

**Black urban consumers' motivation for conspicuous and status clothing
brand consumption**

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Dissertation

Master's degree in Consumer Science: Clothing Retail Management

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by

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August 2014

So do not fear, for I am with you; do not be dismayed, for I am your God. I will strengthen you and help you; I will uphold you with my righteous right hand.

Isaiah 41:10

I dedicate this to my grandfather: Etienne du Toit

DECLARATION

I, Adèle Elizabeth Weber declare that this research study is my own original work. It is submitted in partial fulfilment of the requirements for the degree Master of Consumer Science: Clothing Retail Management, University of Pretoria. It has not been submitted by me or anyone else before for any degree or examination at any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

A.E Weber

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SUMMARY

Black urban consumers' motivation for conspicuous and status clothing brand consumption

by

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Degree: Master's in Consumer Science: Clothing Retail Management

Young Black professionals (Buppies) have taken the South African market by storm. These individuals and their parents come from suppressed and poverty-stricken pasts. Since the abolishment of the Apartheid regime, they have been provided with remarkable prospects and have been given the opportunity to participate in the economy. They are a vastly growing consumer segment. However, very little information is available on their needs, desires and motivation. With their newfound wealth and higher-paying professional positions they are now able to spend money on luxury items and in so doing, express how far they have come to the outside world. The purpose of this study was to investigate and describe this dynamic market's motivations to consume. In order to provide more insight, research was done on their motivation to engage in conspicuous and or status consumption. Previously, these constructs were used interchangeably. However, later research conducted by O'Cass and McEwen (2004) proved these constructs to be empirically different.

By determining Buppies' motivation to engage in conspicuous and or status consumption; this study contributes to the fields of consumer motivation, marketing and retail. It provides insight into the driving force behind the purchasing decisions of this emerging market. The theoretical background to the study comprises of a literature review providing detail on conspicuous consumption and status consumption. Some

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additional information is also provided on studies conducted in the past relating to the motivation to engage in these forms of consumption. The information gathered on conspicuous and status consumption is then used to formulate a conceptual framework and the research objectives in which all of the key concepts and their relationships are clearly outlined.

Exploratory survey research design was employed in this study to provide insights into Buppies' conspicuous and status consumption of clothing brands. The sample consisted of 246 (n=246) Black urban consumers between the ages of 24 and 36, living in Gauteng and currently working in a professional position. Non-probability sampling methods were employed, which included purposive and snowball sampling. Respondents completed an online self-administered questionnaire. To further ensure an appropriate sample, the online questionnaire was also distributed in paper-based format. Since a quantitative research approach was utilised the questionnaire was structured in such a way as to obtain descriptive and inferential statistical data. The questionnaire was then distributed to Buppies, after which descriptive and inferential statistics were used to accurately describe the phenomena.

The results of the study indicated that Buppies are more inclined to be motivated by aspects of status consumption than that of conspicuous consumption. Buppies proved to be very aware of the image that they project and how they are seen by others thus indicating that they are motivated by high self-monitoring. The results also indicated that although Buppies do enjoy being part of a group, they do not necessarily desire to communicate their belonging to a specific reference group by utilising clothing as a social cue.

Keywords: Buppies, brands, conspicuous consumption, status consumption, ostentation, clothing, motivation

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CHAPTER 1: THE STUDY IN PERSPECTIVE

1.1 THE UPCOMING BLACK CONSUMER IN SOUTH AFRICA

The South Africa of today is radically different from that of a few years ago. Even though it did not happen overnight, this transformation can be attributed to the momentous political change that took place in 1994, namely: the end of the apartheid¹ regime. All South Africans underwent many social, economic, and emotional transformations; especially those who could now celebrate their newfound freedom. Upon coming into power, the newly elected ANC² implemented a new reconstruction and development programme, which led to the reconfiguration of both the industrial and service sectors (Rogerson & Rogerson, 1997:85).

The new South Africa, also known as the Rainbow Nation, is diverse and dynamic and is even called it a “country of extremes”. With eleven different official languages and an array of cultures and races, there are numerous influences as well as changing desires and needs within the new South African consumer market (Webb, 2008:217; Seekings & Nattrass, 2002:2 & 12). Within an emerging economy such as South Africa, there are many transformational changes taking place in the social class structure; not only due to political changes but also due to changes in the country’s social environment. In a report published by Thomas White Global Investing in July 2011, it was stated that South Africa has the strongest economy on the African continent and accounts for 17% of the gross domestic product (GDP). In the same report it was also specified that the South African Retail Sector is the largest in Africa and in 2010 it was listed 24th on A.T Kearney’s Global Retail Development Index (GRDI). Now, after 20 years of democracy, it is highly evident how much the country and, subsequently, its “average consumer” has changed.

Evidence of this change can be seen in a report compiled by Statistics South Africa (2012:14, 17) of the latest census which was conducted in 2011. It was found that the South African population consists of 51.7-million people of which 79.2% are Black,

¹ Apartheid was a period of segregation and oppression in South Africa where people of colour (e.g. Blacks, Indians and Colourds) were denied basic rights and privileges.

² South Africa’s ruling party the African National Congress

8.9% are Coloured, 8.9% are White and only 2.5% are Indian/Asian and 0.5% are classified as “other”. Political and economic growth systems such as Black Economic Empowerment (BEE) were implemented post-apartheid to rectify economic inequalities. Significant growth should thus be visible within the majority Black group (Ponte, Roberts & van Sittert, 2007:933). Some insight into the growth of this market has been provided in previous statistical reports where it was found that in 2007 the Black Affluent market grew by 30% and contributed an extra R60-billion to the economy (Naidoo, 2007). In 2009 the South African Reserve Bank reported that total household consumption expenditure increased by 375% between 1994 and 2008, when measuring at current prices (Jacobs, 2010:1). A more recent study by Unilever Institute of Strategic Marketing showed that the Black middle class in South Africa has grown from 1.7-million in 2004 to 4.2-million in 2012 and their collective spending power has risen to R400-billion in 2012 (Steyn, 2013).

Within the country’s latest detailed Income and Expenditure Report (2012:15), provided by Statistics South Africa (STATS SA), it was indicated that across the various population groups within South Africa, Black African households spent a higher proportion (6,8%) of their consumption expenditure on clothing and footwear relative to the proportions spent by Coloured (5,1%), Indian/Asian (3.3%) and White (2,1%) households. After housing, the largest percentage increases in average annual household consumption expenditure were in clothing and footwear (42.7%) (STATS SA, 2012:4). The growth in these expenditure groups mirrors that of more developed countries and ultimately highlights the growth of a Black middle class in South Africa and a country that is slowly, but overall getting richer. This statement is supported by the report by Thomas White Global Investing published in July 2011; where they also noted that the Black emerging middle class is estimated at 3 million and is also the largest spending group in South Africa. Those in the age group 20-44 are deemed “vital” to the retail sector and are estimated to contribute 38% of the population in 2015.

Generally within the Black population of South Africa there has been a definite shift in social class, however these individuals remain aware of the differences in social classes. This is because most Black individuals were trapped within poverty stricken areas with no opportunity for any financial growth (Viljoen & Sekhampu, 2013:733). According to the statistics provided above from STATS SA, this has definitely changed. Black South Africans are becoming more and more economically and socially assured

and are creating their own proud and unique identity. This highly influential group of individuals is the product of “apartheid suppressed parents and post-apartheid economic changes in South Africa” (Simpson & Dore, 2007:95). According to Simpson and Dore (2007:116-119) their reference group is becoming progressively successful even though they still maintain strong connections with their cultures and traditions. However, they are not restricted by culture and tradition as they are influenced by international trends through movies, magazines, travel, news-papers, the Internet and technology. Black economic empowerment has played a key role in the transformation process aimed at re-balancing society after years of apartheid (Tangri & Southall, 2008:706). Due to this change many Black South Africans are now placed in higher powered, higher paying positions, as indicated by the increase in the number of Black people employed in skilled jobs which is coupled with an increase in income (Van der Berg & Louw, 2004:548).

There is not only an increase in income among Black South Africans but also a rise in the educational achievement among Black South Africans. In a once-off report, Statistics South Africa (2009:12) described that among Black South Africans in middle-class households, 29% attained a BA/Diploma or higher in 1998-2000. This remained the same for 2004-2006. There is now higher disposable income in the hands of Black up-and-coming professionals known as “Buppies³” and among these individuals there is a great demand for cars, furniture, media, clothing and properties (McMeekin, Tomlinson, Green & Walsh, 2002:92). This increase in spending power and education may evoke new desires and needs in terms of fashion and clothing with the intention of expressing personal wealth and success to others.

1.2 SOCIAL STATUS THEORIES RELATING TO BUPPIES’ NEED FOR STATUS, CLOTHING AND BRANDS

Social theories on consumption have seen consumption as a group occurrence – this is a shared behaviour that helps to form a group as well as to give group members a way in which to signal their involvement within a group (Burrows & Marsh, 1992 *cited*

³ A segment within the Black South African consumer market is referred to as Buppies. These individuals are considered to be young upcoming professionals living and working in urbanised areas around South Africa (Black urban professional young adults) (Simpson & Dore, 2007:69).

in Wilk, 2002:6). In a survey conducted by the Financial Mail (2004) and referred to in a report by Thomas White Global Investing (2011), it was indicated that Buppies are far more fashion-conscious than their white counterparts and in 2004 they already reported that 20% of the richest Blacks spent 3.5% of their household income on clothing⁴ compared to 1.5% by the Whites. The increase in Black South Africans' collective spending could possibly be attributed to a positive change in income. Income influences "discretionary income" and accordingly determines the consumer's ability to acquire or not to acquire luxury goods (Marcoux, Filiatrault & Chéron, 1997:10). A shift in social class may be attributed to an increase in income, which could be indicated by changes in lifestyle and consumption patterns, especially going from a "have not" to a "have" (Simpson & Dore, 2007:7; Andreasen, 1984:794). Andreasen (1984:793) further found a positive correlation between the number of lifestyle changes and changes in brand preferences. This is evident in the Black middle class's emphasis on luxury and branded goods, especially clothing (CNBC, 2010).

An increase in spending can possibly indicate a shift in social class and show a shift in the value placed on perceived status and status enhancing goods which may stimulate materialistic desires. These desires have been known to stem from earlier periods where a person may have been denied certain things (Goldsmith, Flynn & Clark, 2012:103). This may be relevant to the fastest growing consumer group in South Africa at the moment. It has also been stated that individuals who grow up in "economically deprived environments" develop a false sense of economic security and therefore place disproportionate value on feelings of success and material goods (Goldsmith *et al.*, 2012:103). Social comparison theories by Ditmar (1992) and Dunsberry (1949) stipulate that individuals' feelings of materialism may be influenced by comparing themselves to their reference group (*cited in* Goldsmith *et al.*, 2012:104).

A reflection of status that has been used by people for hundreds of years is: clothing. Individuals use clothing to convey or communicate their importance or social standing in society (O'Cass & Frost, 2002:68; Kaiser, 1997:182). There are also few things as visible as clothing due to the fact that it can be seen immediately by everyone and it is the easiest and most efficient way to convey an image of wealth, power and luxury (Kaiser, 1997:415). Wearing clothing with a certain brand or image can benefit

⁴ Clothing consists of any tangible or material object which can be connected to the human body. Shirts, pants, dresses, watches, jewellery and accessories (Kaiser, 1997:4)

individuals through recognition by others and can create positive feelings of having personal “good taste” in brand choice (Langer, 1997:62). Brands assist in creating a consumer’s identity and give them something to relate to and also provide them with a sense of accomplishment (O’Cass & McEwen, 2004:25). It is therefore exceedingly important for marketers and retailers to realise and understand the importance of the status embedded within clothing brands for Buppies. Accordingly, creating brand symbols and images that are relevant to them can be a powerful marketing and retail strategy. The brand on a clothing item is the physical sign that the product will deliver on the emotional connotation that the consumer desires (Goldsmith *et al.*, 2012:105).

A brand can be defined as an asset that provides the consumer with a promise, a defined message and a solid image (Ellwood, 2002:1, 16-17). Within a modern society consumers become brand conscious at an increasingly younger age- usually between 15 and 25 (Ross & Harradine, 2004; Taylor & Cosenza, 2002:407). These young consumers significantly influence their peers’ purchasing decisions and choice of brands and are later very likely to become role models for later fashion adopters (Beaudoin, Lachance & Robitaille, 2003:24). If the consumer wishes to be associated with the brand and shares the same values as the brand they are likely to be loyal to that brand (Chaudhuri & Holbrook: 2001:81). Brands have never been more important than they are today. The increasing rate of change in South Africa as well as the increasing market fragmentation is cause for marketers to rethink their brand positions and product offerings (Simpson & Dore, 2004:6).

The urge to purchase luxury goods is triggered through various factors such as fantasy. Fantasies or mental imagery involving products play an important role in consumption experiences including attitude and behavioural intentions towards the product (Fiore, Yah, & Yoh, 2000:36). O’Cass and Frost (2002:82) found that young, “status-conscious” consumers not only relate more to the symbolic meaning the brand possesses but also to the level of uniformity the brand provides to their own image. The visual display of brands represent more than a mere garment, it represents an entire image of whom or what the consumer wants to be and wants to epitomise when wearing branded clothing (Pegler, 2004:3). Consumers’ beliefs and values can accurately be signified by branded products. However, it has been said that consumption externalities mainly involve two parties i.e. those individuals who create them and those individuals who are influenced by them (Winkelmann, 2012:185).

Consumption externalities occur when purchasing a product creates either a positive or a negative visible effect on third parties, for instance if an individual smokes it causes a harmful effect on those around him/her whereas through positive advertising (such as clothing advertisements) consumers could be prompted to purchase more products which has a positive effect on the economy (Liu & Turnovsky, 2005:1098). Brands may form one of the main focus points of consumption externalities as they can easily be noticed by onlookers. Individuals engage with brands that they feel represent themselves or represent who they want to be in order to enhance their self-concept (Sprott, Czellar & Spangenberg, 2009:92). One of the main ways for individuals to display their recent acquisitions is through the clothing that they wear. Kaus (2010:10) found that Black South Africans spend roughly 50% more on visibly noticeable goods than Whites living in the same circumstances. Other studies suggest that wealthier Blacks are more prepared to spend money in order to signal their affluence to their peers (Goyal, 2010, Mawson, 2007).

Marketers in the new-South Africa definitely have their work cut out for them. They now have to build and market brands to their new customers in addition to maintaining their existing customers, keeping in mind that there are many consumers from vastly different backgrounds that need to be satisfied. They have to build brand awareness and encourage consumers to develop a preference for their brand (Keller, 2003:596). This may be a challenging task in a new democracy with an ever-evolving consumer base. Recent studies have documented that people are inclined to purchase branded products that convey affluence to be associated with the current social class in which they find themselves (Du Plessis & Rousseau, 2007:300). A perception still remains among consumers that purchasing material goods, such as expensive clothing, is one of the strongest measures of social success and status; indicating that people will be more likely to purchase and display goods to show off their personal success and status (Byrne, 1999:101). This is supported by research where materialism has been described as “an orientation which views material goods and money as important for personal happiness and social progress” (Ward & Wackman 1971:422).

Consumers have an inherent desire to own clothing brands because these material possessions are such strong measures (symbols) of success. Visible consumption such as clothing brand consumption promotes a way for individuals to quantify their success and perhaps demonstrate their belonging to an “elite” group in society

(Fitzmaurice & Comegys, 2006:289). The social class of the consumer is influenced by the brand purchased. This may be relevant to Buppies as research has indicated that purchasing with the intention to quantify one's success is more predominant within cultures that value power and status (Simpson & Dore, 2004:27, Nia & Zaichkowsky, 2000:487). In social and cultural terms there is probably no single issue that dominates the modern psyche as much as fashion consumption. Fashion not only forms an important part of everyday consumption decisions, it also forms a central component of almost all daily events, influencing where people eat, how they furnish their homes, the manner in which they communicate and fundamentally the very nature of their thinking.

Status, fashion brands usually (in the eyes of the consumer) have prestige, status and quality implied (Shermach, 1997:9). Consumers use status symbols to communicate newfound status and particular meanings about themselves to both their old and new reference groups. Therefore many luxury brands are purchased primarily to satisfy a desired "symbolic meaning" (Nia & Zaichkowsky, 2000:487). In the past, research has pointed out that individuals make assumptions about others' success based partly on the material things that they own (Richins, 2004:210). A lust for material goods relates to the desire to climb the social status ladder (Alana, 2003:5). The attraction of luxury goods may be due to factors such as their quality, highly identifiable style or their established reputations (Hung, Chen, Peng, Hackley, Tiwaskul & Chou, 2011:457). The owners and observers of these luxury items perceive their characteristics as signaling desired emotional or symbolic values to onlookers (Berthon, Pitt, Parent & Berthon, 2009:48; Gardyn, 2002a:32; Nueno & Quelch, 1998:62). These luxury brands aid the consumer in shaping their identity by expressing the "inner self" through their luxury items to the outside world (Belk, 1988:139).

Consumers do not only shop in order to satisfy their needs, they shop in order to satisfy an image that others might have of them. Thus their shopping is socially motivated. These social shopping motives include: social experiences outside the home; communication with others, especially those with similar interests; peer group attraction reflecting a desire to be with one's peer group or a reference group to which one aspires to belong; status and authority and the pleasure of bargaining (Tauber, 1995:59).

Impressions of status, lifestyles and standards of living are based on social thinking. Status concerns are significant within a modern society as it is a key feature of individuals' social reputation (Winkelmann, 2012:183). Engaging in this form of thinking results in particular patterns of consumption within particular social groups. A famous example was given by Karl Marx (1847) where he said that: "A house may be large or small; as long as the neighboring houses are likewise small, it satisfies all social requirement for a residence. But let there arise next to the little house a palace, and the little house shrinks to a hut" (Winkelmann, 2012:183).

Individuals are influenced by their cultural norms and the expectations and rules of their reference groups. They therefore purchase products that have meaning not only to them but to their reference groups as well (Leigh & Gabel, 1992:27). Their purchase decisions are therefore influenced by their family members as well as other reference groups they might have (Faber, O' Guinn & McCarthy, 1987; Engel, Blackwell & Miniard, 1993 *cited in*, Marcoux *et al.*, 1997: 7). Social influence relates to the influence that others have on an individual consumer's behaviour, (Ang, Cheng, Lim, & Tambyah, 2001:220) and normative susceptibility which concerns purchase decisions that are founded on the expectations of what would impress others (Ang *et al.*, 2001:223). Their newly found social class and status can be expressed through acquiring status goods as they want to associate with the current social class position they are in or the class above them, therefore they are more likely to buy branded products that convey affluence, wealth and social class. This form of decision making can especially be seen in cultures where social class and power are important. In order to achieve the desired social class individuals within these cultures might emphasise social brand image (Nia & Zaichkowsky, 2000:487).

Thorstein Veblen (1899:24) stated that the honour of men is dependent on proving one's wealth. Showing off luxury products refers to conspicuous consumption which is defined by Trigg (2001:101) as the behaviour where individuals display wealth through splurging on luxury brands. Another definition for conspicuous consumption is the propensity for individuals to enhance their image or show of their wealth and success, through the explicit consumption of luxury goods (O' Cass & McEwen, 2004:34). Status symbols such as clothing brands are therefore used to prove to their reference groups that they have succeeded.

If status is conferred by wealth and if wealth is unobservable, conspicuous consumption would be a means people adopt to signal their wealth relative to that of others in their reference group. It can be shown that conspicuous consumption rises as one's own income rises (Charles, Hurst & Roussanov, 2009:427; Arrow & Dasgupta, 2009:F498). However the term conspicuous consumption has often been used interchangeably with the term status consumption. Status consumption can be defined as a process whereby individuals are driven by status and power to enhance their social position relative to others by purchasing products associated with prominence or wealth (O'Cass & McEwen, 2004:34; Kilsheimer, 1993:241). Nevertheless, status consumption should not be confused with materialism or conspicuous consumption. The act of status-seeking has been assumed as materialistic due to its conspicuous nature as well as the signalling power of the particular products purchased (Kwon & Kwon, 2013:118).

Within social contexts individuals cannot be seen as separate from the individuals he/she interacts with (Avis, Pauw & Van der Spuy, 2004:115). Therefore interpersonal aspects also affect consumption behaviour and can be defined as the effect that others have on an individual's consumer behaviour (Ang *et al.*, 2001:222). Another aspect influencing consumption is self-monitoring, which is argued to reflect the degree to which a person observes and controls their expressive behaviour and self-presentation in accordance with social cues (Snyder & Gangestad, 1986:125). Interpersonal and self-monitoring aspects can be seen as forces of motivation that influence Buppies to engage in conspicuous and/or status consumption.

1.3 JUSTIFICATION AND SIGNIFICANCE OF THE STUDY

In order to find a way to understand Buppies' conspicuous and status consumption, the motivation for this behaviour needs to be investigated. Marketers have not fully realised the profitable opportunities this segment may present (Simpson & Dore, 2007:14). Marketing practitioners and academics would benefit from such a study as it will provide more insight into this group. An understanding of this highly influential and rapidly growing consumer group will provide the marketer with a starting point to strategise for the future. Marketers could imaginatively rethink their product and service offerings, their brand positions, and the most effective way of communicating

with the people who are associated with these trends. For marketers to be able to take advantage of this high earning and high spending consumer group it is essential to find a way to determine the motivation behind their consumption patterns, especially in terms of clothing purchasing.

Previous studies have suggested that individuals consume high-status products to satisfy psychological needs. People, who reflect on the times when they had a lower perceived social “pecking order”, display an increased willingness to pay for goods with a higher perceived status which fulfils their need to be accepted by their reference groups (Mazzocco, Rucker, Galinsky & Anderson, 2012:520). This need therefore motivates the individual to consume goods with a higher perceived status. Motivation results into action. The notion that consumers are motivated to purchase items not only because of their functional value but because of their signalling value has been supported by research (Belk, Bhan & Mayer, 1982:5). If the motivation behind the action is understood then marketers and retailers will have a better grasp on how to promote and advertise products as well as how to go about developing new product lines or brands. It is important for marketers to be informed about the brand awareness of new consumers as they are aware of their own self-concept and use brand images as a measure to assess products (Oh & Fiorito, 2002:207). The media is not excluded in portraying desired status. In order to sell their products it may be essential for them to specifically reflect the desired characteristics of social groups by providing distinct images (brands) that provide reference groups⁵ with their status symbols. This, of course, can be manipulated by advertising through encouraging consumers to want to belong to higher status groups (Wilk, 2002:7).

This study is relevant to the current situation in South Africa and will contribute immensely by providing insight into the motivation behind purchasing decisions of the vastly growing Buppie consumer market.

⁵ A reference group is a person or group of people that significantly influences an individual’s behaviour (Bearden & Etzel, 1982)

1.4 RESEARCH PROBLEM

Currently, one of the most prominent markets within the South African context is the Buppie (Black young professional) market. This is supported by STATS SA (2012:4) in their latest Income and Expenditure Statistical Release Report where they state that the Black middle class is getting richer and richer, and that the overall household consumption of footwear and clothing increased by 42,7%. This is further supported by a report published by PWC⁶ (2012:2) on the South African retail and consumer product outlook from 2012 to 2016; where they stated that there is an increase in the growth of the Black consumer market and these individuals are moving into middle- and upper-income groups. According to the same report 11 million Black South African households are expected to have an annual income of more than R89, 500 by the year 2016. This is the market “to watch” as their newfound power, spending ability, professional careers and the fact that they seek status all influence the motivation behind their clothing purchasing decisions. Many individuals feel the urge to satisfy emotional needs or needs of vanity through the purchase of luxury branded clothing rather than for the fulfilment of the actual basic need for clothing (Niinimäki & Armstrong, 2013:191). Due to the newfound post-apartheid economic freedom of Black South Africans they are now able to demand credit and spend their money on items that are not purely “need-based” but more “want-based”. We know that Black individuals are becoming more and more influential within the economy due to their education and higher earnings, however there is still very little information available on what they want and why they want it. Once marketers can establish the “why” i.e. the motivation for purchases – are they based on needs?, are they based on desires? or are there some hidden socially-based motivations behind making certain purchases?- they can determine the “what”. These are all questions to which there are not many answers and to which answers are required in order to ensure that this large consumer group get what they want when purchasing clothing. Without the relevant information the products available will not match their needs and will not sell as well as they could.

The conspicuous and or status consumption of the Buppie market is relevant to today’s retail market due to the emphasis placed on social image and social awareness of

⁶ Price Waterhouse Coopers

consumers. Even though this market segment is so influential within the South African retail sector, very little research has been conducted on this market segment's consumer behaviour and hardly any information is available regarding their motivation for conspicuous or status consumption. This is especially true in terms of their purchasing tendencies as well as their general attitude towards brands and the thought processes these individuals go through whilst purchasing specific brands.

Research about the link between conspicuous and status consumption has been presented by O'Cass and McEwen (2004). However, to date most studies like Kaus's (2010) study have focused on the differences in visible consumption of race groups, and little other research specifically related to conspicuous and status consumption has been conducted within a South African context. There is a great deal of "guessing" around the existence of clear differences in consumption between race groups in South Africa, predominantly relating to the young professional (middle class) (Heyik, 2011:1).

Due to the lack of information on Buppies' motivation for spending large amounts of their income on luxury or prestigious clothing the following research question was formulated: *What motivates Black urban professionals' (Buppies) conspicuous and status clothing brand consumption?*

1.5 OBJECTIVES OF THE STUDY

The overall objective of the study is to determine the motivation behind Buppies conspicuous and status clothing brand consumption. Specific objectives of the study are:

- To explore and describe the *interpersonal motivations* for Buppies' conspicuous or status clothing brand consumption
- To explore and describe *self-monitoring* as motivation for Buppies' status clothing brand consumption
- To investigate Buppies' conspicuous and status clothing brand consumption across different demographic groups (age, gender, income and profession).

These objectives will relate back to the theoretical framework (Chapter 3) of the study, which will comprise of various theories on motivation.

1.6 THEORETICAL FRAMEWORK

“Motivation is the internal driving force within individuals that impels them to action” (Shiffman & Kanuk, 2010:106). This “driving force” stems from internal tension caused by an unfulfilled need (Shiffman & Kanuk, 2010:106). The reason behind engaging in status or conspicuous consumption is driven by specific motivations. The backbone of this study will be formed by theories of motivation. The two most relevant theories are: (1) Maslow’s (1943) hierarchy of needs which initiated motivational research (Du Plessis & Rousseau, 2007:299; Hawkins, Best & Coney, 1995:301) and provides a good guide for general consumer behaviour and (2) McGuire’s (1974) psychological needs theory which provides more insight into the different types of motives driving conspicuous and status clothing behaviour in groups with similar attributes to Buppies. Some motivations that will form the objectives of this research include:

- Interpersonal motivations which may result in status or conspicuous consumption.
- Self-monitoring motivations which may result in status consumption.
- Income and profession as a motivator to engage in status and or conspicuous consumption.

1.7 DEFENITION OF TERMS

Definitions of important concepts and terms used throughout the study are given below for the sake of comprehensiveness and to increase the theoretical validity of the study.

Brand: A brand is an asset that provides the consumer with a promise, a defined message and a solid image. If the consumer wishes to be associated with the brand and shares the same values as the brand they are likely to be loyal to that brand (Aaker, 2001:37).

Buppies: A segment within the Black South African consumer market is referred to as Buppies (Black urban professional young adults). The name/label originates from this market's educational background and professional career orientation as well as inclination to live and work in big metropolitan areas (Simpson & Dore, 2007:69).

Conspicuous consumption: The behaviour where individuals display wealth through splurging on luxury brands (Trigg, 2001:99). Chen , Yeh & Wang (2008:686) and O'Cass and McEwen (2004:43) describe conspicuous consumption as *"The tendency of individuals to purchase prestige/luxury clothing brands and visibly display these items to show off their social standing to their reference groups as well as to enhance their image in the eyes of their peers"*.

Interpersonal motives: Motivations whereby individuals are impelled to action by comparing themselves to others (Cheng, Chuang, Wang & Kuo, 2013:230).

Motivation: Motivation is the internal driving force which induces action. This "driving force" results from a state of tension which exists as a result of an unfulfilled need (Shiffman & Kanuk, 2010:106).

Normative receptiveness: Normative receptiveness is where individuals regularly "appear" before others in order to receive their approval/reinforcement through verbal or non-verbal feedback (Kaiser, 1997:358).

Ostentation: Ostentatious behaviour can be described as the act of flamboyantly or aggressively displaying wealth through clothes, cars, or the company one keeps (SchimpfossI, 2014:63, 66).

Prestige/ Luxury Brand: Luxury goods bring status to its owner through the display of its brand or through simple use rather than serving only a functional purpose. Thus enabling the consumer to satisfy mainly his or her psychological need and only then satisfying his/her functional need (Vigneron & Johnson, 2004:486).

Profession: A profession may include various disciplines, services trades and crafts. It comprises of a set of people with at least two years of post bacualaureate experience in a field on an approved list (Denning, 2001:18).

Status consumption: A process whereby individuals are driven by status and power to improve their social position in society relative to their reference group or other individuals by purchasing products which are associated with prominence (O’Cass & McEwen, 2004:34; Kilsheimer, 1993:241).

Status demonstration: Status demonstration can be defined as an attempt by an individual to convey wealth, luxury and power to his/her reference group through purchasing branded clothing (Du Plessis & Rousseau, 2007:375; Pratt & Rafaeli, 2001:24; Kaiser, 1997:414-415).

Utilitarian influence: Utilitarian Influence can be seen as a dimension of normative receptiveness and can be noted in a person’s attempts to receive awards and to avoid punishment from their reference group by complying with the rules of the group (Kaiser, 1997:358-359; Bearden, Netemeyer & Teel, 1989:474; Burnkrant & Cousineau, 1975:207).

1.8 OVERVIEW OF CHAPTERS

Chapter 1 provides insight and background information on the research topic. It sets the context for the study by providing a detailed and comprehensive discussion about the Black consumer market in South Africa and the nature of conspicuous and status consumption. Important elements of the chapter include the justification for the research, the research problem, and the overall objective of the study. Finally this chapter provides an outline of the remaining chapters and summarises their content.

Chapter 2 provides the reader with in-depth information gathered from various sources in order to produce extensive insight into the literature already available on the subject matter as well as to explain relevant concepts to conceptualise a framework from where the research statements originate.

Chapter 3 forms the backbone of the study. In this chapter various theories of motivation are outlined and discussed and the most relevant theories to this particular study are explained in more detail. The chosen theories on motivation are discussed and justified in terms of its suitability to the current study. A conceptual framework is

also included in this chapter which depicts the relevant constructs on a diagram and provides more insight as to how the literature is integrated.

Chapter 4 presents the research methodology employed for the present study. Within this chapter the research design, purpose and approach followed are discussed and explained. This chapter provides all of the information relating to the development of the instrument and the operationalisation of the objectives, the sample, sampling techniques used as well as the validity and reliability of the scales used in order to gather the required data. The researcher's consideration of ethical issues concludes this chapter.

Chapter 5 presents the results of the study. Data obtained from the questionnaire are analysed, discussed, and interpreted in terms of the stated research objectives. This information is presented in the form of graphs and other statistical analysis.

Chapter 6 concludes this study. Conclusive remarks and recommendations derived from the study's results are offered in the last chapter. Implications and recommendations for marketers and retailers are offered according to the research objectives. In addition, the effectiveness of the instrument and limitations of the study are evaluated. Lastly, recommendations for future studies are outlined.

For referencing an adapted version of the Harvard method of referencing (as compiled by the Department of Consumer Science at the University of Pretoria) was used, and for editing purposes, the choice of language was English (UK).

1.9 CONCLUSION

The information provided above contributed some background on the past and present political climate in South African and also shed some light on the influence that this has on the consumer and on the retail environment. There are vastly growing consumer segments with even faster growing needs which need to be attended to. The more Black South African generations move away from their suppressed and poverty stricken past, the more complicated this market becomes. It is thus important for Marketers to come to grips with this group and to use effective advertising and other

marketing techniques to efficiently target this segment in order to meet consumer needs, reach customer satisfaction goals while reaching retail financial goals. The next Chapter (Chapter 2) will provide an in-depth discussion on the relevant literature relating to the motivations behind this group's purchasing decisions.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter offers an overview of relevant literature on the differences as well as the relationship between conspicuous and status consumption which ultimately motivate Buppies' consumption decisions. Significant concepts are defined and discussed in depth. This chapter furthermore aims to provide a concise background and justification for the objectives formulated for this study. The first section of this chapter will comprise of a thorough description of conspicuous consumption, status consumption as well as their respective dimensions relating to this unique market segment.

Historically, in various fields of research, the terms conspicuous consumption and status consumption have been used interchangeably . However, it was not until recently that it was discovered that these two constructs are essentially empirically different (O'Cass & McEwen, 2004). The main focus of this study is to determine what motivates Buppies to engage in either conspicuous and/or status consumption of luxury and branded clothing. This chapter will serve to discuss the relationship and differences between conspicuous consumption and status consumption as well as the dimensions and indicators that influence each of these constructs. These dimensions and indicators in turn form the motivating factor behind Buppies' consumption of luxury clothing brands.

2.2 CONSPICUOUS CONSUMPTION

People, in general, spend most of their daily lives with other people, whether it is at work, in the gym, at home with the family or socialising with friends or even strangers (Leary, Kelly, Cottrell & Schreindorfer, 2013:1). As a result individuals may establish part of their identity through relating to "other people" who are either actively or inactively involved in their daily lives. Within our modern society individuals are able to establish an identity not only through what they say or do but also through purchasing and being seen to possess certain material goods, like clothes or cars. These material symbols may increase or decrease one's status or superiority in the

eyes of others. Being seen with specifically branded items increases one's social status (Vigneron & Johnson, 2004:486). This may partially be explained by individuals' intention to ostentatiously display personal wealth and demonstrate their social status as well as to enhance their self-concept through the consumption of branded items (Souiden, M'Saad & Ponds, 2011:330). This form of spending is more commonly referred to as *conspicuous consumption*.

The person who originally "coined" the term "conspicuous consumption" was Thorstein Veblen (1899) in his *Theory of the Leisure class* where he explained that individuals acquire and flaunt expensive items to suggest personal wealth as well as to attract attention from others (Sundie, Griskevicius, Vohs, Kenrick, Tybur & Beal, 2011:664). Since Veblen developed the theory of conspicuous consumption, many have provided their own perspective on the subject matter. The motivation behind individuals acquiring goods as a means to exhibit wealth is a topic researched in economics, marketing, psychology as well as sociology. It is therefore evident that the concept of "conspicuous consumption" has been supported by various fields of literature (Chen *et al.*, 2008:686). Schiffman and Kanuk (2010) defined conspicuous products and classified them into two categories namely: *visually conspicuous* (easily noticed products) which may be described as "eye-catching" and "prominent" and *verbally conspicuous* (items that can simply be described to others; for instance an exotic holiday in the Seychelles) (Chaudhuri & Majumdar, 2006:2). They further noted that both visually conspicuous items and verbally conspicuous items are purchased with a specific reference group in mind. Since clothing is a visual item that can easily be seen by everyone, conspicuous consumption (in this particular study) will refer to the purchase of visually conspicuous luxury clothing brands which may enable consumers to demonstrate their social status and convey their self-image.

Consumers are not only motivated to engage in conspicuous consumption to signal their social position or standing, which in turn establishes the way in which an individual is viewed and treated by his/her peers, but also to gain access to certain social groups (Jaramillo & Moizeau, 2003:1&2), to gain status (Eastman, Goldsmith & Flynn, 1999:41), to have social experiences outside the home, to communicate with others and to achieve peer group attraction (Tauber, 1995:59). This is confirmed by O'Shaughnessy and O'Shaughnessy (2002:524) who stated that conspicuous consumption is a way to inform others about one's self-image. Therefore an

individual's possessions may be seen as an affirmation and an extension of his/her self-image (Phau & Lo, 2004:402).

Studies have indicated that individuals from different backgrounds and races engage in conspicuous consumption to a greater or lesser degree and that status concerns in consumption decisions differ in different cultures (Charles *et al.*, 2009:456). While conspicuous consumption may be an international occurrence, the perception of its appeal and its motivation seems to be strongly related to cultural values (Souiden *et al.*, 2011:333). In the United States of America, studies have shown that Black and Hispanic individuals devote larger portions of their income on visible goods than other individuals living in the USA (Heffetz 2011:1102). However, there is substantial evidence that indicates differences in conspicuous consumption between race groups in South Africa (Kaus, 2010:3). Kaus (2010) conducted a similar study to Charles *et al.* (2009) in South Africa by using data from income and expenditure surveys and determined that there are differences in visible consumption (items easily viewed by onlookers) between race groups. Further, Kaus's (2010) study also explains that consumers allocate a particular portion of their expenditure to visible consumption and if their income rises they signal this to observers by visibly consuming goods with a similar "increase" (Charles *et al.*, 2009: 445-447). New characteristic features of developing countries' modern-day middle classes are their desire to be seen as a part of the global culture and their struggle for material belongings and cultural values (Dickson, Lennon, Montalto, Shen & Zhang, 2004:314; Gupta, 2000; Lakha, 2000 *cited in* Souiden *et al.*, 2011:334).

To better define conspicuous consumption in terms of this particular study, the following definition was adapted from Chen *et al.* (2008:686) and O'Cass and McEwen (2004:34): *"The tendency of individuals to purchase prestige/luxury clothing brands and visibly display these items to show off their social standing to their reference groups as well as to enhance their image in the eyes of their peers"*.

2.2.1 Interpersonal motives

Although people may deny it they are in the habit of comparing themselves to others and there is more than enough evidence available to prove that their happiness may be affected by these comparisons (Winkelmann, 2012:183). Some people have a

greater desire to be accepted and to fit-in than others. Therefore, these individuals find comfort in larger numbers of relationships; however they remain cautious of how others value them and therefore place large amounts of energy into satisfying these interpersonal relationships (Kelly, 2001:291; Leary *et al.*, 2013:1). Various research articles within the fields of psychology as well as consumer behaviour have described that manifest interpersonal influence has an impact on an individual's decision making (Bearden *et al.*, 1989:474). Thus, conspicuous consumption is affected by interpersonal aspects which are a significant determinant of consumer motivation as individuals are often motivated to acquire products according to what they mean to them as well as to the members of their social reference group (Leigh & Gabel, 1992:28).

Consumer susceptibility to interpersonal influences can be seen as an individual's identification with a specific reference group and the need to align his/her self-image with his/her reference group through consuming similar products as other members of the group. These individuals are willing to conform to their reference group's expectations regarding their purchasing decisions, and have the tendency to learn about products by observing other members of the group and by searching for information from them (Bearden *et al.*, 1989:474). According to Corneo & Jeanne (1997) modern theorists feel that an individual's satisfaction from his/her purchase depends on how much others are consuming. This effect may be referred to as the "bandwagon effect" which means to purchase goods because others are purchasing them (Corneo & Jeanne, 1997:334). The motive behind this purchase is not only personal but also to convey a message to a reference group. It can therefore be said that the motive for consuming certain "status goods" by the wealthy is to communicate sophistication and power in order to differentiate themselves from "lower" social groups. This may motivate lower income individuals (within a reference group) to conspicuously consume similar goods in order to align themselves with their reference group or to another reference group that they wish to be a part of (Truong, Simmons, McColl & Kitchen; 2008:191, Dubois & Duquesne, 1993:37-38). The satisfaction gained from purchasing conspicuously is derived not only from the material good itself but also from the status given to the consumer by the observer (Wang & Wallendorf, 2006:495).

Interpersonal motives which serve as driving forces in consumers' conspicuous consumption practices can be divided into communication of belonging, status demonstration and ostentation (Tauber, 1995). Marcoux *et al.* (1997:10) also outlined the dimensions of conspicuous consumption as communication of belonging, social status demonstration, ostentation and materialistic hedonism. For the purposes of this study; materialistic hedonism was excluded due to its difficulty to measure and its complexity to establish. Therefore only communication of belonging, status demonstration and ostentation was included. The following section provides a more in-depth discussion of interpersonal motives and how important aspects such as communication of belonging, status demonstration and ostentation relate to and influence conspicuous consumption (see Figure 2.1).

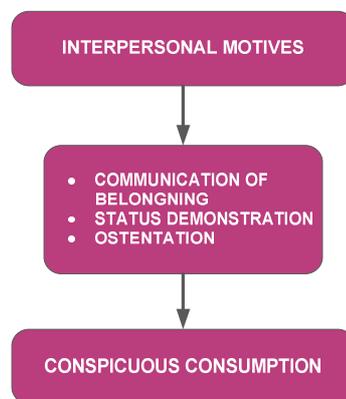


FIGURE 2.1: DIMENSIONS OF CONSPICUOUS CONSUMPTION

2.2.1.1 Communication of belonging

The need to belong is more sensitively related to interpersonal cues since people who desire social acceptance attend to information that will help them nurture connections with others (Pickett, Gardner, & Knowles, 2004:1096). The need to belong is important in the field of understanding human behaviour, and in this instance, consumer behaviour (Baumeister & Leary, 1995:497). Most “normal” individuals desire to be accepted and to belong to specific groups; however individuals differ in the degree to which they feel the need for acceptance and belonging (Leary *et al.*, 2013:13).

In order to gain acceptance within a group, individuals copy others in the group and then use the symbolic meaning of the products acquired to reflect their association with

a specific group to outsiders (Eastman *et al.*, 1999:42; Elliott & Wattanasuwan, 1998:133). The “others” referred to above, includes any person within an individual’s frame of reference whose response or judgment might influence the individual’s purchasing decision or motivation (Rath, Bay, Gill & Petrizzi, 2008: 170). Consumers engage in the visible consumption of goods as these items are fairly obvious to outsiders and form part of society’s conclusion about an individual’s wealth and social position (Charles *et al.*, 2009:445).

The desire to belong to a social group can be reflected in clothing and appearance messages as individuals wear specific clothes to prove that they belong to specific social groups (Kaiser, 1997:347). Luxury clothing brands are used as symbols by individuals to communicate unambiguous meaning about themselves to their reference groups in order to gain acceptance (Kaiser, 1997:359). Individuals use brands to indicate their identities; these brands in turn allow them to connect with others who utilise the same brand and ultimately make it easier for individuals to fit into a specific group (Escalas & Bettman, 2005:378; Aaker & Schmitt, 2001:561). Many consumers purchase products conspicuously to satisfy a need for acceptance and belonging by others either verbally or non-verbally (Nia & Zaichkowsky, 2000:487). They therefore purchase these branded items to fit in with their reference group rather than to stand out from them (O’ Cass & McEwan, 2004:37). Within Black communities a certain sense of belonging remains prevalent. This might motivate specific purchasing decisions that Buppies make as their purchases might reflect their emotional connections to their roots or a specific group.

2.2.1.2 Status demonstration

Conspicuous products do not serve to represent or misrepresent a person’s position but rather to influence other peoples’ judgements in a desired direction (Goffman, 1951:297). As pointed out by Charles *et al.* (2009:445-447) even within a reference group individuals who are wealthier will try to differentiate themselves from less wealthy individuals by allocating greater portions of their income towards signalling their status to those around them. These products communicate success, wealth, prestige and achievement to the intended reference groups. Nelissen and Meijers (2011:344) noted that it is important for status-signalers and status-receivers to share the same beliefs about the meaning of the products “displayed”. They further revealed that people are

more accommodating and generous to others who display luxury and are even willing to pay a price to have the opportunity to be associated with them.

Universally individuals prefer to purchase luxury goods to intensify their perceived status (Cummins, 2005; Miller, 2009; Saad, 2007 *cited in* Nelissen & Meijers 2011:343). Some individuals place more importance on being perceived as affluent than on how “well-off” they actually are (Truong *et al.*, 2008:190). Hence, an individual may attempt to create the impression of status to be associated with a sought after reference group. By enhancing their status; individuals attempt to project a higher status; consequently making themselves appear more important than formally presented by their reference group (Pratt & Rafaeli, 2001:115).

Therefore, relevant to this particular study, status demonstration can be defined as an attempt by an individual, to convey wealth, luxury and power to his or her reference group through purchasing branded clothing (Du Plessis & Rousseau, 2007:375; Pratt & Rafaeli, 2001:115; Kaiser, 1997:414-415). A way in which individuals can demonstrate status is through “brand prominence” which can be achieved by wearing clothing where the brand logo or specific brand markings are larger and more visible thus making it appear to be more conspicuous (Nunes, Drèze & Han, 2010:3). During times of recession brands such as Gucci and Louis Vuitton increased their “brand prominence” and even charged more for their products. Individuals who bought these items during trying economic times were able to display their status and wealth through those high priced, conspicuously marked clothing items (Nunes *et al.*, 2010:3).

Displaying status, however, is not exclusive to the rich. Lower-income consumers have been known to purchase very specific luxury objects to increase their status as perceived by their reference groups (Mazzocco *et al.*, 2012:520). Demonstrating status and altering the perceptions of others are therefore acts performed by everyone. There is a deeper meaning to status demonstration other than merely “showing off” what has been purchased. By demonstrating a level of status individuals show that they want to be accepted as being part of the respected people in society. This might be very applicable to Buppies as their past and their parents’ past influence this thinking. These individuals were previously not respected within society and by showing their newfound status, this emerging market is taking the respect they deserve and proving that irrespective of their past they have been able to succeed in the world

today. They may even need to go as far as to “show-off” what they have earned and achieved.

2.2.1.3 Ostentation

Conspicuous consumption is ostentatious in nature. Ostentation dates back to tribal times where men owned women, used them as slaves and displayed them as “trophies” reflecting on their level of status. Thus even though the possessions have changed – “ostentatious ownership” has remained the same. The champion receives rewards of status, prestige and honour (Rouhani & Hanzae, 2012:1054). Ostentatious behaviour can be described as merely “showing off”. The behaviour of “showing-off” can stem from a desire to provoke or retain positive attention and appraisals from others (Nadal & Muir, 2005:191). With the lack of social positions in society today, individuals have been led to engage in competitive consumption – continuously attempting to reach the desired “status level” by competing with those with more wealth and power (Wilk, 2002:6). The act of showing-off is evident from infancy. Infants’ show-off to gain attention when it is absent or to retain it when one is already the centre of attention, and children show-off to gain approval for cleverness (Nadal & Muir, 2005:191). Adults however, may use a similar technique but with a slightly different approach. Ostentatious behaviour can be described as the act of flamboyantly or aggressively displaying wealth through clothes, cars, or the company one keeps (Schimpfoss, 2014:63, 66).

Literature contributing to this body of work, takes the position that conspicuous consumption is not a private activity but rather ostentatious in nature (Veblen, 1899:64). Conspicuous consumption product satisfaction is obtained from the reaction of others rather than from the product itself (Wong, 1997:198). Consuming products with the intention of gaining a reaction from others depends on purchasing products with a high price which is known by on-lookers (Marcoux *et al.*, 1997:10). In the modern world individuals gain recognition from their reference groups not only through the acquisition of expensive brands but also through displaying items with a more symbolic meaning (Chen *et al.*, 2008:686).

Pricing is found to be a medium of signalling wealth and status (Amaldoss & Jain 2005:30) and consumers that are ostentatious in nature prefer to consume items that

are known to be expensive. Consumers who focus on price feel that by purchasing expensive items it better communicates status and power and is more likely to impress others (Chaudhuri & Majumdar, 2006:6).

Some consumers still believe that by purchasing material goods they will be able to display their success and status; which may indicate that people will be more likely to purchase and display goods to show off their personal success and status (Byrne, 1999:101). This is supported by research where materialism has been described as “an orientation which views material goods and money as important for personal happiness and social progress” (Ward & Wackman, 1971:422). Individuals tend to make use of material possessions as a measure for success. These material possessions take on the form of expensive clothing brands and through visibly consuming these clothing items individuals are able to quantify their success and display the fact that they might belong to an “elite” group (Fitzmaurice & Comegys, 2006:289). The materialistic nature of status goods brings about a desire to communicate the pleasure received from purchasing, wearing, as well as showing others to which social group one belongs and perhaps even differentiating themselves from less financially endowed individuals (Charles *et al.*, 2009:445-447). Clothing products that are more ostentatious in nature might enable Buppies to display their wealth and personal success to their friends, family members and even to strangers.

2.3 STATUS CONSUMPTION

Status consumption should not be confused with conspicuous consumption or materialism. Conspicuous consumption underlines the display of wealth through the consumption of luxurious products and services (Trigg, 2001:99). The importance of having material products and being able to display them emphasises the value of these possessions (Richins, 2004:210). Individuals who seek status have been labelled as materialistic due to the luxurious nature of the products they consume. These products are easily noticed by others and the prices are well known; therefore it may be said that conspicuousness may form part of status consumption. This however is not true in all situations (Kwon & Kwon, 2013:118). Modern cultural sociology studies have revealed that within the cultural consumption domain, the tendency to consume luxury

goods conspicuously has decreased and that individuals are now more interested in cultural variety, which in turn acts as the new status symbol (Peterson, 1997b:85).

Social status defines where individuals rank on the social ladder and relates to their wealth, power and prestige and may be measured by an individual's level of income, type of occupation, level of education as well as their material possessions (Schiffman & Kanuk, 2010). As mentioned before, the act of engaging in status consumption has often been confused with conspicuous consumption, however these constructs differ. Status consumption refers more to a form of power that consists of respect; consideration and envy from others that represent the soul of culture (Csikszentmihalyi & Rochberg-Halton 1999:29), whereas conspicuous consumption refers to the purchase of visibly luxurious items which enhance an individual's image in the eyes of his/her peers. An example of status consumption is where individuals who fall within higher income brackets prefer to purchase luxury products of which the brand is not very prominent and it has also been found that these products are more likely to be more expensive than the ones with the prominent markings on (Nunes *et al.*, 2010:5). More clearly, status consumption can be defined as: *"The motivational process by which individuals strive to enhance their social status, to project authority and power over others by purchasing products that award and symbolise status for both the individual and the surrounding significant others"* (Eastman *et al.*, 1999:41-42; Tauber, 1995:60).

When physically engaging in status consumption individuals may incidentally "show-off" their wealth to others but only when the good is publicly consumed. This could be anything from driving a fancy car or applying an expensive lipstick (Sundie *et al.*, 2011:664). The more prominence, prestige or status a brand carries, the more likely it will be used in status consumption (O'Cass & McEwen, 2004:34). This characteristic relates to conspicuous consumption in that the good is used to portray a specific image. However during conspicuous consumption the good is always visibly consumed and, on clothing items the brand may be more prominently displayed whereas during status consumption the brand name is not necessarily displayed but the status and price of the brand is known by onlookers.

Status is a form of power that consists of a need to control others, to gain respect from others or be the envy of others and can represent the goals of a culture (Eastman *et*

al., 1999:42) e.g. the Buppies' market segment. Status reflects an individual's position or standing in a social hierarchy or society (Kaiser, 1997:414). Status consumption can therefore be seen as a construct that involves an internal need for status but also a desire to have power over others (Eastman *et al.*, 1999:43). Maslow's hierarchy of needs also refers to the desire to purchase status goods as the 'need for self-actualisation' (Heffetz, 2011:1101). According to O'Cass and McEwen (2004:34) status consumption is affected by both interpersonal and self-monitoring influences.

Interpersonal motives, in terms of status consumption refer to normative receptiveness (value expressive and utilitarian influence), whereas self-monitoring motives refer to high self-monitoring (sensitivity to personal cues) of individuals. Figure 2.2 indicates the motivational influences which may lead to the status consumption of luxury branded clothing.

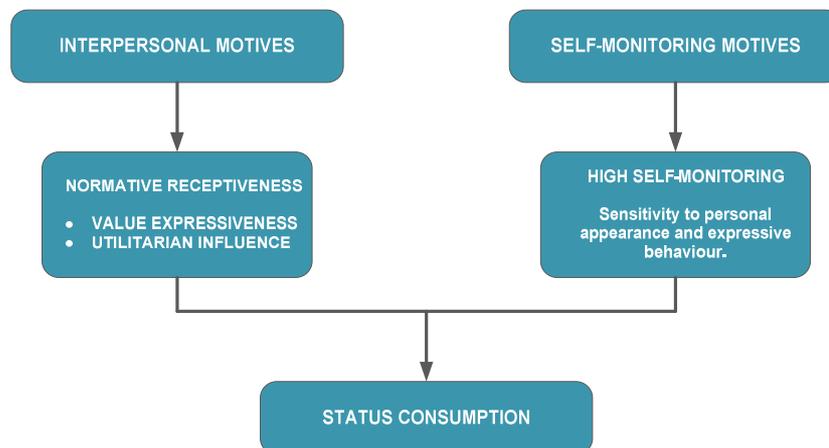


FIGURE 2.2: MOTIVATIONAL INFLUENCES OF STATUS CONSUMPTION

The following section provides a more in-depth discussion of the influence of interpersonal and self-monitoring motives on status consumption.

2.3.1 Interpersonal motives

Bearden *et al.* (1989:474) defined the susceptibility to interpersonal influence as: "The need to enhance one's own self-image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of

others regarding purchase decisions and/or the tendency to learn about products and services by observing others and/or seeking information from others”.

Interpersonal influences are affected by both normative receptiveness and informational receptiveness (Ang *et al.*, 2001:223). For the purposes of this study the informational dimension will not be measured as this requires seeking information from professionals and how the use of these individuals influences the marketing receptiveness of other individuals (Rath *et al.*, 2008: 2000). This construct is therefore not applicable to the study and only normative receptiveness will be explored.

2.3.1.1 Normative receptiveness

The consumer behaviour of individuals is directed towards enhancing self-concept through the purchase of specific products and brands which have a specific symbolic meaning to others (Belk *et al.*, 1982:4). Normative receptiveness affects purchase decisions that are based on the consumer's expectation of what would impress others (Ang *et al.*, 2001:223). It is considered to be an ongoing process of appearing before others to receive reinforcement through verbal or non-verbal feedback (Kaiser, 1997:358). Normative receptiveness consists of two dimensions namely: value expressiveness and utilitarian influence. The more conspicuous a product is, the greater the relevance of the utilitarian influence and value expressiveness (Park & Lessig, 1977:103).

Value expressiveness reflects an individual's desire to enhance his/her self-image by association with a specific reference group. The social interaction and expressive meaning attached to symbols represented by products lead individuals to use these to express something about themselves (Grubb & Stern, 1971:382). An individual's self-concept is enhanced by positive responses from significant others which reinforce his or her behaviour as these responses function as positive rewards (Hogg, Cox & Keeling, 2000:642). This can be achieved through wearing similar clothing brands or dressing in similar styles to the reference group. Value expressiveness is motivated by the individual's need to enhance or support his or her self-concept through referent identification (Kelman, 1961:63; Kaiser, 1997:21). Value expressiveness operates through the process of identification, which occurs when an individual assumes certain opinions or behaviours of others because it is associated with satisfying a self-defining

relationship (Bearden *et al.*, 1989:474). This is a way of matching one's self image with that of the social world (Simpson, Sigauw & Cadogan, 2008:197). Park and Lessig (1977:103) affirm this as they explain that consumers are motivated to be influenced by their reference groups in order to protect their self-image. This might be true for Buppies as in their professions they might choose to be influenced by their peers in order to be seen as being part of them and to be associated with them.

Utilitarian influence, the other dimension of normative receptiveness is reflected in an individual's attempt to comply with the expectations of others to achieve rewards or avoid punishment and it operates through the process of compliance of what is appropriate (Kaiser, 1997:358-359; Bearden *et al.*, 1989:474; Burnkrant & Cousineau, 1975:207). To determine what is appropriate, individuals observe others so as to avoid any psychological or physical harm. By purchasing "acceptable" products consumers are able to avoid experiencing feelings of not belonging (Simpson & Dore 2007:197). For Buppies to conform to and meet the expectations of the reference group they might purchase certain branded jeans, shoes or watches held in high regard by the reference group. If they purchase a less expensive brand of jeans or shoes they can be excluded because they did not meet the standards of the reference group. Within economic studies it has been found that the utility resulting from purchases which, in fact have no functional purpose, are merely bought in order to reflect a specific social status (Nelissen & Meijers, 2011:343).

2.3.2 Self-monitoring motives

Self-monitoring is the tendency to notice cues relating to socially appropriate behaviour and to then, modify one's behaviour accordingly (Snyder & Gangestad, 1986:125; Auty & Elliott, 1998:109). These motivations reflect on the self-control and self-presentation of an individual in front of significant others (Gould, 1993:419). Self-monitoring only affects status consumption and in effect means that status-laden products and brands are used by self-monitors to fit into social situations requiring the user to display prestige, success or status. Consumers may not necessarily wish to ostentatiously display clothing products, "blow up" their own egos' or improve their social position in society to fit in to different situations (O'Cass & McEwen, 2004:35).

Some people tend to suppress communications of their belief system and thus use clothing products to communicate their frame of reference. However, it may often be misinterpreted or not understood at all (Oosthuizen, 2004:61). Self-monitoring tendencies also refer to people's willingness and ability to regulate and control their own appearance and communicative behaviour.

Self-monitoring also influences the way in which individuals dress, portray and present their "ideal self" to others (Kaiser, 1997:182-182). High self-monitors differ from low self-monitors. High self-monitoring individuals are more sensitive to the expressive behaviour of others whereas low self-monitoring individuals are able to modify their self-presentation (Baron, Byrne & Branscombe, 2006:93). Low self-monitoring involves focusing on internal cues such as personal beliefs, attitudes and values as a basis for behaviour and these individuals do not adjust their actions according to other individuals in a group (Baron *et al.*, 2006:93). Low self-monitoring individuals tend to be less concerned with appearance management and situational norms. As clothing purchase is the main focus of this study and relates to appearance management while referring to other factors such as dress code, focus will mainly be placed on high self-monitoring influences.

2.3.2.1 High self-monitoring

Individuals who possess a trait of high self-monitoring are more sensitive to social cues which indicate appropriate social behaviour. They use these cues to modify their self-presentation (Browne & Kaldenberg, 1997: 32). Individuals with a high self-monitoring motive have the ability to modify their appearance and overall image according to the social situation that they are in. This affects consumer behaviour as individuals purchase according to what the social situation calls for (Snyder & Gangestad, 1986:125). Studies conducted by Snyder & Gangestad (1986) suggest that self-monitoring affects consumer behaviour as it is associated with an interest in maintaining a "front" through the use of props (such as clothing) that convey a specific image to other people. This awareness attributes a "chameleon-like" quality to high self-monitoring individuals who may seem to be different people in different situations (Browne & Kaldenberg, 1997: 32).

High self-monitoring individuals may be more concerned with their physical appearance and body-image than low self-monitors. These individuals are highly aware of the messages that clothing send and act in a way that creates certain impressions in the minds of others (Browne & Kaldenberg, 1997:32). The clothes high self-monitors wear are thus specifically selected in order to skilfully manipulate their image in the minds of others. Studies have also found that high self-monitoring woman are more likely to become opinion leaders when selecting clothes and use clothing to achieve social approval (Davis & Lennon, 1988). Opinion leaders serve as the main consumers who spread word-of mouth communications, thus high self-monitoring individuals may be expected to be able to describe to others what to do and what to wear to play a different role in different situations (Browne & Kaldenberg, 1997:33).

These individuals therefore more consciously enhance their self-image in relation to others and monitor themselves through the process; in the end presenting themselves as others would like them to be seen (Riquelme *et al.*, 2011:298). Therefore high self-monitors consume high-status goods to project the desired message and illicit desired responses from their reference group thereby influencing status consumption (Auty & Elliot, 1998:117). High self-monitoring relates to sensitivity towards expressive behaviour. These individuals have the tendency to focus more on external cues and are concerned with how others react. They subsequently adjust their actions according to the reference group's expectations of the situation at hand (Baron *et al.*, 2006:93). High self-monitors are attuned to interpersonal cues (what others think) and will purposely manage their appearance and behaviour to have control over the social situation and their self-expression (Kaiser, 1997:202-203). Their focus is on creating and maintaining an appropriate public image for others and they are constantly aware of their reference group's reaction to what they are wearing or how they are acting. Buppies who are high self-monitors will know how to manipulate social situations through modifying the clothing or brands that they wear. They know that certain clothing brands provide them with control, authority and power over their social group.

2.4 CONCLUSION

This chapter focused on describing and clarifying all of the important concepts for this study, and provided an overview of the literature relevant to the topic under

investigation. It is evident from the review of literature that even though conspicuous and status consumption have been used interchangeably in the past, they are essentially two different constructs, as conspicuous consumption relates more to the tendency of individuals to purchase branded clothing and visibly display these items to show off their social standing to their reference groups as well as to enhance their image in the eyes of their peers. On the other hand status consumption refers more to a process where individuals enhance their social status and project authority and power over others through the purchasing of luxury products (Eastman *et al.*, 1999:42; Tauber, 1995:60). These constructs ultimately form the motivations which coerce Buppies into engaging either in the conspicuous consumption of luxury clothing brands or the status consumption of luxury clothing brands. In the next chapter the theoretical perspective underlying consumers' motivation to purchase luxury clothing brands will be discussed and explained. The chapter will conclude with an outline of the study objectives and supplemented with the conceptual framework developed for the study.

CHAPTER 3: THEORETICAL PERSPECTIVE

3.1 INTRODUCTION

This chapter provides background to the theoretical perspective that was used for this study, namely the motivation theory based on Maslow's Hierarchy of Needs and McGuire's Motive Classification System. The theoretical perspective offers a way to relate the motivation of Buppies to their engagement in conspicuous – and or –status consumption. Therefore it was deemed suitable as the theoretical framework for the study. The conceptual framework derived from the literature and theoretical perspective serves as a conceptual guideline for the researcher on which certain predications are based and is therefore an important element of the study.

3.2 MOTIVATION AS A DRIVING FORCE FOR CONSUMPTION

One of the initial questions asked upon the establishment of social and behavioural science was: "Why do people wear clothes?", however later scholars realised that the focus was misplaced and should instead be placed on "how people use clothing in their daily lives, within a larger cultural and historical context" (Kaiser, 1997:14 & 22). Therefore, focusing mainly on the motivation behind wearing specific clothing as well as the implication it has on consumer behaviour starting from the motivation for making certain purchasing decision to the actual consumption of the product (Kaiser, 1997:22). Motivation is the internal driving force which compels consumers into action. This "driving force" results from a state of tension within the consumer which exists as a result of an unfulfilled need (Shiffman & Kanuk, 2010:63). The motivations which drive consumers to purchasing can be divided into two different categories namely: manifest motives and latent motives (Hawkins *et al.*, 1995:306).

Manifest motives include motives that conform to a society's fundamental value system as well as motives that are known by others and freely admitted. Latent motives, on the other hand, are motives that are unknown to the consumer or may be of such a nature that the consumer is reluctant to admit to them. Hence, it is easier for a marketer or researcher to determine the more obvious (manifest) motives because direct

questioning methods can be used to address these motives. However, it is more complicated to determine latent/hidden motives, as direct questioning cannot be used to determine these motives. To determine latent motives, the core need has to be established as the motivation results from an unfulfilled need (Elliot & Thrash, 2002:815; Hawkins *et al.*, 1995:306). The theories used in this study outline the core needs experienced by Buppies, which in turn motivate them to engage in conspicuous and or- status consumption. The two most relevant theories selected include: Maslow's hierarchy of needs (Maslow, 1970:15; Du Plessis & Rousseau, 2007:299; Hawkins *et al.*, 1995:301) and McGuire's psychological needs theory (1976).

As there is an abundance of available theories on motivation, some insight into other relevant theories is required to substantiate the reasoning behind ultimately making use of Maslow's and McGuire's theories. Some background on other relevant theories is provided below.

3.3 CONSUMER MOTIVATION THEORIES

The many relevant theories range from motivational in nature, to cognitive dissonance and role playing. These theories are briefly outlined below.

One such theory is Braun and Wicklund's (1989) theory of Self-Completion which argues that a feeling of "incompleteness" exists within individuals and that the acquisition of status products is a function of a possible identity crisis that they might be experiencing, or insecurity they might be feeling. By purchasing specific products they receive some form of compensation which ultimately forms the underlying motivation to buy certain luxury products. This compensation is gained by gathering or claiming other symbols which might imply one's identity-fulfilment, in that same identity area. This compensation takes the form of a symbol that is regarded as a feature of the individual and has the potential to signal to others that one possesses the identity in question (Braun & Wicklund, 1989:164). An example of this would be for an unattractive individual to purchase fancy clothes and expensive cars to compensate for their physical weakness and perhaps receive compliments on their acquisitions.

Another relevant theory is McClelland's (1961) theory of achievement motivation where he distinguishes between conscious and unconscious motives and where he refers to Maslow's hierarchy of needs (esteem – need for achievement) (McClelland, 1987:41). The achievement motive describes the desire for individuals to reach various goals as well as the process they follow to achieve these goals (McClelland, 1987:224).

In his book "Theory of cognitive dissonance", Festinger (1957) describes his dissonance theory. He explains that a person's attention is captured by the "exceptions to the rule" of otherwise consistent behaviour and by specifically doing things that you know do not fit in with your usual behaviour or opinions. For instance, a teenage girl knowing that he/she will probably get into trouble for wearing a too short skirt to fit in with her friends, still wears the garment; even though she may know that this action is not consistent with his/her normal behaviour. They are able to rationalise it to themselves, however there are instances where inconsistencies in behaviour cannot be rationalised. These inconsistencies are known as "dissonance" (Festinger, 1957:2). With his theory he attempts to prove that where dissonance exists, the individual is psychologically uncomfortable and this will motivate him/her to try to reduce the dissonance (the inconsistency) and achieve consonance (consistency). This theory may be relevant to the study at hand as it relates to social influence or new information gathered – things that might motivate individuals to purchase certain items to fit in with a specific social group or portray a specific image.

Erving Goffman's (1959) theory of role playing was inspired by Mead's basic concept of social interaction. He links social interaction to theatre where individuals are seen as performers or audience members that interact at particular stages or in social spaces (Goffman, 1959:xi). This theory may be relevant to this study as individuals use clothing to conspicuously display their social status – thereby taking on a role or a character to make others believe that they have a certain level of status or that they belong to a specific social group.

Brewer (1991) adds to the list of motivational theories with her theory of optimal distinctiveness. With this theory she proposes a model of optimal distinctiveness where social identity is viewed as a reconciliation of opposing needs for assimilation and differentiation from others. She suggests that individuals tend to seek distinction when they feel very similar to members of their social group. Conversely, when they feel too

different, they would try to find more similarities to be assimilated in the group (Hornsey & Hogg, 1999:543). Therefore this theory is also relevant to the study at hand as it relates to the motivation for individuals to purchase goods to conspicuously show their loyalty to their reference group and to fit in with them, however they also wish to stand out and be viewed as unique, which might be more of an indication of their need for status consumption.

A last theory that is relevant to this study is the theory of impression management. This is the process whereby people control the possible impressions that others may form of them. This theory is relevant as status consumption can partly be explained by the theory of impression management (also known as the self-presentation theory). Individuals wear specifically branded or priced clothing to alter their level of status in the eyes of their peers or in the eyes of strangers who are aware of the status that the product holds. This theory is mainly relevant during social interactions with friends, in relationships, during networking situations as well as in professional instances (Leary & Kowalski, 1990:34).

Although there are many theories that show relevance in some areas of this particular study; there are two main theories that are more relevant as a whole than the rest of the theories mentioned above. The two most relevant theories are: (1) Maslow's (1943) hierarchy of needs, which initiated motivational research (Maslow, 1970:15; Du Plessis & Rousseau, 2007:299; Hawkins *et al.*, 1995:301) and provides a good guide for general consumer behaviour and (2) McGuire's (1974) psychological needs theory that provides more insight into the different types of possible motives for Buppies' conspicuous and status clothing behaviour.

3.3.1 Maslow's Hierarchy of Needs

When Maslow (1943) developed his theory of human motivation he based it on studies of successful people including some of his own mentors. He developed his theory of motivation based on the concept of self-actualisation. Maslow (1943) also argued that some behaviour is highly motivated, some behaviour is only slightly motivated and some behaviour is not motivated at all. Due to an initial lack of support for his motivational theory he developed a scale of needs in the hope that future research would aid the completion of his theory on human motivation (Maslow, 1943:371).

Maslow's hierarchy of needs is based on four main premises: (1) all humans acquire a similar set of motives through either social interaction or a basic need, (2) some motives are more important than others, (3) basic motives need to be satisfied first before other motives are activated and (4) when basic motives are satisfied more advanced motives are set in motion (Hawkins *et al.*, 1995:301).

Maslow's motivation theory is built in the form of a hierarchy. Within his hierarchy of needs he established five levels of needs ranging from basic needs such as the need for food and water to more complex needs such as the need to be accepted by others and to belong. These needs are depicted in the form of a triangle where the basic needs form the base and the tip forms the most complex need (Figure 3.1) – the complicated needs also do not arise if the basic needs are not fulfilled (Maslow, 1943:370). In this particular study this becomes relevant as it is assumed that all basic needs have been fulfilled and therefore more focus is placed on the more complicated needs which arise.

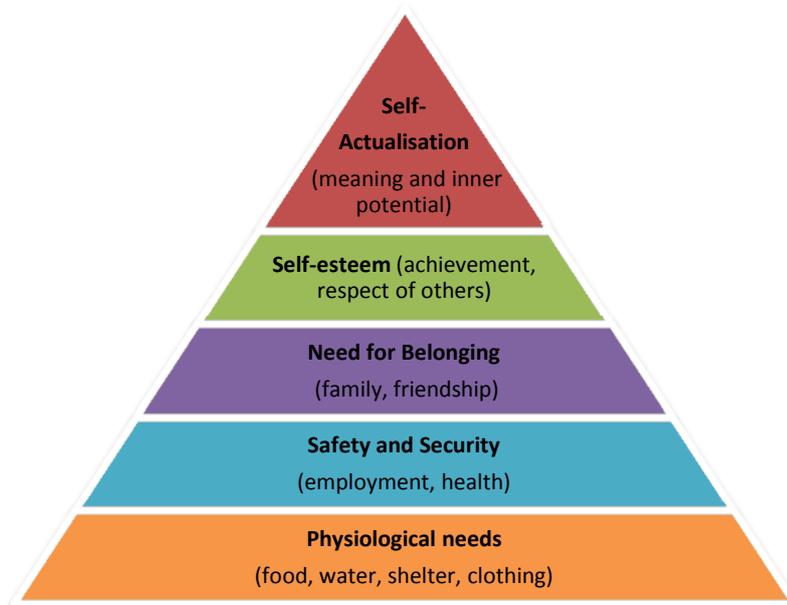


FIGURE 3.1: THE LEVELS OF NEEDS AS DERIVED FROM MASLOW'S HIERARCHY OF NEEDS (1943)

The first and most basic level of needs, the *physiological needs*, constitute the basic elements required for survival such as food, water and sleep. As pointed out by Maslow (1943:374); unless this basic need has been minimally satisfied the other more

advanced needs will not be activated. Therefore once the physiological needs have been fulfilled the next need will arise.

The second need is a need for *safety*. The feeling of physical safety, security and stability (such as familiar surroundings) are manifestations of safety needs. This need is also prevalent from a young age where infants may feel threatened by loud noises or sudden movements. Adults may not readily show these feelings of insecurity (Maslow, 1943:377).

The third need is the “love need” or better known as the need for *belonging* (Maslow 1943:380). Once a person’s belly is full and they feel safe they will suddenly feel the need for friendship and affiliation with groups. This more advanced need is highly influential in the motivational process of Buppies when engaging in conspicuous and or status consumption of luxury clothing. This need relates to their communication of belonging and their desire to form a part of a group and to be seen by others as being a part of a specific social group (Childers & Rao, 1992:199). After the need for love and connection has been satisfied it is likely that an even more complicated need will arise.

Maslow’s fourth and more complex need in the hierarchy of needs is the need for *esteem* (Maslow, 1943:381). This very advanced need is very relevant to the consumption patterns of Buppies as it relates to their desire for status, superiority, self-respect and prestige which all builds onto their own self-confidence, and in turn allows them to be perceived more positively by others (Zeigler-Hill, Besser, Myers, Southard & Malkin, 2013: 210). These needs relate to the individual’s feelings of usefulness and accomplishment and if an individual is able to wear expensive clothing it becomes a direct translation of their achievements. The need for esteem is very relevant to the study as it motivates Buppies to act in a specific way by purchasing specific products that will ultimately display their personal wealth and their status through the clothing that they wear and the people they associate with (Zeigler-Hill *et al.*, 2013:210). After this need has been fulfilled the final need in Maslow’s hierarchy of needs will arise.

The final need in the hierarchy of needs is the need for *self-actualisation* (Maslow, 1943:382). This final need only becomes a need once all of the other needs have been fulfilled. The need for *self-actualisation* involves a desire for self-fulfilment and for the

individual to become all that they are capable of becoming. This involves doing the job that you were “meant for” or being a fantastic mother. This need takes various forms in various people and is not the same for everyone. Depending on the individual this need may be more, or less prevalent in different people. However, the way in which they display the satisfaction of this need through their purchases and then showing those to others makes this need relevant to this particular study. For instance, being a mother and displaying this through the use of a very expensive baby-bag.

3.3.2 McGuire’s Motive Classification System

The second theoretical perspective that is very useful to this particular study is McGuire’s (1974) motive classification system where he built on the concepts in Maslow’s hierarchy of needs (Alonzo & Aiken, 2004:207; Hawkins *et al.*, 1995:302-303). This classification system is suitable to identify and classify specific manifest and latent motives regarding Buppies’ conspicuous and status consumption. This motivational theory has two criteria that determine the four major categories. These criteria are firstly the mode of motivation and secondly what the motivation focuses on. The mode of motivation can either be cognitive or affective, and the focus can either be on preservation or on growth. This gives four categories that are each sub-divided into four more sub-categories (Table 3.1) (McGuire, 1974:172 *cited in McGuire 1976:142*).

TABLE 3.1: 16 GENERAL PARADIGMS OF HUMAN MOTIVATION (McGuire 1974:142)

Mode	Initiation	Active (manifest)		Passive (latent)	
	Orientation and Stability	Internal	External	Internal	External
Cognitive	Preservation	1. Consistency	2. Attribution	3. Categorization	4. Objectification
	Growth	5. Autonomy	6. Stimulation/ novelty	7. Teleological	8. Utilitarian
Affective	Preservation	9. Tension Reduction	10. Expressive	11. Ego-Defensive	12. Reinforcement
	Growth	13. Assertion	14. Affiliation	15. Identification	16. Modelling

Each of the needs listed above will be discussed in more detail below (McGuire, 1974; Alonzo & Aiken, 2004:207; Hawkins *et al.*, 1995:302-303).

The need for consistency: This is an active internal need and a basic desire of individuals to have all of their facets or “parts” to be consistent with each other. This includes attitudes, behaviours, opinions, self-images and views of others. Therefore, when Buppies choose to be part of a reference group they have to be able to identify with the group in terms of norms, values opinions and image. Hence the group has to be consistent with the way in which they view themselves (Shibutani, 1955:562 & 565).

The need for attribution: This motive relates to our need to determine who or what causes the things that happen to us. The process of interpreting one’s own or others’ behaviour is a great component in attitude formation (Schiffman & Kanuk, 2010:260). The need for attribution is relevant to this study as it assists Buppies to gather information about individuals in their reference group and will ultimately also determine their attitude towards that group.

The need to categorise: This need relates to the ability of individuals to categorise or organise information and experiences in some meaningful yet manageable way. This motive could be very prevalent among Buppies who are high-self monitors as they gather various bits and pieces of information so that they can adapt according to the situation at hand (Browne & Kaldenberg, 1997:32).

Need for objectification: These motives reflect needs for observable cues or symbols that enable one to infer what one feels and knows. Impressions, feelings and attitudes are subtly established by viewing one’s own behaviour and that of others and also drawing inferences of what one feels and thinks. These observable cues, such as conspicuously displaying specific brands, are used by individuals to reflect their social standing and social position in society. This is because brands are used to endorse other people’s understanding of individuals’ relationship with their reference group (Kravets & Öрге, 2010:220).

The need for autonomy: This is a need for independence and self-government. It is very likely that all individuals have this need at some level. This need may motivate individuals who want to rise above their reference group to perform better, become more self-regulating and, through status consumption, display their newfound independence.

The need for Novelty: An aspect of novelty involves individuals to vary their choices among known motivations by perhaps altering their brand preferences (Hirschman, 1980:284). This motivates change in appearance or even brand-switching as Buppies may desire to change with fashion and to keep up with the latest trends. This is ascribed to a need for variety and marketers often refer to this behaviour as “variety-seeking”.

The teleological need: This motive compels individuals to prefer mass media such as movies, television programs and books with outcomes that match their own individual view of how the world should work. This is may also be relevant to Buppies as they would buy luxury products that they can best relate to and that best reflect their personalities, opinions and their level of status.

Utilitarian need: This need sees the consumer as a problem solver who approaches situations as opportunities to acquire useful information or new skills. As mentioned in the literature review; status consumption operates through the process of compliance where individuals attempt to comply with the expectations of others aiming to either receive awards or avoid punishment (Kaiser, 1997:358-359).

The need for tension reduction: Everyone encounters certain situations on a daily basis that create uncomfortable levels of stress. To effectively manage tension and stress in our lives individuals are motivated to seek ways in which to reduce this occurrence. This may relate to situations where Buppies will avoid punishment by conforming to the rules of the group by dressing in appropriate brands or portraying the appropriate image to avoid punishment (Kaiser, 1997:358-359; Bearden *et al.*, 1989:474; Burnkrant & Cousineau, 1975:207).

Need for Self-Expression: This motive deals with the internal desire to externally express oneself to others. Clothing acts as signals for individuals to either state that they are part of a group (Piacentini & Mailer, 2004:255) or to express their individuality and self-image (Kamineni, 2005:27). Buppies may therefore use clothing to express their status or the fact that they belong to a specific reference group.

The need for Ego-Defence: When individuals' identity is threatened they are motivated to protect their self-concept. Conspicuous consumption includes purchasing specific

items solely to enhance your self-image (ego). Purchasing with this intention directly relates to the “ostentatious display of wealth” (O’Cass & McEwen, 2004:27). Thus Buppies may purposefully engage in conspicuous consumption to prove that they have a certain level of status to defend their ego.

The need for reinforcement: The process of reinforcement will increase the possibility of an event occurring in future due to the fact that an action was supported (Schiffman & Kanuk, 2010:211). Individuals are motivated to act in ways where they will be rewarded for their actions. By wearing branded/luxury clothing Buppies can get approval from their reference group or from others who want to be associated to them due to their perceived status or power, which will in turn increase the likelihood of them wearing that brand again.

The need for assertion: This need reflects a consumer’s need for engaging in those types of activities which will bring about an increase in self-esteem as well as esteem in the eyes of others. People who are assertive have been known to successfully reach their short-term goals (Hull & Schroeder, 1979:27). This might relate to Buppies purposefully purchasing luxury goods in front of their friends, that they might not be able to afford, to assert the fact that their status and wealth is higher than their peers within their reference group.

The need for cues: These motives reflect the need for observable symbols which enable consumers to form impressions of others. These symbols act as messages used by individuals to transmit a message to their reference group (Piacentini & Mailer, 2004:251). These symbols can take the form of wearing specific brand names. Clothing is a form of non-verbal communication and forms an important part in an individual’s self-representation during social interactions (Noesjirwan & Crawford, 1982:155 cited in Van Eck, Grobler & Herbst, 2004:4).

The need for affiliation: Many consumers will be motivated to buy certain products to be accepted by others. Dressing in certain styles or wearing certain brands are ways for Buppies to fit in with their reference group and to show that they belong to a specific group. According to Elliott and Wattanasuwan (1998, cited in Piacentini & Mailer, 2004:252) individuals use the symbolic nature of goods in order to show their affiliation to particular social groups.

The need for modelling: When consumers want to copy someone, by wearing the same style sunglasses or the same brand watch, they are motivated to purchase products which allow them to be a part of a specific reference group. The process of modelling is done from a very young age where children observe the behaviour of others, remember that behaviour and copy it (Schiffman & Kanuk, 2010:224). Evidence of modelling can be seen in Buppies' reference groups where they copy each other to achieve uniformity.

As indicated above, McGuire's Psychological Motives are related to either manifest motives or latent motives. Where manifest motives are known to the individual and freely admitted to others, latent motives are unknown to the individual or the individual is reluctant to admit specific motives. The levels of questions used to determine latent or manifest motives differ. One can use direct questions to measure manifest motives however latent motives require projective techniques or other more complicated indirect approaches (Megehee & Spake, 2012:1439; Hawkins *et al.*, 1995:306).

An example of manifest motives and latent motives are indicated in Figure 3.2 below where the known motives are on the right and indicate good reasoning to purchase a car and the unknown/ hidden motives are indicated on the left.

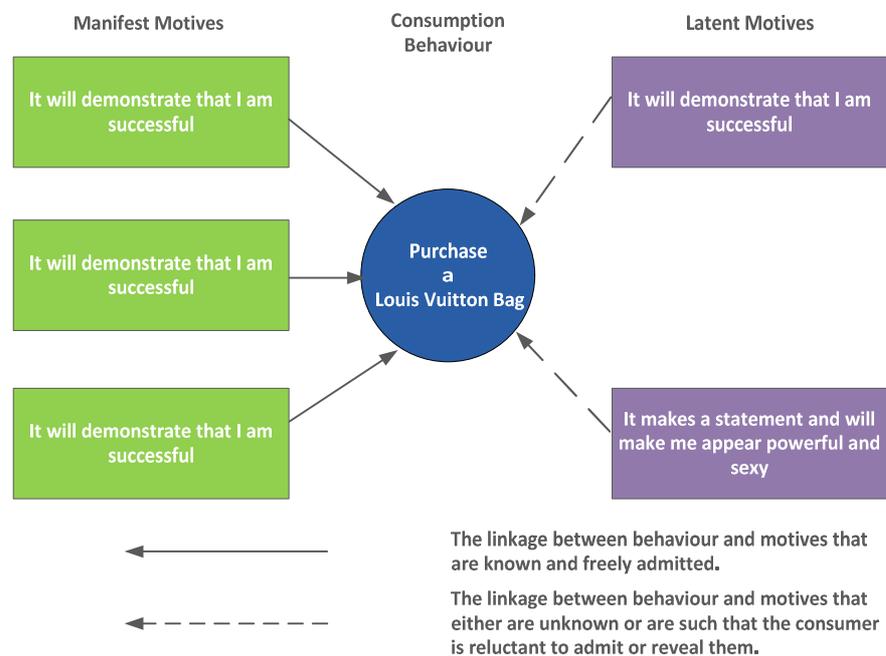


FIGURE 3.2: LANTENT AND MANIFEST MOTIVES (Arora, 2012)

As indicated in the examples given above Maslow's hierarchy of needs (1943) and McGuire's (1974) psychological needs theory provide suitable theoretical perspectives for studying the motivation behind Buppies' conspicuous and status consumption. These motivational theories provide more insight into Buppies' motivational processes and describe and explain the phenomena. The following conceptual framework was formulated from the information obtained during the literature review and the theoretical perspective.

3.4 CONCEPTUAL FRAMEWORK

The conceptual framework was adapted from the Two factor Conspicuous and Status Consumption model suggested by O'Cass and McEwen (2004:25) and supplemented by the motivational theories of Maslow (Maslow, 1943; Hawkins *et al.*, 1995:301) and McGuire (1974) (Hawkins *et al.*, 1995:301) (Du Plessis & Rousseau, 2007:299; Hawkins *et al.*, 1995:301). The following conceptual framework was developed to direct the study.

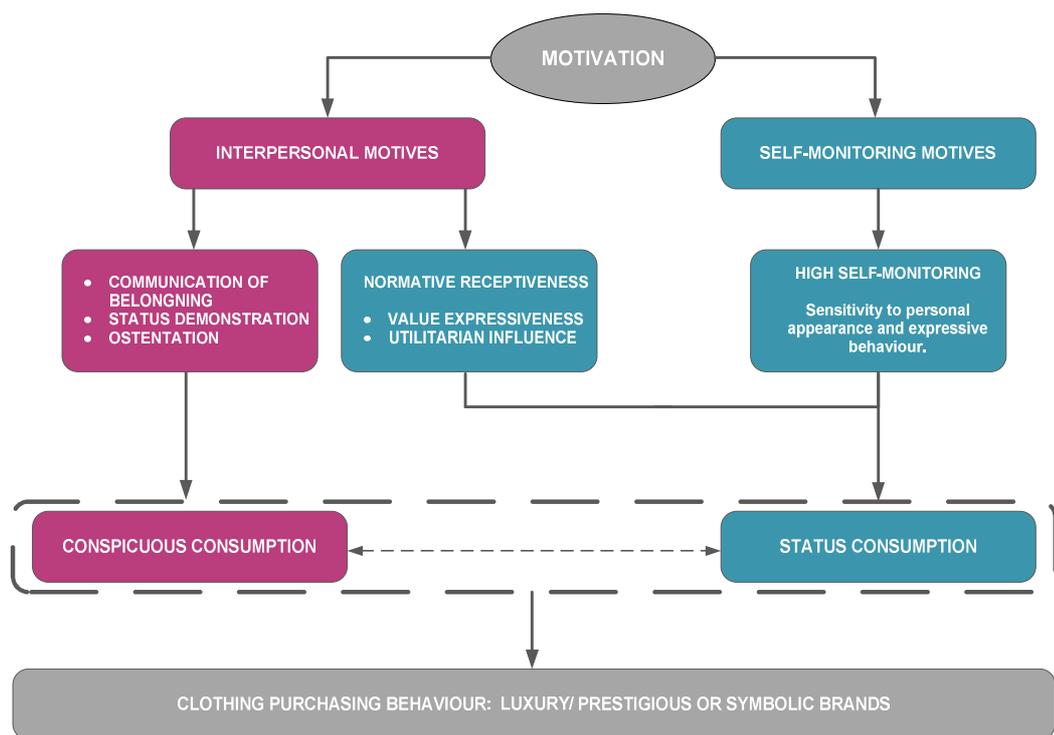


FIGURE 3.3: CONCEPTUAL FRAMEWORK [Adapted from Hawkins *et al.*, (1995) and O'Cass & McEwen (2004)]

The model suggests that consumers are motivated by *interpersonal* and *self-monitoring motives* when engaging in conspicuous or status consumption. Lavish clothing products are not only purchased because of what they mean to the individual but also because of what they mean to the individual's social reference group (Leigh & Gabel 1992:27).

Interpersonal motives are determined by the individual's communication of belonging (the need to use clothing to fit in with reference group), status demonstration (showing-off social standing through prestige/luxury products), and ostentation (directly displaying wealth through high priced clothing brands) (Marcoux *et al.*, 1997:10). Buppies' conspicuous consumption of clothing is driven by these dimensions of interpersonal motives. In other words, these individuals purchase luxury, prestige or symbolic brands for unconcealed display to show of their success and impress their reference group.

Interpersonal motives can also relate to *normative receptiveness*, which refers to what is expected to impress others when making clothing purchasing decisions (Ang *et al.*, 2001:223). Normative receptiveness consists of two dimensions: (1) *value expressiveness* which reflects the individual's desire to enhance his/her self image by association with his/her reference group (Kelman, 1961:73) and (2) *utilitarian influence* which refers to the individual's willingness to comply with the expectations of the reference group (Burnkrant & Cousineau, 1975:207). Interpersonal motives related to normative receptiveness drive consumers to engage in status consumption. Buppies buy luxury or prestige clothing brands that are visible to their reference group to obtain acceptance and to comply with the reference group's expectations. Respect and recognition from the reference group is important, but at the same time the fulfillment of their need to enhance their own image/status.

Self-monitoring motives relate to consumers' self-management and presentation and for the purposes of this study the main focus will be placed on high self-monitoring (sensitivity to expressive behaviour of others). The dimensions of self-monitoring also play a role in Buppies' status consumption. This is when consumers purchase luxury or prestige products for personal reasons such as to control social situations or to use for power over other rather than to ensure that others are aware of their individual wealth. The two constructs of conspicuous and status consumption result in

consumers' purchase of clothing products that convey messages of luxury, prestige or any other symbolic meanings associated with success, wealth or affluence by them or their reference group.

The constructs outlined above enabled the formulation of the following research objective and sub-objectives:

3.5 OBJECTIVES

The following research objectives were developed from the research question and relevant literature gathered and discussed in the literature review: *What motivates Black urban professionals' (Buppies) conspicuous and status clothing brand consumption?*

In keeping up with the research question the following objectives and sub-objectives were formulated.

3.5.1 Objective 1

To explore and describe **interpersonal motivations** for Buppies' **conspicuous and status** clothing brand consumption.

- To explore and describe *communication of belonging* as motivation for Buppies' **conspicuous** clothing brand consumption.
- To explore and describe *status demonstration* as motivation for Buppies' **conspicuous** clothing brand consumption.
- To explore and describe *ostentation* as motivation for Buppies' **conspicuous** clothing brand consumption.
- To explore and describe *normative receptiveness (value expressive and utilitarian influences)* as a motivation for Buppies' **status** clothing brand consumption.

3.5.2 Objective 2

To explore and describe **self-monitoring** as motivation for Buppies' **status** clothing brand consumption.

- To explore and describe *high self-monitoring* as a motivator for Buppies' **status** clothing brand consumption.

3.5.3 Objective 3

To investigate Buppies' conspicuous and status clothing brand consumption across different demographic groups (age, gender, income and profession).

- To investigate the **types of clothing brands** used by Buppies in conspicuous or status consumption.
- To investigate Buppies' conspicuous and status clothing brand consumption **across different income groups.**
- To investigate Buppies' conspicuous and status clothing brand consumption **across different professions.**
- To investigate Buppies' conspicuous and status clothing brand consumption **across different age groups.**
- To investigate Buppies' conspicuous and status clothing brand consumption **across gender.**

3.6 CONCLUSION

The theoretical perspective has provided some insight into the “backbone” of the study that assisted in formulating the aims and objectives. The aims and objectives were then broken down into questions that formed part of a questionnaire which was distributed to obtain the results of the study. More detail on the questionnaire and the survey methods will be discussed in Chapter 4.

CHAPTER 4: RESEARCH METHODOLOGY

4.1 INTRODUCTION

This chapter presents the research methodology for this study and consists of the research design, purpose and approach; instrument development (conceptualisation and operationalisation); sample and sampling; data collection; data analysis and ethical considerations.

A clear literature overview of conspicuous and status consumption was provided in Chapter 2. The various theories on motivation were discussed and it was established that the two most appropriate theories for this particular study were Maslow's (1943) hierarchy of needs and McGuire's (1974) Psychological Needs Theory. These theories formed the "backbone" of the study and also assisted in forming the aims and objectives of the study on which the questions in the survey component of this study were based (Chapter 3). In this chapter the conceptualisation and operationalisation of the research aims and objectives will be related to the questionnaire. The final formulation of the questionnaire as well as the reliability and validity of the various scales used including certain ethical considerations will also be discussed.

4.2 RESEARCH DESIGN, PURPOSE AND APPROACH

The research design of a study is the plan or the "blueprint" of how the research was conducted (Mouton, 2001:55). The purpose of this study was to explore and describe Black urban consumers' motivation for consumption of conspicuous and status clothing brands. An explorative survey research design was followed for this study to gain insight into the topic. This study followed a quantitative research approach to address the research question and objectives. The reason for using a quantitative research approach was due to it including measurement procedures, which result in empirical data that could be statistically analysed and presented (Babbie, 2005:443; Creswell, 2003:18). As a quantitative research approach was chosen, it was easier to obtain data methodically and in a more uniform manner (Fouché & Delport, 2005:75). A cross-sectional study was undertaken to ensure that the study was based on

observations representing a single point in time (Babbie, 2005:111). For this study, the phenomena needed to be understood not only in the South African context but more specifically in the Black consumer market context. Hence, a contextual research strategy was followed (Terreblanche, Durrheim & Painter, 2006:337).

It was decided to make use of an explorative-descriptive approach to conducting the research. The research followed the format of an exploratory study in that new questions were generated and speculative insight was provided into the relatively unknown area of research (Terreblanche *et al.*, 2006:44). The purpose of using a descriptive approach was to describe the phenomena accurately (Terreblanche *et al.*, 2006:44). This study attempted to explore and describe the motivation of Buppies' conspicuous and status consumption of clothing and the purpose was to obtain better insight regarding the specific phenomena as well as to precisely describe the phenomena.

After the research design, purpose and approach was established, the research instrument could be developed.

4.3 INSTRUMENT DEVELOPMENT

A self-administered questionnaire (**Appendix A**) was developed, based on existing literature and scales. Reliability of constructs was heightened by clearly conceptualising them in the literature review. Reliability alone is not enough to ensure that the research is viable; the data also has to be valid. The questionnaire developed can be deemed valid if it measures what it is created to measure (Delpont, 2005:160). Through existing literature conceptual and measurement definitions related to the variables being investigated, were obtained. Theoretical validity of constructs was accomplished by eliminating vagueness in that way. While developing the questionnaires special care was taken to ensure that logical reasoning was used. Caution was also taken to ensure that possible problems that could arise during the research could be identified (Babbie, 2005:366). The reliability of the questionnaire was further enhanced by using reliable scales that have been used in previous studies.

The instrument consisted of 40 items. The first section included open-ended questions addressing general demographic information about the sample (10 items). These questions related to respondents' age, gender, income, profession and geographic location. Items related to respondents' clothing brands that they frequently purchase, preferred brands or brands they aspire to purchase were also included. The second section included 30 items measuring the constructs: conspicuous consumption (communication of belonging; status demonstration; ostentation) and status consumption (value expressiveness, utilitarian influences high self-monitoring). All the constructs being explored were measured using a 5-point Likert-type scale, ranging from 'never'=1, 'seldom'=2, 'sometimes'=3, 'often'=4 to 'always'=5.

4.3.1 Adapted scales used in instrument development

The following measuring instruments were combined and adapted to measure the constructs employed in the study and to address the objectives formulated for the study.

Items measuring *conspicuous consumption* (communication of belonging; status demonstration; ostentation) were adapted from Marcoux *et al.*'s (1997) *Conspicuous Consumption Desires Scale*. Attitudes towards conspicuous consumption regarding certain goods are measured with this conspicuous consumption scale (Marcoux *et al.*, 1997:10). The scale consists of 18 items. The Cronbach's *alpha* and confirmatory factor analysis indicated that this scale has a good level of reliability and validity (Chen *et al.*, 2008:686). First of all, the Cronbach's *alpha* of the four dimensions were all greater than 0.7, which indicated high reliability. Also in Chen *et al.*'s (2008) report (upon the validation of the scale) found that the convergent and discriminant validity was verified by the high correlation between their scale and Marcoux *et al.*'s scale. The scale also achieved a good criterion-related validity (Chen *et al.*, 2008:686).

Items measuring *status consumption* were adapted from Eastman *et al.*'s (1999), *Status Consumption Tendencies Scale*. Eastman *et al.* (1999) conducted 6 different studies to test the Status consumption scale and to prove that it is reliable and valid. This scale was purified by using methods from Churchill (1979) to examine the dimensionality of the scale's items (Eastman *et al.*, 1999:43). This scale proved to be one-dimensional, internally consistent, valid, and self-reporting. It is a five item (one

item reverse coded) scale that measures the differences in status consumption. It taps into the consumer's motivation to consume in order to achieve status distinctively from his/her income or perceived social class (Eastman *et al.*, 1999:50). The psychometric validity of the scale was also tested and the scale was significantly correlated with the purchase of status brands. To prove the reliability of the study, a test-retest and coefficient-alpha as well as a confirmatory factor analysis and an evaluation for response bias was completed. The Cronbach's *alpha* of the scale was 0.81, which is further evidence of its validity. For the relationship between Social Consumption Tendencies Scale and the Materialism Scale (Richens & Dawson, 1992 *cited in* Eastman *et al.*, 1999:43) the Cronbach's *alpha* coefficient was measured as 0.83. Further, the scale possesses nomological or construct validity through its correlation with materialism and status concerns (Eastman *et al.*, 1999:49).

The self-monitoring tendencies scale (a revision of Lennox and Wolfe's (1984) revised self-monitoring scale) was used to measure the *self-monitoring* construct. The results were adequately strong to warrant continued use of this instrument. The revised self-monitoring scale (RSMS) indicates that self-monitoring consists of two dimensions as described by Lennox and Wolfe (1984). The scale consists of 13 items and uses a 6-point bipolar format, rating from "certainly always false" to "certainly always true". Seven of the items reveal an individual's ability to modify their self-presentation and six items reflect an individual's sensitivity to the expressive behavior of others (O'Cass 2000:401). The item scores in each dimension are summed to form factor indices or the overall summed scores can be used as an overall measure of self-monitoring (Lennox & Wolfe, 1984). It is a two-factor structure. Factor 1 related to the self-monitoring ability and its internal reliability estimate was 0.886 and the Cronbach's *alpha* was 0.86 which indicated high internal reliability and consistency. Factor 2 related to self-monitoring sensitivity and its internal reliability estimate was 0.887, and the Cronbach's *alpha* was 0.85, also indicating high internal reliability and consistency. The Cronbach's *alpha* for the two factors together was 0.8656 (O'Cass, 2000:408).

Normative receptiveness (value expressive and utilitarian influences) was measured by items adapted from Bearden, Netemeyer and Teel's (1989), *Reference group influence (normative)* scale. This scale is a two factor (normative and informational), 12 items (four informational and eight normative) scale. Only the eight normative items were used in this study. The Coefficient *alpha* estimates were 0.86, 0.87, and 0.82 for

informational influence, utilitarian influence, and value expressiveness (Bearden *et al.*, 1989:476). The scale proved to be valid and reliable and links were found with other constructs that confirmed convergent and discriminant validity (Bearden *et al.*, 1989:476). The connection between the even and odd totalled averages for the normative receptiveness and informational receptiveness indicated 0.72 and 0.80.

Evaluation of the *brands status* and respondents' desire to consume the brand conspicuously was measured by items adapted from Eastman *et al.* (1999) and Marcoux *et al.* (1997) (*cited in* O'Cass & McEwen, 2004:30).

All of the scales were evaluated on content and face validity by a panel of expert judges as recommended by Converse and Presser (1986) in the study of O'cass and McEwen (2004:30). The factor structures indicated that items loaded onto their respective constructs and reliabilities were all well above acceptable levels.

Before the pilot study could take place some precautions had to be taken to confirm the reliability and validity of the data. If the questionnaire is free from random error and the results are consistent the research can be considered reliable (Delpont, 2005:176). Hence, a simple questionnaire was used and precaution was taken to ensure that questions were constructed in such a manner that they were clear and understandable to the respondents. To ensure reliable results, each objective was reflected in more than one question so that there was no ambiguity when analysing the results. The researcher's contact details were given to the participants and used by participants when they had any queries. This was also an attempt to reduce the chances that respondents may have made incorrect assumptions about questions in the questionnaire or relating to the research.

Validity, on the other hand was ensured in the following ways:

Theoretical validity was obtained prior to conducting the study by writing a clear and concise literature review (Chapter 2), ensuring that a suitable theoretical perspective was in place and by formulating clear unambiguous objectives (Chapter 3).

Construct validity was established by clearly defining concepts, and by using layman terms and not using ambiguous language and also by using measurement scales that have previously been used as discussed. The target population was equally

represented as a sufficient sample size was selected and a total number of 246 completed questionnaires were obtained. All of the respondents were similar in age, had similar incomes, and were at similar stages of their lives (Delpont, 2005:162).

4.3.2 Operationalisation and Conceptualisation

Table 4.1 summarises the important constructs that were used in the study. The sub-objectives are listed with the relevant categories developed for each sub-objective. Dimensions, indicators and items are specified for each construct. The adapted measuring instruments used to measure the concepts are also indicated in the table.

TABLE 4.1: CONCEPTUALISATION AND OPERATIONALISATION OF OBJECTIVES

SUB-OBJECTIVES	DIMENSIONS	INDICATORS	ITEMS	Question in Questionnaire
1. To explore and describe interpersonal motivations for Buppies' conspicuous and status clothing brand consumption (Adaptation of Marcoux, et al (1997) 18 item Conspicuous Consumption Scale. A seven point Likert will be used where 1- Strongly Agree and 7-Strongly Disagree.)				
To explore and describe <u>communication of belonging</u> as motivation for Buppies' conspicuous clothing brand consumption.	Communication of Belonging	<ul style="list-style-type: none"> The desire to belong to a specific group. Tendency to imitate others with whom they want to be associated. Easily influenced by the reference group's reaction. Desires to be accepted by others within a group. Uses certain symbols (such as a specific brand) to be associated with a specific group. Seeks a specific response from other individuals within the group. Wants to fit in rather than to stand out. 	I dress like my friends because I want people to know we are connected.	11.2
			I buy the same branded clothing as my friends and colleagues.	11.4
			I like to be associated with a specific group.	11.14
			I wear the same branded clothing as my friends and colleagues because I am more valued.	11.21
			I wear clothing that fits in with my friends.	11.26
To explore and describe <u>status demonstration</u> as motivation for Buppies' conspicuous clothing brand consumption.	Status Demonstration	<ul style="list-style-type: none"> Desires to show off wealth. Wants to create an impression with others. Wants others to think he/she is important. Influences others' judgements about oneself. Desires to communicate prestige. Desires to communicate financial success. Desires to demonstrate specific achievements. Desires to demonstrate a position of power. Enhances personal perceived status. Demonstrates an affiliation with a specific reference group. Desires to appear important and powerful. 	I wear clothing that is unique and makes me stand out from my friends and colleagues.	11.1
			I wear branded clothing because it is a symbol of success.	11.6
			I buy products with the intention to impress others.	11.8
			I buy branded clothing because it is prestigious.	11.13
			I wear branded clothing so that others will think I have a position of power.	11.15
			I buy branded clothing because then others will think I have achieved a lot.	11.19
			I wear branded clothing because it makes me more attractive than others.	11.10
To explore and describe <u>ostentation</u> as motivation for Buppies' conspicuous clothing brand consumption.	Ostentation	<ul style="list-style-type: none"> Desires to display possessions. An ability to impress others with wealth. Desires to be noticed by others because of wealth. Desires to receive a reaction from others due to the display of wealth. Manipulates others' perceptions of oneself. Purchase products with known high prices. Receive admiration from others. 	I dress in expensive clothing to be noticed by others.	11.11
			I buy expensive clothing to be noticed by others.	11.16
			I would pay more for a clothing item if it had importance value/ snob appeal.	11.18

SUB-OBJECTIVES	DIMENSIONS	INDICATORS	ITEMS	Question in Questionnaire
To explore and describe <u>normative receptiveness (value expressive and utilitarian influences) as motivation for Buppies' status clothing brand consumption.</u>	Value Expressiveness	<ul style="list-style-type: none"> Desires to impress others. Enhances self-image through referent identification. Defines one through modelling others. Purchase products with the expectation that it will impress others. Enhances self-image through the association with others. Easily adopts another's opinion on behaviour because individual wants to be associated with a specific reference group. Desires to satisfy a self-defining relationship through mimicking others. 	I wear branded clothing so that others will think that I am important.	11.12
			I wear expensive clothing to impress others with my wealth.	11.20
			I buy the latest brands providing I am sure that my friends approve of them.	11.23
			I keep up with new brands by looking at what my friends are wearing.	11.25
			I wear branded clothing because others have more respect for me if I do.	11.28
			I feel better about myself if I am dressed like my friends and colleagues.	11.29
	Utilitarian Influence	<ul style="list-style-type: none"> Complies with the expectations of others. Be rewarded by others e.g. through compliments. Complies with what the group expects or the rules of the group. Receives punishment if one does not comply with the group. Does only as the group does. Does not deflect away from the group. Optimises to receive compliments for goods. 	I like to get my friends' approval of what I wear.	11.7
			I dress according to others' expectations.	11.9
			I follow the rules of the group with regards to dress code.	11.17
			My friends make fun of me if I am dressed differently to them.	11.22
			I wear the same clothing as my friends because it makes me more popular among them.	11.24
2. To explore and describe <u>self-monitoring as a motivation for Buppies' status clothing brand consumption</u> (An adaptation from Eastman, et al. (1999) five item Status Consumption Scale. This will be adapted into a seven point Likert Scale which ranges from 1- Strongly Agree to 7- Strongly disagree.)				
To explore and describe <u>high self-monitoring as motivation for Buppies' status clothing brand consumption.</u>	High self-monitoring	<ul style="list-style-type: none"> Focuses on external cues. Concerned with the reactions of others. Will change with the situation. Sensitive to interpersonal cues and will manage appearance and behaviour accordingly. Places more emphasis on others than on oneself. Has a constant awareness of one's reference group. Purposely control expressiveness. Control the way in which feelings are expressed. 	I dress appropriately for work, meetings and social events.	11.3
			I have the ability to control my image, depending on the impression I wish to give people.	11.5
			I have trouble changing my clothing to suit different people and situations.	11.27
			Once I know what the situation calls for I can easily modify my image accordingly.	11.30

3. To investigate Buppies' conspicuous and status clothing brand consumption across different demographical groups (income, profession, age, and gender).				
To investigate the types of clothing brands used by Buppies in conspicuous or status consumption.	Conspicuous and status clothing brand types	Types of brands associated with: <ul style="list-style-type: none"> • Status/power/wealth/luxury/prestige/social acceptance/exclusivity/ would like to own/ superior to the rest/ use to impress others/ make impression on others/ consumed by friends. 	Which brands do you purchase frequently	Q9
			Choose 3 to 5 brands that you would like to buy. (List in Questionnaire in Appendix A).	Q10
To investigate Buppies' conspicuous and status clothing brand consumption across different, income groups	Demographical questions related to income	<ul style="list-style-type: none"> • Income spent on expensively branded clothing. • Income spent on a need. • Pursuing a specific profession as a means of subsisting or generating income. • A profession is practiced by a professional person who had received specialised tertiary education in a specialised field such as medicine, law or the world of finance. • Trained/qualified/skilled in a profession or earning money for specific or distinctive qualifications. • Belong to a professional institution or body. • Conform to the standard of profession/ethics. 	What is your disposable income per month?	Q5
To investigate Buppies' conspicuous and status clothing brand consumption across different professions	Type of profession	<ul style="list-style-type: none"> • eg. Education: teachers, lecturers. Health and Medical: doctors, dentists, nurses, Law: lawyers, judges, Architecture: architects, designers, Engineering, Finance etc. 	In which city do you currently work?	Q4
			What is your profession?	Q6
			Do you have a dress code at work?	Q7 & Q8
To investigate Buppies' conspicuous and status clothing brand consumption across different age groups.	Age group	<ul style="list-style-type: none"> • Buppie age group between 24-36 years 	What is your age in years?	Q2
To investigate Buppies' conspicuous and status clothing brand consumption across gender.	Gender and race	<ul style="list-style-type: none"> • Male/Female • South Africans races including: Asian, Black, Coloured, Indian or White 	What is your gender?	Q1
			To which ethnic group do you belong?	Q3

4.3.3 Pretesting of the instrument

To ensure that a logical approach was achieved in the construction of the questionnaires, a pilot study was first conducted. The pre-testing of the questionnaire was conducted to ensure that it was correct, to determine whether or not there were any possible voids in the data and to prevent any unnecessary errors from occurring during the data collection process. The pilot study entailed using a small number of people, similar to the unit of analysis to complete the questionnaire to anticipate any problems of comprehension, or any other possible sources of confusion which might have occurred when completing the questionnaire (Walliman, 2005:282).

The online survey was sent to a total of 24 participants, some belonging to the relevant demographics of the sample. All of the individuals invited to participate in the pilot study were first informed of the purpose of the study and provided with instructions on how to complete the questionnaire. They were then asked to complete the questionnaire and answer the following three questions:

1. How long did it take you to complete the survey?
2. Were there any questions/ statements that were unclear?
3. Do you have any suggestions on how the survey could be improved?

The feedback in general was very positive as only a few spelling and grammatical errors were pointed out. However, in Question 9 of the survey, some respondents provided brand names such as “Coca-Cola”, which were irrelevant to this study. Hence, the wording of the question needed to be changed to include “clothing brands” to make the question clearer. Most of the individuals who took part in the survey noted that it was very quick and easy to complete and that the questions were all clear and easy to understand. Data analysis was then completed by a statistician provided by the University of Pretoria for instrument testing. Cronbach’s *alpha* values indicated that reliability for most constructs were high (between 0.870 and 0.88) and found that Questions 1-10 all proved to be valid and reliable. All of the errors established were corrected before the survey was finally distributed to the relevant participants in the study. A full data set of the pilot study will be made available upon request.

4.4 SAMPLE, SAMPLING AND PROCEDURE

4.4.1 Sample

The target population for this study consisted of Black urban professionals. Buppies (Young Black Professionals) are a rapidly growing segment in the Black South African consumer market (Simpson & Dore, 2004:21) and served as the unit of analysis. This vibrant and vastly expanding consumer segment was chosen due to their large and increasing disposable incomes and the fact that they are placed at the centre of the corporate world (Simpson & Dore, 2007:110). Consumers in this group are likely to engage in conspicuous and status consumption due to the emphasis their culture places on social class and power; increases in income levels could lead to changes in brand preferences and consumption patterns (Simpson & Dore, 2007:7 & 116; Marcoux *et al.*, 1997:10).

Some studies state that Buppies may also have an inherent need to “splurge” on branded clothing (Simpson & Dore, 2007:119). This may be affected by the social positions in which they find themselves in society as well as the impressions they want to make on their peers. A recent study showed that the Black middle class in South Africa has grown from 2-million in 2005 to 3-million in 2010 and their collective spending power has risen from R103-billion to R237-billion in 2010 (Da Silva, 2010; CNBC, 2010). The Black middle class was chosen as the target demographic for this study as this, clearly, is a vastly increasing market that deserves some attention and because this consumer market has not been extensively researched in a South African context. More specifically for the purposes of this study, the target population was: Buppies, Black urban professional consumers between the ages of 24 and 36 years living or working in the Johannesburg Metropolitan (as this was the largest most accessible professional sector available for the study). This age group is synonymous with the Buppie “label” i.e. mid-twenties to mid-thirties and is also when one tends to start earning a decent salary after completing one’s studies. Access was gained to this group through contacting large mining companies, schools, legal firms and investment groups in the Johannesburg area.

4.4.2 Sampling Techniques

A non-probability, purposive sampling technique was used for this study. According to Terreblanche *et al.* (2006:139), non-probability sampling is a sampling technique which is not determined by statistical randomness. Purposive sampling is when the researcher selects a “typical” sample of the population, depending on the willingness and availability of the respondents (Terreblanche *et al.*, 2006:139). Although this method is less representative of the population than other methods, it targets the specific demographic sample and the results are more accurate. To be included in the unit of analysis individuals had to adhere to the following criteria: be a Black urban consumer, live or work in the Johannesburg Metropolitan, have some form of tertiary qualification or be appointed in a skilled job, earn a net income of above R10000 per month and be between the ages of 24-36.

The information required to calculate the sample size included: the variance of the population, the scale of acceptable error and the confidence interval (Babbie, 2005:217). The sample size was determined in collaboration with statisticians from the University of Pretoria. It was decided that at least 240 respondents were required to obtain an accurate result.

Possibilities to make contact with the target population included, a convenient sampling technique by making use of contacts/informants at large companies such as law firms (Webber & Wentzel, Norton Rose, etc), accounting firms (KPMG, Price Waterhouse Coopers etc.), various mining headquarters (UMK, BHP Billiton), engineering firms (Bateman Engineering, DRA, GOBA, Hatch, Davis Langdon, BKS etc), hospitals or other medical institutes as well as schools and universities in order to reach the respondents. These companies/institutions were selected due to their professional nature and the number of professional people that work for them which increased the probability of reaching the appropriate demographic. The informants at these companies were provided with the demographic criteria of the sample and were requested to distribute the questionnaires to young Black professionals ranging between the ages of 24 and 36. It was also explained to them that if this might cause problems within the office due to some individuals receiving questionnaires and others not receiving questionnaires, they may pass it on to everyone and the irrelevant

responses would later be discarded. Once the informants were contacted a snowball sampling technique was used to reach other possible respondents.

4.4.3 Data Collection

The questionnaire was first developed on-line by using a website called “Free Online Surveys”. The process proved to be very simple and to ensure that the questionnaire was available in a paper-based format the on-line survey was converted into a Word Document which, once all mistakes were rectified, was converted to a PDF document, printed and ultimately distributed.

Primary data was collected by means of self-administered questionnaires that were issued in either electronic or paper format. The self-administered questionnaire was handed to possible respondents, identified by the informants listed above. Where this was not possible, electronic questionnaires were sent to the possible respondents. The heads of department of the companies listed above were contacted and asked to distribute the questionnaire link electronically to their employees. Other individuals were contacted through contact lists provided on company websites. The Internet proved to be a good source for collecting primary data. Respondents were invited to voluntarily take part in the survey. The purpose of the research was explained to the respondents in an accompanied cover letter and they were also assured that their responses would remain anonymous. They were then provided with simple instructions on how to complete each question. In order to ensure that the individuals who received the questionnaire did take the time to complete it the questionnaire was distributed during lunch breaks or late in the afternoon (when people are looking for something else to do other than their work); also the layout of the questionnaire was neat and attractive with clear instructions to make its usage much easier (Delpont, 2005:172). The respondents were able to complete the questionnaire in 5-7minutes; under unknown conditions seeing that it was a self-administered questionnaire. Follow up mailings were sent after a week, which increased some of the return rates. Another follow up mailing was sent and this also increased responses to some degree. Validity of the data collection was ensured by avoiding *interviewer bias* and by ensuring that the researcher was available by telephone/email to clear up any ambiguities.

A clear record was kept of all of the individuals contacted to take part in the survey. The data collected by means of this survey serves as primary data in this study. The data analysis will be discussed and described in Chapters 5 and 6. The financial costs proved to be lower as not many surveys needed to be printed and the electronic distribution method also proved to be less time consuming compared to other data collection methods, as many possible respondents could be contacted simultaneously. The self-administered questionnaires gave the respondents the time needed to reflect on each question to give more truthful answers (Delpont, 2005:167). All of the questionnaires returned, were allocated an identification number and this will be kept on file for possible future queries or research. Two hundred and forty six (n=246) questionnaires were completed between February 2013 and November 2013. The data collection took longer than expected as it proved to be a very difficult group/sample to get into contact with as individuals were either not interested in completing questionnaires or did not pass it on to others who might have completed the questionnaire. Upon completing the questionnaire they were also invited to take part in a lucky draw to win a R500 Woolworths voucher. A very small number of individuals entered their names into the lucky draw. However, it was completed and Charity Mngoma was contacted and received her prize.

4.5 DATA ANALYSIS

After data was collected (SPSS version 22 and AMOS) software was used to perform the statistical analysis. Descriptive analyses, including frequencies, percentages, means and standard deviations were calculated for the data related to the demographic information and general items pertaining to the variables. Multiple variables were under study and their interrelatedness was determined by using descriptive and inferential statistical data analysis. A statistician ensured that the data analysis was completed accurately. It should further be noted that the raw data, obtained from the questionnaires, contained some errors and missing values (Terreblanche *et al.*, 2006:189) and was cleaned before the data analysis took place. The validity of the data analysis was ensured through avoiding administrative errors. This was achieved through ensuring that all of the systems to be used were in place so that the data analysed was accurate. The data counting and analysis was also double checked by the researcher.

Once the reliability and the validity of the data could be ensured, data analysis could take place. Data analysis includes the sorting, ordering, manipulating and summarising of data in order to obtain answers to the research questions outlined (Kruger, De Vos, Fouché & Venter, 2005:218). It was of utmost importance that the data was analysed in relation to the research problem (Walliman, 2005:301). This study followed a quantitative research approach therefore it was deemed appropriate to use quantitative data analysis techniques to analyse the data. Quantitative analysis makes use of the composition of mathematical processes to scrutinise the properties of the data obtained (Walliman, 2005:302). Manual and electronic facilities were utilised as far as possible to ensure that the data was accurately analysed.

Once all the data obtained had been entered into a spread sheet and counted, a univariate analysis was conducted. Univariate analysis is the process whereby a variable is analysed with the view in mind to describe that variable; in this case through the use of descriptive statistics (Kruger *et al.*, 2005:222). Thus the data obtained on specific variables were summarised in Chapter 5 in the form of tables and charts for easy comprehension and utilisation.

Further, internal consistency of the constructs, particularly within Question 11, was calculated through measuring the Cronbach's *alpha* (α) coefficient. The Cronbach's *alpha* establishes the inter-reliability of items within a scale through determining whether or not items measuring the same construct were consistently answered throughout the questionnaire. The Cronbach's *alpha* values indicated that the reliability for most constructs was high, ranging between 0.565 ($M_{\text{High self-monitoring}}$) and 0.867 ($M_{\text{Value expressiveness}}$). The means of all of the constructs ranged between 1.37 and 4.38 and the standard deviation ranged between 0.803 and 1.434. There were some questionnaires omitted due to the individuals not meeting the criteria specified for race, age or demographic location. The Cronbach's *alpha* values for all the constructs are indicated in **Appendix B**. The items within this table are arranged according to the construct that is to be measured. The mean and standard deviation for each construct is also provided.

4.6 ETHICAL CONSIDERATIONS

In principle, research ethics is mainly concerned with the effects that the research may have on people. It is therefore the researcher's responsibility to predict what would happen to the individuals approached to take part in the research. This was a very important consideration in this particular study as a specific race was the subject of the study. Previously Gottschalk (1980:6-7) attempted to determine why there is such a lack of research on Blacks in South Africa. In his opinion he found that Black consumers were unwilling to participate in research as they were fearful of exposing information. He also found ethical considerations regarding the truthful answering of questions as respondents wanted to provide answers that they thought the researcher would want to hear and lastly he found that due to the diverse nature of Black communities in South Africa, that the sampling could not represent all cultural groups. This clearly outlines the challenges which might have been encountered in collecting data from the selected sample. Therefore the process had to be carefully thought through. Since a specific race/culture was the subject of this study it was also noted that this study may produce data that will weaken or strengthen certain prejudices concerning the subject. Hence it was noted that the phenomena needed to be understood in a specific context (O'Cass & McEwen, 2004:36), rather than to generalize.

To keep in line with ethical considerations, the respondents were requested to participate in the survey voluntarily and it was explained to them that there would be no repercussions professionally or otherwise if they did not participate in the survey. Everyone who participated in the survey was guaranteed anonymity. This was explained to individuals partaking in the survey in a cover letter that accompanied the questionnaire. Special care was also taken to ensure that there was no information in the questionnaire that could damage, harm or offend any of the individuals taking part in the survey. The respondents also had the right to be informed of all aspects of the research thus the purpose of the research was communicated to them prior to completing the questionnaire (Zikmund, 2003:79). The purpose of the research was also explained in the cover letter of the questionnaire and respondents were provided with the opportunity to contact the researcher if they had any questions or concerns.

4.7 CONCLUSION

The aim of this Chapter was to clearly outline all of the aspects involved in conducting the research. All the research methods and techniques used as well as the possible ethical issues that were taken into consideration prior to conducting the research were explained and discussed. Analysis of the data is explained as well as how the reliability and validity of the study was enhanced in different ways. In the next chapter the data analysis processes discussed will be used to provide the statistical representations of the data obtained from the questionnaires after which a more in depth analysis of the data will take place together with relevant suggestions for future research in Chapter 6.

CHAPTER 5: RESULTS

5.1 INTRODUCTION

The findings of the study will be presented in this Chapter. The results will be presented in terms of the objectives outlined in Chapter 3. Charts and tables will guide the discussion of the results. Primary data was collected through electronic and paper-based self-administered questionnaires, and were subsequently processed and statistically analysed to provide a better understanding of the motivation behind Buppies' conspicuous and status clothing brand consumption. A brief overview of the demographic profile of the sample will follow in which the sample and its key characteristics will be discussed. After which, descriptive statistics as well as results for the inferential statistical calculations will be presented in terms of the research objectives. Results are organised and presented according to the objectives formulated for the study: 1) To explore and describe interpersonal motivations for Buppies' conspicuous and status clothing brand consumption; 2) To explore and describe self-monitoring as motivation for Buppies' status clothing brand consumption; 3) To investigate Buppies conspicuous and status clothing brand consumption across different demographic groups (age, gender, income and profession).

5.2 DEMOGRAPHIC PROFILE OF THE SAMPLE

Two hundred and forty six ($n = 246$) usable questionnaires were completed by young Black urban professionals. Even though gender did not form part of the study, individuals were still requested to specify their gender. Almost two thirds of the respondents were female (63.8%) and more than a third (36.2%) were male. The average age of individuals who completed the survey was 25 with the minimum age being 24 and the maximum age 36 as indicated in Table 5.1 below. More than half of the respondents (55.7%) indicated that their disposable income is between R10, 000 and R20, 000 per month. Almost a quarter of the individuals were in professional jobs such as Academics/ Educators (27.5%) and a few were Lawyers (18.9%). Therefore the individuals who formed part of the sample demographic can be described as Black,

working in professional positions, living or working in the Gauteng Province of South Africa and aged between 24 and 36 years.

TABLE 5.1: SAMPLE CHARACTERISTICS

Sample Variables	Frequency	Percentage (%)
Ethnicity (n=246)		
Black	246	100
Gender (n=246)		
Male	89	36.2
Female	157	63.8
Age in years (n=246) Missing = 2		
24-29	155	63.5
30-36	89	36.5
Disposable Income (n=246)		
5 000 - 9 999	47	19.2
10 000 - 14 999	77	31.4
15 000 - 19 999	60	24.5
20 000 - 30 000	28	11.4
More than 30 000	33	13.5
Profession (n=246) Missing =2		
Academic/Research/ Education Science & Technology; Health Care	66	27.5
Administrative	36	14.8
Engineering & Construction/ Mining & Industry/Environmental	25	10.2
Fashion/ Retail/ Customer Service/ Marketing & Management/ Entertainment	27	11.1
Financial & Banking/HR/ Planning & Logistics	44	18
Legal	46	18.9

At the beginning of the questionnaire the respondents were requested to state their age, income, ethnicity as well as their disposable income. The following bar and pie charts depict these characteristics of the sample.

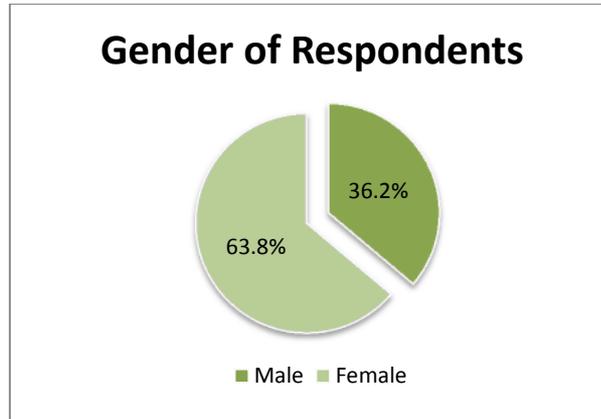


FIGURE 5.1: DISTRIBUTION OF SAMPLE BY GENDER

As indicated by Figure 5.1 above more than a third (36.2%) of the respondents were male and almost two thirds (63.8%) were female.

Figure 5.2 indicates the age of the respondents who participated in the survey. The participants' ages were clustered together into two groups: 24-29 years and 30-36 years. As indicated by Figure 5.2 nearly two thirds (63.5%) of the respondents were between the ages of 24 and 29. More than a third of the respondents (36.5%) were between 30 and 36 years old.

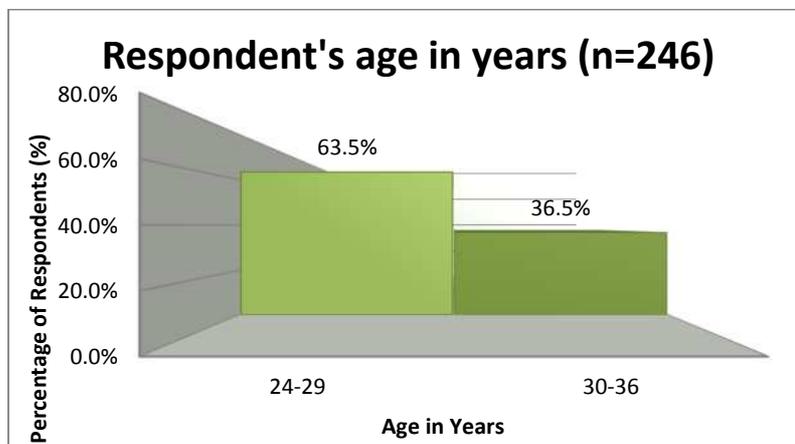


FIGURE 5.2: AGE OF RESPONDENTS

Figure 5.3 indicates the disposable income of the sample.

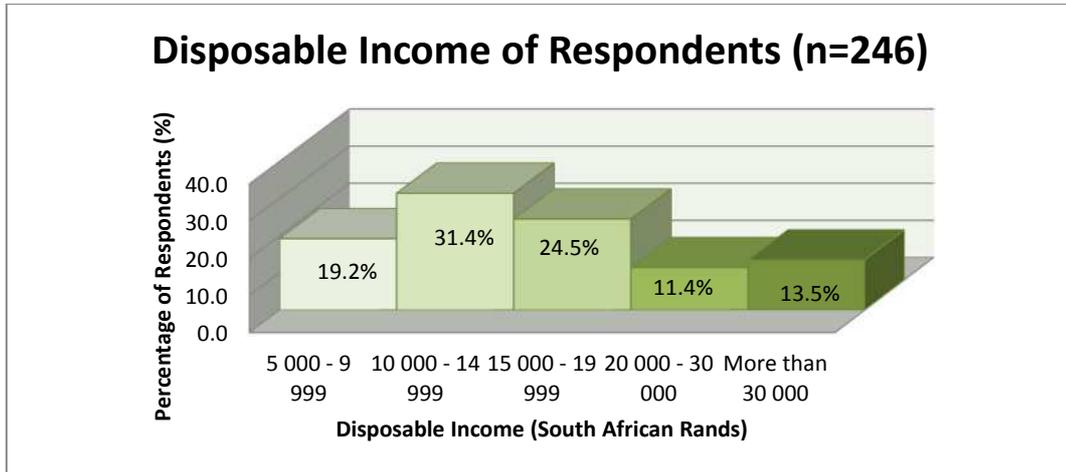


FIGURE 5.3: RESPONDENTS DISPOSABLE INCOME (ZAR)

The disposable income of the participants in this study was spread in various fields as indicated by Figure 5.3. Nearly a third of the respondents (31.4%) earn a disposable income of between R10, 000 – R14, 999 per month and 24.5% of respondents earn a disposable income of R15, 000 – R 30, 000 per month. Respondents earning R5, 000 – R9, 999 make up 19.2% of the total sample and 13.5% of the respondents earn more than R30, 000 per month. The lowest number of respondents (11.4%) earn between R20, 000 and R30, 000 per month.

Figure 5.4 indicates the profession of the sample.

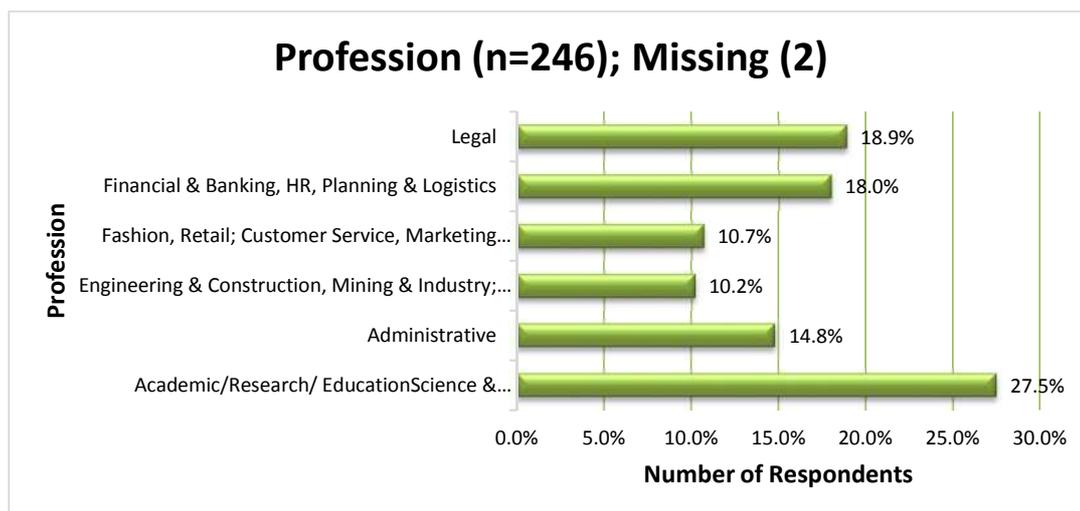


FIGURE 5.4: RESPONDENTS' PROFESSION

The professions of the individuals who took part in the study were in various fields as indicated by Figure 5.4. These professions were categorised into 6 groups according to the groupings utilised by Recruitment Companies to compact similar fields. Nearly a third of the respondents (27.5%) came from an Academic, Research, Education, Science, Technology and Health Care backgrounds while nearly a fifth are professionals working within the Legal industry (18.9%) and in the Financial, Banking, Human Resources, Planning and Logistics industries (18%). Finally only a few of the respondents were in Administrative positions (14.8%), or in Fashion, Retail, Customer Service, Marketing Management or Entertainment (10.7%), or in Engineering and Construction, Mining and Industry or Environmental (10.2%) fields.

5.3 FACTOR ANALYSIS

A confirmatory factor analysis (CFA) was performed on the existing validated instrument. With use of the CFA, the validity of the conceptual framework was investigated in terms of conspicuous consumption and status consumption. Factor analysis is used to group variables with similar characteristics (Tustin, 2005:668). Factor analysis is used to determine whether the factors outlined for conspicuous consumption (communication of belonging, status demonstration and ostentation) and factors modelled for status consumption (interpersonal and high self-monitoring motives) fit the data.

Figure 5.5 below shows the factor analysis model for conspicuous consumption.

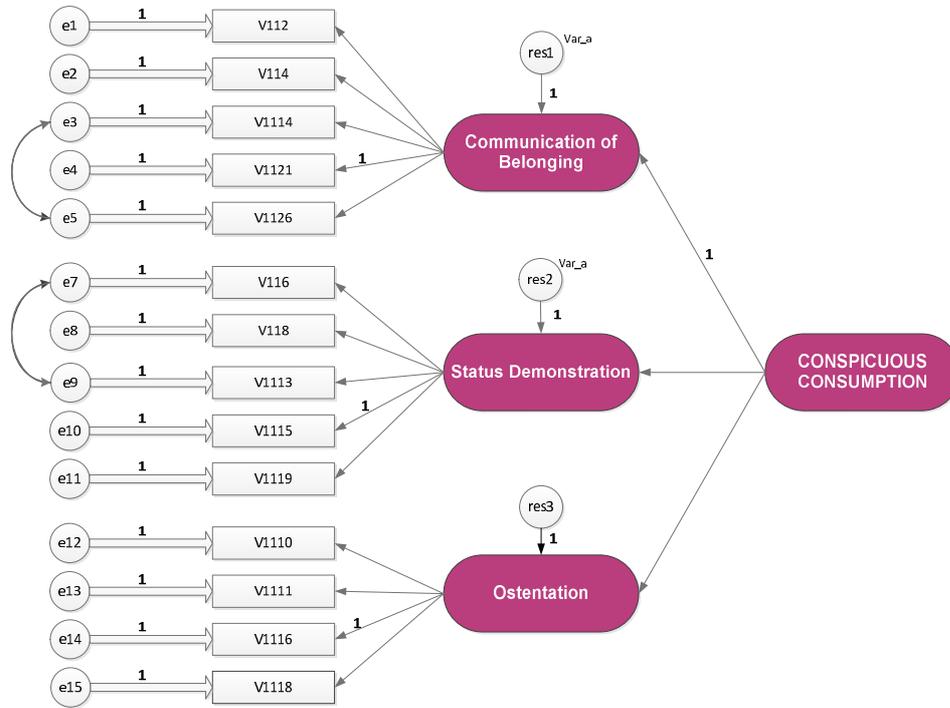


FIGURE 5.5: FACTOR ANALYSIS MODEL: CONSPICUOUS CONSUMPTION

The model was estimated using un-weighted least squares (ULS) since the multivariate normality assumption was not met. Within this model 14 items were used where e7 and e9 were correlated as well as e3 and e5. V11.1 was omitted as it had a very low squared multiple correlation (0.109) which is less than 0.21. The un-weighted least squares estimation (normality) is included in the following fit indices (Table 5.2).

TABLE 5.2: FACTOR ANALYSIS: CONSPICUOUS CONSUMPTION

Standardised Root Mean Square Residual (RMR)	Adjusted Goodness of Fix Index (AGFI)	Normed Fit Index (NFI)	Relative Fit Index (RFI)
0.0821	0.964	0.965	0.957

The fit indices in the table above provide an indication on how well the CFA-model fits. The Standardised RMR (0.0821) is larger than 0.05. However, the results indicated by the AGFI (0.964); NFI (0.965) and RFI (0.957) are larger than 0.95 which indicates that the model does fit.

Figure 5.6 below shows the factor analysis model for status consumption.

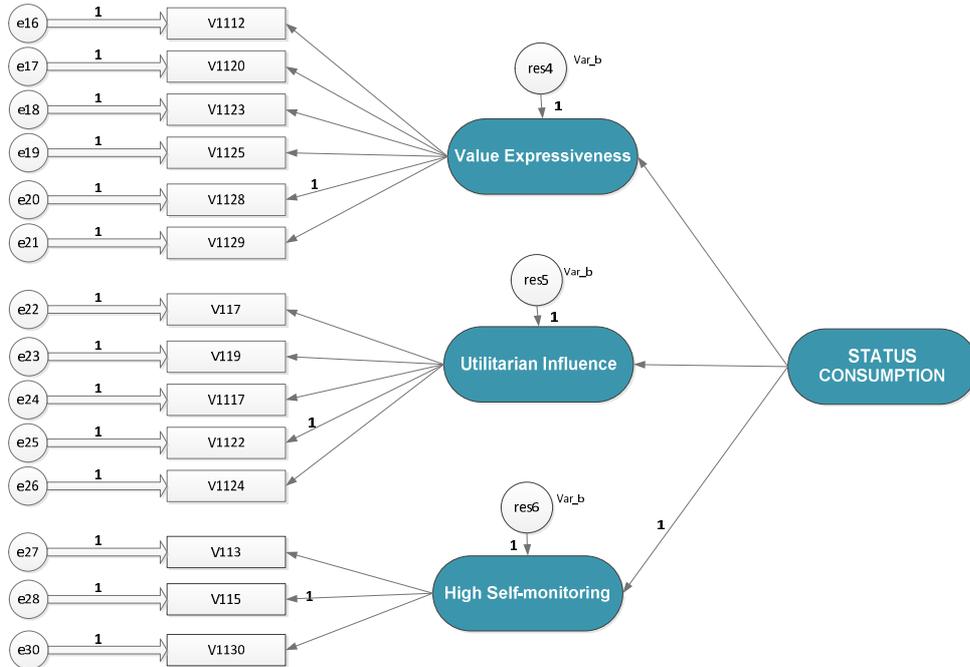


FIGURE 5.6: FACTOR ANALYSIS MODEL: STATUS CONSUMPTION

As in the case of the conspicuous consumption model, the assumption of multivariate normality was not met. Hence, the model was estimated using ULS. There were 14 items within this model where VV 11.27 was omitted as upon its inclusion it indicated that it did not fit with the status consumption construct. Upon omission the Cronbach's *alpha* value improved to 0.56 which is more acceptable. To be variance of residuals 5 and 6 were set to carry equal weights. The fit indices for the ULS estimation are indicated in Table 5.3.

TABLE 5.3: FACTOR ANALYSIS: STATUS CONSUMPTION

Standardised Root Mean Square Residual (RMR)	Goodness of Fit Index (GFI)	Adjusted Goodness of Fix Index (AGFI)	Normed Fit Index (NFI)	Relative Fit Index (RFI)
0.0838	0.846	0.784	0.815	0.755

The fit indices in the table above provide an indication on how well the CFA-model fits. The results for the Standardised RMR (0.0838) is larger than 0.05. However the results indicated by the AGFI (0.959); NFI (0.955) are larger than 0.95 while only the RFI (0.946) was smaller than 0.95 which indicates that the constructs measured for status consumption fit the model reasonably well.

Next, the descriptive and inferential statistics related to conspicuous consumption and status consumption is discussed.

5.4 DESCRIPTIVE AND INFERENCE STATISTICS

The results are summarised in a tabular format to indicate the frequency distribution (number of responses) and percentage (%) for each question/ item relating to a specific construct. In the subsequent tables, the results are stated in descending order.

An independent *t*-test was conducted to determine whether there were any significant differences between the means (averages) of the different age groups in terms of conspicuous and status consumption to their age. The *t*-test is used to establish whether there is a difference in behaviour for different age groups, through establishing whether the group means are different (Field & Miles, 2010:269). For the most part the *t*-test did not indicate significant differences between the constructs measuring conspicuous and status consumption and age.

Further, Levene's Test for equality of variance was used to determine the homogeneity of variance (Field & Miles, 2010:130). This means that the variability for two or more groups must be the same. A one-way ANOVA (Analysis of Variance) was conducted on the deviation scores to ensure that the variances in different groups are equal. The results prove significant at $p \leq .05$ (Field & Miles, 2010:130-132). The F-value and p-value were reported for each of the constructs.

The results below are presented according to the research objectives outlined in Chapter 3.

5.5 INTERPERSONAL MOTIVATIONS

5.5.1 Conspicuous clothing brand consumption: Interpersonal Motivations

5.5.1.1 Communication of Belonging

Table 5.4 summarizes the results obtained for **communication of belonging** in terms of a motivation to engage in conspicuous clothing brand consumption. The frequencies and percentages of each item used to measure communication of belonging, is presented.

TABLE 5.4: COMMUNICATION OF BELONGING

Question	Missing	Response (n=246)				
		Never	Seldom	Sometimes	Often	Always
<i>I dress like my friends because I want people to know we are connected.</i>	1	57.6%	14.7%	15.1%	9.0%	4.5%
<i>I wear clothing that fits in with my friends.</i>	1	53.5%	11.8%	14.3%	16.3%	4.1%
<i>I like to be associated with a specific group</i>	1	38.0%	14.3%	18.0%	26.5%	3.3%
<i>I buy the same branded clothing as my friends and colleagues.</i>	1	37.1%	23.7%	27.8%	10.2%	1.2%
<i>I wear the same branded clothing as my friends and colleagues because I am more valued.</i>	1	73.1%	9.0%	9.8%	6.9%	1.2%

The table above indicates that 72.3% of Buppies seldom or never dress like their friends to show their connection. A few of the respondents (15.1%) sometimes dress for this reason and 9% often dress with this intention. A mere 4.5% of Buppies always dress like their friends to show others that they are connected to that group.

More than half of the respondents (53.5%) never wear clothing that makes them fit in with their friends whereas 16.3% often wear clothing for this purpose and 14.3% sometimes do. Few of the respondents (11.8%) seldom wear clothing that fits in with their friends and only 4.1% of respondents always wear clothing that fits in with their friends. However, when combining positive responses (sometimes, often and always) just over a fifth (20.4%) do wear clothing that fits in with their friends.

More than a third of the respondents (38%) don't like to be associated with a specific group whereas 26.5% often like to be associated with a specific group and 18%

sometimes like to be specifically associated with a group. However, if the “often” and “always” responses are combined, then almost a third (29.8%) of the respondents do like to be associated with a specific group. However 14.3% seldom like to be associated with a specific group. There is thus an indication that Buppies do not necessarily purchase the same clothing brands to communicate their relationship with a specific reference group, however they do like to be associated with a group and they do like to wear clothing that fits in with their friends.

More than a third (37.1%) of the respondents never buy the same branded clothing as their friends or colleagues whereas 27.8% sometimes buy similar brands and 23.7% seldom purchase the same brands as their peers. However, 10.2% often purchase the same brands as their friends and colleagues do and only 1.2% always purchase the same brands as their friends and colleagues. When combining the positive responses (sometimes, often and always) it is noted that almost 40% of Buppies do occasionally purchase similar brands to their friends or colleagues.

The majority of respondents (73.1%) never wear the same clothing brands as their friends and colleagues to make them feel more valued and only 9.8% sometimes wear clothes for this reason. Few of the respondents (9%) seldom wear similar clothes to their friends or colleagues for this reason. Only a few (6.9%) often wear clothing similar to friends and colleagues and a mere 1.2% always wear similar brands to friends and colleagues to be more valued by them.

Table 5.5 provides the results of the *t*-test as well as Levene’s test for communication of belonging. The mean, standard deviation, *t*-value, degrees of freedom, *p*-value, *F*-value and the significance of each of the two groups are presented.

TABLE 5.5: INDEPENDENT SAMPLE *t*-test: COMMUNICATION OF BELONGING

Communication of Belonging	t-test for equality of Means						Levene's Test for Equality of Variance	
	n	Mean	Std dev	t	df	p-value	F	Sig
24-29 years	155	1.9523	0.81195	-1.028	153.741	0.306	5.781	0.017
30-36 years	88	2.0795	0.98799					

The independent sample *t*-test indicated that the scores of individuals aged 24-29 years (N=155; M=1.9523; SD=0.81195) and individuals aged 30-36 years (N=88; M=2.0795; SD=0.98799) did not differ significantly ($t = -1.028$; $p = 0.306$). The significance value of Levene's Test was 0.017 which is less than 0.05 thus the "equal variance not assumed" test was used. The younger group's (24-29 years) mean indicates that they are very slightly less influenced by communication of belonging than the older group (30-36 years). Therefore, this very slight, almost insignificant, statistical difference indicates that age plays a very small role when purchasing to communicate belonging to a specific group.

Table 5.6 depicts the results obtained when testing whether or not **status demonstration** is a motivation for Buppies conspicuous clothing brand consumption.

5.5.1.2 Status Demonstration

TABLE 5.6: STATUS DEMONSTRATION

Question	Missing	Response (n=246)				
		Never	Seldom	Sometimes	Often	Always
<i>I wear clothing that is unique and makes me stand out from my friends and colleagues</i>	1	7.8%	9.8%	32.2%	28.6%	21.6%
<i>I wear branded clothing because it is a symbol of success</i>	1	33.5%	20.4%	20.8%	13.9%	11.4%
<i>I buy branded clothing because it is prestigious</i>	1	37.1%	12.7%	22.4%	20.4%	7.3%
<i>I wear branded clothing so that others will think that I have a position of power</i>	1	58.0%	12.2%	17.6%	10.2%	2.0%
<i>I buy branded clothing because then others will think I have achieved a lot</i>	1	61.6%	13.1%	15.1%	8.2%	2.0%
<i>I buy products with the intention to impress others</i>	1	57.6%	19.6%	15.9%	6.1%	0.8%

The table above indicates that almost a third (32.2%) of the respondents sometimes wear clothing that is unique and makes them stand out from their friends and colleagues; whereas 28.6% often wear clothing with this intention and 21.6% always purchase clothing that will make them stand out. When combining the positive responses "often" and "always" it is noted that just over half (50.2%) wear clothing that is unique and makes them stand out. Only a few (9.8%) selected "seldom" as a response to this question and 7.8% of the respondents never wear clothing that makes them stand out from their friends and colleagues. This is a good indication that Buppies

might be more interested in the fashion-value of the clothing as they enjoy standing out from others.

A third of the respondents (33.5%) never wear branded clothing to indicate success; whereas 20.8% sometimes wear branded clothing for this reason and 20.4% of the respondents seldom wear branded clothing for this reason. However a few (13.9%) often wear branded clothing as it symbolises success and 11.4% always wear branded clothing to show off their success to others. Again if the positive responses are added together, a quarter (25.3%) of respondents wear branded clothing to indicate success. Therefore Buppies do wear branded clothing as a symbol of success but not necessarily very often. This may be dependent on the occasion.

More than a third of the respondents (37.1%) never buy clothing products because it is prestigious; however 22.4% sometimes purchase branded clothing for this reason and 20.4% often purchase branded clothing because it is prestigious. Only a few (12.7%) of the respondents seldom purchase branded clothing for prestige and merely 7.3% always purchase branded clothing because it is prestigious. When combining the positive responses it is noted that 27.7% of Buppies do, in fact, on occasion purchase branded clothing due to its prestigious nature and to stand out from their friends.

More than half (58%) of respondents never wear branded clothing so that others will think that they have a position of power whereas 17.6% sometimes wear branded clothing with this intention and 12.2% seldom wear branded clothing to make others think that they are in a position of power. A mere 2% always wear branded clothing with the intention to prove to others that they are in a position of power.

Almost two thirds (61.6%) of respondents never purchase branded clothing in order for others to think that they have achieved a lot whereas 15.1% sometimes purchase branded clothing with this intention and 13.1% seldom purchase branded clothing with this intention. Only a few (8.2%) of the respondents noted that they often purchase branded clothing with this intention and merely 2% always purchase branded clothing for this reason.

More than half (57.6%) of respondents never buy products with the intention to impress others whereas 19.6% seldom purchase products with this intention and 15.9% of respondents sometimes purchase products with this intention. Only a few (6.1%) of respondents often purchase products to impress others and a mere 0.8% always purchase products with the intention to impress others. Indicating overall that Buppies do not purchase branded clothing merely to impress others or to make others think that they have achieved a lot.

Table 5.7 provides the results of the *t*-test as well as Levene's test for status demonstration. The mean, standard deviation, *t*-value, degrees of freedom, *p*-value, *F*-value and the significance of each of the two groups are presented.

TABLE 5.7: INDEPENDENT SAMPLE *t*-test: STATUS DEMONSTRATION

Status Demonstration	<i>t</i> -test for equality of Means						Levene's Test for Equality of Variance	
	n	Mean	Std dev	<i>t</i>	df	<i>p</i> -value	<i>F</i>	Sig
24-29 years	155	2.2043	0.80483	-1.829	241	0.069	2.04	0.154
30-36 years	88	2.4091	0.89589					

The independent sample *t*-test indicated that the scores of individuals aged 24-29 years (N=155; M=2.2043; SD=0.80483) and individuals aged 30-36 years (N=88; M=2.4091; SD=0.89589) did not differ significantly ($t = -1.829$; $p = 0.069$). The significance value of Levene's Test was 0.154 which is more than 0.05 thus the "equal variance assumed" test was used. The younger group's (24-29 years) mean indicates that they are slightly less influenced by status demonstration than the older group (30-36 years), therefore there is a very slight, almost insignificant, difference in the role played by age when purchasing to demonstrate status.

5.5.1.3 Ostentation

Table 5.8 indicates the results obtained when measuring whether **ostentation** is a motivation for Buppies' conspicuous clothing brand consumption.

TABLE 5.8: OSTENTATION

Question	Missing	Response (n=246)				
		Never	Seldom	Sometimes	Often	Always
<i>I would pay more for a clothing item if it had importance value / snob appeal</i>	1	49.0%	16.3%	17.1%	11.4%	6.1%
<i>I wear branded clothing because it makes me more attractive than others</i>	1	55.9%	15.5%	18.0%	6.5%	4.1%
<i>I dress in expensive clothing to be noticed by others</i>	1	69.8%	11.4%	10.6%	5.3%	2.9%
<i>I buy expensive clothing to show others that I have money</i>	1	72.2%	14.7%	7.3%	3.3%	2.4%

Almost half (49%) of the respondents selected “never” when asked if they would pay more for clothing if it had “snob appeal”, however 17.1% would sometimes pay more for clothing if it had importance value and 16.3% seldom purchase clothing for this reason. A few (11.4%) of the respondents would often pay more for clothing if it had importance value and even fewer (6.1%) would always pay more for clothing with importance value. From the results it seems that on occasion, Buppies would purchase clothing if it had snob appeal but on the whole they would not.

Table 5.8 indicates that 55.9% (more than half) of the respondents never wear branded clothing to look more attractive than others and that 18% sometimes wear branded clothing for this purpose where as 15.5% seldom wear branded clothing for this reason. Only a very few (6.5%) often wear branded clothing because it makes them more attractive and merely 4.1% always wear branded clothing with this in mind.

Most of the respondents (69.8%) never dress in expensive clothing to be noticed by others whereas 11.4% seldom wear branded clothing to be noticed and 10.6% sometimes wear branded clothing to be noticed. Only 5.3% often wear branded clothing to be noticed and a merely a few (2.9%) always wear branded clothing to be noticed. However, as indicated by status demonstration, Buppies do like to purchase clothing that makes them stand out, but in this instance not necessarily branded clothing.

Most (72.2%) of the respondents never buy branded clothing to show others that they have money whereas a few (14.7%) seldom buy branded clothing for this reason and only 7.3% sometimes purchase branded clothing to show others that they have money. A mere 3.3% often purchase branded clothing with this intention and only 2.4% of the

respondents always purchase branded clothing with this intention. It can be deduced that Buppies do not necessarily purchase branded clothing due to its ostentatious nature.

Table 5.9 provides the results of the *t*-test as well as Levene's test for ostentation. The mean, standard deviation, *t*-value, degrees of freedom, *p*-value, F-value and the significance of each of the two groups are presented.

TABLE 5.9: INDEPENDENT SAMPLE *t*-test: OSTENTATION

Ostentation	<i>t</i> -test for equality of Means						Levene's Test for Equality of Variance	
	n	Mean	Std dev	t	df	p-value	F	Sig
24-29 years	155	1.6968	0.78386	-0.973	150.638	0.332	4.96	0.027
30-36 years	88	0.8153	0.97857					

The independent sample *t*-test indicated that the scores of individuals aged 24-29 years (N=155; M=1.6968; SD=0.78386) and individuals aged 30-36 years (N=88; M=0.8153; SD=0.97857) did not differ significantly ($t = -0.973$; $p = 0.332$). The significance indicator of the Levene's Test was 0.027 which is less than 0.05 which indicates that the scores for the first age group vary significantly more than the scores for the second age group. Thus the "equal variances not assumed" results were used. The *p*-value proved to be much greater than 0.05 which indicates that there is not a statistical significant difference between these two groups. The younger group's (24-29 years) mean (1.6968), however, indicates that they are more influenced by ostentation than the older group (30-36 years) whose mean was 0.8153.

5.5.2 Status Clothing Brand Consumption: Interpersonal Motives

5.5.2.1 Value Expressiveness

Table 5.10 indicates whether **value expressiveness** influences Buppies' motivation to engage in status consumption.

TABLE 5.10: VALUE EXPRESSIVENESS

Question	Missing	Response (n=246)				
		Never	Seldom	Sometimes	Often	Always
<i>I wear branded clothing so that others will think that I am important</i>	1	61.2%	12.2%	15.9%	5.3%	5.3%
<i>I feel better about myself if I am dressed like my friends and colleagues</i>	1	52.2%	16.7%	20.4%	7.3%	3.3%
<i>I buy the latest brands providing I am sure that my friends approve of them</i>	1	68.6%	9.4%	13.1%	6.9%	2.0%
<i>I keep up with new brands by looking at what my friends are wearing</i>	1	63.7%	15.5%	12.7%	6.9%	1.2%
<i>I wear expensive clothing to impress others with my wealth</i>	1	79.2%	9.0%	8.2%	3.3%	0.4%

Almost two thirds (61.2%) of respondents never wear branded clothing so that others will think that they are important where 15.9% sometimes wear branded clothing for this reason and 12.2% of respondents seldom wear branded clothing so that others will think that they are important. Only a few (5.3%) of the respondents often and always wear branded clothing for this purpose. Thus the importance value of branded clothing does not serve as a motivating factor for Buppies to engage in status consumption.

Just over half (52.2%) of respondents never feel better about themselves if they are dressed like their friends or colleagues whereas 20.4% sometimes feel better about themselves when they are dressed like their friends or colleagues and 16.7% seldom feel better if they dress similar to their friends and colleagues. Only a few (7.3%) of the respondents often feel better if they dress similar to their friends and colleagues and merely 3.3% always feel better if they dress similar to their friends and colleagues.

Just over two thirds of the respondents (68.8%) never purchase the latest brands pending their friends' approval; however a few (13.1%) sometimes need assurance of their friends' approval before purchasing the latest brands and 9.4% seldom purchase brands with this in mind. A few of the respondents (6.9%) often purchase the latest brands when they are sure that their friends will approve and merely 2% always purchase the latest brands when they are sure that their friends will approve.

Almost two thirds of the respondents (63.7%) do not keep up with new brands by looking at what their friends are wearing and 15.5% seldom keep up with new brands in this way. A few (12.7%) of the respondents sometimes keep up with new brands by

looking at what their friends are wearing and even fewer (6.9%) often keep up with new brands in this way and merely 1.2% always look at what their friends are wearing to keep up with new brands. Thus Buppies very seldom look to their friends when keeping up with the latest brands.

The majority of the respondents (79.2%) never wear branded clothing in order to impress others with their wealth, whereas 9% seldom wear branded clothing for this reason and 8.2% sometimes wear branded clothing to impress others with their wealth. Few of the respondents (3.3%) often wear branded clothing to impress others with their wealth and a mere 0.4% always wear branded clothing with this intention.

In determining the value expressive nature of Buppies motivation to purchase clothing brands, the results proved to be negative and that they are less inclined to purchase branded clothing in order to display their importance or wealth. They also place little value on what others are wearing or their reference group's approval.

Table 5.11 provides the results of the *t*-test as well as Levene's test for value expressiveness. The mean, standard deviation, *t*-value, degrees of freedom, *p*-value, *F*-value and the significance of each of the two age groups are presented.

TABLE 5.11: INDEPENDENT SAMPLE *t*-test: VALUE EXPRESSIVENESS

Value Expressiveness	<i>t</i> -test for equality of Means						Levene's Test for Equality of Variance	
	n	Mean	Std dev	<i>t</i>	df	<i>p</i> -value	<i>F</i>	Sig
24-29 years	155	1.6695	0.78866	-1.793	155.899	0.075	5.359	0.021
30-36 years	88	1.8826	0.9432					

The independent sample *t*-test indicated that the scores of individuals aged 24-29 years (N=155; M=1.6695; SD=0.78866) and individuals aged 30-36 years (N=88; M=1.8826; SD=0.9432) did not differ significantly ($t = -1.793$; $p=0.075$). The significance value of Levene's Test was 0.021 which is less than 0.05 thus the "equal variance not assumed" test was used. The younger group's (24-29 years) mean (1.6695) indicates that they are insignificantly less influenced by value expression than the older group (30-36 years) whose mean was 1.8826 when making purchasing decisions.

5.5.2.2 Utilitarian Influence

Table 5.12 contains the results of **Utilitarian influence** for Buppies' status clothing brand consumption.

TABLE 5.12:UTILITARIAN INFLUENCE

Question	Missing	Response (n=246)				
		Never	Seldom	Sometimes	Often	Always
<i>I like to get my friends' approval of what I wear</i>	2	47.1%	15.2%	20.5%	11.9%	5.3%
<i>I follow the rules of the group with regards to the dress code</i>	1	41.2%	18.4%	20.4%	15.5%	4.5%
<i>I dress according to other's expectations</i>	1	46.5%	18.8%	22.4%	9.0%	3.3%
<i>My friends make fun of me if I am dressed differently to them</i>	1	62.4%	11.8%	19.2%	4.1%	2.4%
<i>I wear the same clothing as my friends because it makes me more popular among them</i>	1	78.0%	9.0%	5.7%	6.5%	0.8%

Almost half (47.1%) of the respondents never like to get their friends' approval of what they wear whereas a fifth (20.5%) sometimes like to get their friends' approval and 15.2% seldom like to get their friends approval. A few (11.9%) of the respondents often like to get their friends approval of what they wear and only 5.3% always like to get their friends approval. Buppies therefore do not place a lot of value on the approval of others when purchasing branded clothing.

Fewer than half (41.2%) of the respondents never follow the rules of the group with regards to the dress code, whereas a fifth (20.4%) sometimes follow the rules and 18.4% seldom follow the rules. However, a few (15.5%) often follow the rules of the group with regards to dress code and only 4.5% always follow the rules in this regard. Hence, a fifth (20%) of the respondents follow the rules of the group with relation to the dress codes they follow.

Fewer than half (46.5%) of the respondents never dress according to others' expectations, almost a quarter (22.4%) sometimes dress according to others' expectations and 18.8% seldom dress to satisfy the expectations of others. A few (9%) of the respondents often dress according to the expectations of others and merely 3.3% always dress according to others' expectations.

Many (62.4%) of respondents' friends never make fun of them if they are dressed differently to them whereas almost a fifth (19.2%) of respondents' friends sometimes make fun of them and 11.8% of respondents' friends seldom make fun of them. Only a few (4.1%) of respondents' friends often make fun of them if they are dressed differently and merely 2.4% of respondents' friends always make fun of them.

Most (78%) of the respondents never wear the same clothing as their friends to become more popular among them and 9% seldom wear the same clothing to be more popular among their friends. Only a few (6.5%) often wear the same clothing as their friends because it makes them more popular among them and merely 0.8% always dress similar to their friends to be more popular among them. Thus Buppies generally do not base their clothing purchasing decisions on what would make them popular among their friends.

Most of the responses related to utilitarian influence were negative however, on occasion Buppies do like to get their friends approval of what they are wearing and they do occasionally tend to follow the rules of the group.

Table 5.13 provides the results of the *t*-test as well as Levene's test for utilitarian influence. The mean, standard deviation, *t*-value, degrees of freedom, *p*-value, *F*-value and the significance of each of the two age groups are presented.

TABLE 5.13: INDEPENDENT SAMPLE *t*-test: UTILITARIAN INFLUENCE

Utilitarian	<i>t</i> -test for equality of Means						Levene's Test for Equality of Variance	
	n	Mean	Std dev	<i>t</i>	df	<i>p</i> -value	<i>F</i>	Sig
24-29 years	155	1.8632	0.75412	-0.913	241	0.362	1.75	0.187
30-36 years	88	1.9608	0.87761					

The independent sample *t*-test indicated that the scores of individuals aged 24-29 years (N=155; M=1.8632; SD=0.75412) and individuals aged 30-36 years (N=88; M=1.9608; SD=0.87761) did not differ significantly ($t = -0.913$; $p = 0.326$). The significance value of the Levene's Test was 0.187 which is greater than 0.05 thus the "equal variance assumed" test results were used. The younger group's (24-29 years) mean (1.8632) indicates that they experience insignificantly less utilitarian influence

than the older group (30-36 years) whose mean was 1.9608, when making purchasing decisions.

Table 5.14 relates to the second objective of the study being self-monitoring as a motivation for Buppies' clothing consumption.

5.6 SELF-MONITORING MOTIVATIONS

5.6.1 Status clothing brand consumption

5.6.1.1 High Self-monitoring

TABLE 5.14: HIGH SELF MONITORING

Question	Missing	Response				
		Never	Seldom	Sometimes	Often	Always
<i>I dress appropriately for work, meetings and social events.</i>	1	2.4%	2.0%	11.8%	22.0%	61.2%
<i>I have the ability to control my image, depending on the impression I wish to give to people</i>	1	4.1%	3.3%	17.6%	39.2%	35.9%
<i>Once I know what the situation calls for I can easily modify my image accordingly</i>	2	9.0%	7.8%	19.7%	31.6%	32.0%
<i>I have trouble changing my clothing to suit different people and situations</i>	1	41.6%	14.3%	16.7%	16.7%	10.6%

Many (61.2%) of the respondents stated that they always dress appropriately for work, meetings and social events. Just under a quarter (22%) stated that they often dress appropriately and 11.8% stated that they sometimes dress appropriately for these occasions. However, only 2.4% never dress appropriately for work, meetings and social events and only 2% seldom dress appropriately for these situations. When adding the positive responses "often" and always" it can be seen that the vast majority (83.2%) of respondents dress appropriately for most occasions. The results indicate that Buppies are very aware of what is appropriate and not appropriate to wear for specific occasions.

More than a third (39.2%) of respondents stated that they often have the ability to control their image depending on the impression they wish to give people and 35.9% claimed that they are always able to control their image accordingly. Therefore by

adding the positive responses together it is evident that most (75.1%) of the respondents are able to control their image. However, only a few (17.6%) of respondents are sometimes able to control their image and 4.1% are never able to control their image, depending on the impression they wish to give others and 3.3% are seldom able to do so.

Almost a third (32%) of the respondents, once familiar with the situation, is always able to modify their image according to a situation and 31.6% are often able to do so. Almost a fifth (19.7%) of the respondents are sometimes able to modify their image accordingly where 9% are never able to do so and 7.8% are seldom able to do so.

More than a third (41.6%) of respondents never have trouble changing their clothing to suit different people and situations where 16.7% often and sometimes have trouble changing their clothing to suit different situations. However, a few (14.3%) of the respondents seldom have trouble to change their clothing accordingly and 10.6% always have trouble changing their clothing to suit different situations.

The general response to high self-monitoring questions was positive as Buppies claim to know how to dress for different occasions and are able to modify their image according to what the situation calls for.

Table 5.15 provides the results of the *t*-test as well as Levene's test for high self-monitoring. The mean, standard deviation, *t*-value, degrees of freedom, *p*-value, *F*-value and the significance of each of the two groups are presented.

TABLE 5.15: INDEPENDENT SAMPLE *t*-test: HIGH SELF-MONITORING

High Self-monitoring	<i>t</i> -test for equality of Means						Levene's Test for Equality of Variance	
	n	Mean	Std dev	<i>t</i>	df	<i>p</i> -value	<i>F</i>	Sig
24-29 years	155	4.0312	0.80219	-0.891	241	0.374	0.003	0.94
30-36 years	88	3.9962	0.76061					

The independent sample *t*-test indicated that the scores of individuals aged 24-29 years (N=155; M=4.0312; SD=0.80219) and individuals aged 30-36 years (N=88; M=3.9962; SD=0.76061) did not differ significantly ($t = -0.891$; $p = 0.374$). The

significance value of the Levene's Test was 0.94 which is greater than 0.05 thus the "equal variance assumed" test results were used. The younger group's (24-29 years) mean (4.0312) indicates that they are insignificantly less influenced by high self-monitoring motivations than the older group (30-36 years) whose mean was 3.9962 when making purchasing decisions.

5.7 CLOTHING BRAND PREFERENCES

5.7.1 Dress codes at work

The respondents were requested to provide their professions. Figure 5.4 indicates which professions were the most prominent during the study. Upon asking whether or not there is a dress code at work 65.6% of the respondents answered "yes" and 34.4% answered "no". The respondents who answered "yes" were further asked to select their dress code from a list. Their responses are depicted in the Figure 5.7 below:

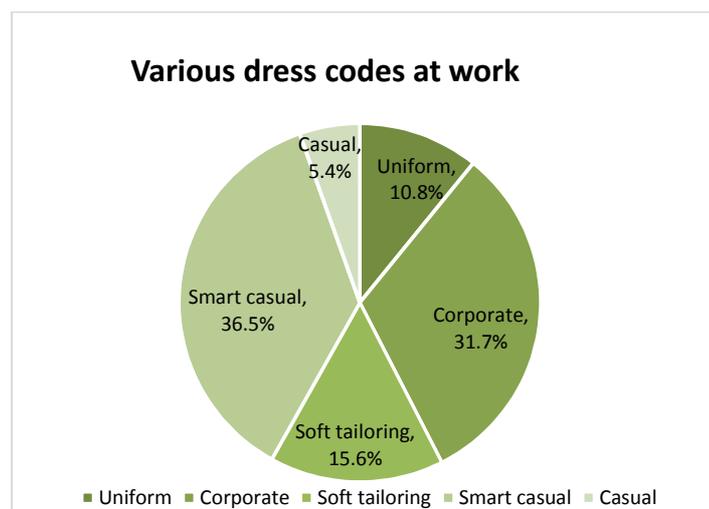


FIGURE 5.7: RESPONDENTS DRESS CODE AT WORK

The pie chart indicates that of the 65.6% of respondents that do have a dress code at work, 36.5% wear smart casual clothing which might consist of a skirt and a more formal top. Almost a third (31.7%) of the respondents has to wear corporate wear to work which consists of clothing like business suits. A few (15.6%) of the respondents wear softly tailored clothes to work which consists of clothes similar to tailored pants

and a button-up blouse and 10.8% of the individuals who have a dress code at work have to wear a uniform. Only 5.4% of the respondents wear casual clothing to work which is very informal and might consist of jeans, t-shirts and summer dresses. Further, participants were requested to provide the names of brands they purchase frequently and select brands from a list which they would like to buy.

5.7.2 Brand preferences

The respondents were asked to list a maximum of 5 brands which they purchase on a regular basis. The table below represents the top 10 findings of each choice.

TABLE 5.16: MOST FREQUENTLY PURCHASED BRANDS

Sample Variables	Frequency	Percentage (%)
First Choice		
WOOLWORTHS	41	16.7
MR PRICE	17	6.9
EDGARS BRANDS	14	5.7
GUESS	11	4.5
POLO	8	3.3
LEVI'S	7	2.8
SISSY BOY	7	2.8
TRUWORTHS	6	2.4
ADIDAS	5	2.0
COUNTRY ROAD	5	2.0
Second Choice		
WOOLWORTHS	15	6.1
MR PRICE	13	5.3
EDGARS BRANDS	12	4.9
LEVI'S	11	4.5
NIKE	10	4.1
GUESS	8	3.3
TRUWORTHS	8	3.3
FOREVER NEW	7	2.8
POLO	6	2.4
DANIEL HECHTER	5	2.0
Third Choice		
EDGARS BRANDS	8	3.3
ACA JOE	7	2.8
ZARA	7	2.8
DIESEL	6	2.4
MR PRICE	6	2.4

Sample Variables	Frequency	Percentage (%)
SISSY BOY	6	2.4
ADDIDAS	5	2.0
IDENTITY	5	2.0
MANGO	5	2.0
COTTON ON	4	1.6
Fourth Choice		
EDGARS BRANDS	10	4.1
MR PRICE	9	3.7
LEVI'S	7	2.8
NIKE	7	2.8
POLO	6	2.4
WOOLWORTHS BRANDS	5	2.0
ZARA	4	1.6
ADDIDAS	4	1.6
ALDO	3	1.2
COUNTRY ROAD	3	1.2
Fifth Choice		
GUESS	10	4.1
EDGARS BRANDS	7	2.8
NIKE	7	2.8
WOOLWORTHS	4	1.6
LEGIT	3	1.2
LEVI'S	3	1.2
PUMA	3	1.2
RAGE	3	1.2
TRUWORTHS	3	1.2
DIESEL	2	0.8

The table stipulates the top ten brand selections made by individuals in order of preference. Most of the respondents (16.7%) indicated Woolworths' brands as their first choice of brand. A further 6.9% of individuals chose Mr Price brands as their first choice brand and 5.7% of the respondents selected Edgars' brands as their first choice brand to purchase. A small number of the respondents (4.5%) also selected Guess as their first choice; 3.3% selected Polo and 2.8% of respondents selected Levi's and Sissy Boy. A few of the respondents (2.4%) selected Truworths' brands as their first choice and 2% of respondents selected Adidas and Country Road respectively.

Woolworths' brands also proved to be the most favourable as a second choice of brand with 6.1% of individuals selecting it as their frequently purchased second choice. Mr Price brands were also a top choice as 5.3% individuals stated that they frequently buy it. A further 4.9% chose Edgars' brands as their second choice, and 4.5% also chose

Levi's as their second choice, while 4.1% selected Nike. Of the total, 3.3% of respondents selected Guess and Truworths as their second choice, while 2.8% selected Forever New and 2.4% selected Polo. Finally, 2% selected Daniel Hechter as their second choice when purchasing clothing brands.

Edgars' brands were the most popular third choice among the respondents with 3.3% selecting it as their third brand. Aca Joe and Zara proved to be equally popular as a third choice with 2.8% of respondents selecting it. Further, Diesel, Mr Price brands, and Sissy boy were all separately selected by 2.4% of the respondents and 2% of respondents separately selected Adidas, Identity and Mango as their third option. Finally, Cotton On was selected by 1.6% of respondents as their third choice when purchasing brands.

Edgars' brands were again the most popular fourth choice among the respondents with 4.1% selecting it. The second most popular fourth choice was Mr Price brands with 3.7% of respondents selecting it and 2.8% of respondents separately selected Levi's and Nike as their third choice of frequently purchased brands. A further 2.4% of individuals selected Polo and 2.0% of respondents selected Woolworths as their fourth most frequently bought brand. Finally 1.6% of individuals separately selected Adidas and Zara while 1.2% of individuals selected Aldo and Country Road as their fourth most frequently purchased brand.

The favourite final brand choice made by Buppies was Guess (4.1%) while 2.8% selected Edgars' brands and Nike respectively. A further 1.6% selected Woolworths' brands while 1.2% separately selected Legit, Levi's, Puma, Rage and finally, 0.8% selected Diesel. The total top 10 most frequently purchased brands are depicted in Figure 5.8 below.

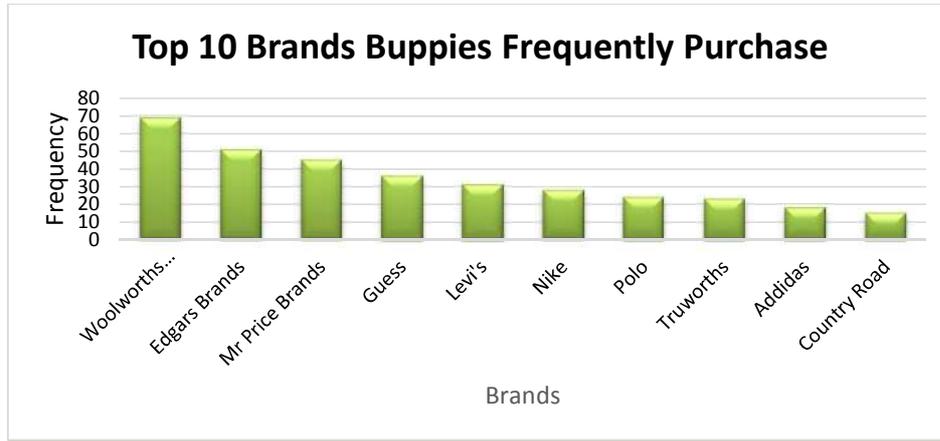


FIGURE 5.8: TOP 10 BRANDS FREQUENTLY PURCHASED BY BUPPIES

Table 5.17 indicates the brands Buppies would most like to buy.

TABLE 5.17: BRANDS BUPPIES ASPIRE TO BUY

Sample Variables	Frequency	Percentage (%)
Most Favourite		
Guess	50	4.3%
Polo	50	4.3%
Diesel	45	3.9%
Aldo	39	3.4%
Adidas	38	3.3%
Louis Vuitton	38	3.3%
Hugo Boss	36	3.1%
Nine West	35	3.0%
Chanel	34	2.9%
Nike	33	2.9%
Gucci	32	2.8%
Armani	30	2.6%
Forever New	30	2.6%
DKNY	27	2.3%
Hilton Weiner	27	2.3%
Calvin Klein	26	2.3%
Jeep	26	2.3%
Fossil	25	2.2%
Sissy Boy	25	2.2%
Jenni Button	24	2.1%

The table above indicates which brands Buppies aspire to buy. Participants were provided with a list of 60 brands and were requested to select three to five that they would like to buy. The most popular choices proved to be Guess and Polo as 4.3% of respondents selected each of these options. Of the respondents, 3.9% selected Diesel as a brand they would like to purchase, while 3.4% selected Aldo and 3.3% selected Adidas and Louis Vuitton respectively. Some of the respondents (3.1%) would prefer to purchase Hugo Boss and 3% of the respondents would prefer to purchase Nine West. Of the respondents, 2.9% would like to buy Chanel and Nike while 2.8% would like to buy Gucci whereas 2.6% selected Armani and Forever New as one of their options. Of the total respondents, 2.3 selected DKNY, Hilton Weiner, Calvin Klein and Jeep respectively and 2.2% selected Fossil and Sissy Boy whereas 2.1% selected Jenni Button. Figure 5.9 indicates the 10 least popular brands Buppies would like to buy.

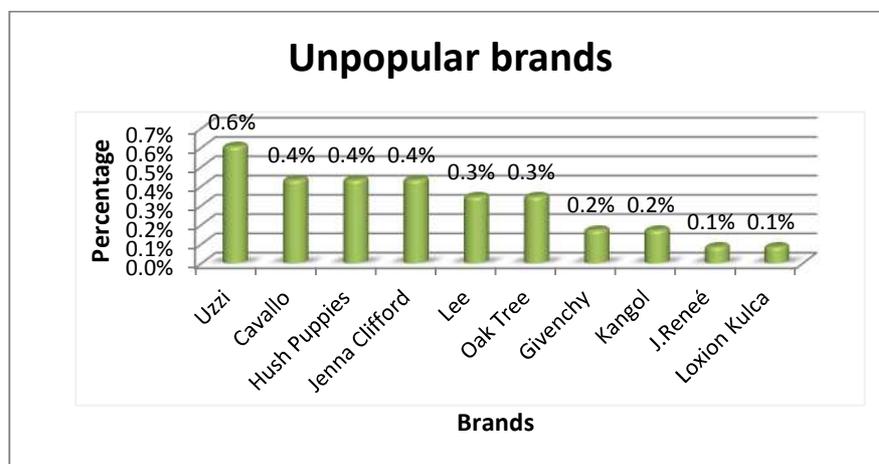


FIGURE 5.9: LEAST POPULAR BRANDS BUPPIES WOULD LIKE TO BUY

The chart above shows which brands were the least popular among the 60 provided to the participants. Only 0.6% of Buppies selected Uzzi as a brand that they would like to buy and a mere 0.4% selected Cavallo, Hush Puppies and Jenna Clifford respectively. Lee and Oak Tree were selected by 0.3% of the respondents and Givenchy and Kangol by 0.2%. A mere 0.1% selected J.Reneé and Loxion Kulca as brands they would like to buy.

5.8 CONSPICUOUS AND STATUS CONSUMPTION ACROSS DEMOGRAPHIC GROUPS

A multiple analysis of variance (MANOVA) test was conducted to determine the effects of independent variables on various dependent variables (Cooper & Schindler, 2008:552). The MANOVA was conducted for the purpose of identifying independent variables (disposable income, profession, age and gender) that differentiate dependent variables (communication of belonging, status demonstration, ostentation, value expressiveness, utilitarian influence and high self-monitoring) the most (Tustin, 2005:682).

The MANOVA test consisted of four main steps/tests. The first step was to determine whether or not it was feasible to continue with the MANOVA. To test this the Box Test of equality of covariance matrices was used (Cooper & Schindler, 2008:555). This test assesses the assumption of homogeneity-of-variance for the MANOVA. The significance value for all of the tests for conspicuous consumption and status consumption was <0.0001 which indicated that the assumptions needed for the MANOVA to be relevant, were met.

The second test conducted was the multivariate test. The F-test, tests the null hypothesis that there is no difference in the means of the dependent variables for the various groups formed by the categories of the independent variables. Significance tests for multiple dependents, in this case Wilk's Lambda all follow the F-level test (Tustin, 2005:683). The Wilk's Lambda test determines whether there is a significant difference in the centroid of means of the groups created by the independent variable. The smaller the Lambda the greater the significance of the differences (Tustin, 2005:683).

The next noteworthy test conducted in the MANOVA is the estimated marginal means which determines whether there are differences in the means between the dependent variables and also to determine exactly where these differences lie.

Finally, post hoc Bonferroni tests were performed. In the Bonferroni test an adjustment is made to the p -values to correct for errors which may occur when several dependent

or independent statistical tests are being performed simultaneously on a single data set (Kutner, Nachtsheim & Neter, 2004:155)

5.8.1 Conspicuous consumption across disposable income

Table 5.18 below describes the results obtained from the multivariate test conducted to determine whether the mean vectors differ between the dependent variables in terms of the conspicuous clothing brand consumption of Bubbies and disposable income.

TABLE 5.18: MULTIVARIATE TESTS^a: DISPOSABLE INCOME

	Effect	Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.853	460.803 ^b	3.000	238.000	<0.0001
	Wilks' Lambda	0.147	460.803 ^b	3.000	238.000	<0.0001
	Hotelling's Trace	5.808	460.803 ^b	3.000	238.000	<0.0001
	Roy's Largest Root	5.808	460.803 ^b	3.000	238.000	<0.0001
VV5	Pillai's Trace	0.211	6.049	9.000	720.000	<0.0001
	Wilks' Lambda	0.793	6.423	9.000	579.380	<0.0001
	Hotelling's Trace	0.255	6.708	9.000	710.000	<0.0001
	Roy's Largest Root	0.233	18.600 ^c	3.000	240.000	<0.0001

a. Design: Intercept + VV5

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

The table above indicates that the mean vectors for communication of belonging, status demonstration and ostentation are all equal as indicated by Wilks' Lambda. Since the F-value is 6.423 and the p-value is <0.0001 the null hypothesis can be rejected and it can be concluded that at least two of the mean vectors for communication of belonging, status demonstration and ostentation, differ.

Further tests were conducted between subjects where it was found that the three dependent constructs have different means. The *p*-value of communication of belonging was 0.002 which is much less than 0.05 thus indicating its significance. The *p*-value of status demonstration was 0.007 also indicating that there is a significant difference in its means however, ostentation's *p*-value was 0.436 indicating that the difference in means is insignificant.

Other tests indicated that the grand mean for communication of belonging was 1.996, and for status demonstration the grand mean was 2.038 and for ostentation it was 1.780.

Table 5.19 below indicates the differences in the means between the four disposable income groups in terms of the conspicuous clothing brand consumption of Bubbies.

TABLE 5.19: MEAN DIFFERENCE BETWEEN DISPOSABLE INCOME GROUPS

Dependent Variable	Disposable Income Groups	Mean	Standard Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Communication of belonging	5 000 - 9 999	1.983	0.127	1.732	2.234
	10 000 - 14 999	2.306	0.100	2.110	2.503
	15 000 - 19 999	1.970	0.113	1.748	2.192
	≥ 20 000	1.723	0.113	1.501	1.945
Status demonstration	5 000 - 9 999	1.881	0.134	1.617	2.145
	10 000 - 14 999	2.338	0.105	2.132	2.544
	15 000 - 19 999	2.093	0.118	1.860	2.327
	≥ 20 000	1.840	0.118	1.607	2.073
Ostentation	5 000 - 9 999	1.810	0.131	1.582	2.099
	10 000 - 14 999	1.646	0.102	1.444	1.848
	15 000 - 19 999	1.875	0.116	1.646	2.104
	≥ 20 000	1.758	0.116	1.530	1.987

As indicated by Table 5.19 the mean for communication of belonging across the four income groups differed significantly and ranged between 1.723 (for individuals earning R20, 000 or more) and 2.306 (individuals earning between R10, 000-R14, 999). The means for status demonstration across the various income groups also differed significantly from 1.840 (individuals earning R20, 000 and more) to 2.338 (individuals earning between R10, 000 – R14, 999). However the difference across the various income groups for ostentation was not significant with the lowest being 1.646 for individuals earning between R10,000 and R14, 999 and the highest being 1.875 for individuals earning between R15, 000 – R19, 999. Therefore, it can be established that the income group who are mostly influenced by communication of belonging and status demonstration earn a disposable income of between R10, 000 – R14, 999 per month.

Further, a post-hoc test was conducted to determine exactly where the differences in means occur. This was especially significant for communication of belonging and status demonstration. The results are shown in Table 5.20 below.

TABLE 5.20: MULTIPLE COMPARISONS BONFERRONI: DISPOSABLE INCOME

Dependent Variable	Disposable Income Groups (I)	Disposable Income Groups (J)	Mean diff. (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Communication of belonging	5 000 - 9 999	10 000 - 14 999	-0.3235	0.16170	0.279	-0.7537	0.1067
		15 000 - 19 999	0.0130	0.17016	1.000	-0.4397	0.4657
		≥ 20 000	0.2596	0.17016	0.770	-0.1930	0.7123
	10 000 - 14 999	5 000 - 9 999	0.3235	0.16170	0.279	-0.1067	0.7537
		15 000 - 19 999	0.3365	0.15043	0.157	-0.0637	0.7367
		≥ 20 000	0.5832*	0.15043	0.001	0.1830	0.9833
	15 000 - 19 999	5 000 - 9 999	-0.0130	0.17016	1.000	-0.4657	0.4397
		10 000 - 14 999	-0.3365	0.15043	0.157	-0.7367	0.0637
		≥ 20 000	0.2467	0.15949	0.740	-0.1776	0.6710
	≥ 20 000	5 000 - 9 999	-0.2596	0.17016	0.770	-0.7123	0.1930
		10 000 - 14 999	-0.5832*	0.15043	0.001	-0.9833	-0.1830
		15 000 - 19 999	-0.2467	0.15949	0.740	-0.6710	0.1776
Status Demonstration	5 000 - 9 999	10 000 - 14 999	-0.4568*	0.16986	0.046	-0.9087	-0.0049
		15 000 - 19 999	-0.2125	0.17875	1.000	-0.6880	0.2630
		≥ 20 000	0.0409	0.17875	1.000	-0.4347	0.5164
	10 000 - 14 999	5 000 - 9 999	0.4568*	0.16986	0.046	0.0049	0.9087
		15 000 - 19 999	0.2443	0.15802	0.740	-0.1761	0.6647
		≥ 20 000	0.4977*	0.15802	0.011	0.0773	0.9180
	15 000 - 19 999	5 000 - 9 999	0.2125	0.17875	1.000	-0.2630	0.6880
		10 000 - 14 999	-0.2443	0.15802	0.740	-0.6647	0.1761
		≥ 20 000	0.2533	0.16754	0.791	-0.1924	0.6990
	≥ 20 000	5 000 - 9 999	-0.0409	0.17875	1.000	-0.5164	0.4347
		10 000 - 14 999	-0.4977*	0.15802	0.011	-0.9180	-0.0773
		15 000 - 19 999	-0.2533	0.16754	0.791	-0.6990	0.1924
Osteration	5 000 - 9 999	10 000 - 14 999	0.1943	0.16649	1.000	-0.2486	0.6372
		15 000 - 19 999	-0.0346	0.17520	1.000	-0.5007	0.4315
		≥ 20 000	0.0821	0.17520	1.000	-0.3840	0.5482
	10 000 - 14 999	5 000 - 9 999	-0.1943	0.16649	1.000	-0.6372	0.2486
		15 000 - 19 999	-0.2289	0.15488	0.845	-0.6409	0.1831
		≥ 20 000	-0.1122	0.15488	1.000	-0.5243	0.2998
	15 000 - 19 999	5 000 - 9 999	0.0346	0.17520	1.000	-0.4315	0.5007
		10 000 - 14 999	0.2289	0.15488	0.845	-0.1831	0.6409
		≥ 20 000	0.1167	0.16421	1.000	-0.3202	0.5535
	≥ 20 000	5 000 - 9 999	-0.0821	0.17520	1.000	-0.5482	0.3840
		10 000 - 14 999	0.1122	0.15488	1.000	-0.2998	0.5243
		15 000 - 19 999	-0.1167	0.16421	1.000	-0.5535	0.3202

The table indicates that there is a significant difference in communication of belonging when comparing the means of individuals earning R10, 000 – R14, 999 to those individuals earning a disposable income of R20, 000 or more as the p -value is 0.001. This indicates that individuals earning R10, 000 –R14, 999 of disposable income are more affected by communication of belonging compared to individuals earning R20, 000 or more. The same result was found for status demonstration where the p -value was 0.011 when comparing the means of individuals earning R10, 000 – R14, 999 to

those earning R20, 000 or more per month. There was no significant statistical difference found when comparing the means of the various income groups for ostentation as the p -values were all >0.845 .

5.8.2 Conspicuous consumption across professions

Table 5.21 below describes the results obtained for the multivariate test conducted to determine whether the mean vectors differ between the dependent variables across the different professions in terms of the conspicuous clothing brand consumption of Bubbies.

TABLE 5.21: MULTIVARIATE TESTS^a: PROFESSIONS

	Effect	Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.851	448.839 ^b	3.000	235.000	<0.0001
	Wilks' Lambda	0.149	448.839 ^b	3.000	235.000	<0.0001
	Hotelling's Trace	5.730	448.839 ^b	3.000	235.000	<0.0001
	Roy's Largest Root	5.730	448.839 ^b	3.000	235.000	<0.0001
VVV6 (6 Groups)	Pillai's Trace	0.397	7.224	15.000	711.000	<0.0001
	Wilks' Lambda	0.617	8.258	15.000	649.133	<0.0001
	Hotelling's Trace	0.597	9.293	15.000	701.000	<0.0001
	Roy's Largest Root	0.556	26.359 ^c	5.000	237.000	<0.0001

a. Design: Intercept + VVV6, 6 Groups

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

The table above indicates that the mean vectors for communication of belonging, status demonstration and ostentation are all equal as indicated by Wilks' Lambda. Since the F-value is 8.258 and the p -value is <0.0001 , the null hypothesis can be rejected and it can be concluded that at least two of the mean vectors for communication of belonging, status demonstration and ostentation differ to a degree which is statistically significant.

Further tests were conducted between subjects where it was found that three dependent constructs have different means. The p -value of communication of belonging was 0.0001 which is much less than 0.05 thus indicating its significance. The p -value of status demonstration was 0.0001 also indicating that there is a significant difference in its mean however, ostentation's p -value was 0.205, which is much larger than 0.05 indicating that the difference in mean is insignificant.

Further tests indicated that the grand mean for communication of belonging was 1.955 and for status demonstration was 2.008. It also indicated that the grand mean for ostentation it was 1.770.

Table 5.22 below indicates the differences in the mean between the 6 groups of professions in terms of the conspicuous clothing brand consumption of Bubbies.

TABLE 5.22: MEAN DIFFERENCE BETWEEN PROFESSIONS

Dependent Variable	Profession Groups	Mean	Standard Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Communication of belonging	Academic/Research/Education; Science, Technology; Health care	2.545	0.103	2.343	2.748
	Administrative	2.089	0.139	1.815	2.363
	Engineering & Construction; Mining & industry; Environmental	1.848	0.167	1.519	2.177
	Fashion; Retail; Customer service; Marketing, Management; Entertainment	1.908	0.164	1.586	2.230
	Financial & Banking; HR; Planning & logistics	1.618	0.126	1.371	1.866
	Legal	1.722	0.123	1.480	1.964
Status demonstration	Academic/Research/Education; Science, Technology; Health care	2.582	0.108	2.369	2.795
	Administrative	2.106	0.146	1.817	2.394
	Engineering & Construction; Mining & industry; Environmental	1.952	0.176	1.606	2.298
	Fashion; Retail; Customer service; Marketing, Management; Entertainment	1.938	0.172	1.599	2.278
	Financial & Banking; HR; Planning & logistics	1.591	0.132	1.330	1.852
	Legal	1.878	0.129	1.623	2.133
Ostentation	Academic/Research/Education; Science, Technology; Health care	1.693	0.109	1.478	1.908
	Administrative	2.076	0.148	1.785	2.367
	Engineering & Construction; Mining & industry; Environmental	1.700	0.177	1.351	2.049
	Fashion; Retail; Customer service; Marketing, Management; Entertainment	1.827	0.174	1.485	2.169
	Financial & Banking; HR; Planning & logistics	1.568	0.134	1.305	1.831
	Legal	1.755	0.131	1.498	2.013

As indicated by Table 5.22 the mean for communication of belonging across the six groups of professions differed significantly and ranged between 1.618 (Financial,

Banking; Human Resources; Planning and logistics) and 2.545 (Academic, Research, Education; Science, Technology; and Health care). The means for status demonstration across the various professions also differed significantly from 1.591 (Financial, Banking; Human Resources; Planning, and Logistics) to 2.582 (Academic, Research, Education; Science, Technology and Health care). However, the difference across the various professions for ostentation was not significant with the lowest being 1.568 for Financial, Banking; Human Resources; Planning, Logistics and the highest being 2.076 for individuals in the Administrative industry. The professional groups who are mostly influenced by communication of belonging and status demonstration are Financial, Banking; Human Resources; Planning, Logistics and Academic, Research, Education; Science, Technology and Health care as their means differed the most.

Further, a post-hoc test was conducted to determine exactly where the differences in the means occur across the different professions in terms of conspicuous consumption of clothing brands. The difference was for communication of belonging and status demonstration. These differences are indicated in Table 5.23 below.

TABLE 5.23: MULTIPLE COMPARISONS BONFERRONI: PROFESSIONS:

Dependent Variable	Professional Groups (I)	Professional Groups (J)	Mean diff. (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Communication of belonging	Academic/Research/Education; Science, Technology; Health care	Administrative	0.4566	0.17277	0.132	-0.0557	.9689
		Engineering & Construction; Mining & industry; Environmental	0.6975*	0.19582	0.007	0.1168	1.2781
		Fashion; Retail; Customer service; Marketing, Management; Entertainment	0.6378*	0.19307	.017	0.0653	1.2103
		Financial & Banking; HR; Planning & logistics	0.9273*	0.16229	<0.0001	0.4461	1.4085
		Legal	0.8237*	0.16016	<0.0001	0.3488	1.2986
Status Demonstration	Academic/Research/Education; Science, Technology; Health care	Administrative	0.4763	0.18195	0.141	-0.0633	1.0158
		Engineering & Construction; Mining & industry; Environmental	0.6298*	0.20624	0.038	.0183	1.2414
		Fashion; Retail; Customer service; Marketing, Management; Entertainment	0.6434*	0.20334	0.026	0.0404	1.2463
		Financial & Banking; HR; Planning & logistics	0.9909*	0.17092	<0.0001	0.4841	1.4977
		Legal	0.7036*	0.16867	0.001	0.2034	1.2037

Dependent Variable	Professional Groups (I)	Professional Groups (J)	Mean diff. (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Legal		Academic/Research/Education ; Science, Technology; Health care	-0.7036*	0.16867	0.001	-1.2037	-0.2034
		Administrative	-0.2273	0.19542	1.000	-0.8068	0.3522
		Engineering & Construction; Mining & industry; Environmental	-.0737	0.21821	1.000	-0.7208	0.5733
		Fashion; Retail; Customer service; Marketing, Management; Entertainment	-0.0602	0.21547	1.000	-0.6991	0.5787
		Financial & Banking; HR; Planning & logistics	0.2874	0.18518	1.000	-0.2618	0.8365

The table indicates that there is a significant difference in communication of belonging when comparing the means of individuals within Academic, Research, Education; Science, Technology; and Health care professions to the means of those individuals in the Engineering, Construction; Mining, Industry; and Environmental professions as the p -value is 0.007. There is also a significant difference between this group and individuals in the Financial, Banking; Human Resources; Planning, Logistics as well as the Legal profession where the p -value for both of these professions is <0.0001 . This indicates that individuals in the Academic, Research, Education; Science, Technology; and Health care professions are more motivated by communication of belonging when comparing them to those individuals in the Engineering, Construction, Mining, Industry and Environmental industry as well as to those in the Financial, Banking; Human Resources; Planning, Logistics along with the Legal profession

With relation to status demonstration, there is a significant difference between individuals in the Academic, Research, Education; Science, Technology; and Health care professions and the Financial, Banking; Human Resources; Planning and Logistics, as the p -value is <0.0001 . The p -value of 0.001 also indicates a significant difference between this group and the Legal profession. This indicates that Buppies working in Academic, Research, Education; Science, and Technology professions are more motivated by status demonstration than those the Financial, Banking; Human Resources; Planning, Logistics and Legal professions.

5.8.3 Conspicuous consumption across age groups and gender

Wilks' Lamda indicated no significant difference in the mean vectors when measuring age as compared to communication of belonging, status demonstration or ostentation at the 5% level where the p -value was 0.064. This value is greater than 0.05 and it can thus be deduced that age has no significant effect on Buppies motivation to engage in conspicuous consumption.

When conducting the multivariate tests on the influence of gender on constructs of conspicuous consumption it was found that even though Wilk's Lambda indicated that there was a significant difference between the mean vectors of communication of belonging, status demonstration and ostentation where the p -value was 0.046, the univariate tests did not indicate any significant differences across the two gender groups (p -values: communication of belonging $p = 0.305$; status demonstration $p = 0.472$ and ostentation $p = 0.236$). If one looks at the estimated marginal means for these three constructs, the estimated marginal mean of ostentation for females is higher than that for males. For communication of belonging and status demonstration the estimated marginal means for males are higher than those for females. This could be the reason for the significant difference in the overall means according to Wilks' Lambda test.

5.8.4 Status consumption across disposable income

Table 5.24 below describes the results obtained for the multivariate test conducted to determine whether the mean vectors differ between the dependent variables in terms of the status clothing brand consumption and disposable income.

TABLE 5.24: MULTIVARIATE TESTS^a: DISPOSABLE INCOME

	Effect	Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.969	2462.716 ^b	3.000	238.000	0.000
	Wilks' Lambda	0.031	2462.716 ^b	3.000	238.000	0.000
	Hotelling's Trace	31.043	2462.716 ^b	3.000	238.000	0.000
	Roy's Largest Root	31.043	2462.716 ^b	3.000	238.000	0.000
VV5	Pillai's Trace	0.059	1.602	9.000	720.000	0.110
	Wilks' Lambda	0.942	1.611	9.000	579.380	0.109
	Hotelling's Trace	0.061	1.615	9.000	710.000	0.107
	Roy's Largest Root	0.050	4.021 ^c	3.000	240.000	0.008

a. Design: Intercept + VV5

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

The table above indicates that the mean vectors for value expressiveness, utilitarian influence and high self-monitoring are all equal as indicated by Wilks' Lambda. Since the F-value is 1.611 and the p -value is 0.109 the null hypothesis cannot be rejected.

Further tests were conducted between subjects which indicated that the three dependent constructs have different means. The significant p -values of value expressiveness (0.037) and utilitarian influence (0.017) indicate significant differences across the four income groups. The p -value of high self-monitoring was 0.570 indicating that it has an insignificant mean difference across the four income groups. Tests also indicated that the grand mean for value expression was 1.751 and for utilitarian influence was 1.895 while the grand mean for high self-monitoring was 4.019.

Table 5.25 below indicates the differences in the mean between the four disposable income groups in terms of the status clothing brand consumption of Bubbies and disposable income.

TABLE 5.25: MEAN DIFFERENCE BETWEEN DISPOSABLE INCOME GROUPS

Dependent Variable	Disposable Income Groups	Mean	Standard Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Value Expression	5 000 - 9 999	1.730	0.126	1.482	1.979
	10 000 - 14 999	1.989	0.099	1.795	2.183
	15 000 - 19 999	1.721	0.112	1.501	1.941
	≥ 20 000	1.564	0.112	1.344	1.784
Utilitarian Influence	5 000 - 9 999	1.824	0.117	1.594	2.055
	10 000 - 14 999	2.158	0.091	1.978	2.338
	15 000 - 19 999	1.823	0.103	1.619	2.027
	≥ 20 000	1.773	0.103	1.569	1.977
High self-monitoring	5 000 - 9 999	3.936	0.115	3.710	4.163
	10 000 - 14 999	4.128	0.090	3.951	4.305
	15 000 - 19 999	4.022	0.102	3.822	4.223
	≥ 20 000	3.989	0.102	3.788	4.189

As indicated by Table 5.25 the mean for value expression across the four income groups differed significantly and ranged between 1.564 (for individuals earning R20, 000 or more) and 1.989 (individuals earning between R10, 000-R14, 999). The means for utilitarian influence across the various income groups also differed significantly from 1.773 (individuals earning R20, 000 or more) to 2.158 (individuals earning between R10, 000 – R14, 999). However the difference across the various income groups for high self-monitoring was not significant with the lowest being 3.936 for individuals

earning between R5,000 and R9, 999 and the highest being 4.128 for individuals earning between R10, 000 – R14, 999. The income groups that showed the greatest difference when related to value expressiveness and utilitarian influence are between the income groups R10, 000-R 14, 999 and R20, 000 or more.

Further, a post-hoc test was conducted to determine exactly where the differences in the means occur in terms of the status clothing brand consumption of Bubbies. These differences are indicated in Table 5.26 below.

TABLE 5.26: MULTIPLE COMPARISONS BONFERRONI: DISPOSABLE INCOME

Dependent Variable	Disposable Income Groups (I)	Disposable Income Groups (J)	Mean diff. (I-J)	Std. Error	Sig	95% Confidence Interval	
						Lower Bound	Upper Bound
Value Expression	5 000 - 9 999	10 000 - 14 999	-0.2587	0.16009	.645	-0.6846	0.1672
		15 000 - 19 999	0.0094	0.16847	1.000	-0.4388	0.4576
		≥ 20 000	0.1666	0.16847	1.000	-0.2816	0.6148
	10 000 - 14 999	5 000 - 9 999	0.2587	0.16009	.645	-0.1672	0.6846
		15 000 - 19 999	0.2681	0.14894	.439	-0.1281	0.6643
		≥ 20 000	0.4253*	0.14894	.028	0.0291	0.8215
	15 000 - 19 999	5 000 - 9 999	-0.0094	0.16847	1.000	-0.4576	0.4388
		10 000 - 14 999	-0.2681	0.14894	.439	-0.6643	0.1281
		≥ 20 000	0.1572	0.15791	1.000	-0.2629	0.5773
	≥ 20 000	5 000 - 9 999	-0.1666	0.16847	1.000	-0.6148	0.2816
		10 000 - 14 999	-0.4253*	0.14894	.028	-0.8215	-0.0291
		15 000 - 19 999	-0.1572	0.15791	1.000	-0.5773	0.2629
Utilitarian Influence	5 000 - 9 999	10 000 - 14 999	-0.3340	0.14839	.152	-0.7287	0.0608
		15 000 - 19 999	0.0011	0.15616	1.000	-0.4143	0.4166
		≥ 20 000	0.0511	0.15616	1.000	-0.3643	0.4666
	10 000 - 14 999	5 000 - 9 999	0.3340	0.14839	.152	-0.0608	0.7287
		15 000 - 19 999	0.3351	0.13805	.096	-0.0322	0.7024
		≥ 20 000	0.3851*	0.13805	.034	0.0178	0.7524
	15 000 - 19 999	5 000 - 9 999	-0.0011	0.15616	1.000	-0.4166	0.4143
		10 000 - 14 999	-0.3351	0.13805	.096	-0.7024	0.0322
		≥ 20 000	0.0500	0.14637	1.000	-0.3394	0.4394
	≥ 20 000	5 000 - 9 999	-0.0511	0.15616	1.000	-0.4666	0.3643
		10 000 - 14 999	-0.3851*	0.13805	.034	-0.7524	-0.0178
		15 000 - 19 999	-0.0500	0.14637	1.000	-0.4394	0.3394
High self-monitoring	5 000 - 9 999	10 000 - 14 999	-0.1915	0.14590	1.000	-0.5797	0.1966
		15 000 - 19 999	-0.0861	0.15353	1.000	-0.4945	0.3224
		≥ 20 000	-0.0527	0.15353	1.000	-0.4612	0.3557
	10 000 - 14 999	5 000 - 9 999	0.1915	0.14590	1.000	-0.1966	0.5797
		15 000 - 19 999	0.1055	0.13573	1.000	-0.2556	0.4666
		≥ 20 000	0.1388	0.13573	1.000	-0.2223	0.4999
	15 000 - 19 999	5 000 - 9 999	0.0861	0.15353	1.000	-0.3224	0.4945
		10 000 - 14 999	-0.1055	0.13573	1.000	-0.4666	0.2556
		≥ 20 000	0.0333	0.14390	1.000	-0.3495	0.4162
	≥ 20 000	5 000 - 9 999	0.0527	0.15353	1.000	-0.3557	0.4612
		10 000 - 14 999	-0.1388	0.13573	1.000	-0.4999	0.2223
		15 000 - 19 999	-0.0333	0.14390	1.000	-0.4162	0.3495

The table indicates that there is a significant difference in value expression when comparing the means of individuals earning R10, 000 – R14, 999 to the means of those individuals earning a disposable income R20, 000 or more as the p -value is 0.028. This indicates that individuals earning more than R20, 000 per month are less motivated by value expression compared to individuals earning between R10, 000 and R14, 999 per month. Further, when comparing the utilitarian influence on individuals earning R10, 000 – R14,999 per month to individuals earning R20, 000 or more a significant p -value of 0.034 was found indicating that Buppies earning R10,000 – R14,999 are more motivated by utilitarian influence than those earning R20, 000 or more per month.

5.8.5 Status consumption across professions

Table 5.27 below describes the results obtained for the multivariate test conducted to determine whether the mean vectors differ between the dependent variables in terms of the status clothing brand consumption and profession.

TABLE 5.27: MULTIVARIATE TESTS^a: PROFESSIONS

	Effect	Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	0.968	2393.619 ^b	3.000	235.000	<0.0001
	Wilks' Lambda	0.032	2393.619 ^b	3.000	235.000	<0.0001
	Hotelling's Trace	30.557	2393.619 ^b	3.000	235.000	<0.0001
	Roy's Largest Root	30.557	2393.619 ^b	3.000	235.000	<0.0001
VVV6 (6 Groups)	Pillai's Trace	0.242	4.153	15.000	711.000	<0.0001
	Wilks' Lambda	0.772	4.247	15.000	649.133	<0.0001
	Hotelling's Trace	0.277	4.314	15.000	701.000	<0.0001
	Roy's Largest Root	0.185	8.785 ^c	5.000	237.000	<0.0001

a. Design: Intercept + VVV6, 6 Groups

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

The table above indicates that the mean vectors for value expression, utilitarian influence and high self-monitoring are all equal as indicated by Wilks' Lambda. Since the F-value is 4.247 and the p -value is <0.0001 the null hypothesis can be rejected and it can be concluded that at least two of the mean vectors for value expression, utilitarian influence and high self-monitoring differ.

Further tests were conducted between subjects where it was found that the three dependent constructs have different means. The p -value of value expression and

utilitarian influence was <0.0001 which is much less than 0.05 and indicating its significance and, the p -value of high self-monitoring was 0.001 also indicating its significance. Tests indicated that the grand mean for value expression was 1.695 and for utilitarian influence the grand mean was 1.851 but for self-monitoring the grand mean was 3.968.

Table 5.28 below indicates the differences in the mean between the six professional groups and professions.

TABLE 5.28: MEAN DIFFERENCE BETWEEN PROFESSIONS

Dependent Variable	Profession Groups	Mean	Standard Error	95% Confidence Interval	
				Lower Bound	Upper Bound
Value expression	Academic/Research/Education; Science, Technology; Health care	2.254	0.101	2.056	2.453
	Administrative	1.843	0.136	1.574	2.111
	Engineering & Construction; Mining & industry; Environmental	1.647	0.164	1.324	1.969
	Fashion; Retail; Customer service; Marketing, Management; Entertainment	1.455	0.161	1.139	1.771
	Financial & Banking; HR; Planning & logistics	1.364	0.123	1.121	1.607
	Legal	1.605	0.121	1.367	1.843
Utilitarian Influence	Academic/Research/Education; Science, Technology; Health care	2.339	0.094	2.154	2.524
	Administrative	1.928	0.127	1.677	2.178
	Engineering & Construction; Mining & industry; Environmental	1.760	0.153	1.459	2.061
	Fashion; Retail; Customer service; Marketing, Management; Entertainment	1.746	0.150	1.451	2.041
	Financial & Banking; HR; Planning & logistics	1.536	0.115	1.310	1.763
	Legal	1.796	0.113	1.574	2.017
High self-monitoring	Academic/Research/Education; Science, Technology; Health care	4.152	0.093	3.969	4.335
	Administrative	4.005	0.126	3.757	4.252
	Engineering & Construction; Mining & industry; Environmental	3.720	0.151	3.423	4.017
	Fashion; Retail; Customer service; Marketing, Management; Entertainment	3.538	0.148	3.247	3.830
	Financial & Banking; HR; Planning & logistics	4.182	0.114	3.958	4.406
	Legal	4.210	0.111	3.991	4.429

As indicated by Table 5.28 the mean for value expression across the six groups of professions differed significantly and ranged between 1.364 (Financial, Banking;

Human Resources; Planning, and Logistics) and 2.254 (Academic, Research, Education; Science, Technology; and Health care). The means for utilitarian influence across the various income groups also differed significantly from 1.536 (Financial, Banking; Human Resources; Planning, Logistics) to 2.339 (Academic, Research, Education; Science, Technology; and Health care). Finally the difference across the various professions for high self-monitoring was lowest for Fashion, Retail, Customer Service, Marketing, Management; and Entertainment at 3.538 and highest for Financial, Banking; Human Resources; Planning and Logistics at 4.182.

Further, a post-hoc test was conducted to determine exactly where the differences in the means occur. These differences are indicated in Table 5.29 below.

TABLE 5.29: MULTIPLE COMPARISONS BONFERRONI: PROFESSIONS

Dependent Variable	Professional Groups (I)	Professional Groups (J)	Mean diff. (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Value Expressiveness	Academic/Research/Education; Science, Technology; Health care	Administrative	0.4114	0.16958	0.240	-.0914	.9143
		Engineering & Construction; Mining & industry; Environmental	0.6074*	0.19221	0.027	0.0374	1.1773
		Fashion; Retail; Customer service; Marketing, Management; Entertainment	0.7989*	0.18951	0.001	0.2370	1.3609
		Financial & Banking; HR; Planning & logistics	0.8904*	0.15929	<0.0001	0.4181	1.3628
		Legal	0.6490*	0.15720	0.001	0.1828	1.1151
Utilitarian Influence	Academic/Research/Education; Science, Technology; Health care	Administrative	0.4116	0.15815	0.147	-0.0573	0.8806
		Engineering & Construction; Mining & industry; Environmental	0.5794*	0.17925	0.021	0.0479	1.1109
		Fashion; Retail; Customer service; Marketing, Management; Entertainment	0.5932*	0.17673	0.014	0.0692	1.1173
		Financial & Banking; HR; Planning & logistics	0.8030*	0.14855	<0.0001	0.3625	1.2435
		Legal	0.5437*	0.14660	0.004	0.1090	0.9785

Dependent Variable	Professional Groups (I)	Professional Groups (J)	Mean diff. (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
High self-monitoring	Academic/Research/Education; Science, Technology; Health care	Administrative	0.1469	0.15636	1.000	-0.3168	0.6105
		Engineering & Construction; Mining & industry; Environmental	0.4315	0.17723	0.235	-0.0940	0.9570
		Fashion; Retail; Customer service; Marketing, Management; Entertainment	0.6131*	0.17474	0.008	0.0949	1.1312
		Financial & Banking; HR; Planning & logistics	-0.0303	0.14687	1.000	-0.4658	0.4052
		Legal	-0.0586	0.14495	1.000	-0.4884	0.3712
	Fashion; Retail; Customer service; Marketing, Management; Entertainment	Academic/Research/Education; Science, Technology; Health care	-0.6131*	0.17474	0.008	-1.1312	-0.0949
		Administrative	-0.4662	0.19423	0.257	-1.0421	0.1098
		Engineering & Construction; Mining & industry; Environmental	-0.1815	0.21139	1.000	-0.8084	0.4453
		Financial & Banking; HR; Planning & logistics	-0.6434*	0.18667	0.010	-1.1969	-0.0898
		Legal	-0.6717*	0.18516	0.005	-1.2207	-0.1226

The table indicates that there is a significant difference in value expression when comparing the means of individuals within Academic, Research, Education; Science, Technology; and Health care professions to the means of those individuals in the Financial, Banking; Human Resources; Planning and Logistics profession as the p -value is <0.0001 . There is also a significant difference between this group and individuals in the Legal profession where the p -value is 0.001. This indicates that there is noteworthy difference in the motivation of value expression when comparing individuals in the Academic, Research, Education; Science, Technology; and Health care professions to individuals in the Financial, Banking; Human Resources; Planning, Logistics and Legal professions. When measuring utilitarian influence it is noted that there is a significant difference between individuals in the Academic, Research, Education; Science, Technology; and Health care professions and the Financial, Banking; Human Resources; Planning and Logistics as the p -value is <0.0001 . A p -value of 0.004 also indicates a significant difference between this group (Academic, Research, Education; Science, Technology and Health care) and the Legal profession when measuring utilitarian influence.

Finally, a significant difference is indicated in high self-monitoring when measuring the difference between individuals in the Academic, Research, Education; Science, Technology; Health care professions and the Fashion, Retail, Customer Service,

Marketing, Management; and Entertainment as the p -value is 0.008. This indicates that high self-monitoring motivates Academic, Research, Education; Science, Technology; Health care and Legal professionals significantly more when comparing them to Fashion, Retail, Customer Service, Marketing, Management; and Entertainment professionals. A p -value of 0.005 also indicates a significant difference between the Fashion, Retail, Customer Service, Marketing, Management; and Entertainment professionals and the Legal profession indicating that individuals in the Legal professions are less motivated by high self-monitoring than those in Fashion, Retail, Customer Service, Marketing, Management; and Entertainment professions.

5.8.6 Status consumption across age groups and gender

Multivariate tests were also conducted with respect to age. Wilks' Lamda indicated no significant difference in the mean vectors of value expression, utilitarian influence and high self-monitoring as the p -value was 0.162. This value is greater than 0.05 and therefore one can say that age has no significant effect on Buppies motivation to engage in status consumption. Further, when conducting the multivariate tests on the influence of gender on constructs of conspicuous consumption, no significant difference was found in the mean vectors of value expression, utilitarian influence and high self-monitoring across gender as the p -value for Wilk's Lambda was 0.204. Therefore it can be deduced that gender also does not have a significant influence on Buppies' motivation to engage in status consumption.

5.9 CONCLUSION

The results presented in this chapter identified prevailing themes in terms of motivations for Buppies to engage in conspicuous and-or-status consumption. The results related to the influence that various income groups and professions play in Buppies' motivation to engage in conspicuous or status consumption. The evidence obtained from the 246 respondents will be discussed and interpreted in greater detail in Chapter 6. The limitations of this study will also be discussed. Finally, the final conclusion and recommendations for future research in this field will be presented.

CHAPTER 6: DISCUSSION AND CONCLUSION

6.1 INTRODUCTION

This chapter provides an in depth discussion and interpretation of the results obtained during the research process. Key findings drawn from the data, presented in Chapter 5, are provided. As a closing argument the final conclusion, implications, limitations and recommendations for further study are discussed. The discussions and detailed interpretations of the findings within this chapter will be presented according to the research objectives.

6.2 DISCUSSION

The overall purpose of this study was to determine Buppies' motivation for conspicuous and status clothing brand consumption. The motivations are discussed in terms of conspicuous and status consumption. The results will be interpreted according to existing literature as well as the motivational theoretical perspectives of Maslow (1943) and McGuire (1974), in order to determine the driving force behind clothing brand purchases. The following research objectives structure the arguments presented in this chapter: 1) to explore and describe **interpersonal motivations** for Buppies' **conspicuous and status** clothing brand consumption; 2) to explore and describe **self-monitoring** as motivation for Buppies' **status** clothing brand consumption and 3) to investigate Buppies' conspicuous and status clothing brand consumption **across different demographic groups** (income, profession, age and gender).

6.3 CONCLUSIONS IN TERMS OF THE SAMPLE

The sample consisted of young Black professionals living or working in the Johannesburg metropolitan, South Africa. There were 246 participants in the sample of which just under two thirds were female (63.8%) and 36.2% were male. Females might have a greater affinity towards fashion and are more sensitive to fashion cues (Auty & Elliott, 1998:110) and clothing and may have been more interested in

completing the questionnaire than males. This might explain the greater response rate by females.

The participants were between the ages of 24 and 36 with the average age being 25. More responses were received from the younger participants within the sample. For the purpose of statistical analysis, this group was divided into two groups: 24-29 years and 30-36 years. Generally, there was very little difference between these age groups with relation to conspicuous consumption and status consumption. However, the younger age group (24–29 years) were slightly less motivated by status demonstration and communication of belonging, but slightly more motivated by ostentation than the older age group (30-36 years). This may be due to the younger age group being slightly less experienced and more interested in being perceived as attractive, being wealthy and being noticed, whereas the older group (30-36 years) may be over the stage of “showing off” and more interested in being viewed as part of a specific reference group and displaying their status and prestige.

Almost a third of the sample (55.75%) earns a disposable income of between R10, 000 and R14, 999 per month. The greatest difference in motivation to engage in conspicuous consumption occurred between Black professionals earning between R10, 000 – R14, 999 and those earning R20, 000 or more. The results presented in Chapter 5 indicated that Buppies earning between R10, 000 - R14, 999 are more motivated by factors of conspicuous consumption (communication of belonging and status demonstration) than those earning R20, 000 or more. There was not any significant difference between the income groups indicated for ostentation. Again, this group also proved to be more influenced by status consumption, especially related to value expressiveness and utilitarian influence. Buppies earning between R10, 000 – R14, 999 are more influenced by status consumption than those earning R20, 000 or more. The other income groups showed very little significant motivational difference when comparing them to one another with regards to conspicuous and status consumption. Therefore, marketers should focus more on groups earning between R10, 000 – R14, 999 when determining advertising methods or selecting their product assortments during promotions of conspicuous or status consumption of clothing brands. The continuous increase in the South African middle-class is making it increasingly challenging for marketers and retailers to focus on the material value of products, as this is no longer the only appeal. Thus, marketers and retailers should

perhaps focus their brands and product assortments more on the symbolic value that the items hold.

Buppies within the Academic, Research, Education, Science, Technology and Health Care industries were in the majority (27.5%) of the participants. It was also found that individuals within these professions are most influenced by conspicuous consumption and status consumption when comparing them to other professions. This might relate to the 36.5% of Buppies who wear smart casual clothing to work and the 5.4% who wear casual wear to work, as they have more freedom to express their individuality within their professional environments. The second and third largest groups comprising of Legal professionals (18.9%) and Financial, Banking, Human Resources, Planning and Logistics (18%) were found to be the least influenced by conspicuous or status consumption when comparing them to other professions groups. This possibly relates to the 31.7% of Buppies who have to wear corporate wear to work and the 15.6% who wear soft tailoring clothing to work. These professionals thus have much less freedom to express their individuality within the work place. The various brand personalities and images should be highlighted by brand managers and marketers to promote the unique qualities of brands. This will appeal to professionals who enjoy expressing their identities through being seen as unique and having the ability to stand out while still being able to conform to the rules of their profession with relation to dress code.

6.4 INTERPERSONAL MOTIVATIONS

This objective was to explore whether Buppies are motivated by interpersonal motives to engage in either conspicuous consumption or status consumption. Sub-objectives were developed to determine whether or not interpersonal motivations of communication of belonging, status demonstration and ostentation drive Buppies to consume conspicuously. Sub-objectives were similarly developed to determine whether value expression, utilitarian influence and high self-monitoring drive Buppies to engage in status consumption

6.4.1 Conspicuous clothing brand consumption: Interpersonal Motivations

6.4.1.1 Communication of Belonging

The results suggest that this aspect of conspicuous consumption does not generally influence Buppies' purchasing decisions. The Social Monitoring System described by Pickett *et al.* (2004:1096) indicate that the need to belong relates to interpersonal cues used to establish connections by people who have a strong desire for social connections. These connections are nurtured through the use of symbols, such as branded clothing to reflect associations with specific groups (Eastman *et al.*, 1999:42; Elliott & Wattanasuwan, 1988:133). However, the results obtained when measuring the communication of belonging of Buppies show that they do not desire to make use of clothing as a social cue as described by Pickett *et al.* (2004:1096). The results are also contradictory to Kaiser (1997:541) where the African culture is referred to as a collective culture. The findings of this study indicated that the vast majority of Buppies, who participated in the survey, are not interested in dressing similarly to their friends to be associated with them. Furthermore, Buppies do not desire purchasing clothing brands similar to their friends and colleagues to be associated with them or to be valued by them. It was however found that even though Buppies do not intentionally purchase specifically branded clothing to be associated with their reference groups, on a general level, they do like to be associated with their reference groups, but not necessarily through the social cue of clothing.

There is a strong correlation between communication of belonging and McGuire's (1974) Motive classification system. Conversely, Buppies do not feel the need for reinforcement where communication of belonging is communicated through wearing branded clothing to be associated with their reference groups or to gain approval from their reference groups, this theory is not applicable in this instance. Specifically, McGuire's (1974) Motivation Classification System is related to communication of belonging through its need for modelling where individuals are motivated to purchase products which allow them to form part of a specific reference group. In this instance McGuire's (1974) Motive Classification System is not equally relevant as is the case with Maslow's (1943) Hierarchy of Needs. The "Need for Belonging" may be more relevant as Buppies possess the inherent need to belong to a specific group, as indicated by the results, but they are not necessarily motivated by the need for

reinforcement or the need for modelling through the purchase of clothing similar to their reference groups. The reason that this might not be the most prominent need for Buppies might be because they already feel associated with their reference group and do not need to model each other to feel like they belong. This resonates with the findings of Baumeister & Leary (1995:522) where they found that people have a desire to maintain relationships and seek frequent positive interactions with others.

The results indicated that there is no significant difference in the motivation for communication of belonging within the Buppie age demographic. When splitting the test population into two groups 24-29 years and 30-36 years, respondents answered the same. This shows that the youngest in the Buppie age group does not feel any more or less inclined to purchase specific clothing to indicate that they belong to a specific reference group.

The next aspect of conspicuous consumption, status consumption proved to have slightly more influence on Buppies' motivation to conspicuously purchase clothing brands.

6.4.1.2 Status Demonstration

Displaying status has been an act of both the rich and the poor. It has been known that individuals purchase specific products to increase their status in the eyes of others (Mazzocco *et al.*, 2012:520). The results obtained from this study specified that Buppies are more inclined to purchase clothing that make them stand out from their friends or colleagues. The finding is in line with the study conducted by Charles *et al.* (2009:445-447) where it was found that individuals often try to differentiate themselves from less wealthy individuals by purchasing clothing that will more likely signal status to others within their reference group or outside of it. Conversely, Buppies do not necessarily exclusively want to differentiate themselves from poorer individuals in their reference group but most probably from all individuals. This finding is also consistent with the need for autonomy described by McGuire's (1974) Motive Classification System where individuals have a need for independence and self-government and may perhaps motivate those individuals who want to stand out from their reference group, which is what Buppies do when they purchase clothing to stand out from those around them.

The fact that Buppies enjoy purchasing clothing that makes them stand out may also speak to their need for self-expression (McGuire, 1974) and in relation to a theory outlined by Kamineni (2005:27), Buppies use their clothing not only to project status but to project a specific image about themselves. In this instance, to stand out. Even though Buppies do delight in purchasing clothing that makes them stand out from the crowd they do not necessarily purchase branded clothing due to its connotation with success or prestige, on a regular basis. The results did show that Buppies, on occasion, will purchase branded clothing due to its connotation with success or prestige which is in line with Pratt & Rafaeli (2001:115) where they noted that individuals attempt to project a higher status by making themselves appear more important than formally presented by their reference group.

Buppies also generally do not purchase branded clothing to convey a message of power, achievement or to impress others, but perhaps to convey a message of uniqueness. It can therefore be said that even though Buppies make use of brands and clothing to stand out from their reference groups they are not generally motivated by status demonstration but may occasionally purchase clothing with the intention of displaying status.

Again the differences in the results between age-groups of Buppies proved to be insignificant when related to status demonstration as a motivation for conspicuous clothing brand consumption. This may be due to the two age groups (24-29 years and 30-36 years) being very close together and do not necessarily differ in behaviour relating to status demonstration.

When establishing the effect of the final possible motivating factor for conspicuous consumption which was researched, it was found that Buppies are not motivated by ostentation. Marketers and retailers need to attend to the emotional symbolism provided by brands as this will influence the brands' ability to stand out and not fit in. When products are aimed at the Buppie market, marketers need to ensure that these products relate to the motivation of status demonstration and display an image of uniqueness. Further marketers need to ensure that their advertising and product assortments cater to the Buppie markets' desire to stand out and be noticed for their individualism.

6.4.1.3 Ostentation

This objective forms the final dimension of conspicuous consumption and was included in the study as ostentatious behaviour roots back to primitive periods where men owned and used women to reflect their level of status. The one with the most beautiful woman wins rewards from his peers (Rouhani & Hanzaee, 2012:1054). As indicated by Veblen (1899:64) conspicuous consumption is ostentatious in nature. Likewise, it is the feeling of some consumers that the purchase of material goods is a worthy indication of one's success and status (Byrne, 1999:101). However, this statement proves to be untrue for Buppies.

The results show that Buppies do not purchase clothing items in order to show off their wealth to their peers or to others. As indicated in Chapter 5, 85% of Buppies are not interested in the snob appeal of clothing items. Therefore, with reference to Maslow's (1943) hierarchy of needs Buppies do not feel the desire to satisfy their need for esteem by showing off their branded clothing items or by purchasing items that have a higher "snob-appeal" to boost their self-confidence. It was similarly noted from the findings that Buppies do not believe that branded clothing make them seem more attractive or that branded clothing acts as a medium to be noticed by others. Even though some clothing products may be ostentatious in nature, Buppies do not utilise them for that purpose. From the results it can be deduced that Buppies would rather address the need for assertion (McGuire, 1974) as they prefer to engage in activities that would increase their self-esteem and esteem in the eyes of others (Hull & Shroeder, 1979:27) through dressing in a way that is not ostentatious, but makes them stand out.

Buppies do not purchase branded clothing with the intention of competing with their peers but perhaps only for the fashion-value that it holds which is not applicable to the findings of Wilk (2002:6) who noted that individuals engage in competitive consumption with those who hold more wealth and power. Within the Buppie demographic it was also proved that younger Buppies do not engage in ostentations conspicuous consumption more or less than the older individuals in the sample Buppie demographic. There is thus no significant difference in the motivational aspects of ostentation within the two age groups (24-29 years and 30-36 years) and it can be safely concluded that the results of this study proved that Buppies are not motivated

by ostentation when engaging in conspicuous consumption. Marketers and retailers accordingly have to remain cautious when promoting their products or displaying product assortments in an ostentatious manner as this will not appeal to the Buppie market. Marketers, retailers and brand managers need to develop feelings of brand trust which will allow their consumers to purchase these items without experiencing emotions of the brand being too ostentatious.

The next form of consumption, status consumption, proved to be very slightly more relevant to the Buppie market.

6.4.2 Status clothing brand consumption: Interpersonal Motivations

The purpose of this study was to determine whether normative receptiveness (value expressive and utilitarian influences) are motivating factors for Buppies to engage in Status Consumption.

6.4.2.1 Value Expressiveness

Value expressiveness is reflected in an individual's desire to enhance his or her self-image through the association with a specific reference group. This is achieved through purchasing "symbols" with a meaning ascribed to them (Grubb & Stern, 1971:382). Conversely, the findings provided in Chapter 5 indicated that Buppies do not base their purchasing decisions on what would impress others. The motivation behind Buppies' purchasing branded or expensive clothing is not to prove to others that they are important or to impress them with their wealth. Therefore with regards to Maslow's Hierarchy of Needs it can be stated that Buppies' need for self-esteem or their need for belonging is not fulfilled by purchasing "symbols" to enhance their own self-concept relative to others.

Park and Lessig (1997:103) in their comparative study between students and house wives' susceptibility to reference group influence, stated that consumers are influenced by their reference groups to protect their self-image. This study proved that Buppies do not feel the need to enhance their self-image by dressing similar to their reference groups and therefore do not experience McGuire's (1974) need for assertion where they have the desire to engage in activities that will increase their esteem in the eyes

of others. Buppies are also not influenced by either rewards or punishments from their friends or approval from their friends as indicated in studies conducted by Hogg *et al.* (2000:642). The statistics relating to value expression as a motivating factor for status consumption were unfavourable pertaining to Buppies as they are not motivated by value expressiveness when making clothing brand decisions. There was also no significant difference found between the two age groups 24-29 years and 30-36 years in the motivation for Buppies' motivation by value expressiveness. Special care should be taken by marketers and retailers to study the reference groups to which these individuals are comparing themselves to, to assist them in making better branding selections and product assortments.

6.4.2.2 Utilitarian Influence

Utilitarian influence was another dimension of normative receptiveness that was measured. This can be reflected in an individual's attempt to comply with the expectations of others or to achieve rewards and avoid punishment (Kaiser, 1997: 358-359; Bearden *et al.*, 1989:474; Burnkrant & Cousineau, 1975:207). Buppies indicated that utilitarian influence was not a significant motivator for them to engage in status consumption. Buppies showed little or no interest in gaining the approval of their friends for what they are wearing and they also do not feel that it would make them more popular if they wear the same brands as their friends. Consequently, Buppies are not influenced by McGuire's (1974) utilitarian need where individuals desire to achieve rewards or avoid punishment. Buppies also tend to not follow the rules of the group regarding dress code. This may be due to them preferring to stand out rather than to fit in as established in the findings of status demonstration. Further, the results showed that Buppies do not dress according the expectations of others and are not punished by their peers for their chosen attire. The possibility exists that within Buppies' reference groups they might be encouraged to dress in a different way, which is supported by Ang *et al.* (2001:222) where they note that within reference groups individuals may also be encouraged to break the rules. Clothing brands do not necessarily play such a significant role, but the more significant aspect is the trendiness of the outfit and the current fashion. Buppies do not feel the desire to display their association with a reference group by means of clothing as established in the findings of communication of belonging (conspicuous consumption). Due to this they cannot be seen as risk-averse and having low consumer self-confidence and cannot be

related to the study by Simpson *et al.* (2008:212) where the propensity to observe is higher among those consumers who want to achieve rewards or avoid punishments from their reference groups. Once again the age groups in the larger Buppie group showed no significant statistical difference in their level of motivation through utilitarian influence. Retailers and marketers should focus on getting their status image known without losing the status value of the product which will allow individuals motivated by a utilitarian need to avoid punishment from the rest of the group.

Further discussions on the findings of status consumption will relate to self-monitoring motivations.

6.5 SELF-MONITORING MOTIVATIONS

6.5.1 Status clothing brand consumption

Self-monitoring motivations are reflected in the self-control and self-presentation of individuals in the presence of others (Gould, 1993:419). Self-monitoring influences the manner in which individuals dress and present themselves to others (Kaiser, 1997: 182). In agreement with the statement made by Baron *et al.* (2006:93) on high self-monitors; Buppies seem to be sensitive to the expressions and behaviours of others. In this study high self-monitoring was the dimension of self-monitoring motivations related to status consumption.

6.5.1.1 High Self-monitoring

Individuals who are high self-monitors use social cues to modify their self-presentation (Browne & Kaldenberg, 1997:32). The results suggest that Buppies think of themselves as being able to control their image and to control the impression that they give to others. Therefore, even though they do not show concern for dressing in a specific way to impress their reference group or even strangers as indicated by normative receptiveness, Buppies are able to modify their self-presentation according to the image they want to portray. Buppies also dress appropriately for various occasions: work, meetings or social events. Thus in line with the study of Snyder & Gangestad (1986) Buppies purchase their clothing according to what the social

situation calls for. Buppies' ability to organise experiences and information to adapt to a situation resonates with McGuire's (1974) need to categorise as it specifically relates to Buppies' ability to organise information in a meaningful and manageable way. This is a way for Buppies to be effective high-self monitors and is in accordance with findings of the study of high-self monitors' product involvement by Browne and Kaldenberg (1997:39). Buppies should thus be able to acquire props to maintain self-presentation in different situations.

Additionally, in line with Snyder and Cantor, (1980) *cited in* Browne and Kaldenberg, (1997:32) Buppies are aware of the message clothing projects and are able to modify their image according to the situation at hand. They very rarely have trouble changing their clothes to suit different people and situations. It can be concluded that Buppies are high self-monitors and are highly aware of what is appropriate and what is inappropriate in various situations. A difference in age within the studied demographic did not play a significant statistical role in the motivation of high self-monitoring. Marketers and retailers have to remain aware of how items are branded as high self-monitors may completely disregard certain items if seen as not appropriate or not meeting the requirements for a certain occasion. Further, marketers and brand managers should remain cautious of the cues projected by their products as this will directly influence a high self-monitor's decision to purchase products.

6.6 CLOTHING BRAND PREFERENES

6.6.1 Differences relating to brand preferences

As indicated by Figure 5.6 in Chapter 5 the top 10 most frequently purchased brands by Buppies are: Woolworths Brands, Edgars Brands, Mr Price Brands, Guess, Levi's, Nike, Polo, Truworths, Adidas and Country Road.

From these results it can be seen that 40% of the brands are department store brands and 60% are medium-priced brands. This provides a good indication that Buppies are not generally driven by the conspicuousness or the status of the brand but perhaps more by the trendiness or the fashion status of the brand. By purchasing inexpensive brands Buppies are able to keep up with the latest trends at a lower price and are

probably able to purchase more fashionable items rather than a few branded items. This may be due to Buppies' viewing fashion as an outcome of their decision-making which includes their culture as well as their personal preferences and taste. Fashion can be viewed as an outcome that takes into account the cultural aspects as well as changes in preferences and tastes (Kamineni, 2005:27).

Buppies would like to purchase the following brands as indicated in Table 5.9 in Chapter 5: Guess, Polo, Diesel, Aldo, Adidas, Louis Vuitton, Hugo Boss, Nine West, Chanel and Nike. When comparing the desired brands to the brands that they already purchase it is noted that Buppies desire to purchase mainly mid-priced brands. Only 30% of the top 10 brands Buppies would like to purchase can be viewed as expensive, status laden brands. Nevertheless, the brands Buppies would like to purchase all seem conspicuous in nature as their brand names and logos are prominently displayed on their clothing items. This may be in line with Sprott *et al.* (2009:92) where they determine the linkage between brands and self-concept thus indicating that Buppies desire certain brands possibly because they best describe their self-concept. It is interesting to note that the top 10 brands Buppies would like to purchase are mid-priced brands which would support the statements made relating to the brands that they already purchase. Buppies may place more value on keeping up with fashion trends than they do on brand names. Buppies therefore do not receive satisfaction from the symbolic meaning portrayed by brands as indicated by Nia *et al.* (2000:487). Buppies also do not desire to express their inner self through the brands they wear as stated by Belk (1998) but desire to be seen as fashionable and stylish as stated in their need for communication of belonging. Buppies desire to stand out. It can therefore be understood that Buppies do not feel the need for objectification (McGuire, 1974) but they do have a need for novelty as they are motivated not by the brand but, by the desire to be able to switch between brands or purchase non-branded items in order to keep up with the latest trends (Hirshman, 1980:284). However, taking their high self-monitoring ability into account Buppies will acquire items that are suited to the occasion and will probably purchase high priced branded clothing if the situation calls for it.

Marketers and retailers need to create some form of awareness which will make Buppies desire their brand for its unique qualities. This needs to be accompanied by offerings which will encourage Buppies to experience the brand and appreciate it. Due to the high self-monitoring nature of Buppies and their dislike for the ostentatious

display of brands, brand managers and marketers need to remain aware of the message their brand is conveying as well as the various occasions these branded items might be suitable for.

6.7 CONSPICUOUS AND STATUS CONSUMPTION ACROSS DEMOGRAPHIC GROUPS

Multivariate statistical tests were performed to determine what the difference between various income groups is in terms of conspicuous consumption and status consumption. This enabled a comparison between Buppies of various income groups to determine who is more motivated to spend more money on branded clothing items relating to conspicuous and status consumption. These findings will assist retailers and marketers in determining which income groups to target more or less in terms of conspicuous or status consumption. Retailers and marketers will be able to display promotions or issue marketing materials that are more appropriate for various income groups.

6.7.1 Disposable income groups across conspicuous consumption

The results showed that within four income groups (R5000-R9, 999; R10, 000-R14, 999; R15, 000- R19, 999 and R20, 000 or more) there was a great difference in the calculated mean when measuring conspicuous consumption. This indicates that within the various income groups of Buppies, those who earn different incomes are differently influenced by communication of belonging to engage in conspicuous consumption. The data showed that the mean for Buppies earning between R10, 000 and R14, 999 per month is the highest which indicates that they are motivated by communication of belonging the most, when comparing them to the other income groups. The mean for Buppies earning R20, 000 or more was the lowest thus indicating that they are the least influenced by communication of belonging when compared to the other income groups. This is supported by earlier findings where Buppies indicated that they do possess the need to belong but are not necessarily motivated to display it through the clothing that they wear. The results also indicated that participants earning between R10, 000 and R14, 999 are the most motivated to purchase branded clothing to show their belonging to a specific group. The greatest difference occurred between Buppies

earning a disposable income of R10, 000-R14, 999 and Buppies earning R20, 000 or more per month. Those earning between R10, 000 and R14, 999 may be more influenced by communication of belonging as their salary, perhaps after many years of working or being a student, finally allows them purchase clothing which displays their affiliation to a specific group, be it social or professional. Whereas, Buppies earning R20, 000 or more may be more settled in their roles in various reference groups and are therefore less motivated to copy others to gain their acceptance as pointed out in a study by Eastman *et al.* (1999:42). Therefore, when promoting communication of belonging, marketers and retailers should place more emphasis on those individuals earning between R10, 000-R14, 999 and less on those who earn more.

A similar result was obtained during the measurement of status demonstration. The results showed that Buppies earning between R10, 000 and R14, 999 are most motivated by status demonstration when comparing them to other income groups. The greatest difference also occurred between Buppies earning R10, 000-R14, 999 and Buppies earning R20, 000 or more. In accordance with a study conducted by Truong *et al.* (2008:190), Buppies earning between R10, 000-R14, 999 (lower income) may be more influenced by status demonstration than other income groups as luxury items are more easily accessed and they possibly place more value on being perceived as affluent than other income groups. Marketers and retailers should therefore place more focus on Buppies earning R10, 000-R14, 999 disposable income per month, as they are more influenced by status demonstration and will be more likely to be interested in products which have a higher perceived status value and thus be more willing to pay slightly more to show their achievement or perceived affluence. Marketers and retailers should emphasise the exclusivity of their products rather than their functional value as this will encourage those who are influenced by communication of belonging and status demonstration. Marketers and retailers should ensure that product assortments that will appeal to income groups earning between R10, 000-R14, 999 are accessible by not making the items too expensive but ensuring that they will still be able to stand out when wearing the products that they purchase.

The same multivariate tests were conducted to determine whether Buppies in different professions react differently to conspicuous consumption.

6.7.2 Different professions across conspicuous consumption

The results indicated that with regards to conspicuous consumption, there were differences in the degree of motivation of various professions. Concerning communication of belonging, the greatest differences were found between Buppies in the Academic, Research, Education, Science, Technology, Health Care professions and the Engineering, Construction, Mining, Industry, Environmental as well as the Financial, Banking, Human Resources, Planning, Logistics and the Legal industry. This difference makes sense as individuals within the Financial and Legal industries have to wear corporate wear, and thus by default communicate belonging without necessarily wanting to. Therefore they might be less interested to communicate belonging during times when they are not at work whereas those individuals in the Academic, Research, Education, Science, Technology, and Health Care professions are more motivated to communicate belonging due to them not wearing uniforms or having strict dress codes. The same reasoning could be followed for Engineers who are less motivated to communicate belonging as they are required to dress in a specific manner and are therefore less motivated than Academic, Research, Education, Science, Technology, and Health Care professionals to communicate belonging to a specific group. This may also relate to McGuire's Motive Classification System's need for cues as Buppies in specific professions use cues, for instance a doctor who may be dressed in smart-casual work wear may use a stethoscope, to transmit a message to their colleagues or other professionals (Piacentine & Mailer, 2004:251).

Similar results were obtained for status demonstration. Buppies within the Academic, Research, Education, Science, Technology, and Health Care professions are more motivated to engage in status consumption than those in the Financial, Banking, Human Resources, Planning, Logistics and Legal professions. This may be due to Buppies working in Financial or Legal industries already experiencing the feeling of status due to their professions and therefore do not necessarily having a further desire to demonstrate status to others, whereas Buppies within the Academic industries do not necessarily experience status within their profession and are therefore more motivated to communicate status to others. Also, as indicated in a study conducted by Charles *et al.* (2009:445-447), Buppies in Financial or Legal industries have to wear specific clothing to appear professional in their jobs and are therefore not able to freely

demonstrate status with the types of clothes that they generally have to wear and are thus less likely to be motivated by status demonstration.

When marketing products specifically related to status consumption, marketers and retailers have to be specifically aware of the professions of Buppies as this has a definite influence on their motivation to engage in conspicuous consumption of clothing brands. When promoting clothes that imply status to individuals who wear specific corporate clothing to work might not be as effective as promoting it to individuals in the Academic or Medical industries.

6.7.3 Disposable income across status consumption

The results show that regarding status consumption all three constructs indicated some difference in relation to disposable income. Value expressiveness and utilitarian influence showed the largest difference between Buppies earning R10, 000 –R14, 999 and Buppies earning R20, 000 or more per month. This shows a similar result to that found for conspicuous consumption. The reason for this may be that individuals earning R10, 000 –R14, 999 have been working for a while but previously may not have been able to afford clothing with the required symbolic meaning. Thus they are more motivated by value expression as their desire to enhance their self-image by purchasing clothing brands with the correct symbolic meaning which (in their minds) will ultimately enhance their social or professional position. These findings agree with the findings of Grubb and Stern (1971:384) where they confirmed the relationship between self-concept and consumption behaviour. This also gives Buppies within this income group the opportunity to match their self-image to their social world (Simpson *et al.*, 2008:197). These individuals may also be able to better comply with the rules of the group as they can either afford it or want to spend their money on it as they might previously have not been able to. Further, Buppies in these income groups are more motivated by utilitarian influence as supported by Nelissen and Meijers (2011:343) where they stated that utility resulting from purchases with no functional value are bought and used merely to reflect a desired social status. There was very little difference in the influence of high self-monitoring on Buppies motivation to engage in status consumption. This may be attributed to the fact that a very high percentage of Buppies reacted positively to being high self-monitors and that income does not play a role in what the occasion calls for as these motivations influence self-control and self-

presentation in front of others (Gould, 1993:419). Thus all Buppies are equally motivated by high self-monitoring and even if individuals may not be able to afford a specific outfit for a specific occasion they might still purchase it. Marketers need to convince Buppies within higher income groups to experience brands and appreciate them for their uniqueness and symbolic meaning that will add value to their self-image.

6.7.4 Different professions across status consumption

With regards to status consumption, there were also some significant differences in the motivation to consume among the six professional groups.

Regarding value expressiveness it was found that there is a greater difference between Buppies within the Academic, Research, Education, Science, Technology, and Health Care professions and the Financial, Banking, Human Resources, Planning and Logistics as well as between the first group of professions and Buppies in Legal professions. Individuals within the Financial and Legal industries are less motivated by value expressiveness due to them having to wear corporate clothes to work thus making them less inclined to enhance their image to associate with a specific group as they experience the association by default. As indicated by Bearden *et al.* (1989:474) value expressiveness relates to individuals' adopting specific behaviours in order to satisfy self-defining relationships. Thus in line with Bearden *et al.* (1989:474) and Simpson *et al.* (2008:197) Buppies within the Academic, Research, Education, Science, Technology, and Health Care professions may be more motivated by value expression to satisfy the image that they have of themselves and perhaps feel the need to match their self-image to that of the social world. Marketers and retailers can promote value expressiveness by making use of cues to ease the transition to other brands or clothing products for individuals who are not motivated by value expression.

A similar difference between the same groups was found for utilitarian influence. This is in accordance with Kaiser (1997:358-359) and may be due to Buppies within Academic, Research, Education, Science, Technology, and Health Care professions avoiding punishment for not wearing suitable attire to work. Through purchasing specific clothing Buppies in these professions are able to avoid feelings of not belonging within their professions or to their social reference groups as stated by Simpson *et al.* (2008:197). Utilitarian influence on Buppies in the Financial or Legal

industries is lower, perhaps due to them being forced to wear specific clothing to work and rarely being in a situation where they will be “punished” for not wearing the correct clothing. The clothing worn by Buppies in the Academic industries may play a smaller part in their profession and there might be more pressure on these individuals to dress in a specific way and to comply with the group as they do not have a prescribed set of rules on how to dress which makes for a more complicated process.

The results obtained for high self-monitoring were slightly different to that obtained for value expressiveness and utilitarian influence. The greatest differences were between the Academic, Research, Education, Science, Technology, and Health Care professions and the Fashion, Retail, Customer Service, Marketing, Management, and Entertainment professions and also between the Fashion, Retail, Customer Service, Marketing, Management, Entertainment professions and the Legal industry. Even though the results stated earlier indicate that most Buppies are high self-monitors it may be that Buppies within the Academic, Research, Education, Science, Technology, and Health Care industry are more motivated by high self-monitoring as they would most like to be perceived as being able to dress appropriately for all situations as it could possibly be least expected from them. Further, it is expected that Buppies from the fashion industry will be more motivated by high self-monitoring than Buppies in the Legal industry as Buppies in the Fashion industry are given more free-reign as to what to wear and when to wear it, while Lawyers tend to wear suits and might not be as motivated to dress down for other occasions where suits are not necessarily required. Buppies within the Fashion industry may also be opinion leaders and should be able to prescribe to others what to wear or even how to play a different role in a different situation (Browne & Kaldenberg, 1997:33). The same is not true for Buppies in the legal profession as they are not generally seen as being opinion leaders and probably not able to skilfully manipulate their image in the minds of others. Marketers, brand managers and retailers thus have to make use of cues which relate to professions in Academic, Research, Education, Science, Technology, and Health Care industries to appeal to the high self-monitoring of these individuals, but at the same time using cues related to other professions to ease those individuals' transition into new brands or products.

6.8 IMPLICATIONS AND RECOMMENDATIONS

Focus should be placed on how people use clothing in their daily lives (Kaiser, 1997:22). Therefore the main focus of the study was placed on the motivation behind purchasing and wearing specific clothing items. Consumer purchasing can be divided into manifest or latent motives where manifest motives are freely admitted and latent motives are unknown to the consumer (Hawkins *et al.*, 1995:3036). The aim of this study was to determine what motivates Buppies to engage in conspicuous or status consumption. Findings of this study indicated that even though Buppies do adhere to Maslow's (1943) need to belong, they do not necessarily desire to display this need through purchasing similar clothing to their reference groups. Nonetheless, they do enjoy being seen as part of a larger group. The results show that Buppies enjoy purchasing clothing that makes them stand out from the crowd but this does not necessarily result in them desiring to purchase high priced branded items to increase their perceived wealth or status in the eyes of their peers. They might merely enjoy being fashionable and on-trend. This study also indicated that Buppies are not ostentatious in nature and also do not base their purchasing decisions on what would impress others and even though they do not desire the approval for their purchases from their reference group, Buppies in the Legal profession are inclined to be more motivated by utilitarian influence, perhaps to avoid being reprimanded for not conforming to a stricter corporate dress code. Finally it was established that Buppies, in general, are very high self-monitors, especially the professionals within the Fashion and Marketing industries.

Findings of this study have created some scope for market researchers by providing insight into the motivations behind the purchasing decisions of the Buppie demographic. Research by Belk *et al.* (1982:5) supports the purchase of goods merely for its signalling value, however the Buppie group indicated that the brand label does not provide much signalling value for them. This study also provides more insight into the motivation behind the clothing purchases of the emerging Buppie market. With a better understanding of this group marketers and retailers should be able to capture the Buppie market's attention and create a more loyal customer base with products catering to their need for standing out and being able to modify their appearance according to the situation. This study has provided some insight into the Buppie

market's consumption behaviour. It is however recommended that more attention is given to research of this market segment/group.

The implication for marketers remains to be able to popularise branded items without creating ostentatious labels to branded products. This could be difficult to avoid as there is some level of ostentation inherent in most branded products. Further, in order for Buppies to be able to exude their desire to stand out, retailers need to ensure that items are not commercialised and remain "new" thus constantly changing their product assortments which would appeal more to the Buppie market. Finally, marketers and brand managers need to educate their customers on the attributes of their products that differentiate them from other brands to create an appreciation from the consumer for what makes the brand unique and "different".

6.9 LIMITATIONS AND POSSIBILITIES FOR FUTURE RESEARCH

Findings of this study were limited to Buppies living or working in the Johannesburg metropolitan. These findings can therefore not be generalised throughout the South African population. Future studies can be conducted in other geographic locations to determine whether or not the results of this study holds true in more areas in South Africa. More focus could also be placed on male and female Buppies to establish similarities or differences among these genders. Further comparative studies can be conducted by comparing Black South Africans from other age groups in the Black consumer market, e.g. students, to discover whether there are differences and similarities across these groups. Studies could also be conducted on individuals with no education and compared to individuals such as Buppies, who are educated, to determine whether they are more or less likely to engage in conspicuous and status consumption. Comparative studies could be conducted on different races and individuals from different backgrounds such as poverty stricken backgrounds and wealthy backgrounds.

This study was quantitative in nature. Studies could be conducted qualitatively to establish why participants gave the answers they did. Imagery, personal interviews and focus group discussions could be used to stimulate participants visually and perhaps obtain more in depth answers. This method could be used to get an even

more in depth insight into the motivation behind engaging in conspicuous or status consumption. Studies could also be conducted to ascertain whether Buppies are more interested in the fashion-value of clothing items rather than the brand or the symbolic message provided by certain clothing items.

The sample referenced by this study consisted of 246 participants and, for the most part, a snowball sampling method was used. Future studies could make use of purposive sampling and larger sample sizes could be used.

Young Black South African Professionals come from various cultural backgrounds which were not addressed within this study. It may be useful for future studies to request that respondents provide their cultural background and their first language to better understand why specific answers were provided to specific questions.

The researcher did not come from the same background as the respondents. Different responses might be obtained by a researcher with a similar demographic profile to those of the respondents. This could encourage more responses and lessen the likelihood of omitting important factors while conducting the research.

6.10 FINAL CONCLUSION

The results of this study proved insightful regarding the motivation behind Buppies purchasing decisions. This group of individuals proved to be much more complex in making their purchasing decisions than what would be expected based on existing literature as they do not base their clothing purchases on what others may think or how they may react. However, even though there is no clear cut answer as to whether Buppies engage in conspicuous consumption or status consumption they do succumb to aspects of conspicuous and status consumption. It can be concluded that Buppies are very aware of the image they project and they are very aware of what certain situations call for in terms of their clothing decision-making. Nevertheless, they are not ostentatious in their purchases and their main goal is not to “show-off” their status, wealth or prestige as they are not interested in brands merely because of their “snob-appeal” and do not purchase clothing with the intention of proving to others that they have money.

Overall, Buppies engage more in status consumption than conspicuous consumption as they prefer that the price of products are not known by others and also that it is not the main focus of what they are wearing. They might be more interested in the fashion-value of the items as they do enjoy to stand out and not to fit in with the crowd and thus do like to be noticed by others; not necessarily for the group that they are in but more for their individuality. This complex group still requires much more research in order to obtain more in-depth knowledge of what motivates them to purchase certain clothing items.

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APPENDIX A: QUESTIONNAIRE



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences

Dear Participant,

I am undertaking my Masters Studies at the University of Pretoria in the field of Clothing Retail Management. My research focus is on professionals' motivation and consumption of clothing brands.

I would greatly appreciate your participation in my research study. It will take approximately 5-10 minutes to complete the questionnaire. There are no right or wrong answers. I'm only interested in your honest opinion. You are requested to fill in the questionnaire as freely and honestly as possible. You may stop participating at any given time if you don't feel like continuing. Your responses will be confidential and anonymous. By submitting this questionnaire you give your consent to participate in this study.

Findings of this study will be used to provide insight into the motivation, consumption patterns and behaviour of professionals.

Sincerely Yours,
Adèle Weber

If you have any questions feel free to contact me at 0825612515 or adeleweber@gmail.com



I hereby confirm that I am taking part in this study by my own free will.	Signature
Yes	
No	

Respondent Number (For Office Use Only)	For Office Use Only		
	V0		

Demographic Information

Please answer the following demographic question by **drawing a circle** around the applicable number or filling in the answer.

1. What is your gender?		V1	
Male	1		
Female	2		
2. What is your age (in years)?		V2	
_____ years			
3. To which ethnic group do you belong?		V3	
Asian	1		
Black	2		
Coloured	3		
Indian	4		
White	5		
Other, please specify			
4. In which city do you currently work?		V4	
Bloemfontein	1		
Bisho	2		
Cape Town	3		
Johannesburg	4		
Kimberley	5		
Kimberley	6		
Mafikeng	7		
Nelspruit	8		
Pietermaritzburg	9		
Polokwane	10		
Pretoria	11		
Other			
5. What is your disposable income in Rand per month?		V5	
R5000 -R9999	1		
R10 000 -R14 999	2		
R15 000 - R19 999	3		
R20 000 - R30 000	4		
More than R30 000	5		
6. What is your profession? (e.g. Lawyer, Engineer, Personal Assistant, etc.)		V6	

7. Do you have a dress code at work?		V7	
Yes	1		
No	2		
8. If yes, what is your dress code? Please select the appropriate option.		V8	
Uniform	1		
Corporate (Business Suits)	2		
Soft Tailoring (Button up blouse, tailored pants)	3		
Smart Casual (a more formal skirt with a casual top)	4		
Casual	5		
9. Which brands do you purchase frequently? List a maximum of 5 brands.		V9	
		V9.1	
		V9.2	
		V9.3	
		V9.4	
		V9.5	
10. Choose 3-5 brands that you would like to buy.		V10	
For All Mankind		V10.1	
Ama Kip Kip		V10.2	
Aca Joe		V10.3	
Adidas		V10.4	
Aldo		V10.5	
Armani		V10.6	
Ben Sherman		V10.7	
Calvin Klein		V10.8	
Canterbury		V10.9	
Cartier		V10.10	
Carvela		V10.11	
Cavallo		V10.12	
Chanel		V10.13	
Diesel		V10.14	
DKNY		V10.15	
Dior		V10.16	
Earth Child		V10.17	
Esprit		V10.18	
Fabiani		V10.19	
Forever New		V10.20	
Fossil		V10.21	
French Connection		V10.22	
Guess		V10.23	
Givenchy		V10.24	
Gucci		V10.25	
Hilton Weiner		V10.26	
Hip Hop		V10.27	
Hugo Boss		V10.28	
Hush Puppies		V10.29	
Jeep		V10.30	
Jenni Button		V10.31	
Jenna Clifford		V10.32	
J.René		V10.33	
Kangol		V10.34	
Kurt Geiger		V10.35	
Lacoste		V10.36	
Lee		V10.37	
Levi's		V10.38	
Le Coq Sportif		V10.39	

		For Office Use Only
Louis Vuitton		V10.40
Loxion Kulca		V10.41
Lipsy		V10.42
Mango		V10.43
Max Mara		V10.44
Nike		V10.45
Nine West		V10.46
Polo		V10.47
Pringle		V10.48
Old Khaki		V10.49
Oak Tree		V10.50
Puma		V10.51
Poetry		V10.52
Sissy Boy		V10.53
Soviet		V10.54
Tag Heuer		V10.55
Tosoni		V10.56
True Religion		V10.57
Urban		V10.58
Uzzi		V10.59
Vertigo		V10.60
Wrangler		V10.61

Opinion on clothing consumption

Please make use of the scales provided to answer the following questions. Please **rate the level to which you agree** with the following statements, with 1 indicating that you very strongly disagree with the statement and 6 indicating that you very strongly agree with the statement.

		1 Never	2 Seldom	3 Sometimes	4 Often	5 Always	For Office Use Only	
11.1	I wear clothing that is unique and makes me stand out from my friends and colleagues.	1	2	3	4	5	V11.1	
11.2	I dress like my friends because I want people to know we are connected.	1	2	3	4	5	V11.2	
11.3	I dress appropriately for work, meetings and social events.	1	2	3	4	5	V11.3	
11.4	I buy the same branded clothing as my friends and colleagues.	1	2	3	4	5	V11.4	
11.5	I have the ability to control my image, depending on the impression I wish to give to people.	1	2	3	4	5	V11.5	
11.7	I wear branded clothing because it is a symbol of success.	1	2	3	4	5	V11.7	
11.8	I like to get my friends' approval of what I wear.	1	2	3	4	5	V11.8	
11.9	I dress according to other's expectations.	1	2	3	4	5	V11.9	
11.10	I wear branded clothing because it makes me more attractive than others.	1	2	3	4	5	V11.10	
11.11	I dress in expensive clothing to be noticed by others.	1	2	3	4	5	V11.11	
11.12	I wear branded clothing so that others will think that I am important.	1	2	3	4	5	V11.12	

11.13	I buy branded clothing because it is prestigious.	1	2	3	4	5	V11.13	
11.14	I like to be associated with a specific group.	1	2	3	4	5	V11.14	
11.15	I wear branded clothing so that others will think that I have a position of power.	1	2	3	4	5	V11.15	
11.16	I buy expensive clothing to show others that I have money.	1	2	3	4	5	V11.16	
11.17	I follow the rules of the group with regards to the dress code	1	2	3	4	5	V11.17	
11.18	I would pay more for a clothing item if it had importance value/ snob appeal.	1	2	3	4	5	V11.18	
11.19	I buy branded clothing because then others will think I have achieved a lot.	1	2	3	4	5	V11.19	
11.20	I wear expensive clothing to impress others with my wealth.	1	2	3	4	5	V11.20	
11.21	I wear the same branded clothing as my friends and colleagues because I am more valued.	1	2	3	4	5	V11.21	
11.22	My friends make fun of me if I am dressed differently to them.	1	2	3	4	5	V11.22	
11.23	I buy the latest brands providing I am sure that my friends approve of them.	1	2	3	4	5	V11.23	
11.24	I wear the same clothing as my friends because it makes me more popular among them.	1	2	3	4	5	V11.24	
11.25	I keep up with new brands by looking at what my friends are wearing	1	2	3	4	5	V11.25	
11.26	I wear clothing that fits in with my friends.	1	2	3	4	5	V11.26	
11.27	I have trouble changing my clothing to suit different people and situations.	1	2	3	4	5	V11.27	
11.28	I wear branded clothing because others have more respect for me if I do.	1	2	3	4	5	V11.28	
11.29	I feel better about myself if I am dressed like my friends and colleagues.	1	2	3	4	5	V11.29	
11.30	Once I know what the situation calls for I can easily modify my image accordingly.	1	2	3	4	5	V11.30	

If you would like to enter into the lucky draw to win a R500 Woolworths voucher please send your contact details to the number/email address above.

-Thank you for your participation-

APPENDIX B: RESULTS OF QUESTIONNAIRE

Construct	Items	Cronbach alpha	Mean	Std. Deviation	N	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Omitted
Conspicuous consumption: Interpersonal motivations									
Communication of Belonging	Nr of items = 5	.809							
V11.2	I dress like my friends because I want people to know we are connected		1.90	1.215	245	.631	.508	.760	
V11.4	I buy the same branded clothing as my friends and colleagues		2.15	1.073	245	.517	.302	.794	
V11.14	I like to be associated with a specific group		2.43	1.318	245	.480	.359	.811	
V11.21	I wear the same branded clothing as my friends and colleagues because I am more valued		1.54	1.006	245	.630	.463	.766	
V11.26	I wear clothing that fits in with my friends		2.06	1.304	245	.752	.595	.718	
Status demonstration	Nr of items =6	.819							
V11.1	I wear clothing that is unique and makes me stand out from my friends and colleagues		3.47	1.161	245	.370	.167	.832	
V11.6	I wear branded clothing because it is a symbol of success		2.49	1.375	245	.650	.456	.775	
V11.8	I buy products with the intention to impress others		1.73	.992	245	.441	.240	.817	
V11.13	I buy branded clothing because it is prestigious		2.48	1.360	245	.626	.424	.781	
V11.15	I wear branded clothing so that others will think that I have a position of power		1.86	1.155	245	.739	.697	.757	

Construct	Items	Cronbach alpha	Mean	Std. Deviation	N	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Omitted
V11.19	I buy branded clothing because then others will think I have achieved a lot		1.76	1.107	245	.707	.677	.765	
Ostentation	Nr of items= 4	.813							
V11.10	I wear branded clothing because it makes me more attractive than others		1.87	1.165	245	.656	.530	.755	
V11.11	I dress in expensive clothing to be noticed by others		1.60	1.057	245	.775	.729	.701	
V11.16	I buy expensive clothing to show others that I have money		1.49	.944	245	.750	.661	.724	
V11.18	I would pay more for a clothing item if it had importance value / snob appeal		2.09	1.291	245	.428	.199	.876	
Status consumption: Interpersonal motivations									
Value Expressiveness	Nr of items =6	.867							
V11.12	I wear branded clothing so that others will think that I am important		1.81	1.197	244	.737	.577	.831	
V11.20	I wear expensive clothing to impress others with my wealth		1.37	.803	244	.599	.426	.859	
V11.23	I buy the latest brands providing I am sure that my friends approve of them		1.64	1.074	244	.748	.597	.830	
V11.25	I keep up with new brands by looking at what my friends are wearing		1.66	1.020	244	.659	.514	.846	
V11.28	I wear branded clothing because others have more respect for me if I do		2.18	1.434	244	.600	.441	.865	
V11.29	I feel better about myself if I am dressed like my friends and colleagues		1.92	1.147	244	.718	.545	.835	

Utilitarian Influence		Nr of items = 5	.756						
V11.7	I like to get my friends' approval of what I wear			2.13	1.273	244	.546	.339	.704
V11.9:	I dress according to other's expectations			2.02	1.147	244	.642	.434	.667
V11.17	I follow the rules of the group with regards to the dress code			2.24	1.262	244	.494	.279	.725
V11.22	My friends make fun of me if I am dressed differently to them			1.71	1.054	244	.456	.235	.734
V11.24	I wear the same clothing as my friends because it makes me more popular among them			1.42	.897	244	.502	.273	.723
Status consumption: Self-Monitoring									
High self-monitoring		Nr of items= 4	414						
V11.3	I dress appropriately for work, meetings and social events.			4.38	.946	244	.254	.121	.332
V11.5	I have the ability to control my image, depending on the impression I wish to give to people			4.00	1.020	244	.291	.225	.292
V11.27	I have trouble changing my clothing to suit different people and situations			2.41	1.433	244	.057	.044	.565 Item negatively influenced the consistency of the construct. Was omitted
V11.30	Once I know what the situation calls for I can easily modify my image accordingly			3.70	1.246	244	.385	.184	.157
V11.3	I dress appropriately for work, meetings and social events.		.565				.322	.121	.540
V11.5	I have the ability to control my image, depending on the impression I wish to give to people						.458	.210	.341
V11.30	Once I know what the situation calls for I can easily modify my image accordingly						.366	.151	.500

