

**AN ASSESSMENT OF CONSUMER BUYING BEHAVIOUR OF AFRICAN
AESTHETIC FASHION BRANDS IN SOUTH AFRICA**



NATASHA EAGLET MAKGOTSO MORET-QUBU

Student Number: MBA 97378/17

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of the degree of Master of Business Administration of Strathmore University**

**STRATHMORE UNIVERSITY
NAIROBI, KENYA**

May 2019

DECLARATION

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Natasha Eaglet Makgotso Moret-Qubu

Student Number: MBA 97378/17

Sign: 

Date: May 2019

Approval

The thesis/dissertation of Natasha Eaglet Makgotso Moret-Qubu was reviewed and approved* (for examination)** by the following:

Name of Supervisor: DR. FREDRICK N. ODUORI

School/Institute/Faculty: STRATHMORE UNIVERSITY

Sign: Date:

Head of School/Institute/Faculty:

School Name: STRATHMORE UNIVERSITY

Director, Office of Graduate Studies

ABSTRACT

African aesthetic brands have faced increased competition from global fashion brands within the local South African markets. Despite the normal market being perceptive to the brands, there has been limited growth within the sector. There is a demand for African fashion, and African fashion designers and South African businesses could benefit from better understanding consumer buying behaviour as improved insights on the targeted consumers could result in an increase in sales and profitability, and this could, in turn, improve the growth of fashion businesses in South Africa. The current study sought to determine how perceived quality, consumer perceived value, media influence and gender identity influence consumer purchasing behaviour. The research was premised on the social cognitive theory. The target population of the research was drawn from consumers within South Africa, and an appropriate sample was then scientifically determined. The collected research data was collected from primary sources using a structured questionnaire through Google Forms. The collected research data was analysed using descriptive and inferential statistics. The analysed data was presented using charts and tables. The findings of the research indicated that variations in the consumer purchasing behaviour of African aesthetic brands were determined by perceived quality, consumer perceived value, media influence and gender identity. The study concludes that an improvement in the above factors would enhance consumer purchasing behaviour. The study recommends that managers of African fashion brands firm should foster the culturally-acceptability of their products, enhance their pricing mechanisms, increase their product durability and quality as well as increase their media visibility.

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ABBREVIATIONS AND ACRONYMS

ANOVA	Analysis of Variance
CFTL	Clothing, Footwear, Textile and Leather
SPSS	Statistical Package for Social Sciences
UK	United Kingdom
US	United States of America

OPERATIONAL DEFINITION OF TERMS

Buying Behaviour	This is a systematic approach consumer's follow when making a purchase decision
Consumer Perception	A consumer's impression, exposure and consciousness regarding a firm's offerings
Gender Identity	This refers to the personal sense of one's gender
Income Level	This refers to the consumptions income that is available to a consumer
Perceived Quality	This refers to the consumers perceived level of quality that a product holds

DEDICATION

Dedicated to my husband Mnikelo Ayanda Qubu. For all the love and support during the two years of pursuing this degree and through our life together.

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 Introduction

The fashion industry remains one of the most important industries that drive an essential section of the world's economy. Its innovativeness controls the industry in style, design, prints, and consumer interest. In business, it is imperative for players in the industry to recognise the underlying factors upon which a consumer bases their purchase decisions while determining the quality of a product in the fashion market. The modern global marketing environment has become increasingly competitive with product and service remaining in particular focus whenever determining customer perception on a product (Rabine, 2002). This chapter presents the background of the study conceptualising the critical variables of the study. This chapter further presents the statement of the problem, the objectives of the study, the research questions scope of the study and the significance of the research.

1.2 Background of the Study

The clothing fashion world has undergone significant changes with the competition in the market becoming extremely intensive. In recent history, the African fashion style and mode of dressing were considered mainly as inferior with people flooding to the European-based fashion styles that looked trendy and modern. The situation was as a result of the western influence and assimilation that drove the perception of anything coming out of the west as good, durable, and of comparatively superior quality (Pereira O. , 2017). However, the present times have demonstrated a shift from that belief and perception as the African fashion slowly begins to gain prominence mostly around the African continent and beyond.

According to Doub and Edgcomb (2015), business growth is an increase in business sales, revenue, and business survival. Growth in the fashion industry is vast and rapid. According to current projections, growth in the fashion industry will double in the next ten years generating US\$5 trillion annually. This is noteworthy because no other industry can anticipate that level of growth. The growth is not only significant in terms of revenue but also in employing people, as many as 60 million jobs all over the world.

In the United States (U.S.), more than 4 million people are employed in the fashion industry. This is a significant number compared to people employed in other sectors, such as the auto industry, the fast food industry, and the video game industry (Petruzzielo, 2015). Tierney (2014) notes, at the beginning of the 20th Century, Paris and London were the most important fashion centres in the world while America was seen as a centre of mere 'dressmakers'. Nowadays, the U.S. hosts the most fashion events compared to any other country in the world. This is because fashion events in the U.S. are supported by private financiers who also promote the work of young emerging fashion designers and host regional fashion events. On the other hand, McRobbie (2013), notes that the United Kingdom (U.K.) is known for hosting the London Fashion Week and other significant fashion events. As a result of promoting the work of their fashion graduate students, the fashion industry in the U.K. has grown tremendously.

According to Shaw (2011), a few years ago, fashion and Africa were two concepts that seemed to be mutually exclusive. The only available African style avenues were Safari souvenirs or colonial interpretations, as seen in the movie '*Out of Africa*'. Today in Africa, growth of the fashion businesses is greatly attributed to the large youth population, which has massive amounts of energy, talent, and creativity. The internet and use of social platforms such as Instagram, Facebook, and WhatsApp have enabled them to communicate and learn about the latest fashion trends in the world. African fashion designers are enjoying global appeal due to their creativity and ability to use these social media tools to their advantage.

Generally, the extrinsic and intrinsic attributes of products in the fashion world are given inference based on their ability to satisfy the desires and needs of the consumers (Bloem, 2016). Accessories and clothing define and express the way persons perceive themselves and widely develop a sense of identity of a particular culture in society. As such, it becomes rather imperative to treasure the importance of fashion in the present society in the different dimensions it is perceived (Ankrah N. A., 2013)

According to StatsSA (2017), the local clothing, footwear, textile and leather (CFTL) sub-sector generated an income of R55bn in 2016 with the clothing manufacturing sector contributing R20bn. The value of South African clothing exports increased by 3% year on year to R5.64bn in 2016 while in comparison, the imported clothing increased by 7.5% translating to R23.8bn. This goes to show the significant disparity between imported clothing and exporting of local African brands which were the basis of the current research in examining

how the consumer perception and other factors that influence buying behaviour can be harnessed to increase the growth in the African brands in South Africa.

1.2.1 Consumer Buying Behaviour

Buying Behaviour is the decision processes and actions of people involved in buying and using products (Rani, 2014). Consumer buying behaviour is concerned with the behaviour of the ultimate buyer and the need to understand (1) why consumers make the purchases that they make? (2) What factors influence consumer purchases? Also, (3) the changing factors in our society (Rani, 2014). The study of consumer buying behaviour is critical as it informs an organisation's marketing and promotional decisions. With insights from Consumer behavioural analysis, organisations can better predict how consumers will respond to marketing strategies. According to Du Plessis and Rousseau (2003), buying behaviour consists of both the mental and physical activities of the consumer. These activities are believed to precede, determine and continue the decision-making process for the buying of a product in the pursuit of satisfying a need.

According to Kotler and Armstrong, the basic model of consumer decision-making process comprises three major components, the first being marketing and other stimuli that act as influences. The stimuli were identified to be either one of two kinds, one that is presented by the marketer through the marketing mix or the 4Ps, product, price, place and promotion and the other that is presented by the environment and could be economic, technological, political and cultural. The second component was identified as the buyer's black box; these factors are related to the consumer. The stimuli that are presented to the consumer by the marketer and the environment is then dealt with by the buyer's black box (Figure 1.1). The buyer's black box comprises two sub components, namely, the buyer's characteristics and the buyer decision process. According to this model, buyer characteristics could be personal, cultural, social and psychological. During the buying decision process, the consumer passes through five stages as per the "stages model" developed by marketing scholars, namely, problem recognition, information search, evaluation for alternatives, purchase decision and post-purchase behaviour.

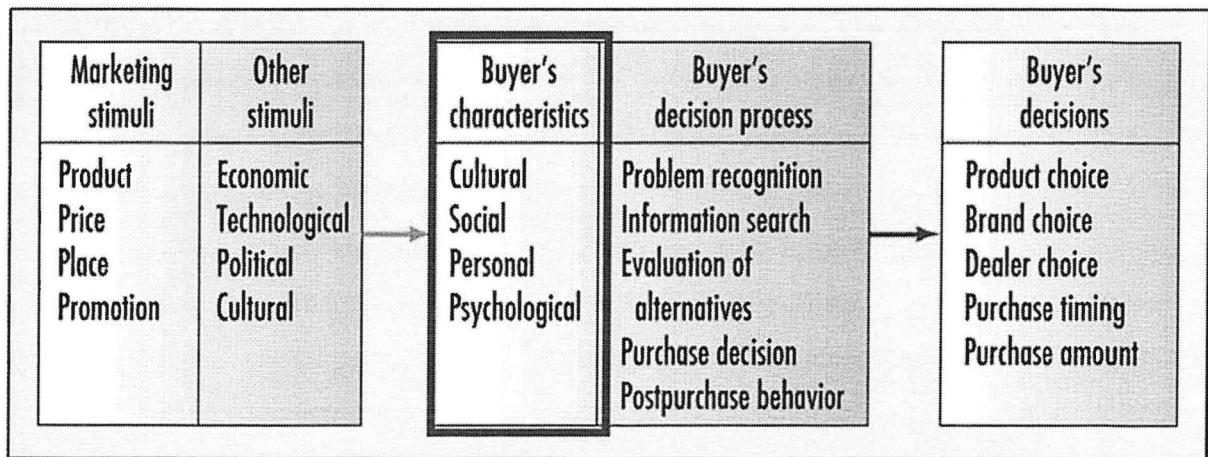


Figure 1.1 Model of Buyer Behaviour

Source: Kotler, P., *Marketing Management*, 11th edition, Prentice-Hall India,

The final component is the buyers response, this occurs as a response to the stimuli and characteristics, once the buyer has gone through the decision making process. While in the black box, the buyer decides concerning the product, brand, dealer, timing and amount.

1.2.2 Factors Influencing Consumer Behaviour

The four key factors that influence consumer choices are cultural, social, personal and psychological (Mbugua, 2017) and people generally relate to a brand based on their exposure, experience, and interpretation (Malik et al., 2014). Cultural factors include culture, sub-culture and social class, while social factors include influence as a result of social roles and status, family and reference groups. While personal factors such as age and life-cycle, occupation, economic situation, lifestyle, personality and self-concept are said to influence the purchase decision-making process (Pereira et al., 2010), so are psychological factors, such as motivation, perception, learning, beliefs and attitudes according to Kotler and Armstrong (2008).

African clothing and fashion have undergone tremendous changes and transformations to their present state dependent on the existing market and the need for identity among its consumers within the continent and beyond. Despite the changes in the fashion world, some clothing and appearances have always remained constant over the decades. For instance, the case of people wearing suits, ties, and shirts for office work and female wearing makeup has become the norm in society (Fletcher & Tham, 2014). The difference is primarily noticed among the male gender who continuously follow the tradition set by their precedents. Hegner and Jevons (2016) note that as the routine goes on, the desire to wear African culture among the male diminishes as

people stick to the primary known mode of dressing which in most cases excludes African fashion.

Perception is a dynamic concept that has become an increasingly important business aspect in marketing today, for organisations and non-profit organisations. To find out approaches to increase the level of service, firms need to be aware of the perception of consumers. In the global economy, competition is quite stiff, and any business requires to attract and retain consumers while making profits as the end goal for the business, this being so, building a positive consumer perception in a company's products and services is crucial (Shanthi & Kannaiah, 2015).

Consumer perception determines the consumers' behaviour and the way they interact with a company or brand. People engage with products and services so often that companies use this knowledge and experience to develop strategies as a way to manipulate ones' perception. Brands build effective marketing management principles by first understanding how consumers act on their perception. Based on the information consumers retain on a company's offerings, firms begin to understand the nature of perceptions that their consumers have created as a result of their social environment, psychological understanding and the perceptual thoughts consumers build between the actual product attributes and objective imagination of the products or services (Malik, Ghafoor, & Iqbal, 2014).

The process of consumer perception is deeply linked to buyer behaviour, as individuals are likely to select products and services that reflect their self-image and reject the ones that are not consistent. Consumer assesses other important features' that determine their purchase intention. The brand offerings give assurance to the consumer when the individual assesses the risk, product, pricing, place, promotional activities, benefits, brand image, concerning their perception.

Consumer perception is created when the consumer has particular experience with the firm's offerings, several emotions and physicality has determined their experiences; these include, brand image, credibility, reliability and product or service attributes. Consumer experiences at times do not match up to their expectations, hence creating a gap between consumer expectation and firms' perception (TTI Global, 2017).

The fashion world calls for special consideration of the consumer perception on the quality of a product (Fletcher & Tham, 2014). Perceived quality is the consumer's judgment about the superiority or excellence of a product (Zeithaml, 1988, p. 4). Baltas and Papastathopoulou, (2003), concluded that quality and design are the important factors in purchasing.

Women have a higher perception compared to men whenever regarding menswear or women's wear. Women prefer to purchase products if they have a specific fabric quality, fair price, and a particular style that resonate with their satisfaction (Antonio, 2016); the quality and value perceptions are key motivators towards increased purchase decisions among female consumers. Kolyesnikova et al., (2009), examined involvement, knowledge, and identity as predictors of reciprocal consumer behaviour. And found that the differences between males and females about their feelings of gratitude and obligation and the impact on purchasing to be pronounced. They concluded that obligation to make a purchase had a stronger effect on the purchasing behaviour of women while gratitude (feeling appreciation and thankfulness to personnel) was a stronger reason for men to make a purchase (Kolyesnikova, Dodd, & Wilcox, 2009).

Various forms of media have previously been used by brands and suppliers to communicate and influence consumers. Nash (2019) explored how social media platforms influence fashion consumer decisions in the UK retail sector. The findings revealed that consumers use a variety of internal and external motivations that influence their behaviours and perceptions of high-street fashion retailers, and these factors are aided and facilitated by the use of social media. Participants were found to actively use social media to gain inspiration and information regarding fashion retailers (Nash, 2019). Reference groups such as family, peers, blogs and social media were also important factors and the lifestyles of Millennials which revealed they prefer to shop in a physical store and like to purchase a unique fashion (Pereira, 2017).

The current study examined consumer buying behavior is influenced by the consumer perception as contextualized by; level of perceived quality, consumer perceived value, gender identity and the media influence on purchasing behavior.

1.2.3 African Aesthetic Fashion Brands and the South African Fashion Industry

According to Godart (2012), the fashion and luxury industries play an essential role in the growth of a country's economy. However, their value is always underestimated. Fashion is an essential business since many people spend a large portion of their earnings on fashion items and it contributes towards 3 trillion dollars, approximately 2% of the global GDP (Fashion United, 2019), in Sub-Saharan Africa, the clothing and footwear market is estimated to be worth \$31 billion US dollars (Textiletoday.com, 2018).

In industrialised economies, fashion businesses require little capital input and infrastructure. This has led to poverty reduction, development of skills, and improved standards of living in many developing communities worldwide. Fashion businesses are highly labour intensive and provide developing countries with an opportunity to be competitive on a global scale.

Africa is home to seven of the fastest growing economies in the world, and about 70 percent of the continent's population live in countries that have experienced average growth over 4 percent over the past decade. These growth rates, however, are not experienced in the African fashion industry, which currently contributes only a small fraction of what it is capable of contributing to the continent's GDP (Aderibigbe,2014). African fashion has enjoyed massive media presence in recent times, which means the world is now aware of the industry, the potential growth and the capabilities of its designers. Several designers from the continent today feature in international fashion shows, thus showing that given the appropriate investment and support, African designers possess the ability to compete on a global stage. There at least are 1.2 billion people in Africa, according to UNICEF with a growing middle-class population. According to a 2014 report by Standard Bank South Africa titled 'Understanding Africa's middle class,' there were 15 million middle-class households in 11 of sub-Saharan Africa's top economies evidenced by increasing disposable income and demand for a variety of goods and services (Aderibigbe,2014).

The South African population has undergone tremendous changes that have altered the state and perceptions of African fashion. A few decades back, the population focused a lot on African fashion in their traditional selves and used the clothing from time to time as a sense of identity and belonging to the society (Nealy, 2011). The fashion gained a significant following based on the cultural aspects it brought towards them and the recognition needed in society. However, globalisation took shape in the fashion industry where individuals' fashion sense was to assimilate to European fashion (Yan & Bissell, 2014). The coming of the Europeans to the

nation slowly changed the perception of the quality of African fashion as people began to embrace the dressing modes and accessories from the west. However, in the recent past acceptability of traditional apparels within the South African fashion industry has positively grown (Mbumbwa, 2016). The current study that sought to examine the main contributing factors affecting the buying behavior of the African aesthetic brands. The most common brands within the South African fashion industry include Khosi Nkosi, Maxhosa, Siko Republik, and Kisua.

According to Forbes.com (2017), the size of the fashion retail market in Africa is estimated at \$50 billion. The South African population is blessed with a variety of clothing and accessories in the market to select from given the influx of products from the European fashion as well as centres for African fashion. South Africa was chosen since it's the largest economy in the continent which has host of major global fashion shows. In terms of revenue generation of the fashion industry in South Africa stood at US \$614 million which is expected to grow at 15.1%. Furthermore, the apparel industry is ranked at number 43 globally with an estimated revenue of US \$454 million (Statista, 2019).

The term African aesthetic refers to the African perception and appreciation of the nature, beauty, and value of artistic expressions or representations of African origin. It is embedded in the plurality of African cultures and embodied in people's practices within their lived African societal contexts. It draws from and is directly related to the diverse geographical, environmental, historical, cultural, religious, or spiritual experiences of African peoples (Shava, 2015).

1.3 Statement of the Problem

According to Habari Network (2015), the showcasing of African designers in various stores in New York, London, and Tokyo is a sign of a positive attitude towards a continent that is known for war and disease. There is a demand for African fashion, and African fashion designers and South African businesses should use this factor for marketing their fashion products globally. There could be an increase in sales and profitability, and this could, in turn, improve the growth of fashion businesses in South Africa. Even though the reduction in preference based on quality

among the African fashion items, the leading designers in the world incorporate the African prints in their fashion and still fetch higher prices and attraction in the market.

African fabrics and prints have been used widely by designers such as Bottega Veneta, Balenciaga, Burberry Prorsum, and Stella Jean (Antonio, 2016). Fury (2016), notes that a designer by the name of Kim Jones who is tasked with designing the menswear for Louis Vuitton (a fashion company) used African materials to create the 2017 Spring Collection. The designer used luxurious exotic skins of crocodile and ostrich, Maasai-inspired checks, and a savanna-bleached, sand-blind palette dominated by buff, taupe, and ecru (beige). Due to lack of international exposure, luxury fashion houses are importing African fabrics such as the Maasai shuka (usually tartan print woven fabric worn by the Maasai people) and creating new fashion lines hence making lots of profit at the expense of the African fashion businesses that want to venture into the international fashion market (Chinomona, 2013).

The African fashion designs never miss a place in the world fashion week and thus are recording a rise in their establishment among the top designers. The African fashion seems to be embraced mostly by the west with the Africans reducing their consumption following the influx of foreign clothing styles around the continent. Fashion designers on the international front have taken the quality perception of the South Africans who majorly focus on obtaining that which trends in the fashion weeks and prominent advertisements. The change is mainly being experienced out of the blending of the African attire with a modern touch or fashion which revamps the whole question on the perception of clothing and quality therein (Bezuidenhout, Jacobs, & Sonnenberg, 2016).

The situation renders a significant challenge to the manufacturers in the clothing fashion world based on the psychological factors in trying to increase their familiarity with the perceptions and attitudes of the consumers in the sector (Bloem, 2016). Thus, the research becomes essential and relevant given the shortage of research into the mode in which consumers evaluate the quality of clothing and accessory brands of African origin. Due to the limited literature on consumer behaviour around specific brands that carry a more African aesthetic; the current study sought to fill this gap by examining the chosen factors influence on the buying behaviour of consumers in South Africa.

In his study, Chinomona (2013) notes that brand experience and brand satisfaction are key in enhancing purchasing behaviour. Stiehler (2017) examined luxury brands in South Africa and noted that market segmentation, quality of different brands and consumer demographics explained the consumer behaviours. Scheepers (2018) examined how luxury value perceptions affected purchase intent among female consumers in South Africa and concluded that most consumers were not willing to meet the market prices for fashion products. Findings also showed that functional value perceptions influenced purchase intent. However, none of the above studies examined consumer buying behaviour of African Aesthetic brands; hence, this study sought to fill this knowledge gap.

Further, the research becomes important and relevant given the shortage of research into how consumers evaluate the quality of clothing and accessory brands of African origin. Due to the limited literature on the growth of the fashion industry in Africa; the current study contributed to the body of knowledge by examining the consumer buying behaviour of African aesthetic fashion brands in the South African fashion industry.

1.4 Research Objective

1.4.1 General Objective

The general objective of the research is to examine factors that influence the consumer buying behaviour of African aesthetic fashion brands in the South African fashion industry.

1.4.2 Specific Objective

- i. To establish the effect of perceived quality on consumer buying behaviour of African aesthetic fashion brands in the South African fashion industry.
- ii. To examine the effect of consumer perceived value on consumer buying behaviour of African aesthetic fashion brands in the South African fashion industry.
- iii. To determine the effect of media influence on consumer buying behaviour of African aesthetic fashion brands in the South African fashion industry.
- iv. To determine the effect of gender identity on consumer buying behaviour of African aesthetic fashion brands in the South African fashion industry.

1.5 Research Question

- i. How does the perceived quality influence the consumer's buying behaviour of African aesthetic fashion brands in the South African fashion industry?
- ii. What is the effect of consumer perceived value on the consumer's buying behaviour of African aesthetic fashion brands in the South African fashion industry?
- iii. What is the media influence on the consumer buying behaviour of African aesthetic fashion brands in The South African fashion industry?
- iv. What is the effect of gender identity on the consumer buying behaviour of African aesthetic fashion brands in The South African fashion industry?

1.6 Scope of the Study

The study expects to face scope limitations in the course of the research. The contextual scope of the study was constrained into selected consumer buying behaviour influence factors on African brands that are identified as having an African aesthetic. The geographical scope of the study will be limited to firms within the fashion industry in South Africa. The contextual scope of the study was similarly constrained to the consumer buying behaviour of African aesthetic brands in the South African fashion industry. The research focussed on consumers within the South African fashion industry and utilised a descriptive research design anchored on a mixed methodology. The theoretical scope of the study was anchored on the social cognitive theory. The analytical study techniques were constrained to a mix of descriptive and inferential statistics.

1.7 Significance of the Study

1.7.1 Local and other African brands

The findings enhance the management expertise of fashion firms that are operating within the South African market. Management of the fashion firms can harness the insights of this research to gain a better understanding of their buyers purchasing behaviour and what and how these factors affect the decision to purchase an item from an African brand with an African Aesthetic. Marketing plans can be better-tailored bearing in mind the findings of this research.

1.7.2. Policymakers within the Trade Ministry

The findings of the study are of significant interest to various stakeholders within the South African fashion industry; particularly to key industry policymakers within the Trade ministry

in South Africa in designing regulations that are expected to foster the growth of the local fashion industry.

1.7.3. Africa as an understudied region and research on African Fashion Industry

The results of the research can be utilized within other countries within the continent in driving the fashion industry by integrating the key factors that determine buying behavior in apparel design and supply within the market. The findings also enhance the available knowledge that can be utilised by future academicians and scholars. African literature remains relatively sparse, and this study could add to the relevant African literature and fashion-research literature.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter sought to review the related literature to the study premises. The chapter consisted of the theoretical review, the review of empirical studies in line with research objectives, a representation of the research gaps and an overview of the conceptual framework that guided the study.

2.2 Theoretical Review

The study relied on the Social Cognitive Theory as developed by Bandura (2001); the theory holds that behavioural perception is based on three main aspects-; the environment, people and interrelationship between behaviours.

2.2.1 Social Cognitive Theory

The model that was used in this study was adopted from the Social Cognitive Theory developed by psychologist Bandura. It explains how people acquire and maintain behavioural patterns (Bandura, 2001). According to the theory, behavioural change depends on three factors, namely: environment, people and behaviour, which are continually influencing each other (Glanz, Rimer and Lewis, 2002).

¹When purchasing local apparel, social influences, achievement outcomes and self-influences are constantly interacting forces in our behaviours. According to Glanz et al., (2002) personal factors of the consumer in terms of cognition (workmanship and fabric quality), affective (style, design and ‘fashionability’) and personal beliefs usually influence purchasing intentions, pricing and choices. Perception, attitude and patronage affect consumers’ behaviour socially and physically. Personal characteristics are the causes of influence in buying decision as consumers often hunt for and decide because of personal opinions (Khaniwale, 2015) because every individual has a distinct personality and unique psychological characteristics which influence their buying behaviour and responding toward business in their ways (Yakup and Jablonsk, 2012). Consumers make decisions on what they perceive, and perception is

influenced by both personal and the external environment, amongst other factors. This thus forms an attitude after which, they may patronise, depending on their needs (Rehman, Yusoff, Zabri, & Ismail, 2017).

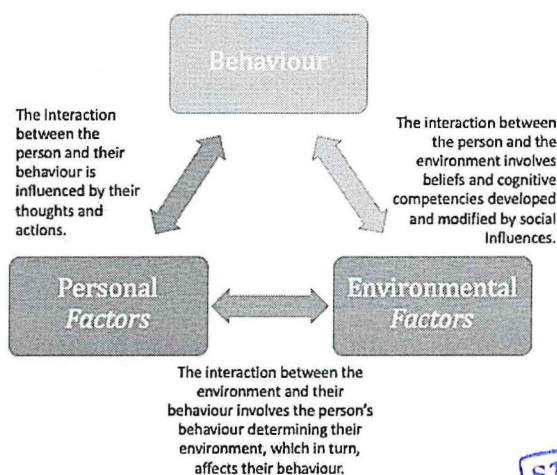


Figure 2.1 Social Cognitive Theory

Source: Social Cognitive theory, Bandura 1989

The above diagram indicates that the consumer personal factors and environment are interlinked in making decisions on the behaviour of a consumer. The social cognitive model was of importance in the current study in examining the consumer buying behaviour of African Aesthetic Brands. This study focused on consumer perceived quality, perceived value and gender identity as personal factors that influence consumer buying behaviour and media influence as representative of the environmental factor that affects buying behaviour. The theory will explain how perceived quality, consumer perceived value, media influence and gender identity explain consumer buying behaviour of African Aesthetic Brands.

2.3 Empirical Review

2.3.1 Perceived Quality and Consumer Purchasing Behaviour

Western influence contributes mainly to the South African's perception of quality in the fashion world. During colonialism, people from the west flocked into the country and began investments in the mining fields leading to not only their settlement but also a change in the culture of the inhabitants (Mbumbwa, 2016). In most cases, the perception of individuals goes along with the current trend of products in the market as well as what most consumers perceive to be of high quality. In this respect, the quality perception of African clothing and accessories

has been adversely affected by the coming of the European clothing and fashion, which is presented at a considerably cheaper price.

According to Street (2014), to achieve high quality as a differentiation strategy, fashion designers must have an excellent relationship with their factories and manufacturers. High-quality clothing would entail checking the finishing and the smoothness of the product to ensure it is impeccable so that the quality is not compromised. Designers such as Louis Vuitton ensure their products are of high quality, and each product has a story behind it; hence, customers insist on that given brand or nothing at all. The study, however, does not conceptualise the quality of African brands and how this may affect the overall growth of the regional fashion business.

Perceived quality of consumers has a high impact on increasing customer loyalty of a brand and ensuring the success of a company. It creates a warm relationship and builds trust between the consumer and company; this will, in turn, keep consumers from brand switching and commit to the particular brand. Once a consumer knows a particular product, they can then apply it when purchasing by assessing the attributes they have come into contact with before (Chattha, 2016). Singh (2016) differentiates between perceived quality and real quality. He argues that when consumers have a negative experience, they carry that bad image and erase what they thought before about the product. Eventually, in the future, the consumer will not have the same belief about the product, which brings the aspect of the real quality of the product.

According to Ferrell and Hartline (2013), product features tell consumers what value a product provides. Product features can be converted into performance characteristics that tell the buyer what the product does. Product features can be a source of differentiation in fashion businesses. Fashion businesses can have specific features that can act as their unique characteristic. Most consumers will think of that organisation when they are required to buy leather products such as shoes, bags, belts, or hats. Product features also can be used to enhance customer satisfaction in intangible ways. For example, Rolex and Gucci satisfy customer desires for status, image, and prestige (Miltenburg, 2008).

Rootman and Krüger (2017) conducted a study on buying behaviour in the South African clothing retail industry: considering reference groups and culture. The researchers sampled a

convenience sample of 207 respondents who answered questions regarding their social considerations and their buying behaviour. The findings of the study indicated that cultural inclinations positively influenced buying behaviour, which had a positive effect on the clothing retail industry profitability. The study did not examine how consumer perceptions may influence the profitability of the clothing industry, which the current study sought to expound upon.

Van den Berg, (2017) examined factors influencing the purchase intention of the black middle-class in emerging markets for global brands: the case of fashion brands in South Africa. An empirical study was undertaken, in which 500 black middle-class females were asked to complete an online survey to determine which factors influence their choice of global fashion clothing. The collected data were analysed using structural equation modelling. The findings revealed that quality is the main reason for consumers to consider buying global fashion-branded clothing. The study, however, did not examine how other factors that influence customer perception influenced the purchase intention; furthermore, the study considered global brands, whereas current study focusses on African brands.

2.3.2 Consumer Perceived Value and Consumer Purchasing Behaviour

The most fashion business in the developed countries uses the luxury pricing strategy to differentiate themselves from their competitors. This means high mark-ups and limited availability of their products. Consumers associate such products as products for high-income earners and products of high quality. Businesses that use luxury pricing strategy on their products never put such products on sale when their season is over. This is because anybody could afford to buy products put up for sale and this will cheapen the product. Economic logic is not evident for true luxury brands (Chevalier & Mazzalovo, 2012).

Consumer income about price can have a negative or positive influence on buyer behaviour because of the low-income level. Consumers can associate low price with low quality, and such individuals think the price is an indicator of quality. Their view is that the higher the price, the better the quality; as many companies reduce the quality of a product to minimise costs and make it more affordable for consumers. Studies have shown there is a relationship between price, quality and self-esteem in that the increase in quality and high prices have a positive correlation with an individual's self-esteem (Juha, 2008).

The economy of a nation determines the perception individuals have on a given fashion and the accessories. People in a nation would prefer a commodity and perceive it as high quality if it meets their needs at a fee affordable to them. A nation with a stable economy would perceive their clothing to be of high quality as it remains affordable and cherished by many. In South Africa's context, the economy led to the shift in perception where the influx of cheaper clothing from the west, with a variety of fashion designs, reduced the perception of African clothing as superior. On the other hand, the African attire remained high priced in the wake of globalisation which led to the alternative that increasingly gained favour among the locals (Yan & Bissell, 2014). Over time, the influence from the West altered the perception leading to a lower uptake of the African clothing and accessories.

With the situation in place, the African market experienced lower demand for their fashion products leading to a change in the development of the products. As a solution, the local fashion market began to develop African attire with a blend of the European fashion which has substantively changed the perception among many – especially the youth who desire to look trendy (Mbumbwa, 2016). The situation has led to increased demand among the fashion market in Africa and thus created a balance to the consumption of the products though not in equal measure according to the precedence market share (Rogerson, *Developing the fashion industry in Africa: The case of Johannesburg.* , 2006). In this respect, it is evident that the perception of the African fashion world is primarily determined with the affordability standards among locals in a nation as well as the poverty index.

Park, Kim, Funches and Foxx (2012) conducted a study on the apparel product attributes, web browsing, and e-impulse buying on shopping websites. The study considered 356 university students in the sample and collected research data using structured questionnaires. The collected research data was analyzed using confirmatory factor analysis and regression modelling. The results of the study showed that variety of selection has a positive effect on utilitarian web browsing, whereas price has a positive effect on hedonic web browsing. The findings of the study indicated that the perceived product value influence the consumer choices. The results indicated that the product attributes had a significant effect on the impulse buying. The study however was not conducted within the South African market hence the findings are not representative.

Rahman, Saleem, Akhtar, Ali and Khan (2014) studied the consumers' adoption of apparel fashion: The role of innovativeness, involvement, and social values. The study sampled 500 consumers within Pakistan and collected research data using questionnaires. The collected data was analyzed using a mix of regression analysis and structural equation modelling. The results indicated that the fashion innovativeness, consumer innovativeness and perceived social value were positively related to increased adoption of apparel. The research however failed to take into consideration actual purchasing behavior.

Kinuthia, Keren, Burugu, Muthomi and Mwihaki (2012) an analysis of the factors influencing brand loyalty in sportswear among Kenyan university students: the case of swimmers. The research employed an ex-factor research design and sampled university students with research data being collected using questionnaires. The study adopted factor analysis and the results showed that uniqueness of brand; attractiveness; ads and product quality have no significant relationship to brand loyalty. The study however examined general sportswear whereas the current study examines African apparels within the South African market.

Cronje, Jacobs, and Retief (2016) examined Black urban consumers' status consumption of clothing brands in the emerging South African market. The study adopted a survey research design. The demographics of the black consumers were grouped according to age, income and profession. The sample size of the study consisted of 246 respondents between the ages of 24 and 36. The results of the study indicated that when purchasing clothing Black urban consumers are motivated by factors related to status consumption and the level of income. The study, however, did not consider if there were any correlation between customer perceived value and the purchasing trends of African brands. The current study sought to fill that gap.

Kent B. Monroe, (2012) research on behavioural pricing research on the price and how buyers respond to price included the relationship between price and perceived value and the decision heuristics that help understand how price influences perceptions of value and eventual product choice. The study concluded that buyers also use price as an indicator of product quality, and customers' perceptions of quality, benefits, and value affect how they will respond to a purchase situation. Additionally, the study also concluded that buyers' perceptions of the sacrifice affect the purchase decision, that is the degree that consumers reflect on the amount that they would sacrifice by paying the monetary price for a product may vary according to a variety of situations and conditions, such as type of product or service, or the perceived

unfairness of the price, or if the buyer perceives a brand is superior to competing brands (Monroe, 2012). The study, however, did not consider if there were any correlation between customer perceived value and the purchasing trends of African brands. The current study sought to fill that gap.

2.3.3 Media Influence and Consumer Purchasing Behaviour

Media remains a powerful tool in the development of perception in the fashion world. Media, specifically social media, controls a vast of perception in the fashion world based on what is trending at a given moment. Over time, the media has portrayed the African fashion with less vigour while focusing on western fashion designs and the accessory world with great magnitude (Duffett, 2015). The fashion world focuses on the western designs that have thrived and raised the quality perception among consumers not only in the western nations but also among the South Africans.

The media focuses on models within the western nations who abide in western fashion as opposed to the African fashion, which is supported by a limited number of models in the fashion world (Mbumbwa, 2016). The situation leads to a dwindled situation in the quality perception of the African clothing and accessory market. Media creates popularity for a given number of celebrities who are involved in the fashion world and brand lines. As the popularity increases across the media outlets, so too does the desire of individuals to consume the given commodities. On the other hand, the African clothing and accessories world receives fewer media action compared to the glorification of those from the west. As such, the creation leads to advertising of the western fashion leading to a reduced focus on African fashion thus reducing the quality perception among the consumers (Duffett, 2015). Consequently, it affects the views of the consumers and in overall the purchasing power among the South African consumers.

Schmidt, Mason, Steenkamp, and Mugobo (2017) sought to examine if brand orientation contributed to retailers' success and conducted an empirical study in the South African market. The study targeted 196 respondents from the South African retail sector. The study utilised partial least squares in the analysis. The findings of the study showed that implemented norms within the firm enhanced its brand recognition, which contributed to the market performance of the retail firms. The study, however, did not examine the growth of African brands within

the market. Lee and Barnes (2016) studied the factors driving online apparel shopping in South Africa. The study adopted structural equation modelling in the analysis, and the results of the research showed that past buying experiences, promotional awareness and product factors influence online shopping. The study however, considered apparel shopping in general, whereas the current research is specific on African brands purchases within the South African market.

2.3.4 Gender Identity and Consumer Purchasing Behaviour

Gender brings a difference in the fashion world both in terms of consumption world and preference on given types of fashion available. Perceptions on fashion products made by Africans within the continent vary among South Africans based on the gender differences (Radder, Li, & Pietersen, 2006). While men may make purchases to remain trendy, women, in most cases, are either directly or indirectly influential in the decisions to be made (Pereira, 2017). Thus, they remain the single most significant factor in determining perception on quality of the African fashion in clothing and accessories.

Gender is also critical as men and women have different needs since both genders have different attitudes towards products and services. So far in marketing, gender segmentation has been linked to clothing, hairstyles, cosmetics etc. (Larsen, 2010). According to Fletcher and Tham (2014), gender bears much weight when it comes to aspects of quality on a given fashion brand. While the male gender may not be so bent on small issues in fashion, women tend to be a little bit sensitive and clued up on details whenever selecting accessories and clothing in the fashion industry.

The desire for luxury goods and items in the fashion market is mostly a preserve of the female gender. The extent to which women love fashion and quality items differs in higher margins compared to that of men (Hattingh, Russo, Sun-Basorun, & Van Wamelen, 2012). Men are less concerned with dressing styles and mostly make such decisions in lesser numbers. On the other hand, men make limited numbers of purchase in the fashion market and thus communicate their reduced perception on commodities as long as it satisfies their basic need of clothing (Hegner & Jevons, 2016). As opposed to men, ladies treasure African fashion based on several aspects ranging from the emotional, functional and the basic need of clothing as experienced among

the male gender. Therefore, the perception of African fashion by men remains scanty compared to that of the opposite gender (de Villiers, Chinomona, & Chuchu, 2018).

In most cases, it is common to find women checking into more delicate details of clothing in a bid to remain trendy and fashionable. In this respect, the perception of African fashion brands tends to be lower compared to the uptake of western-nation fashion and brands (Hattingh, Russo, Sun-Basorun & Van Wamelen, 2012). However, the recent changes and introduction of African brands that have undergone modernisation has increased the preference on African dressing which is being propelled by the cultural and emotional sense among the models and most of the South-African consumers. African clothing styles tend to be affordable yet of high quality and thus preferred by a large number of urban and rural dwellers (Rogerson, 2018).

The transformation of the African clothing and accessory market as a luxury product coupled by the cultural aspects have driven the market and improved the view of the product as of high quality (Rodney & Wakeham Dr, 2016). Women all over the world are known to be selective and form part of the larger consumers of fashion brands as opposed to men. Further, the perception has been propelled by the increasing demand on the African wear, which pushed the prices, thus making the African fashion a luxury product.

Since women love luxurious products, the perception of quality on the African clothing and accessories is higher among the female gender who desire to remain attractive at all times. It is common to spot women in the streets of towns and villages dressed in trendy and stylish clothing, while men will be dressed in ordinary clothes mostly repetitive in nature. As such, the female gender holds the higher perception on African clothing and accessories compared to men given their high-frequency rate in terms of consuming the products in the market (Haefner, Rosenbloom, & Haefner, 2016).

The perception of quality among women differs compared to the male. Women, especially of the older age, would prefer African clothing which aligns to their culture and increases their consumption as they make such purchases from time to time. On the other hand, men purchase less often and would mostly be found in work and casual clothing, most of which originate from the western nations. Most of this clothing is acceptable in the offices, and casual places of work, with a lesser number of men, found dressed in the African-made clothing and accessories (Rose, Cho, & Smith, 2016).

Women are commonly known to have a desire for African fashion and more so with the inclusion of accessories to accompany their dressing. This fact spells the difference in quality perception as men would be less likely to wear accessories compared to women. The factors affecting the perception of individuals would thus differ immensely based on the gender of the individuals due to the high consumption power among the female as opposed to that of the male gender. Therefore, it is clear that gender provides a clear distinction between the quality perceptions among the South African fashion market consumers (Erdil, 2015).

Bezuidenhout, Jacobs, and Sonnenberg, (2016) studied the diagnostic cues used by female consumers to evaluate work wear assortments of major South African department stores. The study adopted a survey research design, and the research data were collected through a self-administered questionnaire. The results indicated that these female consumers have set preferences when purchasing workwear from department stores in South Africa. The findings further showed that product attributes influenced the preference levels. The study, however, did not take a gender-neutral assessment of the preferences to purchase which the current study adopted in examining how gender identity influences the purchase of local brands.

Mbumbwa and Chigada, (2018) analysed the factors influencing black South African millennials when considering African Ankara fabric fashion. The study relied on an interpretivism research paradigm resulting in the adoption and use of a qualitative research methodology; specifically, an explanatory research design. The findings showed that attitude, fashion involvement and celebrity involvement influenced the decision to purchase African fabric fashion. The study further indicated there was an insignificant effect of gender disparity on millennials choice of Ankara Fabric fashion. This study greatly informed the current study however, it did not consider the growth of the African fabric fashion business. The study also did not examine consumer perceptions of African brands.

2.4 Summary of Literature and Research Gaps

Table 2.1 Research Gaps

Author	Title	Findings	Research Gap	The focus of Current study
Bezuidenhout, Jacobs, and Sonnenberg (2016)	Diagnostic cues used by female consumers to evaluate work wear assortments of major South African department stores.	The results indicate that female consumers have set preferences when purchasing workwear from department stores in South Africa.	The study, however, did not take a gender-neutral assessment of the preferences to purchase	The current study adopted a gender-neutral evaluation in examining how gender identity influences the purchase of local brands.
Cronje, Jacobs, and Retief (2016)	Black urban consumers' status consumption of clothing brands in the emerging South African market	The results of the study indicated that when purchasing clothing, Black urban consumers are motivated by factors related to status consumption and the level of income.	The study, however, did not consider if there is any correlation between the income levels and the purchasing trends of African brands.	The current study examined how varying Consumer perceived values influence consumer perception and ultimately, the purchasing of African brands.
Mbumbwa and Chigada (2018)	Analysis of factors influencing black South African millennials when considering African Ankara fabric fashion	The findings showed that attitude, fashion involvement and celebrity involvement influenced the decision on African fabric fashion.	This study greatly informed the current study. However, it did not consider the correlation between income levels and purchasing trends.	The current study examined how African brands have grown in the South African fashion industry
Rootman and Krüger (2017)	Buying behaviour in the South African clothing retail industry: considering reference groups and culture	The findings of the study indicated that cultural inclinations positively influenced buying behaviour, which had a positive effect on the clothing retail industry profitability.	The study did not examine how consumer perceptions may influence the profitability of the clothing industry.	The current study focused on how consumer perceptions and other factors influence purchasing behaviour.
Schmidt, Mason, Steenkamp, and Mugobo (2017)	If brand orientation contributes to retailers' success? An empirical study in the South African market.	The findings of the study showed that implemented norms within the firm enhanced its brand recognition, which contributed to the market performance of the retail firms.	The study, however, did not examine the growth of African brands within the market.	The current study focussed on African brands within the South African market. The study further examined the consumer perceptions of African Aesthetic brands.

2.5 Conceptual Framework

Independent Variable

Dependent Variable

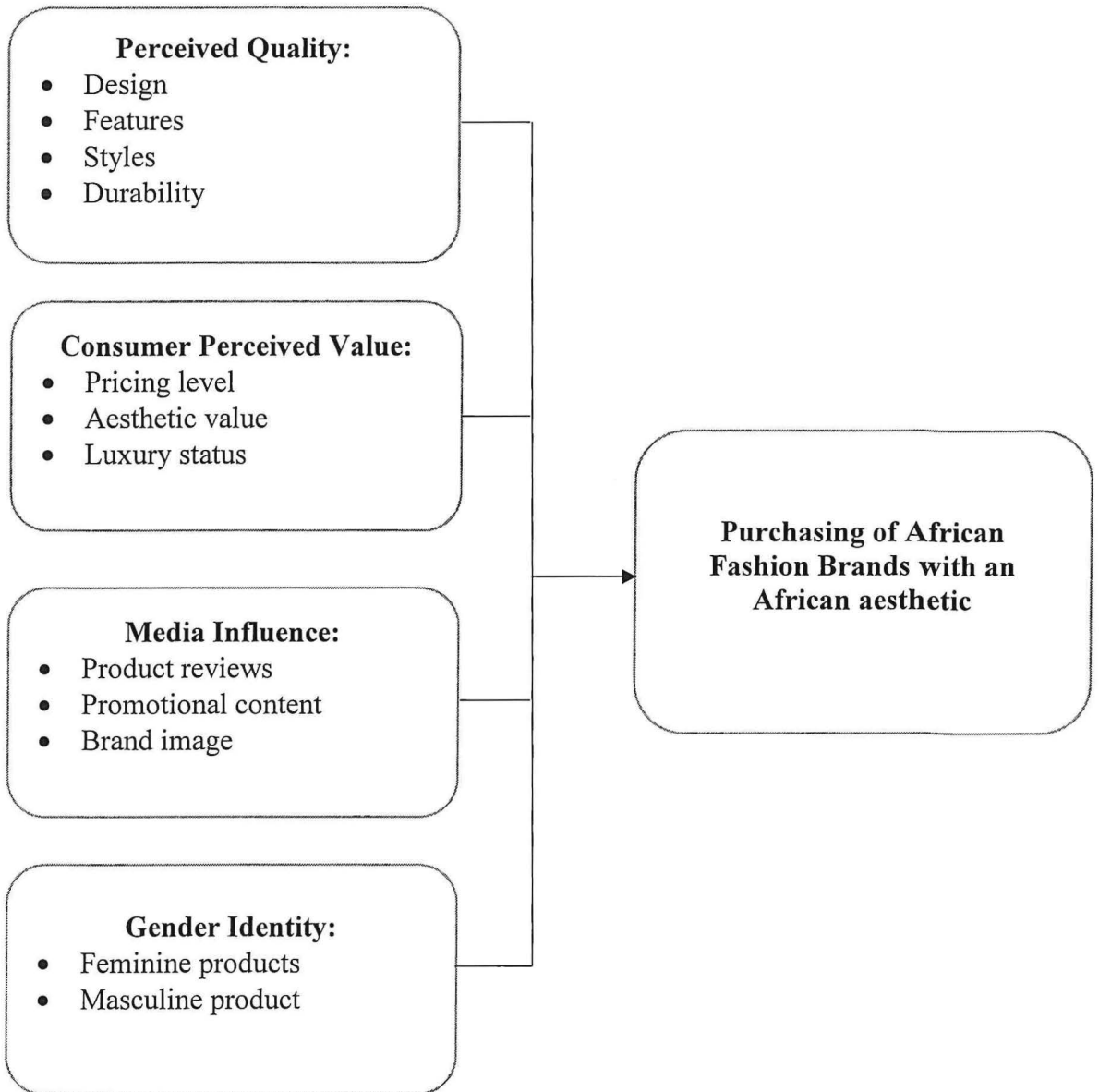


Figure 2.2 Conceptual Framework

The above conceptual framework presents the hypothesised interaction between the consumer buying behaviour factors and the purchasing of African Brands in the South Africa fashion industry. The factors affecting purchasing behaviour are contextualised above as being the perceived quality, Consumer perceived value, media influence and gender identity.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter consisted of sections on the research design, target population, sampling procedure, research instruments, data collection procedure, pilot study and data analysis.

3.2 Research Design

The study adopted a descriptive survey research design involving the use of a quantitative approach. A descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in any way (Grimes & Schultz, 2002). The design was, therefore, suitable for establishing the relationship between independent and dependent variables since it enables a multifaceted approach and allows the use of surveys which fulfilled the study requirements. It has been applied in consumerism studies conducted by Ankrah (2013) in Ghana and Mukherjee and Roy (2015) in India.

3.3 Population of the Study

The study population draws from an entire population before a specific sample size is derived (Vosloo, 2014). The population of the research was drawn from the South African population aged 18-49 years old. 18 is the age when a person is considered as having full legal capacity, i.e. age of majority in accordance to the South African Law and 49 being the average highest age of customer for the sector (StatsSA, 2017). The population of South Africans aged 20-49 according to the 2016 Census population data is 24.93 million. This target group formed the unit of observation of the study. The unit of observation was considered for the research since they are deemed to have the requisite knowledge on the African aesthetic brands within the South African market and the key factors affecting their buying behavior.

3.3.1 Sampling Design and Sample Size

According to Cooper and Schindler (2014), a sampling frame is the listing of all population elements from which the sample was taken. In this study, the sampling frame was obtained from the registered fashion firms in South Africa. A sample

examines a portion of the target population, and the portion must be carefully selected to represent that population. The larger the population, the smaller the sample size. However, the greater the desired precision of the estimate, the larger the sample size should be (Cooper & Schindler, 2014). Owing to the large size of the population the study will utilise the criteria developed by Krejcie and Morgan (1970) as cited by the work of Sekaran and Bougie (2010). The Krejcie and Morgan (*See Appendix IV*) table simplify the determination of a sample size. According to the table, the sample size for the study was 384 respondents. Sekaran and Bougie (2016) considered electronic questionnaires as being easy to administer, inexpensive and able to gain wide reach. They also noted that electronic questionnaires also carried the disadvantage of a low response rate and have argued that a response of at least 30% is adequate for statistical analysis; hence the study sampled 115 respondents (30% of the 384 respondents per the Krejcie and Morgan table). The respondents selected in the research were consumers with the capacity to afford and have harbored intentions of buying African aesthetic brands.

3.4 Data Collection Methods

The study relied on primary data. The data were collected using structured questionnaires. The structured questionnaires followed a five-point Likert scale, which was developed in line with the research variables. The questionnaire was divided into five sections, and this made it simple and easy to understand for the respondents to be able to answer. The study utilised online platforms, specifically Google Forms in the collection of the data. This method was less costly and time-saving.

3.5 Data Analysis

The data collected was quantitative. Quantitative data was analysed using Statistical software (SPSS, v. 24) and the output presented using descriptive statistics, namely: mean, standard deviation, percentages proportions. The study also employed inferential statistics that utilised a multiple regression analysis. The results of the analysis were presented using regression models, ANOVA model and the correlation coefficient. The study used the regression model below;

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where: Y = Dependent Variable (consumer buying behaviour of African Brands)

Independent variables, which include:

X1 is Perceived quality

X2 is Consumer perceived value

X3 is Media influence

X4 is Gender identity

α = the constant

β_{1-4} = the regression coefficient or change included in Y by each X

e = Error term (measurement errors in the dependent and independent variables).

3.6 Research Quality

3.6.1 Validity Tests

Validity refers to the extent to which a phenomenon is accurately measured in a quantitative study (Heala, 2015). The questionnaire was designed to capture the independent views of the respondents. The validity of the research instrument was primarily focused on how the research instrument captures the study indicators. The current study utilised both construct and content analysis to test the validity of the research instrument. The construct validity of the research instrument was primarily focused on how the research instrument captures the study indicators and ensuring all the constructs were included in the instrument. The content validity was analysed through an examination of the research instrument to ensure all the variables are captured and that the measurement device used provided adequate coverage of the investigative questions. A trial run was also conducted to assess the validity of the measurement instrument to ensure that the questions asked were essential. The trial run consisted of five individuals who were asked to complete the survey and a discussion was held on which of the questions were 'essential', 'useful but not essential' and 'not necessary'. The measurement instrument, i.e. the questionnaire, was then appropriately altered.

3.6.2 Reliability Tests

According to Mwangi and Nassiuma (2004), reliability is the extent to which a measurement procedure or technique can be relied upon to secure unswerving outcomes upon recurrent application. Mwangi and Nassiuma add that in social research for the Cronbach's alpha (α) reliability coefficient to be satisfactory, it should

be higher than or equivalent to 0.7. The study utilised 10% of the sample population to conduct a pilot test that sought to establish the reliability score of the study variables.

Table 3.1 Reliability Tests

Factors affecting consumer purchasing behaviour			
Variable	Cronbach's Alpha	Number of Items	Comment
Consumer purchasing behaviour	.845	3	Accepted
Perceived quality	.765	5	Accepted
Consumer perceived value	.865	3	Accepted
Media influence	.840	5	Accepted
Gender identity	.740	4	Accepted
Overall Reliability Statistics	.835	5	Accepted

The study variables all had a Cronbach alpha of above 0.7, indicating they were acceptable in conducting the research analysis. The overall reliability statistics was 0.835, which was above the threshold of 0.7; hence, the constructs were acceptable for the study.

3.7 Diagnostic Analysis

The study undertook collinearity test. The findings are presented below;

Table 3.2 Collinearity Statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Perceived quality	.598	1.672
	Perceived value	.612	1.633
	Media influence	.590	1.694
	Gender identity	.590	1.696

a. Dependent Variable: Consumer purchasing behaviour

Table 3.2 shows that variance inflation factor (VIF) values are all less than ten, meaning that there was no multicollinearity. The Tolerance value checks on the degree of Collinearity where a tolerance value lower than 0.1 shows that the variable could be considered as a linear combination of other independent variables. All the tolerance values for the study were above 0.1; hence, no collinearity problems.

3.8 Ethical Issues

Before undertaking the study, the researcher sought the approval of the supervisors and the graduate school of Strathmore University. The researcher also ensured that all collected data is treated with the utmost confidentiality and anonymity of the participants is upheld throughout the study. The participants were also requested to sign a Consent Form (Appendix II) detailing a brief outline of the study, how they're information would be treated, as well as informing them that completion and submission were completely voluntary.

CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

The chapter presents the research findings of the study. The chapter specifically outlined the response rate, the descriptive statistics, and the inferential analysis.

4.2 Background Information

4.2.1 Response Rate

The study sampled 115 consumers from South Africa. The response rate was 78%. According to Mugenda and Mugenda (2003), a response rate of above 50% of the sample respondents is considered sufficient for statistical analysis.

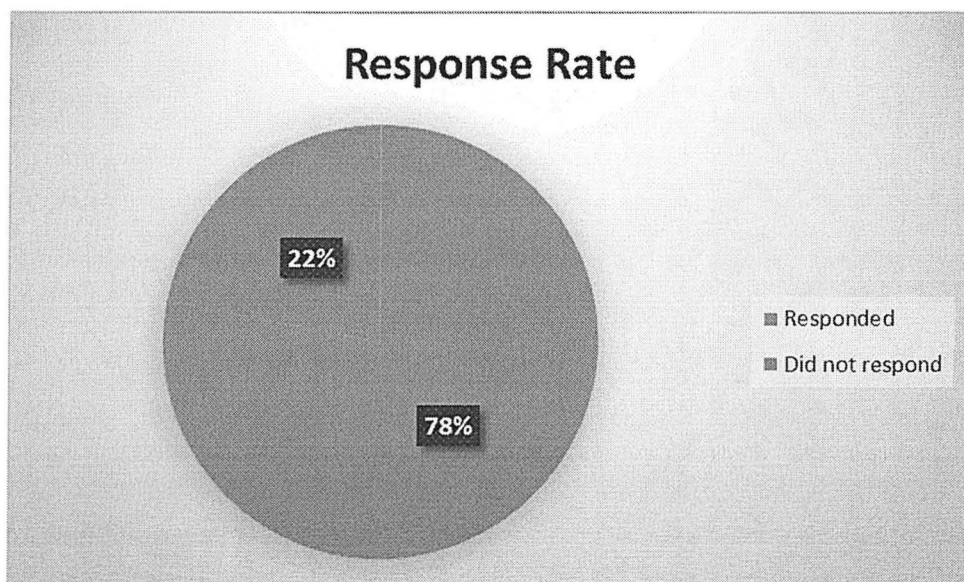


Figure 4.1 Response Rate

4.2.2 Age of the Respondents

The study sought to examine the age of the research respondents. The findings of the research are presented below;

Table 4.1 Respondents Age

		Frequency	Percent
Valid	18 – 25 years	2	2.2
	26 – 35 years	65	72.2
	36 – 45 years	22	24.4
	46 – 49 years	1	1.1
	Total	90	100.0

The results of the study indicated that the majority of the respondents (72%) were between the ages 26-35 years, 24% were between the ages of 36-45 years, 2% were between the age 18-25 years while only 1% of the respondents were above 46 years of age and not older than 49 years of age. This indicates that the respondents were all old enough to conduct their shopping.



4.2.3 Residence of the Respondents

The study further sought to examine the respondent's residence. The findings of the research are presented in Table 4.2;

Table 4.2 Respondents Residence

		Frequency	Percent
Valid	Yes	87	96.7
	No	3	3.3
	Total	90	100.0

The findings of the research indicated that 97% of the respondents were currently residing in South Africa, while only 3% of the respondents were not permanent residents of South Africa, as indicated on the table above.

4.2.4 Education level of Respondents

The respondents were asked to indicate their education level. The findings are presented in Table 4.3.

Table 4.3 Respondents in Education

	Frequency	Percent
Valid Matric/Senior Certificate	12	13.3
Diploma	9	10.0
Degree	25	27.8
Post-Graduate diploma/Honours	32	35.6
Masters	12	13.3
Total	90	100.0

The findings of the study indicated that most of the respondents 36% were post-graduate diploma holders, 28% of the respondents were degree holders, 13% had both masters and matric certification while only 10% of the respondents had diploma level qualification. The results indicated that the respondents were of an appropriate level of understanding and comprehension to contribute to the research problem.

4.2.5 Monthly Net Income of Respondents

The findings of the research indicated that most of the study respondents 29% had a monthly net income of R50,000 and above, 26% of the respondents had a net income of R35,000-R50,000, 20% of the respondents had a net income of R25,000-R35,000, 13% of the respondents had an income of R10,000-R25,000 while only 6% of the respondents had an income of less than R5,000 and R5,000-R10,000 respectively.

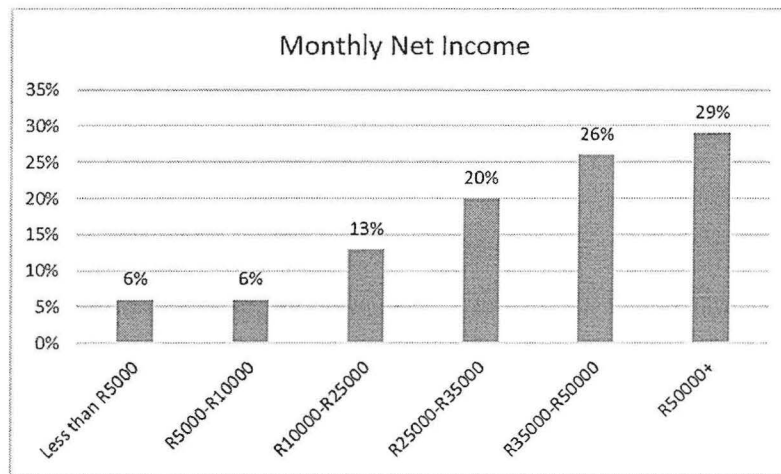


Figure 4.2 Respondents Monthly Net Income

4.2.6 African Aesthetic Brands Purchased

The research further sought to determine the most purchased African aesthetic brands over the last two years. The results are as shown below.

Table 4.4 African Aesthetic Brands

	Frequency	Percent
Maxhosa	11	12.2
Siko Republik	1	1.1
LeatherZulu	7	7.8
None of the above	2	2.2
Khosi Nkosi	57	63.3
Others	14	15.6
Total	90	100.0

The findings of the research indicated that for the respondents 63% purchased Khosi Nkosi, 16% of the respondents purchased other African aesthetic brands, 12% of the respondents purchased Maxhosa, 8% of the respondents purchased Leather Zulu, 2% of the respondents did not purchase any African aesthetic brands while only 1% of the respondents purchased Siko Republik. This indicates that the majority of the respondents had actively been purchasing African aesthetic brands.

4.3 Descriptive Analysis

The study applied descriptive analysis in the tabulation of the responses obtained. The study used the means, and standard deviation in analysis the Likert scale questions

where one strongly disagreed and five strongly agreed to analyse consumer purchasing behaviour, perceived quality, consumer income, media influence and gender identity.

The following criterion was utilised in the interpretation of the means; 0-1.50 being neither agree nor disagree; 1.51-2.50 being strongly disagreed; 2.51-3.50 being disagreed; 3.51-4.50 being agree and 4.51-5.00 being strongly agree.

4.3.1 Consumer Purchasing Behaviour

The dependent variable for the study was to examine consumer purchasing behaviour. The results are as shown in Table 4.5.

Table 4.5 Consumer Purchasing Behaviour Descriptive

	N	Sum	Mean	Std. Deviation
Would recommend to colleagues to purchase	90	327.00	3.6333	1.27597
Have purchased from local firms in the past	89	313.00	3.5169	1.34090
Would consider purchasing in the future	90	280.00	3.1111	1.34452

The results of the study indicated that regarding the respondents would recommend to their colleagues to purchase African aesthetic brands there was agreement among respondents as indicated by a mean of 3.6333 and a deviation of 1.27597 indicating high variation in the responses. Concerning the respondents that have purchased African aesthetic brands within local firms in the past, there was agreement as shown by a mean of 3.5169 and a deviation of 1.34090 indicating high variation in the responses obtained. About respondents would consider purchasing African aesthetic brands in the future, as shown by a mean of 3.1111 and a deviation of 1.34452. Kotler and Keller (2016) acknowledge that purchasing behaviour is dependent on the available knowledge and the purchasing intention and the post-purchase behaviour, which is informed by the value of the specific products against other alternatives. Mbugua (2017) indicated that social, personal and cultural factors affected the purchasing behaviour.

4.3.2 Perceived Quality of the African Brands

The study examined the level of the perceived quality of African brands among the respondents.

Table 4.6 Perceived Quality of African Brands

	N	Sum	Mean	Std. Deviation
Design of the brand influences the decision to purchase	90	396.00	4.4000	1.02552
Perception of the quality level of brand influences decision to purchase	90	383.00	4.2556	1.03382
Familiarity with similar African brands influences the decision to purchase	90	364.00	4.0444	1.03762
Variety of styles available influences decision to purchase	90	371.00	4.1222	1.10999
The durability of the products influences the decision to purchase	90	369.00	4.1000	1.14214

Concerning the design of the brand influences the respondent's decision to purchase, there was agreement among the respondents as indicated by a mean of 4.4 and a deviation of 1.02552 showing moderate dispersion in results. Singh (2016) acknowledges that the real quality of the product influences the purchasing decisions of a firm. About the respondent's perception of the quality level of the brand influences their decision to purchase, there was agreement among respondents as indicated by a mean of 4.2556 and a deviation of 1.03382. These results are consistent with Chattha (2016), who indicated that perceived quality has a positive effect on developing brand loyalty and purchasing decision.

Results of the study indicated that there was agreement among respondents about familiarity with similar African brands influences their decision to purchase, as shown by a mean of 4.0444 and a deviation of 1.03762. Concerning the variety of styles available influences their decision to purchase, there was agreement among respondents as shown by a mean of 4.1222 and a deviation of 1.10999. Ferrell and Hartline (2013) also posited that different product features had a positive effect on customer desires. Results of the study also showed that about the durability of the

African brand's products influences their decision to purchase there was agreement among respondents as shown by a mean of 4.1 and a deviation of 1.14214 indicating high variation in the responses. The results are consistent with Van den Berg, (2017, who indicated that the quality of the fashion brands had a positive effect on the purchase intentions.

4.3.3 Consumer Perceived Value of African Brands

The second research variable examined the level of Consumer Perceived Value of African Brands. The findings are presented below;

Table 4.7 Consumer Perceived Value Descriptive

	N	Sum	Mean	Std. Deviation
The pricing level of African brands influences the decision to purchase	90	354.00	3.9333	1.11979
The availability of African brands influences the decision to purchase	90	352.00	3.9111	1.09795
The aesthetic value of African brands influences the decision to purchase	90	388.00	4.3111	.97893

About the pricing level of African brands influences the respondent's decision to purchase, there was agreement among respondents as indicated by a mean of 3.9333 and a deviation of 1.11979. Chevalier and Mazzalovo (2012) also acknowledged that product pricing has a positive effect on the purchasing decisions of consumers. Concerning the availability of the African brands influences their decision to purchase, there was agreement among the respondents as indicated by a mean of 3.9111 and a deviation of 1.09795 showing moderate variations in responses. The results also indicated that the aesthetic value of African brands influences their decision to purchase there was agreement among respondents as indicated by a mean of 4.3111 and a deviation of .97893 showing minimal variations in responses.

4.3.4 Media Influence on African Brands

The study sought to examine the media influence on the respondents. The results are shown below;

Table 4.8 Media Influence Descriptive

	N	Sum	Mean	Std. Deviation
An increase in the number of reviews within the media influences decision to purchase	90	279.00	3.1000	1.37432
Recognition of the cultural value influences the decision to purchase	90	322.00	3.5778	1.36553
Availability of promotional content in the media influences decision to purchase	90	296.00	3.2889	1.35119
Brand recognition on social networking sites influences the decision to purchase	90	299.00	3.3222	1.27048
Increased acceptance of African brands at major fashions events influences decision to purchase	90	275.00	3.0556	1.41708

About respondents there was an increase in the number of reviews of African brands within the media influences respondent's decision to purchase while there was disagreement among respondents as shown by a mean of 3.1 and a deviation of 1.37432 indicating high variation in responses. Mbumbwa (2016) acknowledged that the utilisation of the media had fostered the demand for fashion brands within the African market. Concerning the recognition of the cultural value of African brands influences their decision to purchase, there was agreement among respondents as shown by a mean of 3.5778 and a deviation of 1.36553. The results are consistent with Schmidt, Mason, Steenkamp, and Mugobo (2017), who indicated that brand recognition within the retail sector fostered performance of fashion firms.

Findings of the study also indicated that respondents were in disagreement that availability of African brands promotional content in the media influences their decision to purchase as shown by a mean of 3.2889 and a deviation of 1.35119 showing high dispersion in responses. About the brand recognition of African brands on social networking sites influences their decision to purchase, there was disagreement among

respondents as shown by a mean of 3.3222 and a deviation of 1.27048. Regarding how increased acceptance of African brands at major fashion events influence their decision to purchase, there was disagreement among respondents as shown by a mean of 3.0556 and a deviation of 1.41708. The findings of the study are in line with Lee and Barnes (2016), who indicated that promotional awareness and previous buying experiences influenced online apparel shopping.

4.3.5 Gender Identity of African Brands

The results of the study sought to examine the gender identity of African brands.

Table 4.9 Gender Identity Descriptive

	N	Sum	Mean	Std. Deviation
Availability of a wide array of brands across gender identities influence on the decision to purchase	90	280.00	3.1111	1.34452
Acceptance of African brands within different genders influence on the decision to purchase	90	257.00	2.8556	1.25922
Recognition of gender-sensitive attire by designers influence on the decision to purchase	90	252.00	2.8000	1.24702
Cultural acceptance of African brands based on gender influence on the decision to purchase	90	252.00	2.8000	1.31713

Concerning the availability of a wide array of African brands across gender identities does influence the respondent's decision to purchase, there was disagreement among respondents as shown by a mean of 3.1111 and a deviation of 1.34452. These results are consistent with Larsen (2010), who indicated that gender segmentation was linked to clothing demand. Regarding the acceptance of African brands within different genders does influence their decision to purchase, there was disagreement among respondents as shown by a mean of 2.8556 and a deviation of 1.25922. The results are supported in the literature by de Villiers, Chinomona and Chuchu (2018) who indicated that gender was key in making fashion decision and demands for particular clothing brands.

Results of the study indicated disagreements among respondents that recognition of gender-sensitive attire by designers of African brands does influence their decision to purchase as shown by a mean of 2.8 and a deviation of 1.24702. Concerning the cultural acceptance of African brands based on gender does influence their decision to purchase, there was disagreement among respondents as shown by a mean of 2.8 and a deviation of 1.31713. The results are consistent with Bezuidenhout, Jacobs, and Sonnenberg (2016), who indicated that gender was key in making purchasing decisions within departmental stores.

4.4 Inferential Analysis

The study conducted correlation analysis, regression analysis, ANOVA testing and examined the regression coefficients of the model.

4.4.1 Correlation Analysis

The study utilised the Pearson correlation in examining the causality between the research variables.

Table 4.10 Correlation Matrix

Consumer purchasing behaviour		
Perceived quality	Pearson Correlation	.488
	Sig. (2-tailed)	.000
	N	90
Consumer perceived value	Pearson Correlation	.894
	Sig. (2-tailed)	.014
	N	90
Media influence	Pearson Correlation	.006
	Sig. (2-tailed)	.000
	N	90
Gender identity	Pearson Correlation	.004
	Sig. (2-tailed)	.000
	N	90

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

* . Correlation is significant at the 0.05 level (2-tailed).

The first objective of the research sought to determine the effect of perceived quality on the consumer purchasing behaviour of African aesthetic brands. The findings of

the research showed that there was a positive effect of perceived quality on consumer purchasing behaviour as shown by $p=.488$, $\text{sig} = .000 < .05$. The above findings are in line with Singh (2016), who indicated that perceived quality had a positive effect on consumer demand for a product.

The second objective of the research sought to determine the effect of consumer perceived value on the consumer purchasing behaviour of African aesthetic brands. The findings of the research showed that there was a positive effect of consumer perceived value on consumer purchasing behaviour as shown by $p=.894$, $\text{sig} = .014 < .05$. These results are consistent with Cronje, Jacobs, and Retief (2016), who indicated that income level positively affected the consumption of clothing brands in the South African market.

The third objective of the research sought to determine the effect of media influence on the consumer purchasing behaviour of African aesthetic brands. The findings of the research showed that there was a positive effect of media influence on consumer purchasing behaviour as shown by $p=.006$, $\text{sig} = .000 < .05$. Duffett (2015) also indicated that media had a powerful effect on the creation of perception and demand within the fashion industry.

The fourth objective of the research sought to determine the effect of gender identity on the consumer purchasing behaviour of African aesthetic brands. The findings of the research showed that there was a positive effect of gender identity on consumer purchasing behaviour as shown by $p=.004$, $\text{sig} = .000 < .05$. Fletcher and Tham (2014) concluded that gender had a significant bearing in making fashion decisions, and aspects of quality influenced buying behaviour.

4.4.2 Regression Analysis

The main objective of the research was to examine factors that influence the consumer buying behaviour of African aesthetic fashion brands in the South African fashion industry.

Table 4.11 Regression Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	.775 ^a	.600	.581	1.83536

a. Predictors: (Constant), Gender identity, Consumer income, Perceived quality, Media influence

The results of the above-generalised model indicated that the considered factors in the study explain 60% variations in the consumer purchasing behaviour of African aesthetic brands, as shown by $R^2=.600$. The other factors not considered in the research, explain 40% of the purchasing decisions. The results are consistent with (Rogerson, 2018); who indicated that quality influenced purchasing intentions; Rodney and Wakeham (2016) indicated that culture influenced the demand for fashion products. The results are also in line with Cronje, Jacobs and Retief (2016) who indicated that the level of income and pricing had a positive effect on the purchasing intentions.

4.4.3 ANOVA Model

The study further sought to examine the statistical significance of the research model. The study utilised the F-statistic results as the basis of testing the significance of the study model.

Table 4.12 ANOVA Summary

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	429.228	4	107.307	31.855	.000 ^b
	Residual	286.328	85	3.369		
	Total	715.556	89			

a. Dependent Variable: Consumer purchasing behaviour

b. Predictors: (Constant), Gender identity, Consumer income, Perceived quality, Media influence

The findings of the ANOVA model sought to examine the statistical significance of the model in determining the association between the study variables (assessment of

factors affecting consumer purchasing behaviour). The results indicated that the f -statistic = 31.855 > F - (critical f ; 1.162), p -value = .000 < .05. This indicates that the model was statistically significant and fit.

4.4.4 Regression Coefficients

The findings of the regression coefficients are presented in Table 4.13 below;

Table 4.13 Regression Coefficients

Model		Unstandardised		Standardised		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.480	1.264		5.126	.000
	Perceived quality	.089	.070	.114	1.284	.003
	Consumer income	.117	.110	.094	1.068	.002
	Media influence	.232	.046	.447	5.011	.000
	Gender identity	.281	.056	.451	5.044	.000

a. Dependent Variable: Consumer purchasing behaviour

The resultant regression model will be;

$$Y = 6.480 + .089X_1 + .117X_2 + .232X_3 + .281X_4 + 1.264$$

The research further sought to examine the significance of the factors affecting the consumer purchasing behaviour of African aesthetic brands, the coefficients of the regression (β), the intercept of the model (α) and the significance of all the coefficients was subjected to further t-tests.

The test results in table 4.13 indicate a constant $\alpha = 6.48$ is significantly different from 0 since the p -value .000 < .05. The beta value (β) = .089 is significantly different from 0 since the p -value .003 < .05. This indicates that there is a statistically significant positive effect of perceived quality on consumer purchasing behaviour. A unit change in perceived quality will result in a .089 unit change in the consumer purchasing behaviour of African aesthetic brands. These results are consistent with Rootman and Krüger, (2017) who indicated that perceived quality inclinations had an influence on buying behaviour within the clothing industry.

The test results in table 4.13 indicate a constant $\alpha = 6.48$ is significantly different from 0 since the p-value $.000 < .05$. The beta value (β) = $.117$ is significantly different from 0 since the p-value $.002 < .05$. This indicates that there is a statistically significant positive effect of consumer perceived value on consumer purchasing behaviour. A unit change in consumer perceived value will result in a $.117$ unit change in the consumer purchasing behaviour of African aesthetic brands. The above results are in line with esteem (Juha, 2008; Chevalier & Mazzalovo, 2012), who indicated that consumer income and economic factors influenced purchasing decisions.

The test results in table 4.13 indicate a constant $\alpha = 6.48$ is significantly different from 0 since the p-value $.000 < .05$. The beta value (β) = $.232$ is significantly different from 0 since the p-value $.000 < .05$. This indicates that there is a statistically significant positive effect of media influence on consumer purchasing behaviour. A unit change in media influence will result in a $.232$ unit change in the consumer purchasing behaviour of African aesthetic brands. Lee and Barnes (2016) also indicated that online process and promotional tools fostered purchasing behaviour.

The test results in table 4.13 indicate a constant $\alpha = 6.48$ is significantly different from 0 since the p-value $.000 < .05$. The beta value (β) = $.281$ is significantly different from 0 since the p-value $.000 < .05$. This indicates that there is a statistically significant positive effect of gender identity on consumer purchasing behaviour. A unit change in gender identity will result in a $.281$ unit change in the consumer purchasing behaviour of African aesthetic brands. Hegner and Jevons (2016) findings also indicated that gender affected the purchasing intentions within the fashion market.

4.5 Chapter Summary

The chapter presented the results of the research in line with the research objectives. The study incorporated both descriptive and inferential statistics. The study utilised tables, charts and bar graphs in the presentation of the research results. The overall regression results indicated that 60% variations in the consumer purchasing behaviour of African aesthetic brands were determined by perceived quality, consumer perceived value, media influence and gender identity.

CHAPTER FIVE

SUMMARY, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The fifth chapter of the study presented the summary, conclusions and recommendations of the research. The chapter was aligned with the research objectives.

5.2 Summary

The study conducted an assessment of the factors examining the consumer purchasing behaviour of African aesthetic brands. The study was premised on the social cognitive theory. The study examined how consumer income, media influence, gender identity and perceived quality and how this influences consumer perception-behaviour. The study sampled 115 respondents drawn from consumers within the South African fashion industry. The research collected research data using a structured questionnaire. The research utilised both descriptive and inferential statistical analysis.

The research was able to obtain a 78% response rate. The findings of the study indicated that at least 72% of the respondents were between the ages of 26-35 years. The results of the research showed that 36% of the respondents had attained at least a postgraduate diploma honours qualification. The findings of the study further indicated that 29% of the respondents had an income level of above R50,000.

The results of the study indicated that most respondents agreed that they had purchased aesthetic brands in the past, they would recommend colleagues to purchase aesthetic brands, and they would consider the purchase in the future. The results of the above-generalised model indicated that the considered factors in the study explain 60% variations in the consumer purchasing behaviour of African aesthetic brands.

5.3 Discussion

5.3.1 Perceived Quality and Consumer Purchase Behaviour

The first objective of the study sought to examine the effect of perceived quality on consumer purchase behaviour. The findings of the research indicated that the design of the brand, the perceived quality, familiarity with African brands, variety of styles and durability of the African brand products influence the consumer buying behaviour.

The findings of the research showed that there was a positive effect of perceived quality on consumer purchasing behaviour as shown by $p=.488$, $sig = .000<.05$. The above results are consistent with Kotler and Keller (2016) who acknowledged that purchasing behaviour is dependent on the available knowledge and the purchasing intention and the post-purchase behaviour which is informed by the value of the specific products against other alternatives. Chattha, (2016) who indicated that perceived quality has a positive effect towards developing brand loyalty and purchasing decision. Ferrell and Hartline (2013) also posited that different product features had a positive effect on customer desires. The results are consistent with Van den Berg, (2017), who indicated that the quality of the fashion brands had a positive effect on the purchase intentions.

5.3.2 Consumer perceived value and Consumer Purchase Behaviour

The second objective of the study sought to examine the effect of consumer perceived value on consumer purchasing behaviour. The findings of the research indicated that the pricing level of African brands, the availability of the brands and the aesthetic value of the brand affects consumer purchasing behaviour. The findings of the research showed that there was a positive effect of consumer perceived value on consumer purchasing behaviour as shown by $p=.894$, $sig = .014<.05$. Singh (2016) acknowledges that the real quality of the product influences the purchasing decisions of a firm. Chevalier and Mazzalovo (2012) also acknowledged that product pricing has a positive effect on the purchasing decisions of consumers.

5.3.3 Media Influence and Consumer Purchase Behavior

The third objective of the study sought to examine the effect of media influence on consumer purchasing behaviour. The results of the study indicated that an increase in an online review of African brands, recognition of the cultural value, availability of promotional content, brand recognition of African brands and increased acceptance of African brands affected consumer purchasing behaviour. The findings of the research showed that there was a positive effect of media influence on consumer purchasing behaviour as shown by $p=.006$, $sig = .000<.05$. Mbumbwa (2016) acknowledged that the utilization of the media had fostered the demand for fashion brands within the African market. The results are consistent with Schmidt, Mason, Steenkamp, and Mugobo, (2017) who indicated that brand recognition within the retail sector fostered

performance of fashion firms. The findings of the study are in line with Lee and Barnes (2016), who indicated that promotional awareness and previous buying experiences influenced online apparel shopping.

5.3.4 Gender Identity and Consumer Purchasing Behavior

The fourth objective of the study sought to examine the effect of gender identity on consumer purchasing behaviour. The results of the research showed that availability of a wide array of African brands across gender identities, acceptance of the brands by all genders, recognition of gender-sensitive attire by designers and cultural acceptance influenced consumer purchasing behaviour. The findings of the research showed that there was a positive effect of gender identity on consumer purchasing behaviour as shown by $p=.004$, $sig = .000 < .05$. These results are consistent with Larsen (2010), who indicated that gender segmentation was linked to clothing demand. The results are supported in the literature by de Villiers, Chinomona and Chuchu (2018) who indicated that gender was key in making fashion decision and demands for particular clothing brands. The results are consistent with Bezuidenhout, Jacobs, and Sonnenberg, (2016) who indicated that gender was vital in making purchasing decisions within departmental stores.

5.4 Conclusion

The research concludes that they are an array of factors that influence consumer purchasing behaviour. The study concludes that perceived quality, media influence, consumer perceived value and gender identity positively influence consumer purchasing behaviour.

5.4.1 Perceived Quality

The research concludes that the perceived quality of fashion brands was vital in predicting purchasing behaviour. The study further concludes that the aesthetic value of the fashion brands was core into determining the purchasing intentions. The research further showed that expected durability of the African brands and the familiarity of the brands was key to enhancing the buying behavior. The study further indicated that the variability of the African brands fostered the buying behavior.

5.4.2 Consumer Perceived Value

The research further concludes that the pricing level and the value placed on fashion products was vital in making purchasing decisions. The study further concluded that the ability of the African brands to satisfy the consumer needs was essential in fostering the buying behavior of consumers within South Africa.

5.4.3 Media Influence

The study concludes that increased in promotional of fashion brands influences purchasing behaviour. The research further finds that increased celebrity endorsement, online advertising, and maintaining social media channels fosters consumer purchasing behaviour. The study further concludes that increased recognition of African brands within media circles was key in strengthening the buying behavior. The research further concludes that increased acceptance of African brands in fashion blogs and shows was a predictor of increased purchasing behavior.

5.4.4 Gender Identity

The study concludes that having gender-sensitive clothing enhanced consumer purchasing behaviour. The research further concludes that cultural acceptability of the fashion brands enhanced the purchasing decisions. The study further concludes that availability of a wide-array of African brands that are acceptable to all genders enhanced their purchasing behavior.

5.5 Recommendations

The research recommends that local fashion firms should enhance the durability and aesthetic values of the fashion brands as this will foster the overall consumption. The study further recommends that fashion brands should enhance the quality of their products, offering as an incentive for enhancing purchasing decisions.

The research recommends that local retailers should offer better pricing mechanisms as this will foster the demand for African fashion brands among low-income earners. The study further recommends that local fashion brands should custom-tailor their products to different income groups to foster their demand and purchase orders.

The research also recommends that fashion brands should expand their media visibility as this will enhance brand recognition within the local fashion industry. The research further recommends that fashion firms should leverage emerging technologies to foster their advertisement and promotional services.

The study further recommends that fashion firms should enhance their value proposition that conforms to gender-identities within the apparel industry. The study further recommends that cultural-acceptability of African fashion should be leveraged upon to foster consumer purchasing behaviour.

5.6 Suggestions for Further Research

The research suggests that further research should be undertaken to examine how firm-specific strategies affect the performance of African fashion brands within the South African fashion industry. The study further suggests that further examination should be conducted on how business regulations affect the growth of Aesthetic African Fashion Industry. This will help to elucidate more information on how the government has impacted the local fashion industry.

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APPENDICES

Appendix I: Introduction Letter

Part 1: introduction

REF:

26 March 2019

Dear Participant

RE: INTRODUCTION LETTER - NATASHA E.M. MORET-QUBU

My name is Natasha Moret-Qubu, and I am a final year MBA student at Strathmore Business School in Nairobi, Kenya, and I wish to conduct a survey for my research project.

The purpose of the research is to assess and evaluate Consumer Buying Behaviour of African Aesthetic Fashion Brands in the South African context. Attached herewith is the questionnaire for completion in order to assist me in gathering the required data. Taking part involves the completion of an online questionnaire. If you are satisfied that you fully understand the goals behind this study, you will be asked to sign the informed consent form. Taking part in this study is entirely voluntary, and the decision rests only with you.

The information will be used to improve and enhance knowledge, insights and the management expertise of fashion firms that are operating within the African market. Moreover, the data collected will be useful to inform stakeholders on which factor affect the consumer buying behaviour of African brands and give them further insights. Please reach out to Strathmore Business School for any queries or clarifications on the study at +254 703 034 414.

You are also welcome to reach out to me directly on +254 722 702 853.

Yours faithfully,

Natasha Eaglet Moret-Qubu

Appendix II: Consent Form

PARTICIPANT INFORMATION AND CONSENT FORM

2.1: Why is this study being carried out?

As part of a Master's degree research project. The purpose of the research is to assess and evaluate Consumer Buying Behaviour of African Aesthetic Fashion Brands in the South African context.

2.2: Do I have to take part?

No. Taking part in this study is entirely optional, and the decision rests only with you. If you decide to take part, you will be asked to complete a questionnaire to get information on Consumer Buying Behaviour of African Aesthetic Fashion Brands. You are free to decline to take part in the study from this study at any time without giving any reasons.

2.3: Who is eligible to take part in this study?

Anyone over the age of 18
and lives in South Africa

2.4: Who is not eligible to take part in this study?

Anyone below the age of 18
Anyone living outside of South Africa

2.5: What will taking part in this study involve for me?

Taking part involves the completion of an online questionnaire. If you are satisfied that you fully understand the goals behind this study, you will be asked to sign the informed consent form (this form).

2.6: Are there any risks or dangers in taking part in this study?

There are no risks in taking part in this study. All the information you provide will be treated as confidential and will not be used in any way without your express permission.

2.7: Are there any benefits of taking part in this study?

The information will be used to improve and enhance the management expertise of fashion firms that are operating within the South African market.

2.8: What will happen to me if I refuse to take part in this study?

Participation in this study is entirely voluntary. Even if you decide to take part at first but later change your mind, you are free to withdraw at any time without explanation.

2.9: Who will have access to my information during this research?

All research records will be stored in securely locked cabinets. That information may be transcribed into our database, but this will be sufficiently encrypted and password protected. Only the people who are closely concerned with this study will have access to your information. All your information will be kept confidential.

2.10: Who can I contact in case I have further questions?

You can contact me, Natasha Moret-Qubu, at SBS, or by e-mail Natasha.moret@strathmore.edu, or by phone +254 722 702 853. You can also contact my supervisor, Dr. Fredrick Oduori, at the Strathmore Business School, Nairobi, or by e-mail foduori@strathmore.edu or by phone +254 703 034212

If you want to ask someone independent anything about this research please contact: The Secretary–Strathmore University Institutional Ethics Review Board, P. O. BOX 59857, 00200, Nairobi, email ethicsreview@strathmore.edu Tel number: +254 703 034 375

I have understood all that I have read and have had explained to me and had my questions answered satisfactorily. I understand that I can change my mind at any stage.

Please tick the boxes that apply to you:

Participation in the research study

I AGREE to take part in this research

I DO NOT AGREE to take part in this research

Storage of information on the completed questionnaire

I AGREE to have my completed questionnaire stored for future data analysis

I DON'T AGREE to have my completed questionnaire stored for future data analysis

Appendix III: Questionnaire

The below questionnaire seeks to collect data that will help in undertaking my research work. I kindly request all participants to answer the questions to the best of their ability and truthfully. Thank you in advance.

PART A: GENERAL INFORMATION

- 1) What is your age? (tick one)
18 – 25 years
26 – 35 years
36 – 45 years
46 – 49 years
- 2) What is your gender? (tick one)
Male
Female
- 3) Do you currently live in South Africa?
Yes
No
- 4) What is your highest level of education? (tick one)
Matric/Senior Certificate
Diploma
Degree
Honours/Post-Graduate
Masters
PhD
- 5) What is your monthly net-income (tick one)
Less than R5000.
R5000 - R10,000
+ R10,000 – R25,000

- + R25,000 – R35,000 []
- +R35,000 – R50,000 []
- +R50,000 []

6) Which of the following African Aesthetic Fashion brands have you shopped from in the past 2 years?

- Khosi Nkosi ()
- Maxhosa ()
- Siko Republik ()
- Kisua ()
- LeatherZulu ()

Other (that you regard as being similar to the above or as having an African Aesthetic).....

None of the above ()

PART B: CONSUMER BUYING BEHAVIOUR OF AFRICAN AESTHETIC FASHION BRANDS IN THE SOUTH AFRICAN FASHION INDUSTRY.

Please tick your level of agreement with the following statements. Indicate your response in the table using either a tick (✓) or a cross (×) on a scale of 1 to 5, where

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

No	Perceived quality and Consumer Buying Behaviour	1	2	3	4	5
1.	The design of the brand influences my decision to purchase					
2.	My perception of the quality level of the brand(s) influences my decision to purchase					
3.	My familiarity with similar African brands influences my decision to purchase					
4.	The variety of styles influences my decision to purchase					
5.	The durability of the African brands influences my decision to purchase					

Please tick your level of agreement with the following statements. Indicate your response in the table using either a tick (√) or a cross (×) on a scale of 1 to 5, where

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

No	Consumer Perceived Value and Consumer Buying Behaviour	1	2	3	4	5
1.	The pricing level of African brands influences my decision to purchase					
2.	Availability of the African brands influences my decision to purchase					
3.	The aesthetic value of African brands influences my decision to purchase					

Please tick your level of agreement with the following statements. Indicate your response in the table using either a tick (√) or a cross (×) on a scale of 1 to 5, where

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

No	Media Influence and Consumer Buying Behaviour	1	2	3	4	5
1.	An increase in the number of reviews of African brands within the media influences my decision to purchase					
2.	Recognition of the cultural value of African brands influences my decision to purchase					
3.	Availability of African brands promotional content in the media influences my decision to purchase					
4.	The brand recognition of African brands on social networking sites influences my decision to purchase					
5.	Increased acceptance of African brands at major fashion events influences my decision to purchase					

Please tick your level of agreement with the following statements. Indicate your response in the table using either a tick (✓) or a cross (×) on a scale of 1 to 5, where

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

No	Gender Identity and Consumer Buying Behaviour	1	2	3	4	5
1.	Availability of a wide array of African brands across gender identities does influence my decision to purchase					
2.	Acceptance of African brands within different genders does influence my decision to purchase					
3.	Recognition of gender-sensitive attire by designers of African brands does influence my decision to purchase					
4.	Cultural acceptance of African brands based on gender does influence my decision to purchase					

Please tick your level of agreement with the following statements. Indicate your response in the table using either a tick (✓) or a cross (×) on a scale of 1 to 5, where

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

No	Consumer Buying Behaviour	1	2	3	4	5
1.	I would recommend to my colleagues to purchase African aesthetic brands					
2.	I have purchased African aesthetic brands within local firms in the past					
3.	I would consider purchasing African aesthetic brands in the future					

Thank you for your Time

Appendix IV: Krejcie and Morgan Table

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384
<i>Note: N is Population Size; S is Sample Size</i>					<i>Source: Krejcie & Morgan, 1970</i>				