetics and make-up to follow the trend.	1	5	2.39	1.131	.449	-.776
SC4	If two colour cosmetics and make-up products were the same in quality, but one was imported and the other was local, I would pay more for the imported product.	1	5	2.26	1.174	.675	-.488
SC5	I wear colour cosmetics and make-up products because I want others to view me as having an upper-class status.	1	5	1.93	1.023	1.155	.887

The five measurement items in Table 8 tested the views about social class and the intention to purchase cosmetic products among women in Gauteng Province. Supported by an average mean value and standard deviation of ($\bar{x}=2.16$; $SD \pm 1.107$), it shows that respondents slightly disagree with the sentiments presented in the items measuring perceptions of social class. The highest mean of ($\bar{x}=2.39$) was taken from SC3 which shows a neutral view towards the idea that women buy cosmetics to follow trends. They also disagreed that they wear cosmetics and make-up to be viewed as upper-class individuals and so this had the lowest mean average. Skewness is 0.813 and kurtosis is 0.042; this shows that the data were normally distributed.

Table 9: Descriptive statistics for Personality Traits

Item	Description Valid: (N=101)	Minimum	Maximum	Mean	Standard Deviation	Skewness	Kurtosis
PT1	The wearing of colour cosmetics and make-up products improves my appearance.	1	5	3.74	1.024	-.969	.661
PT2	Wearing colour cosmetics and make-up plays a role in my ability to form new relationships.	1	5	2.44	1.163	.537	-.678
PT5	Wearing colour cosmetics and make-up products has a positive impact on my confidence.	1	5	3.41	1.204	-.479	-.670
PT6	My consumption of cosmetics is in some way linked to my self-esteem.	1	5	2.63	1.289	.189	-1.238

The four measurement items in Table 9 tested the views of black women on the impact of personality traits on their consumption of cosmetic and make-up products. Supported by an average mean value and standard deviation of ($\bar{x}=3.05$; $SD \pm 1.170$), it shows that respondents generally held a neutral view towards the sentiments presented through the measurement instruments. The highest mean value was obtained from PT1 which shows that the women agreed that cosmetics and make-up improve their appearance. The lowest mean was PT2 as respondents generally disagreed that cosmetics and make-up play a role in their ability to form new relationships. The skewness for the PT scale is -0.181 whereas kurtosis is -0.481, showing normal data distribution.

4.5 Hypothesis Tests

Hypothesis defined as “a theoretical statement that has not yet been tested against data collected in a concrete situation, but which it is possible to test by providing clear evidence for support or rejection.”

4.6 Conceptual Model Fit Assessment

The acceptability of the model fit was established by the chi-square value over the degree of freedom (χ^2/df), in which the value should be from 2 and not more than 5. The study also

used values of Goodness-of-Fit Index (GFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), and Tucker-Lewis Index (TLI), which should be superior or equal to 0.90, and the Root Mean Square Error of Approximation (RMSEA) value to be equal to or below 0.08. The results of the model fit assessment for this study are provided below.

Table 10: Model Fit Assessment Table

Model measure	Fit	Chi-square	RMSEA	NFI	GFI	IFI	TLI	CFI
Value		3.551	0.90	0.766	0.870	0.820	0.786	0.817

The Chi-square value over degree-of-freedom was 3.551, well within the recommended threshold. The other fit indices achieved the following outcomes: GFI=0.870; IFI=0.820; CFI=0.817; NFI=0.766; TLI=0.786; RMSEA=0.90. As shown, the practical model fit is not absolute but close to their respective thresholds. Thus, the data fitted the model theoretically and were retained for academic purposes.

4.7 Path Analysis Results

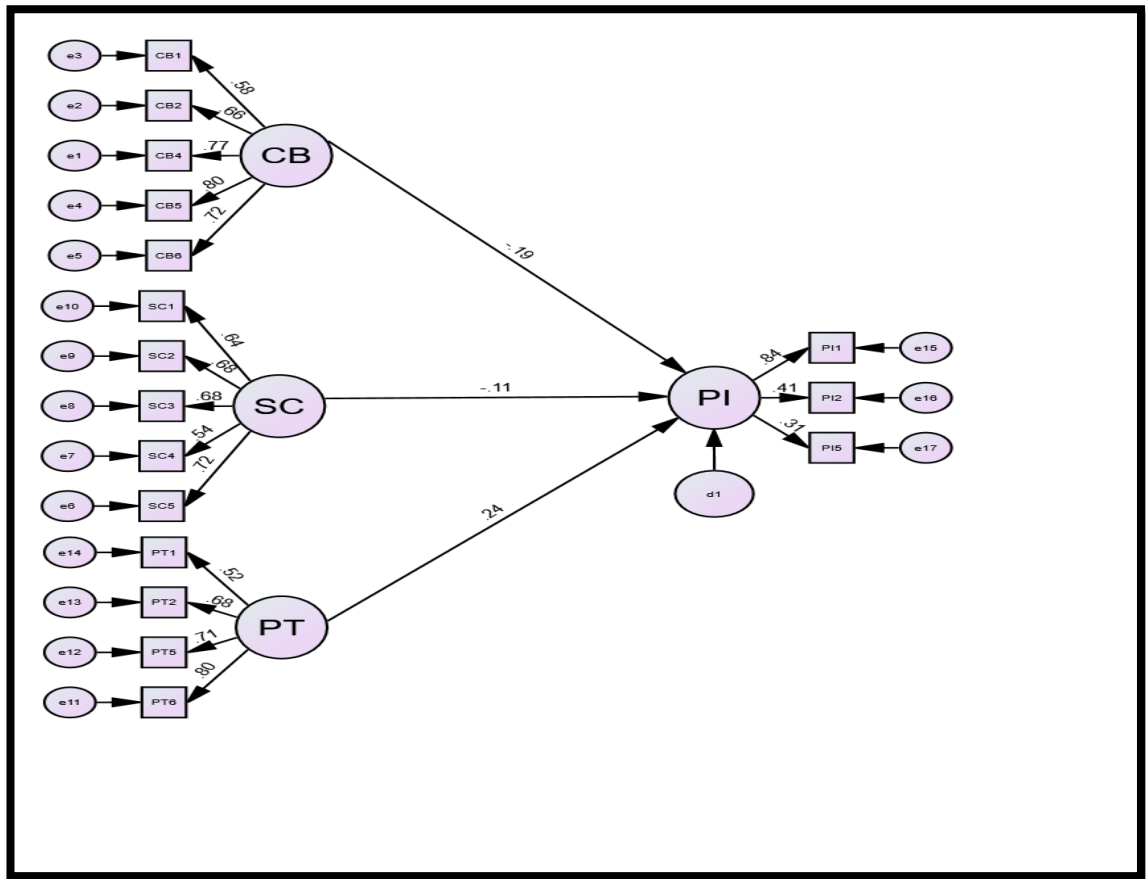
Path analysis is a statistical analysis technique for testing models that includes looking at the hypothesised dependencies or relationships between an independent variable and two or more dependent variables. Path analysis is an analysis technique that falls under structural equation modelling (SEM). The three hypotheses were tested using path analysis and their validity or non-validation was determined based on the path analysis results presented in Table 11 and Figure 7.

Table 11: Results of the Structural Equation Model Analysis

Hypothesis	Description	Path Coefficient (β)	Significance (p-value)	Outcome
H1	Cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women.	-0.19	0.006	Accepted and significant
H2	Social class influences the purchase of colour cosmetics and make-up	-0.11	0.138	Accepted and insignificant

	products by black South African women.			
H3	Personality variables influence the purchase of colour cosmetics and make-up products by black South African women.	0.24	0.001	Accepted and significant

Table 11 shows that two of the hypotheses (H1, H2) were accepted, whilst one hypothesis (H3) was rejected. The results of the hypotheses of the study are discussed to address the empirical objectives of the study. The validation of each hypothesis under SEM depends on two main criteria. SEM (structural equation modelling) is a set of statistical techniques that allow a set of relationships to be formed between one or more independent variables, either continuous or discrete and one or more dependent variables, either continuous or discrete to be examined. The first criterion deals with path coefficients (beta). The coefficient is either positive or negative. For a strong relationship to be established it has to be ≥ 0.5 and for a negative relationship, be ≥ -0.5 . The second requirement is that the tested influence has at least one star (*), two stars (**), or three stars (***). These stars show significance at three different levels. A one star (*) represents p values that are less than 0.1, which is a 90% confidence interval. This implies that users can have a 90% level of confidence in the accuracy of that result. Two stars (**) represent p values of less than 0.05, which suggests that users can have a 95% confidence that the statistical result is accurate. Three stars represent p values that are less than 0.01, which implies that users of a test statistic can have a 99% confidence level about its accuracy.



CB=Cultural beliefs
 SC=Social class
 PT=Personality traits
 PI=Consumption

Figure 7: Structural Equation Model Results

The structural model shows the strength of the relationships that exist between the predictor variables (CB, SC and PT) and the outcome variable (consumption). Cultural beliefs had an inversely weak and significant relationship with consumption ($\beta=-0.19$; $p<0.006$). It is regarded as a significant relationship because the p-value is less than 0.5. Social class also had a negative relationship with consumption ($\beta=-0.11$; $p<0.138$). The relationship is statistically insignificant. Personality traits showed a moderate but significant relationship with consumption ($\beta=0.24$; $p<0.001$).

4.7.1 Results of hypothesis 1

According to the results of the study, shown by the beta and significance of ($\beta=-0.19$; $p<0.006$), cultural beliefs exert a significant negative influence on the intentions of black

women towards the consumption of colour cosmetics and make-up products. Thus, the stronger their cultural beliefs, the weaker the intentions of black women to purchase cosmetics and make-up.

4.7.2 Results of hypothesis 2

The results from this study show a very low negative predictive relationship between social class and consumption of cosmetic products among South African women ($\beta=-0.11$; $p<0.138$). This suggests that the influence of social class is inversely related to the consumption of colour cosmetics by black women, although to a very modest extent. Hence, the higher the social class of black women, the weaker their intentions to purchase cosmetics and make-up products. However, the relationship regarding H2 is statistically insignificant.

4.7.3 Results of hypothesis 3

The study found that personality traits exert a low but positive and significant influence on consumption ($\beta=0.24$; $p<0.001$). The result from the analysis, although low, shows a statistically significant relationship between the two constructs thereby implying that the personality traits of black women do influence their consumption of colour cosmetics and make-up products.

4.8 Findings from Qualitative Research Results

The research questions were addressed through qualitative semi-structured interviews. The interviews aimed to explore the opportunities and challenges of the consumption of colour cosmetics and make-up products by black women in South Africa in depth. A sample of 14 participants who indicated their willingness to be part of the study comprised the interview pool. Non- or occasional consumers of colour cosmetics and make-up products were purposefully chosen. Of the 14 participants interviewed, seven were Tswana, two were Pedi, two were Tsonga, one was Sotho and two were Ndebele. The occupation, age, location, as well as educational background of the participants were considered as part of the study. Two of the 14 interviewees were in academia, two in the legal profession, five were professional women and the other five were non-professionals. All of the participants lived in Gauteng Province, South Africa. Before the start of the virtual interviews, they were notified of the

informed consent and that pseudonyms would be used to protect their privacy. Then 29 questions were posed to each participant to explore their views and experiences on the consumption of colour cosmetics and make-up products (Appendix 1.1). Fourteen interviews were conducted and audio-captured on an iPhone.

The interview data collected were linked to the three central research questions. As discussed in Chapter 3, transcribing and coding were conducted. The transcriptions were checked to ascertain the accuracy and trustworthiness of the collected data and probes were carried out to explore the data in more detail. Below are the qualitative results based on the three research questions:

4.8.1 Interview results for research question 1

To what extent do cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women?

Participants were asked the following sub-questions that supported the central question:

- 1) How is make-up perceived by your family?
- 2) Do any of your family members wear make-up?
- 3) Does your cultural upbringing or tradition influence your perception about make-up?

All participants were aware of the influence of cultural beliefs, however, most participants said that their lack of consumption of make-up products was not influenced directly by their cultural beliefs. P5 (30 years old, lawyer) responded to the cultural influence question as follows:

“I’ve kind of gotten my indifference about make-up from my mom. Um, she barely puts on any make-up. Um, however, I would say culture to a very small extent or maybe a very unconscious level. Um, but I would say, on a conscious level, my sister is more of the influence of how I view make-up. I see her as an extreme, so, I see her use of make-up as almost tantamount to covering something, um, or a lack of acceptance about something. Yeah.”

P10 (30-years-old, nail technician), added:

“Cultural upbringing could have an influence. I would say so. Growing up, it was not things you really ... you don’t even talk about make-up in the house. It’s only things you start doing when you’ve maybe moved out or staying on your own ... and I feel that that ... but, yes, so I would say culture has the main effect on that.”

P7 (51 years old, unemployed) got advice from her mother regarding the use of colour cosmetics and make-up products. This was not due to her cultural upbringing or family tradition but advice to take care of her skin:

“I have never liked make-up but, if you ask me why, because of what my mother said to me when I was young. She said: ‘Should you want to damage your skin, use your make-up and make-up will make you, you know, go shoshobana (you will look old)’.”

Similarly, P11 (36 years old, academic), who is an occasional consumer of colour cosmetics and make-up products, was also influenced by her mother on the minimal or lack of use of make-up:

“I think cultural beliefs could have influenced me. My mom turned 70 last year in October and I put make-up on her and I think it was the first time in her life, at 70, having make-up on.”

Based on the responses from the sub-questions about the influence of cultural upbringing or tradition, it seems that the majority of participants thought that cultural beliefs did not influence their consumption of colour cosmetics and make-up products. Similar views were received in the responses to the questionnaires. The hypothesis that cultural beliefs exert an influence on the women’s intentions to consume make-up products therefore tested significantly negative.

4.8.2 Interview results for research question 2

To what extent do personality variables influence the purchase of colour cosmetics and make-up products by black South African women?

Participants were asked the following sub-questions that supported the central question:

- 1) Do you feel that cosmetics are related in any way to your self-esteem?
- 2) Do you think wearing make-up gives the wearer self-confidence?
- 3) What are your feelings and attitudes towards cosmetics?
- 4) What kind of people do you associate with make-up products? When you see someone wearing make-up, what kind of a person do you think they are?

There were mixed responses from the 14 participants. Three out of 14 felt that wearing make-up or colour cosmetics did not affect their confidence. However, the majority of participants viewed make-up as a beauty enhancer that resulted in the wearer gaining confidence and an improved appearance.

P1 (41 years old, business coach) did not agree with the majority:

“... I believe that I don't need make-up to look good, I don't need make-up to feel good, and I know I don't need make-up to be confident. So, I am me first.”

In response to the confidence and the improvement of the appearance, P6 (43 years old, manager in a government agency), who does not consume make-up products, said:

“They can in a way. Let's say maybe 50% can enhance their self-confidence. For example, I grew up with a scar on my forehead, and I've grown to love my scar as part of me. But if I was not confident, I would use make-up to hide my scar ... With make-up, I think some people use it to hide their face issues. I feel that when you're beautiful, you don't even need to use make-up.”

P9's (34 years old, PhD student and a lecturer) response corroborated the other two participants' views of wearing of make-up and confidence:

“I don’t think make-up is authentic. If you ask me: ‘who are beautiful people?’, I would point out people who are not dramatically transformed. So, the people that load themselves with make-up – I always wonder what their story [is]? What are they trying to hold back? So, I get the sense there’s more to it, that there are things that they’re trying to hide and not let the world see. So, when I see someone without layers of make-up, I feel there’s strong confidence, I feel there’s some boldness in them, and they’re really proud and stand out in this world.”

Even though the three participants did not agree with the sentiments that a personality trait influences the consumption of colour cosmetics and make-up products, the majority of participants believed that make-up does give the wearer confidence and elevates their self-esteem. These results are in agreement with the online survey responses (hypothesis 3) that revealed that, although weak, the findings showed a statistically significant association between the two constructs thereby implying that the personality traits of black women in South Africa do influence their consumption of colour cosmetics and make-up products.

4.8.3 Interview results for research question 3

How does social class affect the purchase of colour cosmetics and make-up products by black South African women?

Participants were asked the following sub-questions that supported the central question:

What kind of people do you associate with make-up products? When you see someone wearing make-up what kind of a person do you think they are?

These questions intended to understand the impact of social class on the consumption of make-up products from the perspective of the lower, middle and upper classes. Responses from the majority of participants showed that social class has little effect on the consumption of colour cosmetics and make-up products except for their affordability.

P1 (41 years old, business coach) said this in response to social class:

“So, people at home would use a cheaper brand and some of them would use a wrong colour because cheaper brands don’t necessarily cater for all skin tones.”

P2 (40 years old, nursing sister) agreed with P1 by saying:

“I think anyone can use make-up because, if you can’t buy something like now, some of us wait for a sale and then you go and buy. And other people will use any make-up. They will try a different brand as long as they have make-up on. For example, young ladies like my niece who is 18 years, has started doing eyebrows and not that she can afford it, but she takes her pocket money to buy some make-up products. So they can even buy the cheaper ones that they can afford. So, basically, make-up is not for the middle class or the upper class only. It’s for every woman depending on what they can afford. Do you agree?”

Similarly, P12 (42 years old, IT specialist), who occasionally consumed make-up products agreed with the response given by P2 on the social class question:

“I definitely think the lower class also do have a place in using make-up, everybody, and anybody can use make-up. Um, the only difference is, would definitely be in the price of what one buys. I’ve seen people even in the rural areas, you know, wearing make-up, uh, when, when the occasion calls for it. Um, so I don’t think make-up has class, to be honest.”

P5 (29 years old, lawyer) introduced another dimension although she was in agreement that social class does not influence the consumption of make-up products:

“But I would think how we use make-up is dependent in class, but not necessarily social class, but access, which I suppose becomes synonymous with class. Um, and when I say access, I mean access to education about make-up. So not everybody would have access to YouTube to be able to watch somebody put on make-up and teach them about make-up.”

4.9 Chapter summary

In line with research questions, both the quantitative survey and the qualitative interview data were presented. Furthermore, the results were triangulated where appropriate. The results of the hypotheses of the study were discussed to address the empirical objectives. The survey questions to investigate the impact that social class and cultural beliefs had on the consumption of colour cosmetics and make-up products seemed to agree with the null hypothesis, as it suggested that the influence of social class and cultural beliefs were inversely related to the consumption of colour cosmetics by black women, meaning that the

relationship is statistically insignificant. It is, therefore, concluded by both the interviews and the online survey that social class and cultural beliefs had no impact on the consumption of make-up products by black South African women.

However, the results of the third hypothesis regarding the influence of consumption of colour cosmetics and make-up by personality traits proved to be directly related as both qualitative and quantitative results were proven to correlate.

The validation of each hypothesis under SEM was based on two main criteria. The first criterion dealt with path coefficients (beta). The coefficient is either positive or negative. The second requirement being that the tested influence has at least one star (*), two stars (**) or three stars (***) that showed significance at three levels.

5. Discussion of research of findings

5.1 Introduction

This chapter presents an interpretation and analysis of the research results presented in Chapter 4. The analysis is done by comparing the findings to the literature review on the topic of exploring opportunities and challenges on the consumption of colour cosmetics and make-up products by black South African women. The theoretical framework and model identified in Chapter 2, as part of the literature review, is compared to the actual findings of the research from the questionnaires and the interviews. The chapter also discusses the relationship between the different stages of the conceptual framework demonstrated in the best fit model. The quantitative and qualitative results are therefore presented.

5.2 Discussion of the quantitative and qualitative results

The findings of the hypotheses examined in this study are discussed in this section in order to address the empirical objectives. The study used the two main principles of SEM to confirm and validate each hypothesis. The path coefficients, which are represented by a beta (β) were verified as the first test. For a hypothesis to be supported and considered significant, the path coefficient must be positive or negative (Hair et al., 2014). The second measure institutes the significant influence of the constructs. The significant influence establishes three levels which are characterised by stars, also known as p-values. The levels of influence include values with at least three stars (***) , which represent p-values less than 0.001, two stars (**) represent p-values less than 0.05, and one star (*) denotes a p-value less than 0.1.

5.2.1 Discussion on the effect of cultural beliefs on the consumption of colour cosmetics and make-up products by black women (Hypothesis 1 and research question 1)

The influence of cultural beliefs on the consumption of cosmetics by black women was tested through hypothesis 1 that states that cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women. According to the results acquired from the study, shown by the beta and significance of ($\beta=-0.19$; $p=0.006$), cultural beliefs exert a significant negative influence on the intentions of black South African women

towards the consumption of colour cosmetics and make-up products. The outcome illustrates that there is an inverse relationship between cultural beliefs and the consumption of cosmetics and make-up by black women in South Africa. This result implies that, the stronger their cultural beliefs, the weaker the intentions of black women to purchase cosmetics and make-up. This result further suggests that the intentions of black women to purchase cosmetics and make-up are marginally linked (-19%) to their cultural beliefs, although in a negative sense. The fact that the p-value is statistically significant ($p < 0.05$) implies that one can be confident of the accuracy of these results.

The negative prediction of consumption of colour cosmetics and make-up by cultural beliefs in this study is a fascinating outcome. It may be an indicator that black women in South Africa are moving away from their cultural beliefs when it comes to modern beauty enhancement through colour cosmetics and make-up. This finding contradicts the previous study conducted by Korai (2017) which concluded that cultural beliefs are connected to the consumption of beauty improving cosmetics in black women. Hamelin et al. (2018) conclude that strong religious and cultural beliefs have a positive influence on the application of new and modern cosmetics by women, especially in sub-Saharan Africa. Similar studies on the influence of self-image and cosmetic consumption were conducted by Sperry et al. (2009), Kourouma et al. (2016), Swami and Mammadova (2012). They all conclude that culture and self-image have a strong significant relationship with the consumption of cosmetics in general.

This study accepts the hypothesis that cultural beliefs influence the consumption of colour cosmetics and make-up by black South African women. However, the negative relationship may be a result of the modern media and globalisation bringing western cultures to black South African women regarding the use of colour cosmetics and make-up products. Thus, shifts away from cultures and beliefs are being witnessed. The outcomes of this study may also show the fact that culture changes over time. Cultural change is a concept that denotes internal and external factors leading to change in the cultural pattern of societies.

Cultural change may come from many sources but mostly through contact with other cultures, technological development, inventions and an internal adjustment of culture (Chand, 2014). Discovery and innovation are tools for societal and cultural transformation.

They refer to a new interpretation of a certain action or ritual (Libretexts, 2018). This may have restrained black women in South Africa, particularly those living in cities, from considering their strong cultural beliefs in the consumption of colour cosmetics and make-up.

5.2.2 Discussion between social class and consumption of colour cosmetics and make-up products by black South African women (Hypothesis 2 and research question 3)

The impact of social class on the consumption of cosmetic products among South African women was tested through hypothesis 2 that states that social class influences the purchase of colour cosmetics and make-up products by black South African women. The results from this study show a very weak negative predictive relationship between social class and the consumption of cosmetic products among South African women ($\beta=-0.11$; $p=0.138$). This suggests that the influence of social class is inversely related to the consumption of cosmetic products among black South African women, although to a very modest extent. Hence, the higher the social class of black women, the weaker their intentions to purchase cosmetics and make-up products. However, the relationship regarding H2 is statistically insignificant. This result implies that, the stronger their social class, the weaker the intentions of black women to purchase cosmetics and make-up. This result further suggests that the intentions of black women to purchase cosmetics are linked marginally (-11%) to the social class, although in a negative sense. The fact that the p-value is statistically insignificant ($p>0.05$) implies that it cannot be discussed because it is insignificant.

The negative prediction of consumption of colour cosmetics and make-up by social class in this study contradicts previous studies conducted by Mulhern et al. (2003) and Korai (2017) which conclude that social classes are connected to the consumption of beauty-improving cosmetics in black women, although they will still consider other features of products such as consistency and ingredients. The more elite, educated and informed women think of themselves, the more they want to appear unique and different from other women, hence the more they consume cosmetic products (Perloff, 2014). Herich (2018) also concludes that social groupings have a positive influence on the application of cosmetics on women, especially in developing countries. Moreover, consumers' preferences regarding cosmetics and make-up products are controlled by two factors, namely, social affiliation and

psychological classes (Korai, 2017). The relationship between the consumption of cosmetic products, social affiliation and psychological classes is, in most cases, positive and significant (Kim & Chung, 2011).

This study accepts the hypothesis that social class influences the consumption of colour cosmetics and make-up by black South African women. The inverse relationship may be a result of the potential factors discovered in the theme of attitude, although the image of colour cosmetics and make-up in the minds of black South African women represents their health, beauty and lifestyle. Consumers are more likely to spend time and effort studying the ingredients and endorsements of these colour cosmetics and make-up products to ascertain their safety and sustainability considering their high expectations and their increased level of education (Korai, 2017). The above reflects consumers' vague and unclear knowledge of colour cosmetics and make-up products and their need for rapid access to information that results in a negative relationship between social classes and the consumption of cosmetics. In the theme of social class behavioural control, potential factors, such as recommendations from others and a lack of knowledge and awareness, are related to cosmetics knowledge and may result in black women across all social classes in South Africa having a negative influence on the consumption of colour cosmetics and make-up products. Within the theme of social class, the obstacles that directly affect consumption behaviour of the elite social class are the perceptions that colours (shades) and quality of colour cosmetics and make-up are not as good as anticipated (Haenfler et al., 2012). It also demonstrates the importance of the development of new and effective beauty cosmetics by many cosmetic companies (Klaschka, 2016).

Each social class is governed by its norms (Sheth, 2014) that include the individual's approach to the purchasing of cosmetics and make-up products (Kotler & Armstrong, 2013; Chun, 2016). However, this assertion is contrary to the results obtained from the online survey and the interviews where the participants indicated that the consumption of colour cosmetics and make-up was not influenced by social class, but by the affordability of products, meaning that any class can consume make-up products.

5.2.3 Discussion between personality traits and consumption of colour cosmetics and make-up products cosmetics by black South African women (Hypothesis 3 and research question 2)

The influence of personality variables on the consumption of cosmetic products among black South African women was tested through hypothesis 3. The hypothesis states that personality variables influence the purchase of colour cosmetics and make-up products by black South African women. The study found that personality traits exert a positive and significant influence on consumption ($\beta=0.24$; $p=0.001$). The result from the analysis, although weak, shows a statistically significant relationship between the two constructs thereby implying that the personality traits of black women do influence their consumption of colour cosmetics and make-up products. This result further suggests that the intentions of black women to purchase cosmetics are linked marginally (24%) to their personality attributes in a positive sense. The fact that the p-value is statistically significant ($p<0.05$) implies that one can be confident of the accuracy of these results.

Previous research has connected personality features (e.g. extraversion, self-monitoring, emotional stability and agreeableness) in a range of studies related to consumer behaviour such as purchasing, societal influence, changes in attitude, risk-taking, fear appeals, brand preference and compulsive buying (Klaschka, 2016; Sheth, 2014; Matthews et al., 2009). In the context of compliant behaviour, several personality characteristics have been examined, which include risk-aversion, confidence, buoyancy, obscurantism, independence, negative affectivity, amicability, control, self-presentation, outgoingness, self-monitoring and self-esteem (Herich, 2018). According to Cox and Glick (1986) and Etcoff (2000), women have historically used cosmetics and make-up to improve their image and their attractiveness. Therefore, the results of this study suggest that personality characteristics positively impact the consumption of colour cosmetics and make-up products by black women in South Africa. This result confirms the view of Hsu, Chang and Yansritakul (2017) who submit that personality behaviour, in the form of confidence and assertiveness have a positive relationship with women's intention to consume and use cosmetics. Similarly, cosmetic products have been described as a simple remedy for appeasing women's standards of self-attractiveness and mending low self-esteem (Miller & Cox, 1982). The results of this study also infer that the confidence and self-awareness of black women in South Africa influence their consumption of cosmetics. This view is shared by Haenfler et al. (2012) who assert that

the use and consumption of cosmetic products depends on women's self-esteem and self-presentation.

The results from the research revealed that personality traits have a positive influence on the consumption of colour cosmetics however the respondents did not mention the lack of self-confidence and self-esteem that prevented them from consuming make-up products. This is contrary to the statement by Hamelin et al. (2018) who observed that women prefer to associate their beauty with others. This results in many women sufferings from self-confidence and low-esteem resulting in negative views of their beauty (Scott, 2007). Haenfler et al. (2012) also revealed that women who disapproved of the appearance of their physical bodies had longer cosmetic application times.

Furthermore, Wright (2006) argues that women and men purchase products that compensate for feelings of inferiority and poor self-esteem. However, this assertion was denied by the participants interviewed in this study who claimed they had no problems with their confidence that resulted in their non-consumption of make-up products. They rather viewed colour cosmetics and make-up as enhancers of physical appearance. Hsu et al. (2017) suggest that wearing cosmetics leads women to be more attentive to how others perceive them. Those who were less concerned with their physical attractiveness in social situations were less likely to use cosmetics. This assertion was reflected in the probes that were conducted in the qualitative interviews where some participants were not concerned about how their non-use of colour cosmetics and make-up were viewed by others. It was mentioned that, besides other forms of appearance-related products, women use cosmetics to correct or modify their flawed self-appearances and other features as characteristics of their personalities.

The proposition states that personality variables are significant factors affecting the purchasing behaviour of colour cosmetics and make-up products by black South African women. The hypothesis states that personality variables influence the purchase of colour cosmetics and make-up products by black South African women. There were mixed responses from the 14 participants on this subject. Three out of 14 felt that wearing make-up or colour cosmetics did not affect their confidence. However, the majority of participants viewed make-up as a beauty enhancer that resulted in the wearer gaining confidence and

improved appearance. The quantitative and qualitative results in this study complemented each other. Both the respondents and participants agreed that personality characteristics play a positive role in determining the consumption of cosmetic products by black women in South Africa. The results are supported by various studies (Scott, 2007; Patil et al., 2012; Hamelin et al., 2018) that established that some personality variables have a positive and substantial relationship with the purchasing pattern of cosmetic products.

Particular to this study, it was found that the attractiveness of an individual's personality may influence how they evaluate their appearance which affects their consumption of cosmetic and make-up products. The literature confirming the positive link between personality characteristics and cosmetic consumption provides strong support for a possible relationship between personality behaviour, appearance and the use of cosmetics.

The results of the correlations that were computed to assess the relationships between the constructs as well as the validity content showed that there were positive correlations with a 2-tailed significance level except for consumption and cultural beliefs which yielded a negative correlation. There was a positive association between consumption and personality traits ($r=0.104$; $p=0.64$). There was no association between consumption and cultural beliefs ($r=-0.63$; $p=0.263$) and with social class ($r=0.16$; $p=0.781$). This suggests that an increase in either cultural beliefs or social class does not lead to any changes in the intentions of black women to purchase colour cosmetics. The highest correlation between the constructs was observed between cultural beliefs and social class ($r=0.453$; $p=0.00$). By implication, the strengthening of cultural beliefs among black women also leads to the strengthening of social class among them, and vice versa. In addition to the above observations, the paired constructs were found to be below the cut-off value of 1.0, thus confirming the presence of content validity among scale items.

This study accepts the hypothesis that personality variables or attributes influence the consumption of colour cosmetics and make-up by black South African women. The presence of a significant relationship may be a result of the view that colour cosmetics and make-up products are personality-altering products. Companies must therefore understand the formation of personality and alteration of personality amongst consumers.

5.3 Chapter Summary

The research offers insight into the three objectives that affect the consumption of colour cosmetics and make-up goods that are cultural beliefs, personality traits and social class.

The quantitative results from the 316 respondents of the online survey are affirmed by the qualitative results obtained from 14 purposefully chosen participants who were interviewed as the results show that cultural beliefs and social class do not influence the consumption of colour cosmetics and make-up products by black South African women. However, both research designs revealed that personality traits influence the consumption of colour cosmetics and make-up products.

6. Summary, conclusion, limitations and recommendations

6.1 Introduction

This chapter summarises, concludes and makes recommendations for the study. It also discusses the limitations and implications of the study and suggests subjects for future research.

6.2 Summary

The purpose of the research was to explore opportunities and challenges on the consumption of colour cosmetics and make-up products by black South African women based on cultural beliefs, personality traits and social class factors. This research investigated the reasons why these women do not choose to wear make-up products as often as they could.

Based on the research problem in the Chapter 1, cosmetics, in the form of make-up, has been around for more than 6 000 years and has played a major role in almost all cultures. However, it was observed that a great majority of black women in South Africa do not consume colour cosmetics and make-up products. Therefore, the research study was conducted to understand the perceptions about the consumption of these products especially in the light of the growth of the middle-class post-apartheid that has brought an increase in the disposable income to this market segment.

A structured questionnaire with 316 respondents and semi-structured in-depth interviews with 14 participants were employed in this study. The research results of the sequential mixed methods process revealed significant information. Three quantitative hypotheses were tested. Two hypotheses revealed a negative relationship with consumption, meaning that they did not influence the consumption of make-up and colour cosmetics by black South African women, whereas one hypothesis correlated with the consumption variable. Equally, the three qualitative questions posed revealed the same pattern as the hypotheses.

While many studies have been done on facets of skincare and other cosmetics, few studies have been conducted to examine black South African women's feelings and attitudes towards the consumption of make-up products. The purpose of this research was therefore to fill the

gap in the literature on the understanding of the use of make-up and colour cosmetics based on the selected exogenous variables of cultural beliefs, personality traits and social class.

The first chapter discussed the introduction, background to the study, the four fundamentals of research conceptualisation, that is, research title, the research problem statement, the research purpose statement, and the research questions with accompanying research hypotheses or research propositions. Limitations and significance of the study were also stated.

The study's second chapter, which reviewed the literature, was divided into five sections. The first section addressed the chapter's introduction, while the second section analysed the literature on the research problem of the consumption of colour cosmetics and make-up products by black South African women. The third part did a research knowledge gap analysis of the literature on the consumption of colour cosmetics and make-up by black women in South Africa. The fourth section reviewed the literature on variables of the research and on the framework for interpreting research findings. The last section discussed the summary as well as the brief research methodology.

In the third chapter, the methodology used in this study, which was a sequential mixed-method approach, was addressed in detail. The chapter was divided into five parts, the first of which covered the introduction, the second part covered the research strategy followed by the research design and the philosophical foundation of mixed methods research. The next section focused on research methods and procedures. The following section discussed the research strengths, the reliability and validity measures applied and the regression analysis. The next section of the chapter discussed research weaknesses – technical and administrative limitations. Finally, the chapter summary was presented in the sixth section.

The study's fourth chapter focused on data presentation of the research findings. The sections discussed included the descriptive analysis of respondents, the inferential statistics and testing of construct relationships by means of the confirmatory analysis. The reliability and validity test and the model fit of the study were also addressed in this section. The results of the path analysis and hypothesis testing were covered in the following section.

The fifth chapter focused on discussions of the results. The chapter included discussions on quantitative results, qualitative results and on the link between them. The summary of the chapter concluded the chapter.

Chapter 6, which is the last chapter of the study focuses on the summary, review of the chapters, contributions of the study, summary, conclusion, limitations and recommendations.

6.3 Conclusions

This study aimed to determine the influence of three factors, namely, cultural beliefs, social class and personality traits on the consumption of colour cosmetics and make-up products by black women in South Africa. In this study, the opportunities and challenges on the consumption of colour cosmetics and make-up products by black women in South Africa were quantitatively and qualitatively explored using the buyer behaviour theory of Howard and Sheth (1969).

The findings are discussed below.

Research question 1: To what extent do cultural beliefs influence the consumption of colour cosmetics and make-up products by black South African women?

The quantitative results showed that cultural beliefs negatively influence the consumption of colour cosmetics and make-up products by black South African women. Conversely, qualitative findings indicated that, while all participants were aware of influences of cultural beliefs, most said they were not directly influenced. Given the responses from the quantitative research data analysis in comparison to the qualitative data, the results illustrate that, cultural beliefs and traditions have no influence with regards to the consumption of colour cosmetics by the participants. Thus, the participants interviewed and the respondents agreed that their consumption of cosmetic products was independent of their cultural beliefs and traditions. The confirmation by participants on the negative relationship between the consumption behaviour of black South African women and the cultural beliefs means that culture should not be the ultimate factor to be considered by the marketers of these cosmetics as its effects are insignificant.

Research question 2: To what extent do personality variables influence the purchase of colour cosmetics and make-up products by black South African women?

The proposition states that personality variables are significant factors affecting the purchasing behaviour of colour cosmetics and make-up products by black South African women. The hypothesis states that personality variables influence the purchase of colour cosmetics and make-up products by black South African women. There were mixed responses from the 14 participants. Three out of 14 felt that wearing make-up or colour cosmetics did not affect their confidence. However, the majority of participants viewed make-up as a beauty enhancer that resulted in the wearer gaining confidence and improved appearance. The quantitative and qualitative results in this study complemented each other. Both the respondents and participants agreed that personality characteristics play a positive role in determining the consumption of cosmetic products by black women in South Africa.

Research question 3: How does social class influence the purchase of colour cosmetics and make-up products by black South African women?

The hypothesis states that social class influences the purchase of colour cosmetics and make-up products by black South African women. The proposition states that social class has an impact on the purchase of colour cosmetics and make-up products by black South African women. The majority of participants believed that social class has no particular influence except for the affordability of the products. This is in congruence with the results obtained when the hypothesis was tested. The result showed that social class has a negative influence on the consumption of cosmetics. The fact that the participants and respondents concurred on the results indicate that, for black women in South Africa, social classes may not influence their consumption of colour cosmetics and make-up, hence their minimal impact on the purchasing pattern of cosmetics.

6.4 Limitations

This study offered some helpful in-depth insights into the hypothesised relationships between cultural beliefs, social class, personality attributes and consumption of colour cosmetics by black South African women. Despite the important contributions made, a range of limitations must be acknowledged for future reference. The study's first limitation is that

the moderating variable was not included in the conceptual framework. The inclusion of a mediating variable could further reinforce the findings of the study by presenting how the proposed relationships are moderated by such a factor.

The second limitation is that of the study setting. The research restricted the scope of the study to one province, Gauteng, in South Africa. This may be seen as a disadvantage, considering that the use of cosmetics and make-up necessitates a larger regional reach. Given their economic contributions and scale, extending the study's reach to two or three more provinces, such as the KwaZulu-Natal, North West and Western Cape Provinces might have yielded more insightful results. It will also be important to widen the investigation and find out if there are different values for the use of colour cosmetics and make-up amongst white, Indian and coloured women, younger people, middle-aged and older black South African women.

The third limitation is that the sample was confined to 316 respondents from one geographic area, the Gauteng Province and their participation was voluntary. As a result, caution should be exercised when extrapolating the findings of the study.

The fourth limitation is that the accuracy of the answers could not be calculated because respondents had to complete the questionnaires in their own time in the absence of the researcher, rendering the analysis vulnerable to response bias. Regarding the use of a 5-point Likert Scale in the quantitative design, where the respondents could only choose only one option in their answer to the questions and no provision was made to clarify the choice of their option, could be counted as a limitation.

6.5 Recommendations

Having underlined the limitations of this study, various suggestions for further research are recommended. To begin with, since this study was directed at black South African women who were non- or occasional consumers of colour cosmetics and make-up products, future studies should consider expanding to women of colour in general as they tend to use the same shades of colour cosmetics and make-up products and could have the same challenges or opportunities.

Testing the direct relationship between colour cosmetics and make-up product consumption and the disposable income of black women in South Africa could be an area for potential study. Such a test may produce outcomes regarding the consumption patterns of the women of South Africa on colour cosmetics and make-up products. Furthermore, more variables, such as technology, economic and other social factors, including religion, should be considered as they affect the consumption of make-up and should be tested.

The results of this study should have practical benefits for the cosmetics industry to understand the importance of colour cosmetics and make-up products for black South African women. It is also important for the cosmetics industry to understand the cosmetic needs and wants of this target market as the findings would reflect the type of cosmetic products frequently used. Furthermore, the research would be of great benefit to those in brand marketing who will be able to use this information to develop high-quality colour cosmetics and make-up products to attract a higher consumption by black South African women and to redefine their marketing strategies. The future research could result in black South African women becoming aware of the value of consuming make-up products, thus enhancing their appearance resulting in confidence and positive self-esteem.

This study further contributes to the academic community because little research has examined black South African women's perceptions and consumption of colour cosmetics and make-up products. Thus, this research would fill a gap in the literature concerning the value of this segment of the market in terms of factors that affect their use or non-use of make-up products.

Furthermore, this study recommends that cosmetics companies in South Africa create awareness of the value of consuming colour cosmetics and make-up products but also making sure their products are inclusive for all potential consumers in terms of quality and shades. These recommendations are intended to benefit cosmetics companies in South Africa and the rest of the world.

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Appendix 1: Data collection instrument(s)

Appendix 1a: Questionnaires

Dear Madam,

This is a study conducted by Ms. Constance Mashaba, who is a Masters' Student at Wits Business School in Johannesburg, South Africa. She is researching the factors associated with the consumption of colour cosmetics and make-up products by black women in South Africa. The information you provide will help her to develop a better understanding of the factors that influence black women's purchase behaviour of colour cosmetics and make-up products.

Completion of this questionnaire is taken as your 'Informed Consent' to participate in this research 'Informed Consent' means that:

- all questions about the research have been answered to your satisfaction
- your participation in the research is voluntary and you may withdraw at any time
- the survey is strictly anonymous and your responses will be kept confidential and only aggregated results (not individual responses) will be mentioned in the research output.

This survey is purely academic, and it is completely independent of any commercial interests. We highly value your feedback and would be appreciative if you could take about 10 minutes to complete this survey.

We shall be grateful if you could please inform your friends and colleagues who are consumers of colour cosmetics and make-up products about this online questionnaire. If you have any questions or want more information about this survey, please contact me.

Connie Mashaba

Lephatsi Investments (Pty) Ltd

Email: connie@lephatsi.co.za

Mobile Number: 082 900-7633

Have you ever heard of the terms “colour cosmetics” and “make-up products”?

Yes	please proceed to answer the question below
No	thank you for your time, you need not continue this survey

Colour make-up, colloquially referred to as make-up, is a general term that includes various types of products for the face, eyes, cheeks and lips. Colour cosmetics can improve the overall physical attractiveness, hide faults or identify characteristics, make one look healthy and refreshed.

This questionnaire consists of a total of 5 sections

SECTION 1: This section relates to your general knowledge about colour cosmetics and make-up Products:

1.1. Please tick the products you recognise

<input type="checkbox"/>	Recognise all
<input type="checkbox"/>	Recognise none
<input type="checkbox"/>	Other (Please specify)

	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
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1.2 How familiar are you about colour cosmetics and make-up *(please tick only one box)?*

	I have heard of it, but I am not sure what it means
	I know a little about colour cosmetics and make-up products
	I know a lot about colour cosmetics and make-up products

1.3 What is the first thing that comes to your mind when you think about colour cosmetics and make-up *(please tick only one box)?*

	brand
	Cost
	Packaging
	Colour suitability
	Application
	Other.....(please Specify)

1.4 Have you ever purchased colour cosmetics and make-up products?

	Yes (Please proceed to question 1.5)
	No (Please go straight to section 2)

1.5 When did you last purchase colour cosmetics or make-up products?

	More than a year ago
	Six months ago
	A month ago
	A week ago

Section 2: Importance of purchase of colour cosmetics and make-up products

Please indicate the extent to which you agree with the statements listed below. **Selecting 1** means that you **strongly disagree** with the statement and **selecting 5** means that you **strongly agree**. You may select any of the numbers in between 1 and 5 to indicate the strength of your agreement. There are no right or wrong answers – all we are interested in is a number that best shows your experiences related to colour cosmetics and make-up.

		Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
	Purchase intention of colour cosmetics and make-up products (Circle your preferred answer)					
PI1	It is important for me to test the suitability of the colour cosmetics					

	and make-up products before I purchase					
PI2	The price of colour cosmetics and make-up influence me most when making a purchase decision					
PI3	I will likely purchase colour cosmetics and make-up products based on advertisement and promotions					
PI4	I will likely purchase colour cosmetics and make-up if the packaging looks attractive					
PI5	The brand name of the make-up and colour cosmetics influences my purchasing decision					
PI6	I will likely purchase colour cosmetics and make-up if recommended by friends and family					

SECTION 3: Your cultural beliefs regarding the use colour cosmetics and make-up products

Please indicate the extent to which you agree with the statements listed below. Selecting **1** means that you **strongly disagree** with the statement and selecting **5** means that you **strongly agree**. You may select any of the numbers between 1 and 5 to indicate the strength of your agreement. There are no right or wrong answers – all we are interested in is the number that best shows your experiences related to the use of colour cosmetics and make-up products.

	Cultural beliefs regarding the use colour cosmetic and make-up products (choose your preferred answer)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CB1	The religion to which I belong influences my cosmetics selection.					
CB2	The ritual which I perform affects my use of make-up products.					
CB3	The language and the symbols used on the packaging influences how I purchase colour cosmetics and make-up products.					
CB4	My custom prohibits me to use colour cosmetics and make-up products.					
CB5	Suitability to my cultural beliefs and custom is the most important factor when purchasing colour cosmetics and make-up products.					

CB6	My family prohibits me to use colour cosmetics and make-up products.					
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SECTION 4: Your perception of Social class regarding the use of colour cosmetics and make-up products

Please indicate the extent to which you agree with the statements listed below. Selecting **1** means that you **strongly disagree** with the statement and selecting **5** means that you **strongly agree**. You may select any of the numbers in between 1 and 5 to indicate the strength of your agreement. There are no right or wrong answers – all we are interested in is a number that best shows your experiences related to the use of colour cosmetics and make-up products

	Social class as a factor regarding the use of colour cosmetics and make-up products (circle your preferred answer)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SC1	I wear colour cosmetics and make-up products because I want to fit in and look like my peer groups.					
SC2	I am easily influenced by people around me regarding the choice of make-up					

	products to purchase.					
SC3	I would purchase colour cosmetics and make-up to follow the trend					
SC4	If two colour cosmetics and make-up products were the same in quality, but one was imported and the other was local, I would pay more for the imported product.					
SC5	I wear colour cosmetics and make-up products because I want others to view me as an upper-class status					
SC6	I would recommend the usage of colour cosmetics and make-up to my friends and family					
SC7	Before buying any product, I tend to discuss it with the people I interact with who have either purchased the same product or have knowledge regarding that product					

SECTION 5: Your personality trait regarding the use of colour cosmetic and make-up products

Please indicate the extent to which you agree with the statements listed below. Selecting **1** means that you **strongly disagree** with the statement and selecting **5** means that you **strongly agree**. You may select any of the numbers in between 1 and 5 to indicate the strength of your agreement. There are no right or wrong answers – all we are interested in is a number that best shows your experiences related to the use of colour cosmetics and make-up products.

	Your personality traits regarding the use of colour cosmetics and make-up products (Circle your preferred answer)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PT1	The wearing of colour cosmetics and make-up products improve my appearance					
PT2	Wearing colour cosmetics and make-up plays a role in my ability to form new relationships					
PT3	I envy others who use colour cosmetics and make-up products because I want the same products they use					
PT4	I am comfortable leaving the house with no make-up on					
PT5	Wearing colour cosmetics and make-up products has a positive					

	impact on my confidence					
PT6	My consumption of cosmetics is in some way linked to my self-esteem					

SECTION 6: This section is related to your demographics

6.1 Please indicate your age group (*tick only one box*):

	Between 18-30
	Between 31-45
	Between 46-60
	Greater than 60

6.2 Please specify the **highest** level of education you have completed (*tick only one box*):

	Below High School
	High School
	Diploma
	Bachelor's Degree
	Post Graduate Degree
	Other (Please specify)

6.3 Please indicate your occupation: (*tick only one box*)

	Not Working
	Self Employed
	Employed
	Student
	Other (Please specify)

6.4 Please indicate your monthly Income: (*tick only one box*)

	Less than R10000
--	------------------

	Between R10000 - R15000
	Between R15000 – R20000
	Between R20000 – R30000
	Between R30000 – R40000
	Above R40000

6.5 Your household includes:(*please tick only one box*)

	Yourself (single)
	Single with children
	Couple with children
	Couple without children
	Other (please specify)

6.6 Please indicate which area you are primarily located in:(*please tick only one box*)

	Johannesburg
	Tshwane
	Vaal
	Ekurhuleni

6.7 To which ethnic group do you belong to: (*please tick only one box*)

	Tsonga
	Xhosa
	Zulu
	Motswana
	Northern Sotho
	Venda
	Swati
	Southern Sotho
	Others (Please specify)

6.8 Where do you predominantly purchase your colour cosmetic and make-up products if you do?

	Cosmetic Stores
	Supermarkets
	Brand Store
	Online
	Other (Specify):

Feel free to add any additional information you would like to provide with regards to the consumption of colour cosmetics and make-up that has not previously been addressed.

Thank you for taking the time to complete this questionnaire, it is very much appreciated.

Appendix 1b: Interview questions

Interviewer Script for Interviews:

Exploring Opportunities and Challenges on Consumption of Colour Cosmetics and Make-Up Products by Black Women in South Africa.

Thank you for being here with me today and participating in my research.

My research is looking at how black women consume or not consume colour cosmetics and make-up products as well as the challenges and opportunities that come with that. My interest today is around your personal experiences with these types of products in regards to your perceptions around them. This is a conversation about your experiences that will ultimately help me in my research on this topic.

I want to assure you as the participant that all our discussions will be kept confidential and you will remain anonymous. Your identity will be protected and only disclosed for academic purposes as part of the submission to the university for evaluation and controls. Any feedback I give to the institution about the research will be guided by the agreement.

Before we begin the interview, may I request that I record this interview so that I can capture every detail of our discussion.

First, I would like to note a few factual details about you

1. What ethnic group do you identify with?
2. Do you consume make-up products currently? how often would you say
3. If not, why do you not use make-up products?
4. What are your favourite facial features?
5. What are your greatest concerns about your facial features?

Now that we have covered the basics, let's move onto your experiences with colour cosmetics and make-up products.

6. Please describe your favourite cosmetic products?
7. What types do you use and why?
8. Do you have any brand preferences?
9. Cosmetics may mean a lot to different women?
10. What do cosmetics mean to you?
11. What do you define as cosmetics?
12. Can you tell me a little about your cosmetics shopping experiences, if any?
13. Do you have difficulties finding the brands and products that you need and like? If so, please explain why?
14. Do you like to wear cosmetics? Why or why not?
15. What are your feelings and attitudes towards cosmetics?
16. What kind of people do you associate with make-up products? i.e., when you see someone wearing make-up what kind of a person do you think they are?
17. Do you feel that cosmetics are related in any way to your self-esteem?
18. What are the reasons for you not wearing make-up?
19. How do you feel when you see someone who wears make-up?
20. Do you think wearing make-up gives the wearer self-confidence?
21. How is make-up perceived by your family?
22. Do any of your family members wear make-up?
23. Does your cultural upbringing or tradition influence your perception about make-up?

24. Before buying any skincare or cosmetics products do you discuss with the people you interact with, who have either purchased the same product or have knowledge regarding that product? Why?
25. Has there ever been a time when you looked at YouTube makeup tutorials for guidance to learn about the application of colour cosmetics and make-up? Why?
26. Do you feel the same about make-up now than you did then? If so, why do you feel like that?

Let's talk about your experience here today.

27. How does being here and talking about make-up make you feel?
28. How do you think black women can be encouraged to use make-up products?
29. What personality traits do you believe manufactures should look out for when targeting make-up products consumers?

Thank you so much for being here with me. Those-are all my main questions and thank you very much for answering them.

Is there anything you would like to add or any further comments you would like to share?

Thank you very much indeed

Appendix 2: A bio of Constance Mashaba

I am a businesswoman who joined Black Like Me (Pty) Ltd since its inception in 1985, working as the financial manager and assuming the position of managing director from 2005 to date. I am responsible for developing and executing the overall business strategies to achieve company goals.

I serve as a chairperson of the Lephatsi Investment group of companies. I also serve as a non-executive chairman of GIB Insurance Brokers including a non-executive director of Investec Property Fund Limited. Besides board participation in boards. In addition to by board responsibilities, I mentor young and emerging entrepreneurs especially women in diverse business sectors.

I hold a diploma in Marketing from AAA School of advertising obtained in 2016, a Bachelor of Commerce degree in Business Management obtained in 1999 as well as a Bcom Honours in Business Management obtained from the University of South Africa in 2001. I have also attended several Executive Leadership Programs at Harvard Business School in the United States of America. I am a fellow member of the Institute of Directors of Southern Africa.

My passion is personal development and education; hence I am studying for a Master's in Business Management at Wits Business School. I do have a few young people coming from disadvantaged settings that I pay for their education so that their lives can be improved.

I am self-funding and have no obligation to anybody or institution. I am married with two children and enjoy outdoor sports.

Appendix 3: Ethics documentation

UNIVERSITY OF THE
WITWATERSRAND
JOHANNESBURG



**SCHOOL OF GRADUATE SCHOOL OF BUSINESS ADMINISTRATION ETHICS COMMITTEE
CONSTITUTED UNDER THE UNIVERSITY HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)**

CLEARANCE CERTIFICATE

PROTOCOL NUMBER WBS/BA2165817/461

PROJECT TITLE

Exploring the opportunities and challenges on the consumption of colour cosmetics and make-up products by black women in South Africa

INVESTIGATOR

Mrs Constance Mashaba

SCHOOL/DEPARTMENT OF INVESTIGATOR

MBA (Research Article)

DATE CONSIDERED

24 November 2020

DECISION OF THE COMMITTEE

Approved unconditionally

RISK LEVEL

LOW RISK

EXPIRY DATE

30 JUNE 2021

ISSUE DATE OF CERTIFICATE 7 December 2020

CHAIRPERSON _____

(Dr MDJ Matshabaphala)

cc: Supervisor: Mrs Mogotsi

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 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

8, 12, 2020

PLEASE QUOTE THE PROTOCOL NUMBER ON ALL ENQUIRIES

Table 12: Uni-dimensional factor structure for the cultural beliefs scale

Item Code	Description	Communalities	Factor 1
CB1	The religion to which I belong influences my cosmetics selection.	.491	.834
CB2	The ritual which I perform affects my use of make-up products.	.585	.802
CB4	My custom prohibits me to use colour cosmetics and make-up products.	.642	.772
CB5	Suitability to my cultural beliefs and custom is the most important factor when purchasing colour cosmetics and make-up products.	.696	.765
CB6	My family prohibits me to use colour cosmetics and make-up products.	.596	.700
Eigenvalue			3.011
Total Variance Explained			60.217
Cumulative Variance Explained			60.217

Table 13: Two-dimensional factor structure for the social class scale

Item Code	Description	Communalities	Factor 1	Factor 2
SC5	I wear colour cosmetics and make-up products because I want others to view me as an upper-class status	.587	.767	.130
SC1	I wear colour cosmetics and make-up products because I want to fit in and look like my peer groups.	.564	.763	-.074
SC3	I would purchase colour cosmetics and make-up to follow the trend	.585	.747	.164
SC2	I am easily influenced by people around me regarding the choice of make-up products to purchase.	.435	.744	.108
SC4	If two colour cosmetics and make-up products were the same in quality, but one was imported and the other was local, I would pay more for the imported product.	.604	.588	.298
SC7	Before buying any product, I tend to discuss it with the people I interact with who have either	.610	.065	.807

	purchased the same product or have knowledge regarding that product			
SC6	I would recommend the usage of colour cosmetics and make-up to my friends and family	.656	.141	.768
Eigenvalue			2.878	1.163
Total Variance Explained			41.117	16.616
Cumulative Variance Explained			41.117	57.733

Table 14: Uni-dimensional factor structure for the Personality traits scale

Item Code	Description	Communalities	Factor 1
PT6	My consumption of cosmetics is in some way linked to my self-esteem	.404	.827
PT2	Wearing colour cosmetics and make-up plays a role in my ability to form new relationships	.631	.794
PT5	Wearing colour cosmetics and make-up products has a positive impact on my confidence	.192	.766
PT1	The wearing of colour cosmetics and make-up products improve my appearance	.587	.636
Eigenvalue			2.499
Total Variance Explained			49.973
Cumulative Variance Explained			49.973

Appendix 4: Editor's letter

Barbara Shaw

Editing/proofreading services

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Full member of The Professional Editors' Guild

To whom it may concern

This letter serves to inform you that I have done language editing and formatting on
the thesis

**EXPLORING OPPORTUNITIES AND CHALLENGES ON THE CONSUMPTION OF
COLOUR COSMETICS AND MAKE-UP PRODUCTS BY BLACK WOMEN IN SOUTH
AFRICA**

By **CONSTANCE MASHABA**



Barbara Shaw

18/03/2021