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## **APPENDIX A: DATA ANALYSIS**

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### **INTRODUCTION**

In this appendix the way in which the data analysis was done for the study is presented. The data analysis of the study was done according to the data analysis process proposed by Miles and Huberman (1994). The data analysis process is discussed subsequently.

### **VERBATIM TRANSCRIPTIONS OF THE INTERVIEWS**

All the interviews were transcribed by the researcher and typed up. The format of the data posed problems for the researcher because of the large volume of transcripts the researcher had to deal with. At first the data had to be reduced in order to get a more workable format of the data. The reduction and organisation of the data entailed that the scope of the data was reduced to fit the conceptual framework, the objectives, and sub-objectives of the study.

### **DATA REDUCTION**

Data reduction included the systematising and coding of the transcripts. The typed verbatim transcripts were coded by selecting and marking of specified themes, words or paraphrases on the transcripts. Firstly, the coding of data was done according to the three objectives formulated for the study. Highlighters were used to code the data. Every objective was given a colour: green for objective 1, blue for objective 2 and pink for objective 3. Secondly, from these

highlighted pieces further coding was done. Categories were identified from available literature, the objectives and sub-objectives and coded by using words. In this process certain new categories and sub-categories also emerged (see CHAPTER 5). Data not applicable or relevant to the present study were ignored.

The following categories were identified:

- data concerning the professional woman's purchasing practices and scripts (the steps, actions, and procedures followed), data concerning the perceptions and expectations of the professional women in connection with the Internet and their perceptions of apparel purchases and previous experiences with the Internet [marked in green];
- data concerning the dimensions the professional women uses when evaluating apparel products in general and on the Internet [marked in blue];
- data concerning the professional women's perceptions of the characteristics of the Internet namely risk perception, relative advantages, and compatibility [marked in pink].

As part of the observational field notes, the researcher made notes of the date, time, participant, and length of the interview in order to record the factual aspects of the research process.

A typed verbatim transcription and the manner in which it was coded by selecting and marking of specified themes, words or paraphrases, is subsequently presented.



## INTERVIEW 1: Unstructured individual interview

Nicolette

18 November 2002, 10:00

PWC, Menlyn (Pretoria)

Chartered Accountant

Age: 35

*How do you buy your clothes?*

I go shopping in Menlyn or Brooklyn or Santon City wherever. I have never been shopping on the Internet.

*Never?*

Yes. I am getting in the last few months I have started more on the Internet but only in the last few months. I prefer Internet banking. So I do that and if I am looking for holidays or web site pages or something. I am into photography and to go on workshops I'll look on the Internet. So I use it for that. It is a bit like catalogues I am a bit scared because you never know if it will fit and how it will look.

*Is that your main concern?*

That's a main thing the fit.

*And the safety of the Internet?*

No that does not bother me as such.

*Why not?*

Well maybe it is ignorance. I don't know.

*Have you ever bought anything on the Internet?*

Yes I have bought Exclusive Books. I bought a book last week. That is the first time I have done it. You are like getting me at a time that I am just starting. They haven't delivered it yet, but it was very, very easy. It was quick. O and ja I do Pick 'n Pay and Woolworths online. They deliver once a month both of them.

*How do you buy then?*

On their web site and I pick the stuff and then they deliver it for me.

*Why do you do it like that?*

Because I don't to go and walk around Pick 'n Pay. I don't like shopping for groceries I hate it. I can do so much more with my time...

*And the time aspect?*

It saves time 100%.

*And clothing shopping?*

I would do it. You will have to get very good pictures and then the sizing as well. I would have to feel comfortable that the sizes where... I don't know. The problem is my concern is that some places you've got a size 36 and it fits like a Polo or Jellybean and that sort of stuff in a 36 I fit. And I know that make and generally I fit. But now you give me something different and then the size differ and the other thing is if I am returning it, if I have to go to the post office or they don't pick it up from the house to return it. There's now way that I will do it. Cause the hassle of going to the post office or the hassle of delivering something. ...

*If you can exchange it at the shop how would that be?*

You know I then might as well just go and buy it. I would rather sit in my office and order it and have it delivered to the house and then if it's wrong picked up from the house. That's called being very lazy but that's how. Otherwise it is quicker for me to go to Menlyn or to a shop.

*Can you describe to me how you do your shopping in as much detail as you can?*

It depends. If I got something specific I'll go to a shopping center. Walk through all the shop I kind of like. There is a few shops I know I like. Like Bailey Classics, Stuttafords, there's the Polo shop those kind of shops. And there's also one opposite Bailey Classics. I know my set shops. I won't go into like Soviet not Soviet, they got very small stuff, KooKai, stuff like that. I can't fit it. I am a big person. And another thing if you can find longer trousers, Polo makes longer trouser then I would get it.

*Like Levi also got longer trousers.*

That's it, then I would buy it. First thing is I will go to the shops. And then I always pay by credit card. And I will always try it on first.

*And what is the first thing you look at when you see something you like?*

The ..that's another thing that you won't get on the Internet is the feeling of the material. I'll go and I feel it.

*Do you feel for something specific?*

Ja I like a soft feel, I don't like linen anymore cause it creases on me too much. I think that's it. I walk in... another thing is also you can't see on the Internet you see the mannequins, you see what they wear like outfits. I also try to buy an outfit because otherwise if I buy one pair of trousers I get home and then I don't have a top to match it. That is important to see a complete outfit. For ideas how to make it up and match it. The first thing I walk up and I feel the material and then the colour. The colour is important. Cream, white beige, I am trying to get into more colours because colours are coming in. I don't like yellow. The colour and the feel. Basic colours. A little top can be a bright top and then you wear a black suit with it one flower and stuff like that. Always try it on. That's the one thing you have to try it on. Cause sometimes just doesn't look right.





*Will you try on everything?*

I will not buy something I haven't tried on. Cause also I've got big shoulders and sometimes it fits to tight even if it is a large it fits tight and sometimes a large will be really big. A large doesn't mean a lot.

*What I wanted to know do you think you have a picture of how you do everything?*

Ja and that probably the problem cause I am very much same-o-same-o. I try to now get different styles or be more creative. The lady that sold us our house came through to see us three times and she had these, this material (polyester/ spandex, knitted material) but beautiful bright blues and pinks in that with a little blue top and it looked so nice. And the next day she wore purple pants with as stripe down the side and a little white top. Very bright colours I am mean she was a pretty blonde, it looked so nice. And then I went to the shops two days later and I thought with this in mind, with this three visions in mind of the lady, I am going to buy some nice bright stuff and I couldn't find anything. I even went into Nicci, you know Nicci? It is oke sometimes I even went in there looking but I couldn't find anything. I sometimes try to change. Maybe in that instance I would if I seen something nice I would buy it.

*How will you go about that?*

I will buy on impulse. I am more an impulse buyer. I will do both. I will go look for something and then I see something else. But shoes are my biggest weakness it is total impulse and then I never wear them again. It is terrible it really so-so bad. I will do both it depends on my mood totally if I see something I like I will buy it. Also I haven't got a concern with money. I must say the shop opposite Bailey Classics in Menlyn. They've got suits. There's a black gay guy working there. Now that one's got expensive suits. That got some suit I would like to buy but they like R6000. All imported suit R4000-R6000.

*Have you ever thought about buying clothes on the Internet?*

No not really. I have only just started the Internet. Maybe I haven't got round to it. Maybe if one of my friends say this is a really nice web site you must go to that then I might. I haven't seen anything that said you must go to this web page or something like that. If I see some advertising or something like that then I will go to that web page.

*Any advantages you can think of for you if you buy on the Internet?*

Advantages would be it saves time, but then you wouldn't really as much browse. You would be buying specific. Is like if I buy groceries at Pick 'n Pay I actually save money because I buy exactly what need on my list. I don't impulse buy. You won't impulse buy so much. Unless there's this really nice web site that you would like spend a lot of time on. And then the return policy and the delivery is very convenient and the short time. And I would want it quite quickly as well. Start to wear it.



After the first data reduction step all the marked or high-lighted parts of all the participants transcriptions were cut and paste in to tables developed according to the categories and sub-categories identified from relevant literature that were related to the objectives and sub-objectives as well as from the emerged themes.

This stage was mainly done using a word processing programme on the computer. Electronic files were created of the highlighted or chosen data from the transcripts. The three identified themes (objectives) served as headings for the tables.

Tables for each category and sub-category were created. Identical files for each participant were created. Data were moved to the correct tables (categories and sub-categories) using the cut and paste functions of the programme. This process was repeated for each of the eight participants. The organising of the data took place according to the objectives and sub-objectives.

All the changes and refining of the tables were made, ignoring data not applicable or relevant for the present study. An example of how the data were cut and paste into the tables is presented below.

**Nicolette**

**Chartered accountant**

**PWC- Menlyn (Pretoria)**

**Age: 35**

**Objective 1: To explore, describe and get a better understanding of the role that existing apparel purchasing scripts play in professional women's adoption of the Internet for online apparel purchasing.**



SCRIPTS / CURRENT APPAREL PURCHASING PRACTISES		
QUESTION	RESPONSE	
Do you think you have a picture how you do everything?	Ja, and that probably is the problem' cause I am very much same-o-same-o. I try to now get different styles or be more creative. The lady that sold us our house came through to see us three times and she had these, this material (polyester/ spandex, knitted material) but beautiful bright blues and pinks in that with a little blue top and it looked so nice. And then I went to the shops two days later and I thought with this in mind, with this three visions in mind of the lady, I am going to buy some nice bright stuff and I couldn't find anything. I even went into Nicci, you know Nicci? It is OK sometimes I even went in there looking but I couldn't find anything. I sometimes try to change. Maybe in that instance I would if I seen something nice I would have bought it.	Script structure Aesthetic properties; colour Script change
<b>a) PROBLEM IDENTIFICATION</b>		
QUESTION	RESPONSE	
Can you describe your clothing shopping process for me in as much detail as you possible?	It depends. If I got something specific I'll go to a shopping centre. Walk through all the shop I kind of like. There's a few shops I know I like. Like Bailey Classics, Stuttafords, there's the Polo shop those kind of shops. And there's also one opposite Bailey Classics. I know my set shops. I won't go into like Soviet not Soviet, they got very small stuff, KookKai, stuff like that. I can't fit it. I am a big person. And another thing if you can find longer trousers. Polo makes longer trouser then I would get it.	Specific Familiar stores: Sizes Functional aspects: fit
	I will buy on impulse. I am more an impulse buyer. I will do both. I will go look for something and then I see something else. But shoes are my biggest weakness it is total impulse and then I never wear them again. It is terrible it really so-so bad. I will do both it depends on my mood totally if I see something I like I will buy it. Also I haven't got a concern with money.	Impulsive or combined
<b>b) SELECTIVE SEARCHING FOR ALTERNATIVES</b>		
QUESTION	RESPONSE	
	That's it, then I would buy it. First thing is I will go to the shops. And then I always pay by credit card.	Manner of payment Buy in store
<b>c) EVALUATION AND ASSESSMENT OF ALTERNATIVES</b>		
QUESTION	RESPONSE	
You don't even consider buying cash or on account?	No I won't do that. I will pay by credit card and I will always try it on first.	Manner of payment Try-on procedure
Will you try on everything ?	I will not buy something I haven't tried on. Cause also I've got big shoulders and sometimes it fits to tight even if it is a large it fits tight and sometimes a large will be really big. A large doesn't mean a lot.	Try-on procedure: routine



**Objective 2: To explore, describe and get a better understanding of the role that the dimensions (physical and performance properties) of apparel products play and how these are evaluated in the professional women's adoption of the Internet for the purchase of apparel**

PHYSICAL PROPERTIES (TEXTILE, CONSTRUCTION, DESIGN & FINISHES)		
QUESTION	RESPONSE	
And what is the first thing you look at when you see something you like?	<p>The ..that's another thing that you won't get on the Internet is the feeling of the material. I'll go and I feel it.</p> <p>Ja I like a soft feel, I don't like linen anymore cause it creases on me too much. I think that's it. I walk in...</p>	<p>Textile properties</p> <p>Crease</p> <p>Touch</p>
<p>Performance properties</p> <p>Aesthetic aspects: colour, line, touch &amp; beauty)</p> <p>Functional aspects: utility, fit, comfort, care instructions &amp; durability)</p>		
Do you feel for specific thing?	<p>.. another thing is also you can't see on the Internet you see the mannequins, you see what they wear like outfits. I also try to buy an outfit because otherwise if I buy one pair of trousers I get home and then I don't have a top to match it. That is important to see a complete outfit. For ideas how to make it up and match it. The first thing I walk up and I feel the material and then the colour. The colour is important.</p>	<p>Aesthetic aspects: visual presentation, colour</p> <p>Performance aspects; utility</p> <p>Functional risks</p>
	<p>Cream, white beige, I am trying to get into more colours because colours are coming in. I don't like yellow. The colour and the feel. Basic colours. A little top can be a bright top and then you wear a black suit with it one flower and stuff like that.</p>	<p>Colour</p> <p>Touch</p>

## DATA DISPLAY

Data display included the organised and summarised presentation of data. Syntheses of coded and analysed data were made in order to be able to draw conclusions. The displaying of data was done according to the objectives and sub-objectives formulated for the study. Themes were identified between the cases and systematically brought in relation with the categories and sub-categories. Relevant verbatim quotations from the transcribed interviews were used to verify the findings and to provide significant descriptions. During this stage data was discussed according to the objectives and sub-objectives as well



**Objective 2: To explore, describe and get a better understanding of the role that the dimensions (physical and performance properties) of apparel products play and how these are evaluated in the professional women's adoption of the Internet for the purchase of apparel**

PHYSICAL PROPERTIES (TEXTILE, CONSTRUCTION, DESIGN & FINISHES)		
QUESTION	RESPONSE	
And what is the first thing you look at when you see something you like?	<p>The ..that's another thing that you won't get on the Internet is the feeling of the material. I'll go and I feel it.</p> <p>Ja I like a soft feel, I don't like linen anymore cause it creases on me too much. I think that's it. I walk in...</p>	<p>Textile properties</p> <p>Crease</p> <p>Touch</p>
<p>Performance properties</p> <p>Aesthetic aspects: colour, line, touch &amp; beauty)</p> <p>Functional aspects: utility, fit, comfort, care instructions &amp; durability)</p>		
Do you feel for specific thing?	<p>.. another thing is also you can't see on the Internet you see the mannequins, you see what they wear like outfits. I also try to buy an outfit because otherwise if I buy one pair of trousers I get home and then I don't have a top to match it. That is important to see a complete outfit. For ideas how to make it up and match it. The first thing I walk up and I feel the material and then the colour. The colour is important.</p>	<p>Aesthetic aspects: visual presentation, colour</p> <p>Performance aspects; utility</p> <p>Functional risks</p>
	<p>Cream, white beige, I am trying to get into more colours because colours are coming in. I don't like yellow. The colour and the feel. Basic colours. A little top can be a bright top and then you wear a black suit with it one flower and stuff like that.</p>	<p>Colour</p> <p>Touch</p>

## DATA DISPLAY

Data display included the organised and summarised presentation of data. Syntheses of coded and analysed data were made in order to be able to draw conclusions. The displaying of data was done according to the objectives and sub-objectives formulated for the study. Themes were identified between the cases and systematically brought in relation with the categories and sub-categories. Relevant verbatim quotations from the transcribed interviews were used to verify the findings and to provide significant descriptions. During this stage data was discussed according to the objectives and sub-objectives as well

as the categories and sub-categories identified (see CHAPTER 5). An example of how the data were displayed is presented below.

### 5.3.1 Sub-objective 5: What role does the evaluation of the physical properties of apparel products play in professional women's adoption of the Internet for the purchasing of apparel?

#### 5.3.1.1 Physical properties

The physical properties of apparel comprise aspects such as the design, textiles and, construction of the item. The specific sub-categories related to the evaluation of the physical properties of apparel were created using existing categories from existing theory (Brown & Rice, 1998:38). The sub-categories include *textile*, *design*, *finishes* and *construction*. These sub-categories are discussed below and supported by relevant verbatim responses.

**Textile:** It appears that the participants first of all evaluate the textile of the apparel item after having identified the item as a possible suitable purchase among the alternatives.

"... Yes, the first thing that I do is to feel the material; I scrunch it because I hate creases, I hate clothes that are crumpled." (a)

"... The first thing is I walk up and I feel the material." (e)

Most of the participants evaluate the textile to ascertain whether it is crease resistant – they prefer crease free or crease resistant textiles. They also feel the item to determine the quality of the textile.

"... Textile quality...I feel it when I am in the store. On Internet this is one of the major drawbacks, one has to rely on the reputation of the store you are purchasing the goods from." (e)

"... I usually look for something that doesn't crease. I don't go much for something like viscose material, because you get viscose that is closely woven and doesn't really breathe and it crumples a lot." (f)

"... I don't like stuff like this viscose material because it creases so much." (g)

## INTERPRETATIONS AND DRAWING OF CONCLUSIONS

The drawing of conclusions and verification of data formed the last step in the data-analysis process. Contradictory sets and corresponding themes and patterns in the data made it possible to make interpretations and draw conclusions. The conceptual framework developed for the study was used to make interpretations and draw the conclusions. The role of the identified factors in the adoption process was also highlighted in this manner. A comprehensive presentation of the interpretations, implications and conclusions can be found in **CHAPTERS 6 and 7**.