



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

**PROFESSIONAL WOMEN'S USE OF QUALITY INDICATORS DURING EVALUATION OF
CAREER WEAR**

Mariëtte Smith (*née Visagie*)

Thesis

M Consumer Science (Clothing Management)

Supervisor: Prof HM de Klerk

June 2010



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by

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Thesis submitted for fulfillment of the requirements for the degree
M Consumer Science (Clothing Management)

in the

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Dedicated to:

Kenny Smith

Lilian Grace Smith

Anita & Unré Visagie

Albert & Elana Visagie

Andrew Visagie

Declaration

I, Mariëtte Smith, declare that the dissertation, which I hereby submit for the degree MConsumer Science: General, at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

Mariëtte Smith

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Summary

EXPLORING PROFESSIONAL WOMEN'S USE OF QUALITY INDICATORS DURING QUALITY EVALUATION OF CAREER-WEAR.

by

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Department: Consumer Science
Degree: M Consumer Science (Clothing Management)

Quality is a multi-dimensional concept and can be viewed from different perspectives (Fiore & Kimle, 1997:5). From the professional women's (consumer) perspective career wear quality can be measured on both tangible (functional or sensory) and non-tangible (emotional, cognitive and importance of the self and others) levels. From the retailer's perspective quality is measured mostly based on intrinsic product features (durability), thus relating to one component of career wear quality of professional women. The discrepancy between the two may result in consumer dissatisfaction and impacts negatively on return sales to the retailer.

Quality evaluation occurs at two stages during the consumer decision making process. Firstly, quality is evaluated in-store, during the decision-making stage, and secondly during product use. The quality indicators that professional women use during these stages may not be the same.

In this study an exploration was thus done on the tangible and non-tangible quality indicators that professional women use to evaluate career wear quality both during the purchase decision-making stage and during product use. Each of these was measured according to its importance to the respondents during the decision-making stage and during product use and subsequently compared, since the importance of quality indicators may differ between the two stages.

The systems theory approach was used to compile the conceptual framework for this study. The systems perspective acknowledges the sequence, relationship and interdependency of the individual indicators that are used to evaluate clothing products. These indicators are considered as so-called inputs and are transformed in terms of outputs, which are interpreted in terms of customer satisfaction or dissatisfaction.

The respondents were full-time employed professional women in the legal, financial, engineering and medical industries, as these women require the suitable qualification and registration with the appropriate professional body. This group has spending power and their third largest household expenditure is clothing products. A snowball technique was used to recruit participants/respondents for both the qualitative phase, during which a focus group was held, and for the quantitative data collection (questionnaire) phase. The qualitative technique (focus group) was used to gain insight into the exact quality indicators and specific terminology the target population uses when evaluating career wear quality during the purchase decision making stage and during product use. The questionnaire was compiled against the theoretical background and the information gained from the focus group.

Through the use of *t*-tests and the Pearson's correlation coefficient it was found that respondents used similar quality indicators to evaluate career wear quality both during the decision-making stage and during product use. Tangible quality indicators were seen as significantly more important than non-tangible quality indicators to respondents during both stages of quality evaluation. Appropriate and adequate information regarding tangible quality indicators must thus be made available by retailers to professional women at the point of purchase. This may ensure consumer satisfaction during product use and facilitate return sales for the retailer.



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Chapter I

The Study in Perspective

Personal goals set by individuals will influence the intrinsic aesthetic needs as well as the social needs for various types of clothing needed in various types of roles that the individual fulfils on a daily basis (Rasband, 2001:15). Clothing is seen as a symbol or visual expression of personal goals and competence.

1.1 INTRODUCTION AND JUSTIFICATION

Consumers are constantly evaluating products, from when they gather information to make a purchase decision up to evaluating the product during use (Fisher-Gardial, Clemons, Woodruff, Schumann and Burns, 1994). However, there are still many factors that are unknown with regard to the purchase decision-making process (Lamb, Hair, McDaniel, Boshoff & Terblanche, 2004:71) and since it is such a subjective process, researchers have always been intrigued by the cognitive as well as emotional aspects that are embedded in decision-making processes (Schiffman & Kanuk, 2007:22). In many ways a big part of the actual decision-making process can be viewed as a quality evaluation process, since product quality is evaluated and measured against the consumer's own standards (Du Plessis & Rousseau, 2005:185). Quality is also evaluated during product use (Fisher-Gardial *et al.*, 1994).

Kadolf (1998:13) states that quality is a complex concept and several different definitions from different perspectives can be given. Some of these perspectives are the holistic perspective, the product perspective, the producer perspective and the consumer perspective. For the purposes of this study quality will be defined from the consumer's perspective. For this study quality is defined as the sum of factors of a product that has the ability to satisfy the noticeable and inferred needs of the consumer and it can be viewed as the superiority of a product (Brown & Rice, 1998:37; Zeithaml, 1988). From these definitions there are three major aspects that are important for this study, namely that quality is multi

dimensional, it is a subjective aspect and it is an aspect that is part of the consumer decision-making process when clothing is purchased, as well as during in-use evaluation of the product.

Clothing as such is a multi dimensional concept (Kaiser, 1998:30). Clothing can affect the wearer on several levels and the evaluation thereof can be on several levels, such as a physical level, a cognitive level and an emotional level (Fiore & Kimle, 1997:5). This implies that the quality aspects can also lie on all of the mentioned levels. However, it depends on the quality indicators that the wearer upholds and it is particularly important for people to uphold certain standards when they manage their appearance for others to interpret (Kaiser, 1998:42).

Clothing can be seen as a universal symbol of many aspects such as age, gender and occupation. People's reactions towards objects are based on the meanings that those objects have for them, on the premise that these meanings are derived from social interaction, and that these meanings are a dynamic result of interpretation by each individual (Blumer in Sandstrom, Martin & Fine, 2006:7). According to Solomon and Rabolt (2004:146) specific clothing products are chosen over others for two reasons, namely in order to present a certain social self and to serve as a guide for certain roles. Birtwistle and Tsim (2005) state that women in professional occupations are more likely to evaluate their clothing as an extension of personal image, therefore they probably uphold specific quality standards on a physical, cognitive and emotional level.

According to the Living Standards Measurement (LSM), consumers are categorised in groups that include the 7 – 10 group, where 30% - 42% of members have a university education, collectively earning 67.5% of total earnings in South Africa. LSM groups 7 - 10 make up 21% of the total adult population. Approximately 50% of this population group is female. Women in this population group thus have significant purchasing ability, especially with regard to clothing (including apparel and shoes) that is collectively the third largest household expenditure (Du Plessis & Rossouw, 2005:94). Since professional women may spend a significant amount of money on apparel, they qualify as a consumer market that should be considered as a target segment.

Professional women are defined as 'graduate professionals who hold at least a four-year degree or the equivalent thereof, such as an Honours, Masters, M.Tech or D.Tech degree, and who are practising in the field of their study' (Internet: PPS, 2008).

Professional women may thus apply certain quality evaluation processes when purchasing clothing for the work environment. These quality evaluation processes are dependant on quality standards that women have accumulated through previous experiences. These standards may include: only purchasing garments for the work environment from certain retailers, only purchasing certain fabrics or colours, or only purchasing certain styles. These previous experiences result in learning and influence future purchasing behaviour (Mattila, 2003). Through previous experience and learning from reference groups these quality standards are established. Subjective perceptions of quality form the basis of such standards (Lamb, Hair & McDaniel, 1998:163).

From a consumer perspective the consumer determines what quality is by comparing product expectations with actual product performance. For example, a professional woman might believe that a semi-structured jacket will make her feel professional enough in the working environment during the purchase decision, but colleagues in the workplace might give her different or even negative feedback. Quality can therefore be further defined as the perception a consumer has concerning the value of a certain product (Fiore & Damhorst, 1992). Quality perception may thus be measured from the consumer's perspective on the grounds of product satisfaction.

Product satisfaction is considered a personal and subjective experience and no two consumers will display the same reaction (Solomon & Rabolt, 2004:450). The authors continue by saying that studies on buyer behaviour concerning clothing are even more complicated, as perception of quality differs before and after purchase.

According to Glock and Kunz (2000:5-6) the factors that consumers use to evaluate clothing quality can be divided into two separate areas, namely intrinsic product features and extrinsic product features. Intrinsic product features are concerned with the physical garment itself, focusing on aspects such as design, textile, construction, finishes and colour. Should any of these aspects be changed, the garment appearance would change. The extrinsic product features are more abstract and are concerned with the brand name, price and store image to name but a few. Abraham-Murali and Littrell (1995) are of opinion that it is important to further investigate the more abstract concepts of quality evaluation in addition to the intrinsic, more concrete quality features. These product features, in turn, influence both tangible and non-tangible quality indicators. The tangible quality indicators can be measured on a functional and sensory level and the non-tangible indicators on the emotional, cognitive and the importance of the self and others levels (Fiore & Kimle, 1997:6-10; Hekkert, 2006). Professional women may evaluate career wear quality on either of the aforementioned levels, both during the decision-making stage and during product use.

However, it may be argued that the professional woman evaluates the quality of her career wear with regard to certain tangible and non-tangible quality indicators during the purchase decision-making stage, but may use different tangible and non-tangible quality indicators during product use. Thus, the importance of certain tangible and non-tangible quality indicators may differ from the purchase decision-making stage to the use situation. In short one might argue that there may be significant differences in how the professional woman evaluates the quality of her career wear during the decision-making process and during the use of her clothing and also how she perceives and interprets different quality indicators respectively in these stages.

As quality evaluation happens at two different stages (Fisher-Gardial *et al.*, 1994), the process is easily explained within the systems theory. Within a system there is an input, a transformation process and an output (Spears & Gregoire, 2006:3-4). Feedback and control also occur within this perspective. As this study will attempt to compare the quality indicators used during the decision-making stage and during use, the transformation process will occur twice. In the first stage the quality indicators will be regarded as the input, quality evaluation during the decision-making stage as the transformation stage and satisfaction as the output. In the second stage the same quality indicators will be regarded as the input, to facilitate comparison between the two stages, quality evaluation during product use is the transformation process and again satisfaction as an output.

1.2 THE RESEARCH PROBLEM

For the purposes of this study quality is evaluated from the consumer's perspective. From the above it is evident that the concept of quality implies several different factors to professional women.

Professional women may thus evaluate their clothing quality based on both tangible and non-tangible quality indicators. Quality from the retailers' perspective is more geared towards product behaviour and seen as equal to durability. Quality evaluation of apparel products is thus done through durability tests on the textile, and product construction for durability and appearance retention (Eckman, 1997; Yoon & Kijewski, 1997; Brown & Rice, 1998:44; Kadolph, 1998:23)

This study will attempt to fill a gap in the research, since previous studies focused on specific products, evaluating either the tangible or non-tangible quality indicators but not both (Fiore & Damhorst, 1992). Most previous studies also evaluated the use of quality indicators during either the decision-making process (Abraham-Murali & Littrell, 1995), or during product use (Mattila, 2003). A few studies did evaluate both processes (Chen-Yu, Williams & Kincade, 1999; Chae, Black & Heitmeyer, 2006) and indeed found significant differences between quality indicators used during the two phases of quality evaluation. None of these studies, however, focused on professional women and their career wear. The tangible quality indicators have been examined by attempting to determine consumer knowledge on the various intrinsic product features of clothing products (Kadolph, 1998:23). Researchers examined non-tangible quality indicators (Shim & Bickle, 1994), through studies that focused on the personal need for clothing and perceived benefits to the consumer. This study will attempt to determine which tangible and non-tangible quality indicators are more important to professional women when evaluating career wear quality during both the purchase decision-making stage and during product use. Furthermore the study will investigate which of the quality indicators are used more often during both the purchase decision-making stage and during product use.

1.2.1 Conceptual Framework

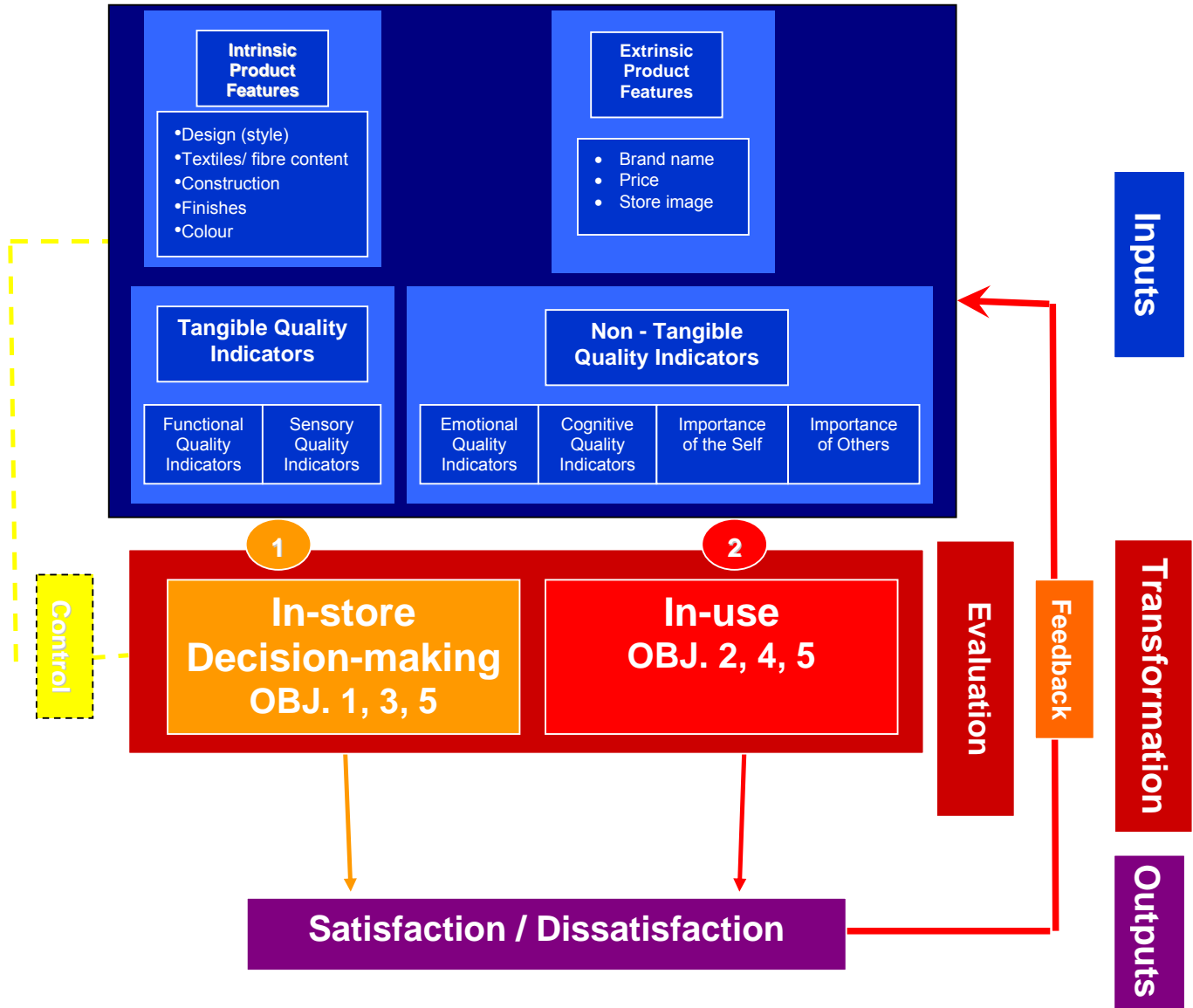


FIGURE 1.1: SCHEMATIC CONCEPTUAL FRAMEWORK

The schematic conceptual framework as can be seen in figure 1.1 above will be discussed against the theoretical background in detail in chapter 3.

1.2.2 Purpose of the Study

During the course of this study a comparison will be drawn between the quality indicators used, both tangible and non-tangible, during the decision-making stage and during use. Thus the purpose of the study is threefold: (1) to explore and describe the importance of certain

quality indicators used by professional women to evaluate career wear during the purchase decision-making stage, (2) to explore and describe the importance of certain quality indicators used by professional women to evaluate career wear quality during product use and (3) to compare the indicators used in both phases.

The purpose of this study is thus to explore and describe the importance of *tangible and non-tangible quality indicators* to professional women when evaluating *career wear quality* during the *purchase decision-making stage* and during *product use*.

1.2.3 Objectives and Sub-Objectives of the Study

- Objective 1:** To explore and describe the importance of *tangible and non-tangible* quality indicators in the evaluation of quality during the *decision-making stage*.
- Sub-objective 1.1: To explore and describe the importance of *tangible* quality indicators in the evaluation of quality during the *decision-making stage*.
- Sub-objective 1.2: To explore and describe the importance of *non-tangible* quality indicators in the evaluation of quality during the *decision-making stage*.
- Objective 2:** To explore and describe the importance of *tangible and non-tangible* quality indicators in the evaluation of quality during *use*.
- Sub-objective 2.1: To explore and describe the importance of *tangible* quality indicators in the evaluation of quality during *use*.
- Sub-objective 2.2: To explore and describe the importance of *non-tangible* quality indicators in the evaluation of quality during *use*.
- Objective 3:** To explore and describe whether *tangible and non-tangible* quality indicators are most important during the *purchase decision-making stage*.
- Objective 4:** To explore and describe whether *tangible and non-tangible* quality indicators are most important during the *product use*.
- Objective 5:** To explore and describe the *correlation* between the use of *tangible and non-tangible* quality indicators during the *decision-making process* and *in-use*.

- Sub-objective 5.1: To explore and describe the *correlation* between the use of *tangible* quality indicators during the *decision-making stage* and *during use*.
- Sub-objective 5.2: To explore and describe the *correlation* between the use of *non-tangible* quality indicators during the *decision-making stage* and *during use*.

1.3 RESEARCH METHODOLOGY

The goal of this study was both exploratory and descriptive. According to Babbie and Mouton (2001:79) an exploratory study serves to provide basic knowledge or further understanding into a certain area within a field of study. The study was conducted in the quantitative paradigm with some qualitative techniques used to enhance the reliability and validity of the measurement tool. The study was cross-sectional in nature and conducted in the greater Pretoria area. The unit of analysis was currently employed professional women working in Pretoria, with the appropriate tertiary degree. A non-probability, purposive sample was used for both the focus group and the larger quantitative phase of the study due to time and financial constraints (Terre Blanche & Durrheim, 1999:279).

Data collection was done in two phases. A focus group was held to gain insight into the exact factors and specific terminology the target population uses when evaluating career wear quality during the purchase decision and during product use. The focus group served to explore the research goals to ensure that a relevant questionnaire could be compiled from the results (Sudman & Blair, 1998:189; Banister & Hogg, 2004:5; Greeff, 2005:300). The questionnaire was pilot tested and administered through both personal delivery and e-mail to respondents.

1.4 FLOW OF THE STUDY

The written study reflects the practical development and flow of the study. The chapters are as follows from Chapter 2:

1.4.1 Chapter 2: Literature Overview and Conceptualisation

In this chapter the theoretical background to the study will be given in the form of a literature overview. The relevant concepts are furthermore conceptualised for the purposes of this study.

1.4.2 Chapter 3: Research methodology

In this chapter the conceptual framework and specific research objectives are given. The full research methodology follows by which the research objectives will be achieved.

1.4.3 Chapter 4: Results, Discussion and Interpretation

The results of the data obtained from the questionnaire are analysed, discussed and interpreted in terms of the research objectives in this chapter.

1.4.4 Chapter 5: The Study in Retrospect

The concluding remarks, an evaluation of the study and measurement tool and recommendations to the clothing industry and future research are set.

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



Chapter 2

Literature Overview

2.1 INTRODUCTION

It should be important to retailers to understand how professional women make clothing purchase decisions since professional women spend a significant amount of money on clothing (Du Plessis & Rousseau, 2005:94). However, understanding how they make purchase decisions is not necessarily enough to provide consumer satisfaction. How career wear quality is evaluated may determine return shopping behaviour (Nadeem, 2007), thus a better understanding of professional women's evaluation of career wear quality is also important for retailers in order to ensure consumer satisfaction and consequently consumer loyalty in the long run.

This chapter will serve to discuss professional women as clothing consumers with regard to their quality evaluation of career wear. The consumer decision-making process will then be discussed followed by the implications for this study.

2.2 PROFESSIONAL WOMEN AS CLOTHING CONSUMERS

One cannot understand the consumer behaviour of the professional woman without firstly understanding **why** she purchases career wear. One might argue that the concept appearance management underlies the motives for professional women's decision-making and satisfaction.

2.2.1 Appearance management in a corporate world

Appearance management encompasses all attention, decisions and acts related to one's personal appearance. Thus it includes all activities and cognitive processes leading to purchase selection and wear of clothing (Kaiser, 1998:5). It can be a conscious strategy to

communicate through one's appearance with others. This concept is included in this study because the professional woman in the workplace can consciously communicate to herself and to others that she possesses the appropriate traits of the profession. Thus the importance of career wear to professional women has several different facets. One of these facets is the ability of colleagues to see a professional woman as she truly wants to be seen. The other side of this is that once she is comfortable with her own appearance, she will no longer be concerned about it and her productivity will increase while in the workplace (Rasband, 2002:4).

The professional woman may realise that clothing communicates a great deal about her personal traits to others. Rasband (2002:11) states that the professional woman, in banking and finance specifically, should uphold a certain professional image and the expected traits are to be authoritative, knowledgeable, organised, efficient, trustworthy and formal. Kaiser (1998:265) highlights that people keep in mind how others will evaluate them on the basis of their appearance. Specific aspects that can be communicated through clothing are, amongst others: character (a person may be evaluated as good or bad), sociability (whether or not the person is friendly and sociable), mood (interpreting what the person feels), power (interpersonal power and control), competence (ability or expertise), intelligence (level of education and shallowness/deepness) as well as dynamism (degree of mental and physical activity) (Kaiser, 1997:265-268).

Clothing can communicate these traits (Rasband, 2002:11), for example traditionally classic, tailored styles and predictable use of line, colour and texture are often associated with the corporate world (Rasband, 2002:11). Other studies that have proved that clothing communicates traits associated with professionalism include those by Hosoda, Stone-Romero and Coats (2003), Costello (2004) and Adomaites and Johnson (2005).

The professional woman may consider some of these traits that she wants to communicate in order to manage her appearance, so that she obtains the desired reaction from clients and colleagues. These aspects are communicated through the physical elements of clothing (style colour etc.) but interpreted (by professional women and others) on a cognitive and emotional level.

One might thus argue that the clothing or career wear that a professional woman chooses to purchase should comply with her standards of career wear quality. A discussion on the professional woman's decision-making process with regard to career wear follows.

2.3 THE PROFESSIONAL WOMAN'S CLOTHING DECISION-MAKING PROCESS

Several different decision-making process models have been developed to explain the reasoning behind the purchasing decisions that consumers make. Three of these models have been chosen to facilitate the discussion of consumer decision-making in this study. The first is the model on the stages of complex decision-making by Du Plessis, Rousseau and Blem (1990:47); the second is the basic model of consumer decision-making by Belch and Belch, (1998:103) which illustrates the stages in the decision-making process against the relevant emotional processes within each stage; the third is the model as compiled by Sproles and Burns (1994:267) as this model is adapted specifically for the clothing consumer. The integration of the three models will serve as a basis for the decision-making part of the conceptual framework of this study.

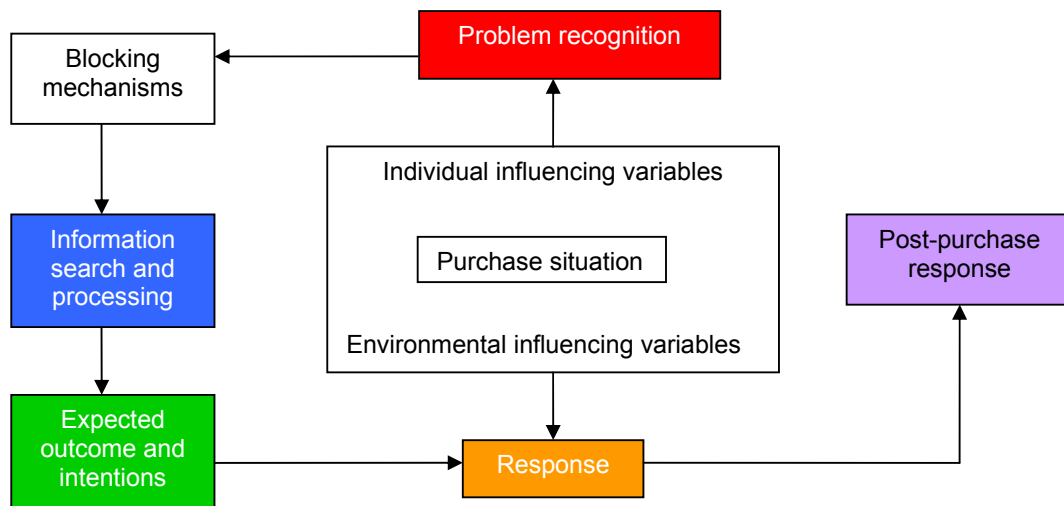


FIGURE 2.1: STAGES IN THE PROCESS OF COMPLEX DECISION-MAKING (Du Plessis, *et al.*, 1990:47)

According to Du Plessis *et al.*, (1990:46) six different stages exist in the complex decision-making process as can be seen above in figure 2.1, namely problem recognition, blocking mechanisms, information search and processing, expected outcomes and intentions, response and the post-purchase response. The model by Belch and Belch (1998:103) as displayed below in figure 2.2 has five different stages in the decision-making process, namely problem recognition, information search, alternative evaluation, purchase decision and post-purchase evaluation. The model by Sproles and Burns (1994:267) as displayed below in figure 2.3 also has five stages, namely awareness, interest, evaluation, trial and adoption. The following discussion will integrate the three models by discussing each phase with relation to the professional woman's career wear purchases.

A. Stages in the Consumer Decision-Making Process

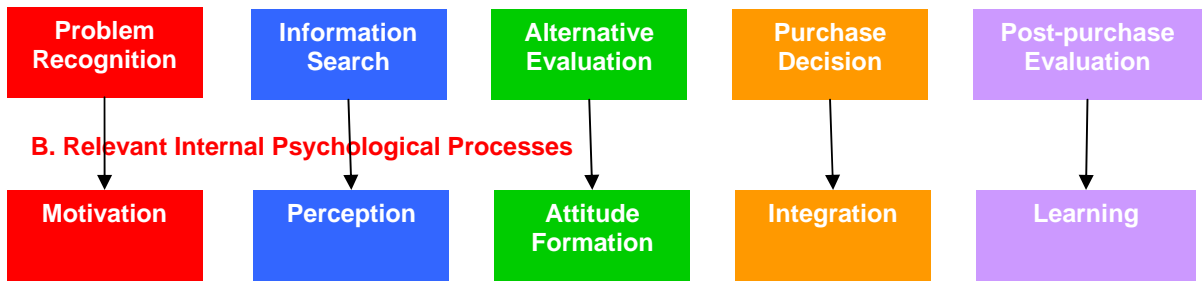


FIGURE 2.2: A BASIC MODEL OF CONSUMER DECISION-MAKING (Belch & Belch, 1998:103)

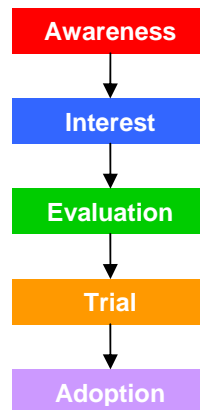


FIGURE 2.3: STAGES IN DECISION-MAKING (Sproles & Burns, 1994:267)

2.3.1 Problem recognition

The first of these stages is the problem recognition or awareness stage. The awareness stage (Sproles & Burns, 1994:264), also referred to as the stage where problem recognition takes place (Du Plessis *et al.*, 1990:46; Belch & Belch, 1998:103), is when the consumer becomes aware that a need exists for a certain product. The consumer thus realises that there is an existing need that underlies her recognition of a problem, but does not always have the necessary information to satisfy this need. For example in the case of this study it can happen that the professional woman realises that she needs a power suit, for an upcoming meeting. Belch and Belch (1998:103) state that the relevant internal psychological

process that the consumer goes through in this phase is motivation or something that drives the consumer to act.

The motives that drive an individual into action are a result of an unsatisfied need. Needs may exist on two different levels. On the one side there are the primary needs which comprise of the need for basic survival and clothing is included here. The secondary needs include power and prestige and clothing. Clothing can be used as a tool to satisfy the needs on both levels (Schiffman & Kanuk, 2007:83). Since clothing has formal (inherent aspects of the outfit, e.g. colour and fibre content), expressive (the emotional connection to the outfit) and symbolic qualities (communicating the meaning or context of an outfit) (Fiore & Kimle, 1997:6), it can satisfy needs on both the primary and secondary level of needs.

Problem recognition is thus a state that the consumer is in when the realisation occurs that there is a difference between the desired and current status (Lamb *et al.*, 1998:153; Schiffman & Kanuk, 2007:533), in other words an unfulfilled need exists. In the corporate world the decision for women to purchase a new suit might be because she feels inadequately dressed, or does not possess suitable clothing for a certain situation. The recognition of a problem might also occur because of an advertisement that the individual can associate with (Lamb *et al.*, 1998:153).

Blocking mechanisms are any obstacles to the consumer during the decision-making process (Du Plessis & Rousseau, 2005:118). For professional women some blocking mechanisms may be the existing dress codes within the work environment (influence of others), another may be time constraint (influence of the self). These blocking mechanisms are a challenge to retailers in general, as both the self and significant others influence an individual's blocking mechanisms (Du Plessis & Rousseau, 2005:118). Cultural and economic diversity within the South African context may play a role in the challenge to retailers to eliminate blocking mechanisms during career wear purchasing of professional women.

2.3.2 Information search

The second stage in consumer decision-making is the search for information and organisation thereof in such a way that the consumer can make sense of it in her own mind (Du Plessis *et al.*, 1990:50). According to the research done by Martin, cited by Sproles and Burns (1994:268) there are four main types of information that individuals require in order to make successful clothing purchases. These four elements are: (1) price, (2) garment characteristics, which refer to the formal qualities of a garment, (3) marketing information that

relates directly to aspects of the garment such as brand name and specific retail outlet and (4) impersonal communications that reflect on the salesperson involved in the sale's knowledge concerning style and quality (durability). The authors imply that the consumer will thus enter the store/s of choice with some knowledge from past experiences, and an idea of what is needed, e.g. a power suit, but the information search and evaluation and purchase decision are made fairly quickly with clothing products. Fashion oriented consumers make purchase decisions based on style and fabric factors, while professional women may make decisions based on brand name and store image or the opinion of a colleague (Sproles & Burns, 1994:168). The consumer may thus use several different sources of information in store before a purchase decision is reached.

The relevant psychological process during information search is perception (Belch & Belch 1998:103). Consumers only perceive the things that draw their attention (Belch & Belch 1998:103-112). This implies that perception is a subjective process and different consumers will use different information sources to acquire information. Some sources are internal, e.g. past experiences and preferences that dictate buying behaviour and other sources might be from reference groups that an individual has.

Consumers may also gather information from their personal and social contexts. Thus demographics and psychographics play a significant role in the consumer decision-making process (Brown & Rice, 1998:46). Demographics is the study of a population's make-up, including aspects such as age, gender, income, education and employment. Professional women, as stated in chapter 1 have certain characteristics, such as a tertiary education of at least 4 years, are currently employed in their field and belong to the relevant professional body/society. Psychographics study the population according to their lifestyle and include aspects such as attitudes and motives behind their actions (Brown & Rice, 1998:46 - 47). Professional women may be very driven and short of time for clothing shopping. A well-educated woman working in the financial industry may react differently in a purchase situation than a person not working in such a formal environment. Also a professional woman will, most probably, react differently to purchase decisions if she has a family to support than when she is single. Women working in the highly corporate and formal financial industry will consider all the above-mentioned elements, whether consciously or sub-consciously, for information before making a purchase decision. Clothing manufacturers and retailers therefore have to consider the demographics and psychographics of their target market in order to promote their product in the market effectively. They will have to know which information sources their clients mostly use to direct marketing efforts successfully (Kadolf, 1998:24), for example what product information is available in-store to consumers.



2.3.3 Alternative evaluation

During this stage of the decision-making process the consumer weighs up the positive and negative aspects of each of the available choices and their outcomes. No choice as such has been made at this point, but the consumer uses the information gathered in the previous stage to determine which choice to make (Du Plessis *et al.*, 1990:52). Alternative evaluation is the process through which the consumer compares different solutions to the same problem (Lamb *et al.*, 2004:75).

The psychological process relevant to this phase of the decision-making process is attitude formation (Belch & Belch, 1998:103). As far as choosing between the different “options” for potential garments is concerned, consumers make decisions against the background of previous product experience (Solomon, Bambossy, Askegaard & Hogg, 2006:273). A professional woman may recall that the trousers from a certain brand did not fit well on previous occasions and therefore decide not to purchase trousers from that brand again. It is however important to note that the evaluation of alternatives in the store and the purchase decision occur faster with clothing products than with higher involvement products such as motor vehicles (Sproles & Burns, 1994:168). The consequences of a purchase must thus be more obvious at point of sale in clothing stores than a car dealership.

The consumer might in this phase consider the potential consequences or risk as specific outcomes when she purchases/consumes a product. Thus consumers may also choose alternatives based on the perceived risk of the product (Solomon *et al.*, 2006:272). Professional women may purchase clothing to fit in with a certain dress code due to the perceived social risk of being ridiculed or reprimanded at work due to non-compliance. The consequences can be functional (concrete outcomes of the product, for example that it does not last long enough) or it might be psychological consequences (abstract aspects like the confidence the clothing provides in the corporate world, as well as how the clothing is interpreted by others) (Belch & Belch, 1998:116).

In short, there is a cognitive response in this stage, which refers to the judgements the client makes about the product, based on the information perceived through the senses and evaluative criteria are applied (Crilly, Moultrie & Clarkson, 2004:550-552; Lamb *et al.*, 2004:75). Evaluative criteria are applied in this phase, which implies a degree of quality evaluation before the clothing product is purchased.



2.3.4 Purchase decision

This phase of the decision-making process is when the actual decision to purchase is made. The decision can be a choice between certain products, or whether to purchase at all (Du Plessis *et al.*, 1990:52). Information sources that women use at the point of purchase include product characteristics, such as style and colour, product use, such as the existing wardrobe and necessity of the item, the price, including mark downs and whether the item appears to be as expensive or cheap as the price suggests, social evaluations, for example if the item is professional enough to wear in a corporate environment or not, and the current fashion trends, for example if the item is very expensive, whether it is a classic style that will be socially acceptable for a few seasons or not (Sproles & Burns, 1994:273). Thus it can be argued that the purchase decision and the alternative evaluation stages depend on the same evaluation criteria, and therefore happen almost simultaneously within the clothing decision-making process.

The psychological process in this phase is integration (Belch & Belch, 1998:103). Integration is the way consumers' product knowledge, meanings, and beliefs are combined to evaluate the alternatives. This entails that the consumer will integrate her decision rules (strategies to make the best choice) (Belch & Belch, 1998:118). In the case of the professional woman this might imply that she only chooses the brand she is loyal to and the style that communicates her authority.

Thus during the purchase decision stage quality evaluation of the product takes place. A full discussion on quality evaluation follows in par. 2.4.

2.3.5 Post purchase evaluation

After the buying process consumers evaluate the level of performance of the product against their initial expectations of the product. According to Schiffman and Kanuk (1997:582) post-purchase evaluations can have three possible outcomes. The first of these is that the performance meets the initial expectation, which results in neutral emotion by the consumer. The second outcome could be that the performance is exceeded by the initial expectation, which causes satisfaction. The third outcome could be that the product performs below expectation, which will result in dissatisfaction with the product (Belch & Belch, 1998:120). The ideal for retailers may be to ensure that the second outcome is met to ensure continuous return clientele. For example, a consumer might purchase a jacket due to the colour making her feel dominant in the working environment. She may then also be constantly

complimented on her appearance when wearing the jacket. The result will then be satisfaction with her purchase.

The post purchase response is the reaction of the consumer after the product has been used for some time. The reaction can be verbal or non-verbal, as well as positive or negative. Negative reactions can be extremely harmful to a retailer due to the fact that these negative reactions spread much faster than positive among a consumer group (Du Plessis *et al.*, 1990:53).

Future purchases from the retailer are directly influenced by consumer satisfaction (Belch & Belch 1998:120). The retailer may be able to ensure future purchases by satisfying the needs of the consumer in the store as well as the needs that the consumer has for product use.

During the post purchase evaluation phase the relevant psychological process is learning (Belch & Belch, 1998:103). In order to learn one needs to encode new information (make it your own) and link it to existing information. Through previous experience consumers experience automatic responses to familiar products and expect a certain response to that product (Hekkert, 2006), which minimises information search time (Solomon & Rabolt, 2004:367). By purchasing different clothing products on a continuous basis consumer learn and form attitudes towards certain intrinsic and extrinsic product features (Lamb *et al.*, 1998:163).

Through learning from clothing purchases consumers develop a self-schema, which aids in organising certain visual images and verbal descriptions of types of clothing products they are able to identify with (Kaiser, 1998:148). These schemata are used as mental frameworks or standards from which decision-making stems (Baron & Byrne, 1987:76-77). Baron and Byrne (1987:76) imply that when a person is in a work environment or social setting, the stimuli surrounding that person will be overwhelming. Therefore people tend to opt for various mental short cuts in order to make sense of the situation. The short cuts used result in a certain type of behaviour to the stimuli at hand. People create and use mental outlines to process these immense amounts of stimuli in a resourceful way (Baron & Byrne, 1987:77). Once these outlines exist they have a significant effect on the social environment. These frameworks or outlines are called schemata. These schemata contain relevant information to the context at hand (Baron & Byrne, 1987:77). For example, when the Chief Executive Officer (CEO) is wearing a golf shirt and slacks in the morning instead of the usual suit and tie, a set of schemata will let you decide that the CEO probably has a golf date for the afternoon. According to Baron and Byrne (1987:95) the self forms part of the schema that

assist people in evaluation of various contexts. Future purchase decisions thus rely on the outcome of previous learning experiences. These previous experiences then become part of the evaluation criteria for the next purchase.

2.4 THE PROFESSIONAL WOMAN'S CLOTHING QUALITY EVALUATION

Several authors have researched the quality indicators used by consumers when evaluating clothing quality at the point of purchase and during product consumption (Abraham-Murali & Littrell, 1995; Aqueveque, 2006; Hines & Swinker, 2006; De Klerk & Tselepis, 2007). The following section will consider some of these arguments on apparel quality evaluation by different authors in order to conceptualise the construct for this study.

Consumers often evaluate clothing products against intrinsic and extrinsic product features (Abraham-Murali & Littrell, 1995; Aqueveque, 2006). Intrinsic product features are those inherent to the product such as colour and style, which when altered, will alter the product itself. Extrinsic product features are features such as brand name or price, which when altered, do not alter the product itself (Aqueveque, 2006:238).

Brown and Rice (1998:38-39) argue that clothing has physical and behavioural (functional) aspects. The physical or intrinsic component of the clothing product includes the design, materials, construction and finishes of the clothing product. The behavioural indicators include what the clothing product **can do** for the consumer and is determined by the physical or intrinsic features of the clothing product. Consumers may thus purchase clothing products with certain intrinsic features (e.g. a wool suit), as they expect the product to function in a certain manner (e.g. last longer). Brown and Rice (1998:39) further argue that the behavioural indicators include both aesthetic and functional performance indicators. Aesthetic indicators refer to the sensory aspects of a clothing product, for example the colour of the product and the touch (is it soft or rough). Functional indicators refer to the utility (e.g. does it tune in with the existing wardrobe) and serviceability (e.g. does the garment retain shape after wear and care). Functional and sensory indicators can thus not be viewed separately from the intrinsic features of the product.

Another facet included in quality evaluation by Brown and Rice (1998:39) is the extrinsic product features. According to the authors these include price, image of the retailer and brand name. These product features are often used as an easy way to evaluate quality during the decision-making process, as the information is readily available at point of sale.

Additional to intrinsic product features that influence the functional and sensory aspects of apparel, the extrinsic product features relating to clothing products have a strong role in the non-tangible emotional and cognitive reactions of consumers towards apparel quality evaluation (Piancentini & Mailer, 2004). These extrinsic product features will now be discussed in more detail.

Extrinsic product features of apparel refer to quality features generated outside of the product (Glock & Kunz, 2000:5-6). Some extrinsic features identified by Eckman *et al.* (1990:14) are the following: price, brand name or label and store image. Consumers that are uneducated in the field of garment quality control often use price as an indicator of future garment performance (Gerstner, 1985). Research done by the author indicates that often price is a poor indicator of inherent product quality. Solomon and Rabolt (2004:360) say that individuals with little product experience often use attributes extrinsic to the functioning of the product, such as brand name and price to evaluate product quality.

According to Vahie and Pashwan (2006) store image and brand name can infer anticipated behavioural performances to consumers, and when consumers are familiar with the brand name and store image they may purchase there to minimise shopping time. Birtwistle and Tsim (2005) state that a decision to purchase is a direct result of an individual successfully aligning store image with her personal image. Geršak (2002:170) and North, De Vos and Kotzè (2003:47) state that consumers tend to refer to brand name and price as quality indicators when they do not have the knowledge or experience needed regarding a specific product. Consumers tend to use brand names out of habit or inertia, as stated by Solomon and Rabolt (2004:370). This means that consumers may purchase items from a certain brand name solely due to habit. On the other hand consumers may also be completely brand loyal and believe that an apparel product carrying a certain brand is, for example, always of excellent quality.

Another view of quality is via aesthetics. According to Hekkert (2006) the aesthetic experience is about the pleasure or displeasure experienced from a sensory experience. According to research by Eckman, Damhorst and Kadolf (1990) aesthetics are seen as an important facet where quality is concerned. The aesthetic aspects of quality are further defined by Fiore and Kimle (1997:4) as “the sensitive selection or appreciation of formal, expressive, or symbolic qualities of the product or environment, providing non-instrumental benefits that result in pleasure or satisfaction”. According to this definition the influence of aesthetics on preferences of women regarding career wear is in the following three areas: formal, expressive and symbolic properties of a product (Fiore & Kimle, 1997:56). This section will further explore this definition of aesthetics with regard to preferences for corporate clothing.

The sensory experience (Fiore & Kimle, 1997:37) can be viewed as a multi-sensory experience due to an interaction between the body, the product and the environment, both where worn and where it was purchased. For example, the professional woman may have a positive experience with both the touch of the garment, the fit of the garment and feel confident wearing it in a professional environment. The sensory aspect of aesthetics thus refers to those intrinsic features of the garments that are experienced by the use of one or more senses. When using the design principles and elements as a guide, the formal qualities in garments are simple to identify. Colour, texture, line, shape, form, rhythm and balance are all part of these intrinsic aspects that will have an influence on the senses (Fiore & Kimle, 1997:6). Further a multi-sensory approach has to be taken with regard to consumer preferences. For example, a consumer might enjoy the physical lines of a garment, in that it has strong lines and makes her appear more professional, but the fabric might be scratchy, which will detract from the sensory experience.

According to Fiore and Kimle (1997:6) expressive qualities of an aesthetic experience relate to the emotions experienced due to aesthetics of a product. Expressiveness in objects can be inherent to the object or can be due to previously learnt behaviour. Inherent expressiveness may be inherent to the product's intrinsic features. For example, the colour red is energising and the wearer appears more dominant in the corporate environment. Blue on the other hand appears to be more trustworthy and stable. Learnt expressiveness is shared by a group or culture (Solomon & Rabolt, 2004:268) and is also referred to as symbols. Symbols are objects that have a shared meaning for a group of people (Kaiser, 1997:42). People use these symbols to add meaning to their interactions. The reactions of others during interaction also change because of the symbolic meaning that their clothing holds in society. A symbol can further be defined as an object that represents something else than what it physically is (Fiore & Kimle, 1997:9). Human beings act towards symbols according to the meanings that an object has for them (Blumer in Sandstrom *et al.*, 2006:7). Within the corporate world clothing is used as a symbol of many different aspects such as status, level in the corporation, professionalism and ability (Piamphongsant & Mandhachitara, 2007). Other than the aesthetic experience, the intrinsic features of a product can affect both the symbolic or cognitive and emotional evaluation of a product (Hekkert, 2006).

Another important non-tangible quality feature is the importance of the self and reference groups. According to Hawkins, Roger and Coney (1998:27) consumers are in constant communication with several different influencing factors in their lives. The consumer may use several different sources of information during the decision making process as well as during

quality evaluation during product use. Some sources are internal, e.g. past experiences and preferences that dictate buying behaviour (importance of the self). Other sources may be from reference groups that an individual has (importance of others).

Through interaction with the self the self-concept is defined, developed and kept in place (Kaiser, 1998:96). Clothing assists in this process, by experimenting with clothing in various ways. Self-schemata are short cuts used during this process. People use this to establish what the real image is that should ultimately be portrayed (Kaiser, 1998:148). For example, a professional working in the financial industry might feel that a frilly blouse is 'not me' while she would feel more comfortable in a tailored suit. People also want to feel comfortable when proceeding from one context to the next, identifying the self as a process if all the various roles are fulfilled on a daily basis. Communication with the self is separated into several components namely: the physical self, spiritual self and social self (Kaiser, 1998:98).

Reference groups are considered as a method of regarding the self and the development of a view of the self within a certain setting. Individuals do not necessarily belong to these reference groups, or interact with them on a daily basis. Through interaction with these groups, individuals can calculate their own values and those of the group and determine which of these value systems will be incorporated into their own character (Kaiser, 1998:359).

Reference groups can be broken up into two separate sections, known as membership groups and aspiration groups (Du Plessis *et al.*, 1990:171). Membership groups include all the various groups to which an individual belongs. These include colleagues at work, cultural groups, family and groups of friends. Aspiration groups are groups that an individual wants to belong to. These include colleagues at a higher level in the company, or an expert in a specific field that an individual might be interested in. For example, a younger, more inexperienced employee will look towards his peers for dress behaviour that is appropriate for him, and yet strive to appear as the more senior staff do at the same time.

The generalised other encompasses the social world whose value systems are adopted by the individual (Kaiser, 1998:163). The generalised others with which the corporate employee interacts are both current and prospective clients, in other words the general public. Stereotypes about roles and appropriate behaviour have a great effect on how this public will perceive the employee, and therefore the company. Clothing that does not correlate with the stereotype associated with the financial or legal industry, may have serious repercussions for the company. The financial and legal industries, and the people employed there, are considered to be more conservative. Should an employee dress in a way that contradicts the

stereotype, that employee will surely not advance on the corporate ladder (Jackson, 2001). Clothing quality may thus be evaluated on a social psychological level as well and not only on a physical product level.

The above overview is conceptualised as indicated in the following figure for the purposes of this study.

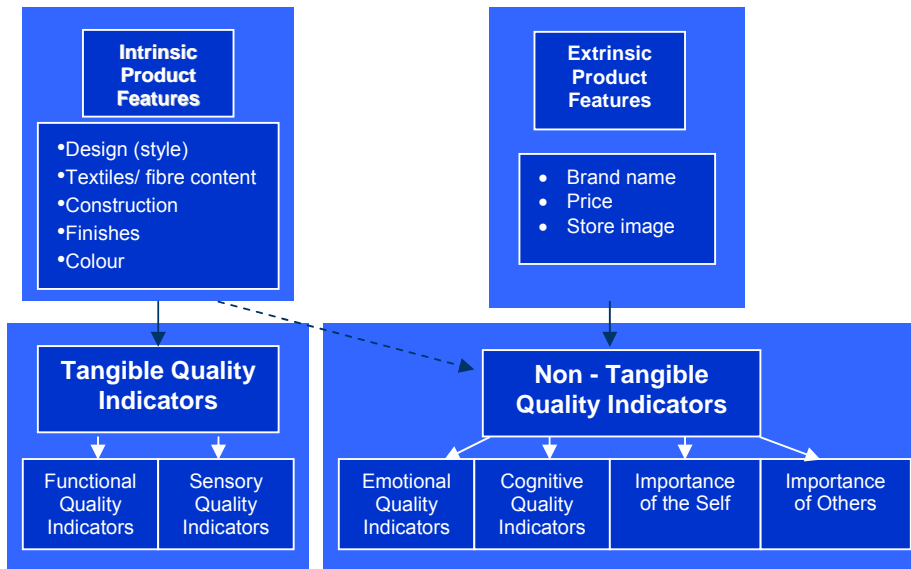


FIGURE 2.4: QUALITY FRAMEWORK

As can be seen from the above figure, both intrinsic and extrinsic product features play a role in quality evaluation of the consumer. Although the intrinsic quality features directly influence the tangible quality indicators, which are viewed in terms of functional and sensory indicators, the intrinsic quality features may also influence the non-tangible quality indicators. The extrinsic quality features, such as brand name, price and store image directly influence the non-tangible quality indicators, namely emotional quality indicators, cognitive quality indicators and the importance of the self and others quality indicators.

2.5 QUALITY EVALUATION AS A COLLECTIVE PHENOMENON WITHIN THE SYSTEMS PERSPECTIVE

This section will describe how quality evaluation of career apparel by professional women exists within the systems perspective.



2.5.1 Core assumptions of the systems approach

The systems perspective is defined as ‘...a set of interfacing units or elements that form an integrated whole intended to perform some function’ by Skyttner (1996:16). During career wear quality evaluation professional women may thus use several quality indicators (both tangible and non-tangible) to determine quality of apparel. The following assumptions are inherent to the systems perspective (Spears & Gregoire, 2006:3-4) and will be discussed subsequently against the background of the study:

Firstly, the parts of a system are interdependent and thus lead to integration and synergy. Within quality evaluation this means that the product features that impact on the quality indicators used to evaluate career wear quality cannot be seen separately. Each product feature may therefore influence various quality indicators, although intrinsic product features directly impact on the tangible quality indicators and extrinsic product features directly impact on non-tangible quality indicators (Hekkert, 2006). For example, both the brand name (extrinsic) and the colour (intrinsic) of an outfit can evoke an emotional response from the consumer.

Secondly, a dynamic equilibrium exists among the indicators. This means that stability exists within continuous change. Thus, when a professional woman purchases career apparel and is dissatisfied with the purchase she will learn from the purchasing mistake and revise future purchase behaviour according to the feedback she received. This learning will, over time, change her inherent clothing quality schema.

The third assumption is equifinality. The term equifinality means that when varying inputs or the transformation process, the outputs will be similar. Within quality evaluation this may be interpreted that using the quality indicators differently during decision-making and during use, the result will be satisfaction or dissatisfaction with apparel products.

The fourth assumption is that of permeable boundaries. This implies that the professional woman may make career apparel purchasing decisions and evaluate apparel during use within a certain context. Thus the system of quality evaluation will be influenced by outside indicators such as the context where the apparel will be worn, as in the case of this study, a professional work environment. Through this interaction she may receive feedback regarding her career apparel and contribute to her satisfaction or dissatisfaction with her career apparel.

The fifth assumption is that of an interface of systems. When two subsystems exist there will be an interaction between the two systems. Conflict may arise when the two subsystems

yield different results. Within the scope of this study the two subsystems are transformation during the decision-making process and transformation during use. Conflict between the two subsystems may arise due to different quality indicators being more important to quality evaluation during the two phases of quality evaluation, resulting in different outputs.

The final assumption is that of a hierarchy that exists within a system. This implies that certain elements will be more important during decision-making, for example colour may be very important to professional women during decision-making and the comfort of the outfit less so.

2.5.2 Product evaluation as a collective phenomenon

The systems perspective provides a useful vehicle to explore how various quality indicators (influenced by both intrinsic and extrinsic quality features) contribute towards consumers' evaluation of the quality of clothing products (e.g. garment construction style in relation to garment comfort). It further indicates how individual factors are eventually used collectively to conclude a purchase decision and in-use quality evaluation that would result in satisfaction or dissatisfaction. The systems perspective acknowledges the sequence, relationship and interdependency of the individual indicators that are used to evaluate clothing products. These indicators are considered as so-called inputs and are transformed in terms of outputs, which are interpreted in terms of customer satisfaction or dissatisfaction.

2.5.2.1 Inputs

In this research the quality indicators that may be used to evaluate the quality of career wear (inputs) are defined as tangible and non-tangible quality indicators as described in paragraph 2.4. These quality indicators may motivate a consumer consciously or subconsciously to choose certain products above others.

From the theory it is evident that consumers may use the same quality indicators used during the decision-making stage for quality evaluation during use. Thus, in the system the inputs for both phases of quality evaluation measured in the study is the same to facilitate comparison.

2.5.2.2 Transformation of inputs in terms of the purchase decision and during use

The way in which the quality indicators are prioritised in terms of the purchase decision stage and during product use, refers to the transformation of inputs. It is of utmost importance that

all indicators will not be of equal importance and that the consumer will eventually compromise certain indicators (although they seem important individually) to conclude a purchase decision. In the systems perspective this can be explained as a whole process: how the quality indicators are prioritised and compromised collectively to identify a specific product is more important than to focus on the importance of a single indicator.

During transformation, cognitive processes, as well as specific social factors, lead consumers. Depending on previous experience, knowledge and susceptibility to the influence of the social environment, consumers would use and combine the influencing features in different ways so that certain indicators become more important and others less important. In the systems perspective this refers to the hierarchy of indicators and to equifinality. An individual could thus eventually be satisfied with a purchase decision by making compromises.

During evaluation of alternatives, a consumer might reject certain products and reconsider the evaluation criteria. This refers to control. The consumer then starts evaluating additional products until a decision can be made.

During product use the consumer will once again evaluate the quality of the apparel product. The criteria used to evaluate the product may be the same, or may be different during this second phase of clothing quality evaluation. The professional woman may now evaluate her suit according to the reaction of others and not whether it fits her comfortably, as may be the case during the purchase decision.

2.5.2.3 Consumer satisfaction as output

Immediately after a purchase decision cognitive dissonance is evoked (i.e. a feeling of doubt). Only after wearing the clothes and after considering actual performance, as well as the reaction of peers etc., doubt is replaced by satisfaction or dissatisfaction and this contributes to the cognitive schema in terms of future consumer decisions (feedback).



2.6 IMPLICATIONS FOR THE STUDY

The above can be shown schematically as follows:

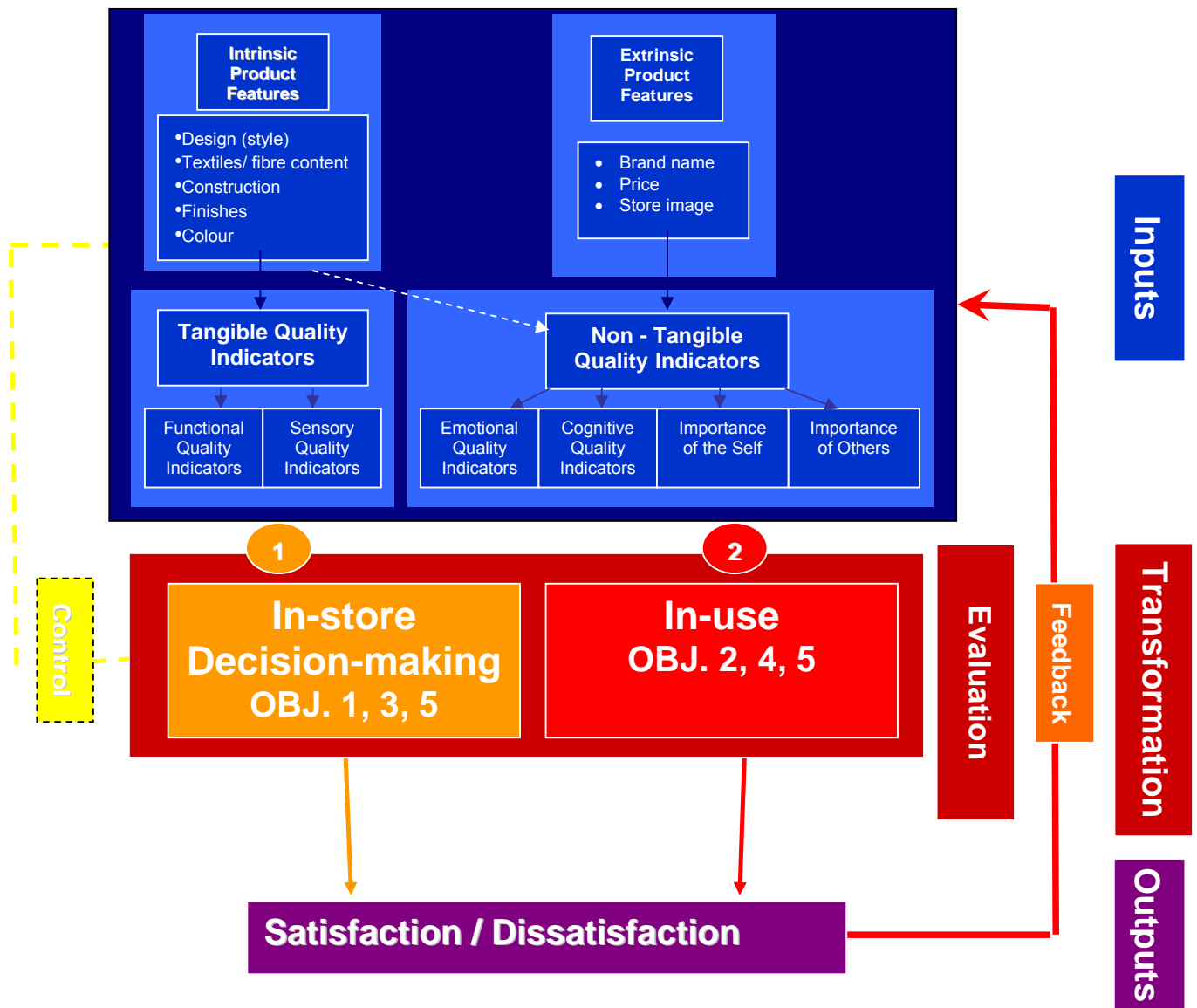


FIGURE 2.5: SCHEMATIC FRAMEWORK FOR THE STUDY

From the above figure the following is evident:

- Quality indicators serve as inputs into the system. Inputs will remain the same during the data collection phase of the study for both the decision-making stage and during product use. This is done to facilitate comparison between the two stages.
- During the transformation stage of the process, two stages of quality evaluation will be taken into account. The first stage of quality evaluation occurs during the in-store



decision-making stage. The second stage of quality evaluation occurs during product use.

- The output of both stages of quality evaluation results in either satisfaction or dissatisfaction. From either outcome the professional woman may learn, resulting in feedback. As feedback occurs, the importance of the various quality indicators may change for each consumer.

The following chapter examines the conceptual framework as well as the specific objectives for the study. The chosen methodology and operationalisation will subsequently be discussed.



Chapter 3

Research Methodology

3.1 INTRODUCTION

Through the literature overview provided in the previous chapter, it is implied that professional women may use different quality indicators to evaluate career wear quality. Not only may the importance of quality indicators differ between the tangible and non-tangible quality indicators, but the importance of quality indicators may further differ between the purchase decision-making stage and product use. In this chapter the conceptual framework for the study will be illustrated, followed by the research objectives set for the study. The different research techniques employed to answer to the research goal will subsequently be described.

Research can be seen as planned recordings of what is found in everyday life (Babbie & Mouton, 2001:xxi). Research methodology is therefore the methods used for sampling, data collection and data analysis (Babbie & Mouton, 2001:xxv). These aspects will now be further explored in terms of this study.

3.2 CONCEPTUAL FRAMEWORK AND RESEARCH OBJECTIVES

3.2.1 Conceptual framework

The conceptual framework proposed for the study incorporates the theoretical background on consumer decision-making, quality evaluation of clothing products and satisfaction as outlined in Chapter 2.

According to Skyttner (1996:16), a system can be defined as 'a set of interacting units or elements that form an integrated whole intended to perform some function'. As described in Chapter 2, a system has certain characteristics. These characteristics are as follows: (1) all

parts are interdependent, (2) an ever-changing equilibrium is found, (3) equifinality is applicable, (4) permeable boundaries, (5) interface and (6) hierarchy (Spears & Gregoire, 2006:3-4). Furthermore, a system has an input, transformation and an output. During the process, feedback and control also play a vital role in the dynamic nature of a system (Spears & Gregoire, 2006:2-3).

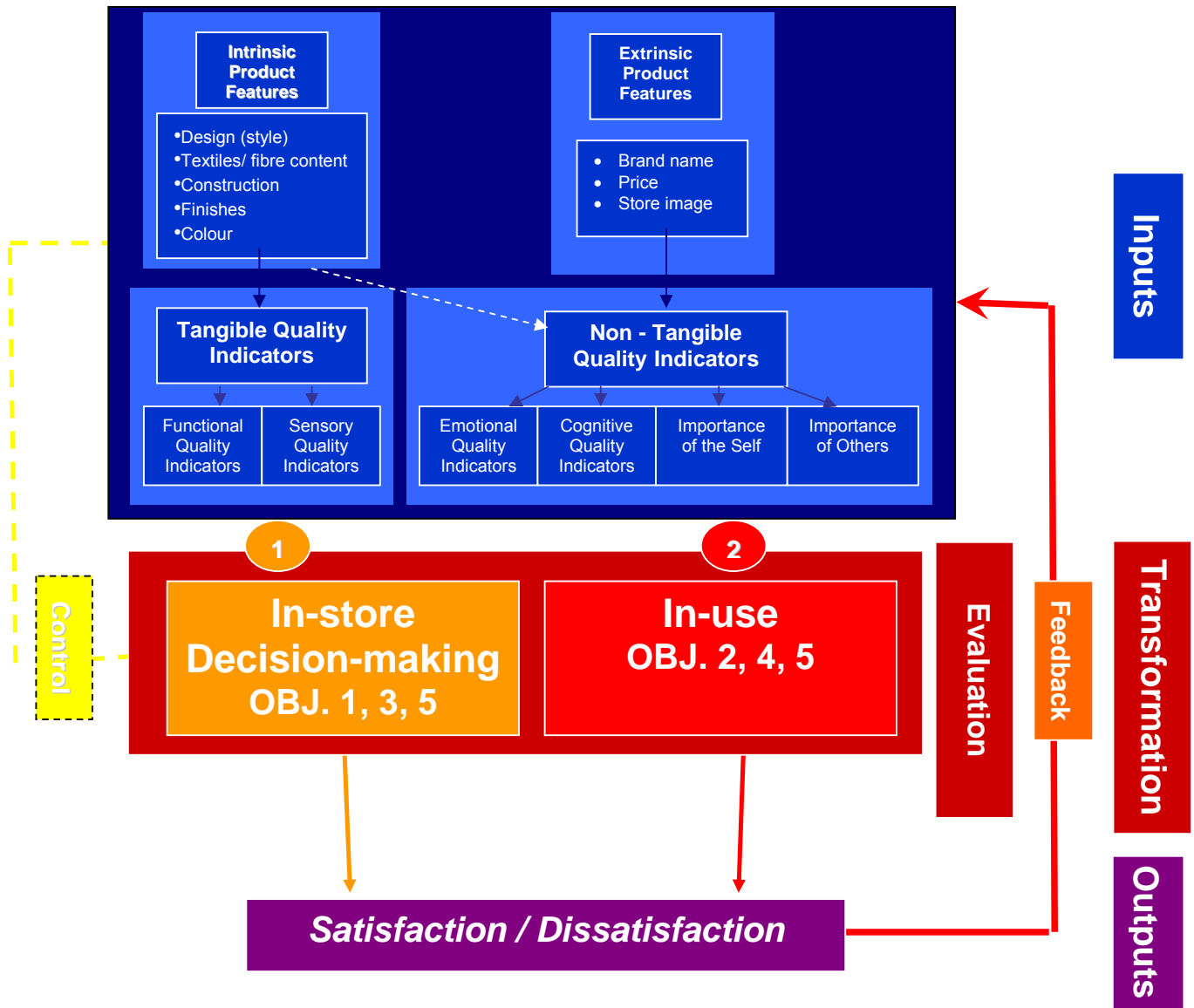


FIGURE 3.1: SCHEMATIC CONCEPTUAL FRAMEWORK

As illustrated in the above figure, quality indicators (tangible and non-tangible) are seen as inputs in the process. Both intrinsic and extrinsic product features influence the tangible (functional and sensory) and non-tangible (emotional, cognitive, importance of the self and others) quality indicators. Transformation occurs in two stages, namely (1) during the in store decision-making stage and (2) in use evaluation. During the first stage of transformation the

consumer makes the decision to purchase the clothing product and subsequently evaluates it. The outcome of the evaluation process can be either positive or negative, and takes the form of consumer satisfaction or dissatisfaction. Regardless of the nature of the outcome, consumers learn from every evaluation event. Feedback is thus generated to the consumer's quality decision-making standards. The entire process will be repeated, acknowledging the new information gathered during previous experiences. The various quality indicators are once again employed during product use to evaluate product quality (transformation), resulting in either satisfaction or dissatisfaction with the product when the product is in use.

3.2.2 Purpose of the study and objectives

The purpose of the study was formulated as follows:

To explore and describe the importance of *intrinsic and non-tangible* quality factors to professional women when evaluating *clothing quality* during the *purchase-decision-making process* and during *product use*

Specific research objectives and sub-objectives:

Objective 1: To explore and describe the importance of *tangible and non-tangible* quality indicators in the evaluation of quality during the *decision-making stage*.

Sub-objective 1.1: To explore and describe the importance of *tangible* quality indicators in the evaluation of quality during the *decision-making stage*.

Sub-objective 1.2: To explore and describe the importance of *non-tangible* quality indicators in the evaluation of quality during the *decision-making stage*.

Objective 2: To explore and describe the importance of *tangible and non-tangible* quality indicators in the evaluation of quality during *use*.

Sub-objective 2.1: To explore and describe the importance of *tangible* quality indicators in the evaluation of quality during *use*.

Sub-objective 2.2: To explore and describe the importance of *non-tangible* quality indicators in the evaluation of quality during *use*.

Objective 3: To explore and describe whether *tangible and non-tangible* quality indicators are most important during the *purchase decision-making stage*.



- Objective 4:** To explore and describe whether *tangible and non-tangible* quality indicators are most important during *product use*.
- Objective 5:** To explore and describe the *correlation* between the use of *tangible and non-tangible* quality indicators during the *decision-making process* and *in-use*.
- Sub-objective 5.1: To explore and describe the *correlation* between the use of *tangible* quality indicators during the *decision-making stage* and *during use*.
- Sub-objective 5.2: To explore and describe the *correlation* between the use of *non-tangible* quality indicators during the *decision-making stage* and *during use*.

3.3 RESEARCH DESIGN

3.3.1 Research Style

The goal of this study is both exploratory and descriptive. According to Babbie and Mouton (2001:79), an exploratory study serves to provide basic knowledge or further understanding into a certain area within a field of study. In this regard the goal of this study is to gain a better insight into the importance of the various quality indicators that career women use during the two phases of quality evaluation. A descriptive study has the goal of observing certain phenomena and subsequently describing these observations (Babbie & Mouton, 2001:80). During the description phase of this study the following elements have been described and subsequently compared: (1) the importance of tangible and non-tangible quality indicators used to evaluate clothing during the in-store decision-making process, (2) the tangible and non-tangible quality indicators used to evaluate clothing quality during product use. A phenomenological approach was taken in this study. According to Delpont and Fouche (2005:264), this approach studies perceptions and knowledge of individuals within a certain context. People are constantly trying to make sense of their world (Babbie & Mouton, 2001:28). The result is often a description of how these individuals relate their own experiences. As this study deals with respondents, professional women, in a specific context, a professional work environment, and what they perceive to be important with specific reference to their career wear, the approach fits with the goal of the study.

This study fell predominantly into the quantitative research paradigm. Quantitative research aims to ascribe numerical values to various variables in order to compare variables and draw conclusions on correlations or differences that may exist (Babbie & Mouton, 2001:49).

Qualitative techniques were, however, applied prior to the quantitative phase to ensure validity and reliability of the quantitative tool. The qualitative techniques are used to gain more specific information about the factors used during the quality evaluation process by the target population, as in the study by Birtwistle and Tsim (2005:456). Qualitative techniques are used to gain information on human actions inside the process itself (Babbie & Mouton, 2001:53).

This study was empirical. Primary data was used to answer the research question. The primary data collection consisted of information from both a survey, as well as a focus group. Due to recommendations by Babbie and Mouton (2001:92) and the time constraints posed by the nature of the study, a cross-sectional time frame was pursued.

3.3.2 Sampling plan

3.3.2.1 Unit of analysis

The unit of analysis was professional women with the professional qualification of an appropriate tertiary degree.

The target population was full-time employed professional women in the legal, financial, engineering and medical professions. Professional women in these industries require an acceptable tertiary qualification and registration with the appropriate professional body [Internet: PPS, 2008] and are otherwise not considered professional. The sampling frame included women working in the greater Pretoria area. These women fell into LSM groups 7 – 10, thus have expendable income to spend on clothing products (Du Plessis & Rossouw, 2005:94). In the LSM groups 7 – 10, 30% - 42% of members have a university education. Collectively earning 67.5% of total earnings in South Africa, LSM groups 7 - 10 make up 21% of the total adult population. Approximately 50% of this population group is female. Women in this population group thus have significant purchasing ability. According to the LSM groups (Du Plessis & Rossouw, 2005:94), purchases of clothing and shoes are collectively the third largest household expenditure.

The respondents were from both large companies listed on the Johannesburg Stock Exchange (JSE) and small companies (privately owned), as the qualification criteria and registration with the appropriate professional body remains the same for individuals working in the financial, legal, engineering and medical industries. For the same reason, age and cultural differences were not seen as relevant to the study.



3.3.2.2 Sampling

A non-probability, purposive sample was used for both the focus group and larger quantitative phase of the study, due to time and financial constraints. According to Terre Blanche and Durrheim (1999:276), judgemental or purposive sampling may be used when the goal of the study is exploratory in nature.

A snowball technique was employed to gain access to willing participants for the focus group discussions, using the same criteria as for the quantitative phase. Eight professional women, varying between the ages of 27 to 58 from both the legal and financial industries, attended the focus group.

The researcher made use of the Pretoria section in the Hortor's legal diary (Smith, Potgieter & Webb, 2006:176 - 217) section for financial institutions and engineering firms to reach suitable respondents. The human resources officer, general manager or office manager of each establishment was contacted and asked for permission to administer the questionnaire to suitable respondents. Due to the sensitive nature of the law, financial and engineering industries, the exact goal of the study was described and anonymity of both the establishment and respondents were ensured. Only respondents from those firms willing to participate in the research were included in the sample. The questionnaires were subsequently sent out via two methods, namely (1) via e-mail to willing participants and (2) questionnaires were handed out personally to professional women employed at various institutions in the greater Pretoria area.

With the assistance of the statistician it was determined that at least 100 questionnaires were needed for the study. A total of 412 questionnaires were sent out to the target population and 112 questionnaires were returned of which 110 were useable.

3.4 DATA COLLECTION

3.4.1 Data collection in two phases

3.4.1.1 Phase 1: Focus group

A focus group can be defined as a group interview used to gain a better understanding of the opinions and emotions of a certain group with similar characteristics (Babbie & Mouton, 2001:292 – 293). According to Morgan in Greeff, (2005:300) focus groups can serve as a supplementary source of data to the other primary data source for the study. For this study

the information from the focus group was used to gain insight into the exact quality indicators and specific terminology the target population use when evaluating clothing quality during the purchase decision-making stage and during product use. The focus group served to explore the research goals to ensure that a relevant questionnaire Banister & Hogg, 2004:5 could be compiled from the results (Sudman & Blair, 1998:189; Banister & Hogg, 2004:5; Greeff, 2005:300).

The focus group was held in a private home to ensure a comfortable and relaxed environment. According to Greeff (2005:299) a comfortable environment encourages participants to share their opinions more freely. Participants also had to have characteristics, as determined by the researcher, relative to the topic of the session. The participants were selected according to the following criteria:

- Professional women.
- Currently employed full-time.
- Willingness to participate.

The focus group consisted of eight women who matched the criteria. Each participant received writing materials and a small gift to thank them for their participation. No nametags were used to ensure anonymity (Sudman & Blair, 1998:193). The entire session was recorded and subsequently transcribed verbatim (Babbie & Mouton, 2001:290).

The researcher was the moderator of the focus group. A trained assistant was present during the entire session. The assistant made notes as a backup to the tape recordings and to ensure that all the topics were covered according to the conceptual frame of the study (Greeff, 2005:307), as this would enhance the validity of the study.

The participants were subjected to various projective techniques during the course of the focus group session as illustrated in the table below. During discussion 1, participants were asked to write a slogan for an advertising campaign. This served both to set the tone for discussions to follow as well as to determine what type of advertising respondents thought they would react to. The stimuli for the projective techniques were chosen in accordance with the study objectives (see table 3.1 for the specific objectives). During discussion 2 respondents were asked to choose items from the rail provided (see images of choices in appendix 1). This simulated a shopping environment. Participants were observed and their comments and questions noted. Questions regarding colour, fabric (e.g. '...wool tends to be scratchy') and size availability were noted. Participants were subsequently asked to discuss the reasons for their choices and the verbatim transcription can be found in appendix 1 and

examples in table 3.2. During discussion 3 participants were asked to discuss the career wear outfit that they had to bring with. This simulated the during use quality evaluation (refer to appendix 1 for verbatim transcription and examples in table 3.2). The various quality indicators were addressed during both the simulated purchase decision and during use of an outfit owned by each participant. The projective techniques were designed to place the respondent in either the purchase situation, or during product use situation, in order to elicit the appropriate responses.

TABLE 3.1: FOCUS GROUP STRUCTURE

DISCUSSION	PROJECTIVE TECHNIQUES	STUDY OBJECTIVE
Discussion 1	Participants were asked to write an advertising slogan for a company who sells corporate wear to her and her peers.	To elicit responses on objectives 1 and 2
Discussion 2	Participants were placed in a simulated shopping environment, where they had to choose an outfit for an important work situation. Suitable outfits* were placed on the rail, complete with swing tags indicating price and brand name. Participants were advised to keep in mind that full size ranges were available.	To elicit responses on objectives 1, 3 and 5
Discussion 3	Participants volunteered their favourite outfits brought from home, and indicated why the outfit is her favourite and deemed suitable for important work related occasions.	To elicit responses on objectives 2, 4 and 5

**View photographs of the outfits and swing tags in Appendix 1*

The results from the focus group were incorporated into the development of the questionnaire (Mazzocchi, 2008:124) by using the appropriate language for the target population, and ensuring that all relevant issues were included in the questionnaire. The focus group thus provided information on how the target population view the topic under investigation (Cook, 1982:62), as used in the previous study by Birtwistle and Tsim (2005:456).

The data (for transcriptions and written text from participants, view Appendix 1) was analysed using content analysis. Content analysis can further be divided into conceptual analysis and relational analysis. During conceptual analysis, codes were given to the relevant items of the study. Each occurrence of each item was noted. Non-relevant information to product quality was discarded for the purpose of this study. The segments were re-organised into the relevant familiar indexes. Subsequently the text was studied to ensure the inclusion of any additional concepts (Babbie & Mouton, 2001:492).

After completion of the conceptual analysis, a relational analysis was conducted. All information regarding decision-making and in-use evaluation was grouped together (Babbie & Mouton: 2001:493). The results from the focus group indicated that the conceptual framework for the study as derived from the literature was indeed complete and the main categories thus remained the same.

Table 3.2 shows two examples of the method by which the focus group analysis was conducted.

TABLE 3.2: EXAMPLE OF FOCUS GROUP ANALYSIS

INDICATOR	STATEMENT BY PARTICIPANT	DISCUSSION
TANGIBLE FACTORS		
<i>Functionality</i>	...because, (only) about twice a week I have clothes that is right for me that morning.* ...actually everyone does mix-and-match, it is a basic principle, so that your wardrobe items can be used again and again.*	1
	...actually you want three blouses that go with the same suit.* ...that you can wear one jacket with another pair of pants so that you don't look the same everyday.*	2
	I think that there is many things that you think will work (with your existing wardrobe) and then doesn't.* ...you have a wardrobe filled with clothes and nothing to wear.*	3
NON-TANGIBLE FACTORS		
<i>Cognitive</i>	There is no individualism, you want to look professional without necessarily being placed in a box and that everyone looks exactly the same.* ...you must dress for the position you have, not the one you want.*	1
	...I don't want to look as old as I am.* ...(we)just need something (career wear) that's still professional and not too fashionable.	2
	...that if they walk in, everyone's head turns (due to manner of dress) What I like about this outfit is that it is feminine yet formal.	3

* Translated from Afrikaans by researcher

From the analysis of the focus group verbatim transcriptions, field notes and notes made by participants, it was evident that the proposed framework for the study was indeed comprehensive, and all the quality indicators that respondents regarded as important were already incorporated from the theory. The language and specific terms used by participants were used in the questionnaire to ensure the validity to the target population. The full verbatim transcription and analysis is available from the researcher on request.

3.4.1.2 Phase 2: Structured questionnaire

A structured questionnaire was employed to gather data regarding quality evaluation of career wear by professional women. The questionnaire (See Appendix 2) is often used for this purpose in social research, according to Delpont (2005:166). To eliminate possible errors in the questionnaire, a pilot test was conducted among others (Babbie & Mouton, 2001:244). The statistician played an essential role throughout the development of the questionnaire to precode and minimise complications with data gathered (Strydom, 2005:249). After corrections were made, the questionnaire was administered (Delpont, 2005:168) in two ways: firstly, the questionnaire was handed out to professional women employed at various institutions in the greater Pretoria area and secondly, the questionnaire was sent out via e-mail to institutions that were more identifiable (Babbie & Mouton, 2001:258-260).

The questionnaire is divided into three sections (please refer to table 3.3). Section A asks various biographical questions pertaining to the goal of the study. Section B consists of a Likert scale containing 12 attitude statements. The respondent was required to evaluate each statement in terms of importance regarding the purchase decision of a career wear outfit. In Section C the same statements were given for evaluation as in Section B, but the context had shifted from the purchase decision-making stage to the use, wear and care situation of the same outfit. Respondents were also required to indicate the number of months that the outfit had been worn and cared for. The statements in both sections B and C are identical to facilitate comparison, but have been randomised to eliminate the possibility of respondents losing interest. A cover letter was included to explain the goal of the study to the respondents and to ensure anonymity. This method is similar to the study by Fisher-Gardial *et al.*, (1994:550), in the regard that it allowed consumers to recall pre- and post purchase evaluation of a specific outfit. Satisfactory results were achieved through the method of recalling in structured interviews by the authors.

TABLE 3.3: STRUCTURE OF THE QUESTIONNAIRE

SECTION	ASPECTS MEASURED	QUESTION IN QUESTIONNAIRE
Section A	Demographic information	Questions 1 – 6
Section B	Recently purchased career wear	Question 7
Section C	Current assessment of recently purchased career wear	Questions 8 – 9

3.5 OPERATIONALISATION OF QUESTIONNAIRE

The operationalisation of the study was conducted in terms of the quality indicators used during career wear quality evaluation. These indicators are the tangible quality indicators (functional and sensory) and the non-tangible quality indicators (emotional, functional and the importance of the self and others). During the development of the questionnaire it was decided to compose twelve statements for the tangible quality indicators (six for functional and six for sensory quality indicators) and twelve for the non-tangible quality indicators (four for emotional, four for cognitive, two for importance of the self and two for importance of others). The reasoning was to facilitate comparison between the tangible and non-tangible factors, both during the decision-making process as well as during use. The amount of statements were limited as the target population are professional individuals and might have time constraints for completion of the questionnaire. Thus the intrinsic and extrinsic product features were not measured, but rather the resultant influence on the tangible and non-tangible quality indicators.

The operationalisation of each research objective is shown in the table below. The research objective is indicated in terms of the question in the questionnaire, the variables used to measure the objective and the subsequent statistical methods used to analyse the data.

TABLE 3.4: OPERATIONALISATION OF QUESTIONNAIRE

	Research Objective	Question in questionnaire	Variables	Statistical calculation
1	To explore and describe the importance of <i>tangible and non-tangible</i> quality indicators in the evaluation of quality during the <i>decision-making stage</i>	Section B	V19, V13, V16, V25, V14, V15, V24, V31, V30, V20, V26, V18, V11, V8, V9, V29, V23, V28, V22, V17, V12, V21, V27, V10	Calculation of Frequencies and Frequency analysis (SAS)
2	To explore and describe the importance of <i>tangible and non-tangible</i> quality indicators in the evaluation of quality during <i>use</i> .	Section C	V52, V39, V38, V55, V49, V53, V36, V51, V35, V47, V33, V56, V41, V42, V54, V50, V46, V48, V40, V37, V34, V44, V45, V43	Calculation of Frequencies and Frequency analysis (SAS)
3	To explore and describe whether <i>tangible and non-tangible</i> quality indicators are most important during the <i>purchase decision-making stage</i> .	Section B	V24, V19, V13, V31, V30 V20, V16, V26, V25, V14, V15, V18, V27, V12, V23, V10, V28, V22, V11, V8, V17, V21, V9, V29,	Calculation of Mean Frequencies and Mean Frequency analysis (SAS)
4	To explore and describe whether <i>tangible and non-tangible</i> quality indicators are most important during <i>product use</i> .	Section C	V36, V52, V39, V51, V35, V47, V38, V33, V55, V49, V53, V56, V45, V34, V46, V43, V48, V40, V41, V42, V37, V44, V54, V50	Calculation of Mean Frequencies and Mean Frequency analysis (SAS)
5	To explore and describe the <i>correlation</i> between the use of <i>tangible and non-tangible</i> quality indicators during the <i>decision-making process</i> and <i>in-use</i> .	Section B&C	V24, V19, V13, V31, V30 V20, V16, V26, V25, V14, V15, V18, V27, V12, V23, V10, V28, V22, V11, V8, V17, V21, V9, V29, V36, V52, V39, V51, V35, V47, V38, V33, V55, V49, V53, V56, V45, V34, V46, V43, V48, V40, V41, V42, V37, V44, V54, V50	Pearson's Correlation Coefficient test ($r \leq 1$ and $r \geq -1$) (SAS) and t-tests ($p \leq .05$) (SAS)

The following tables illustrate the specific variables as they each measure the specific quality indicator during the purchase decision-making stage.



TABLE 3.5: OPERATIONALISATION FOR QUALITY INDICATORS DURING DECISION-MAKING

QUESTION IN QUESTIONNAIRE						7
The question reads:						
Recall a recent (within the last year) career wear clothing purchase event, where you have bought a career wear outfit (e.g. top or jacket and skirt or trousers).						
How important was each of the following statements in your decision to purchase the outfit? Please spend some time on each statement and mark only one answer per statement.						
STATEMENT IN QUESTIONNAIRE	TANGIBLE / NON-TANGIBLE					
	TANGIBLE PRODUCT CUES		NON-TANGIBLE PRODUCT CUES			
	FUNCTIONAL	SENSORY	EMOTIONAL	COGNITIVE	SELF	OTHERS
I like the colour		V24				
So that my colleagues working at the same level as me could believe that I am competent						V27
That I am dressed in line with the company dress code					V12	
That I feel fashionably dressed				V23		
That my superior at work could believe that I am professional						V10
That the outfit makes me feel successful at work				V28		
The brand name is a symbol of good style				V22		
The colour tunes in well with my existing wardrobe	V19					
The construction of the outfit is durable	V13					
The design is beautiful		V31				
The fabric has a pleasant touch		V30				
The finishes add to the professional look		V20				
The finishes make care easier	V16					
The fit flatters my figure		V26				
The outfit does not crease during wear	V25					
The outfit is affordable to me	V14					
The outfit provides me with pure aesthetic pleasure			V11			
The price makes me feel that I am wearing something special			V8			
The price symbolizes quality				V17		
The store image aligns with my perception of my own abilities					V21	
The store image gives me peace of mind			V9			
The style fits me comfortably	V15					
The style is fashionable		V18				
When I wear the brand name I feel more confident			V29			

The following tables illustrate the specific variables as they each measure the specific quality indicator as used during product use. The same statements were used to measure the quality indicators during the decision-making process and during use to facilitate comparison. The statements were randomised for both sections to ensure the respondents will not lose interest or simply repeat the answers from section B in the questionnaire in section C.



TABLE 3.6: OPERATIONALISATION FOR QUALITY INDICATORS DURING PRODUCT USE

QUESTION IN QUESTIONNAIRE							8	
The question reads:								
How many months have you been wearing and caring for the same career wear outfit that you considered in Section B?							V32	
QUESTION IN QUESTIONNAIRE							9	
The question reads:								
If you have to evaluate the career wear outfit today, how important would each of the following statements be in your current perception of the outfit? Please spend some time on each statement, and mark only one answer per statement.								
STATEMENT IN QUESTIONNAIRE			TANGIBLE / NON-TANGIBLE					
			TANGIBLE PRODUCT CUES		NON-TANGIBLE PRODUCT CUES			
			FUNCTIONAL	SENSORY	EMOTIONAL	COGNITIVE	SELF	OTHERS
I like the colour				V36				
So that my colleagues working at the same level as me could believe that I am competent								V45
That I am dressed in line with the company dress code							V34	
That I feel fashionably dressed						V46		
That my superior at work could believe that I am professional								V43
That the outfit makes me feel successful at work						V48		
The brand name is a symbol of good style						V40		
The colour tunes in well with my existing wardrobe			V52					
The construction of the outfit is durable			V39					
The design is beautiful				V51				
The fabric has a pleasant touch				V35				
The finishes add to the professional look				V47				
The finishes make care easier			V38					
The fit flatters my figure				V33				
The outfit does not crease during wear			V55					
The outfit is affordable to me			V49					
The outfit provides me with pure aesthetic pleasure					V41			
The price makes me feel that I am wearing something special					V42			
The price symbolizes quality						V37		
The store image aligns with my perception of my own abilities							V44	
The store image gives me peace of mind					V54			
The style fits me comfortably			V53					
The style is fashionable				V56				
When I wear the brand name I feel more confident					V50			

3.6 DATA ANALYSIS

According to Denscombe (2007:252) data analysis of quantitative data consists of five stages as given in the table below:

TABLE 3.7: THE FIVE MAIN STAGES OF DATA ANALYSIS (Cresswell in Denscombe, 2007:252)

Analysis stages	Processes involved
1. Data Preparation	Coding (which usually takes place before data collection); categorising of data; checking the data.
2. Initial Exploration of the Data	Look for obvious trends or correlations
3. Analysis of the Data	Use of statistical tests, e.g. descriptive statistics, factor analysis, cluster analysis; link analysis to research questions or hypothesis.
4. Representation and Display of the Data	Tables; figures, written interpretation of the statistical findings
5. Validation of the Data	External benchmarks, Internal consistency; Comparison with alternative explanations.

The data analysis of the ordinal data in the questionnaire was done in terms of the methods stated in table 3.4. Additional methods of analysis (Cronbach's Alpha and factor analysis) were used during the evaluation of the measurement tool. Each of these methods used will subsequently be described.

3.6.1 Descriptive statistics

The goal of descriptive statistics is to organise a data set into a format that is easy to understand and manage (Babbie & Mouton, 2001:459; Anderson, Sweeney & Williams, 2003:12). Data summaries can be presented in various ways, such as tabular, graphical or numerical, which makes it easier for the reader to understand (Anderson *et al.*, 2003:12). As the outcome of this study was to explore and describe the phenomenon, frequency tables and bar charts were used to describe the demographic data as well as objectives 1 and 2 and sections of objectives 3 and 4. For use in objectives 3 and 4, several methods of description are used and subsequently described here.

- Mean: An arithmetic average that is often used when no central numerical value exists.
- Median: The central value.
- Mode: The value most likely to occur.
- Quartiles (Diamantopoulos & Schlegelmilch, 1997:76):
 - The first quartile (Q1) is the value below which 25% of the observations fall and is the lower quartile.
 - The second quartile (Q2) is the the value below which 50% of the observations fall, thus cutting the observations in half, and is equal to the median.
 - The third quartile (Q3) is the value below which 75% of the observations fall and is the upper quartile.

3.6.2 Pearson's Correlation Coefficient

In order to answer to objective 5 the Pearson's Correlation Coefficient was used. This coefficient is used to determine the correlation between variables (Anderson *et al.*, 2003:112), and can be seen as a measure of a linear association between two variables (Field, 2005:111), and according to Kruger, De Vos, Fouche and Venter (2005:241) provides a simpler "...numerical representation or measure for indicating both the strength and direction of a bivariate relationship". This coefficient is calculated using the following formula in the statistical program SAS:

$$r_{xy} = \frac{S_{xy}}{S_x S_y}$$

For the interpretation of this coefficient the resulting value can exist between -1 (a perfect negative linear relationship) and +1 (a perfect positive linear relationship), as the correlation is measured on a linear scale (Anderson *et al.*, 2003:118; Field, 2005:111). The correlation between two variables thus becomes weaker as they come closer to the centre. A coefficient of 0.0 means there is no correlation between the variables at all (Kruger *et al.*, 2005:241).

3.6.3 t-Tests

Additional to the Pearson's Correlation Coefficient, t-Tests were conducted to answer objective 5 as it works well with smaller numbers of respondents (Denscombe, 2007:270). T-tests are conducted to determine whether there is a significant variance between the latent variables (Field, 2005:111). The significance of the variance is measured against Levene's test, which states that when $p \leq .05$ the null hypothesis is rejected. The statistical program used (SAS) produces a precise level of significance of t , and the researcher wanted to determine if this value is higher or lower than 0.05, where a higher value results in a significant difference between the means of the two variables, and a lower value indicates that no significant difference exists between the two variables compared (Field, 2005:302). In other words, when there is a perfect positive relationship (+1) between two variables, values will increase or decrease similarly, and when there is a perfect negative relationship (-1), the values for variables will move in opposite directions (Denscombe, 2007:271). According to Field (2005:302) the "t-statistic is calculated by dividing the mean difference by the standard error of the sampling distribution of differences ($t = \text{mean difference} / \text{standard difference error}$)".



3.6.4 Cronbach's alpha

As a measure of internal reliability (Du Plessis & Rosseau, 2005:293), Cronbach's alpha tests were performed on the results of the questionnaire. This test measures the internal consistency of the items, measuring a certain variable by determining the correlation between item responses obtained at a certain time (Garson, 2008:7). A result for alpha of ≥ 0.7 is an acceptable cut-off of acceptability of internal reliability for the social sciences (Garson, 2008:8).

3.6.5 Factor analysis

A further test for internal consistency of a multi-variate analysis measurement tool is factor analysis (Babbie & Mouton, 2001:472). The results of a factor analysis show the factors that 'belong' together (Garson, 2008:9) or whether the factors in the questionnaire all measure the same underlying construct (Diamantopoulos & Schlegelmilch, 1997:216). A factor analysis can also indicate existing patterns among variables (Babbie & Mouton, 2001:473). The factor analysis therefore validates the underlying factors to determine if they measure the same factor, and then eliminate or change factors which cross-load to various factors (Garson, 2009:1). The output shows columns reflecting the number of dimensions found among the indicators, as well as the correlations between each indicator and the factor, called factor loadings (Babbie & Mouton, 2001:472). A confirmatory method of factor analysis was used for this study. With this method the researcher relies on existing theory to compile the factors, expected to measure a certain factor. The confirmatory factor analysis is thus used to determine if the factors indeed measure the latent variable or factor that they were created for (Garson, 2009:3).

Both the factor analysis and the Cronbach's alpha were conducted to determine the internal consistency and validity of the measurement tool or questionnaire used in this study.

3.7 QUALITY OF DATA

3.7.1 Validity

Validity of research is concerned with the appropriateness of the measuring instrument in two forms. Firstly, the instrument must fit the outcome of the study and secondly, the instrument must measure the concepts accurately (Babbie & Mouton, 2001:122; Delpont, 2005:160; Bless & Higson-Smith, 2000:130). According to Mouton (1996:109), validity should be

considered throughout the entire research process, from conceptualisation to the outcome. The validity framework (Mouton, 1996:111) categorises validity into three main areas, namely theoretical validity, measurement validity and inferential validity. These areas will subsequently be discussed in terms of this study.

3.7.1.1 Theoretical validity

Theoretical validity is concerned with the clarity and simplicity of concepts regarding the theoretical framework that forms the foundation of the study (Mouton, 1996:111). The concepts of quality itself, tangible quality indicators and non-tangible quality indicators are clearly defined from the relevant literature. Quality evaluation was measured in relation to two different phases within the purchasing process, namely the decision-making process and post-purchase evaluation. A focus group was held to discuss the quality indicators used by the target population during both the decision-making stage, and quality evaluation phases during use. Focus groups were employed to verify and further define the quality indicators used specifically by the target population. Validity of the concepts and wording used in the questionnaire was ensured through the use of focus groups.

3.7.1.2 Measurement validity

This refers to the relationship between the theoretical concepts and the measuring instrument (Mouton, 1996:128). Measurement instruments thus need to measure the relevant concepts (Neuman, 2000:167). To ensure construct validity, three strategies were followed in this study (Mouton, 1996:111), namely: (1) factors of quality flow logically from the various dimensions, (2) more than one indicator was used per dimension and (3) the questionnaire underwent a pre-test after the focus group information was incorporated.

- **Face Validity** is concerned with what the measurement tool appears to measure (Delport, 2005:161). The questionnaire was compiled in two definite sections for the decision-making process and evaluation during use. The statements were formulated using the conceptual framework and does appear to measure the relevant concepts as illustrated in tables 3.5 and 3.6. The same statements were used for both stages for comparison purposes during data analysis. The statements were randomised to minimise duplication when respondents completed the questionnaire.
- **Content Validity** is concerned with how the indicators within a measurement tool cover all the aspects within the construct being measured (Babbie & Mouton, 2001:123). To ensure content validity, both Cronbach's Coefficient Alpha and factor

analysis tests were conducted on the questionnaire, with positive findings. The items in the questionnaire also directly related to the objectives of the study.

- **Construct Validity** is concerned with how accurately a construct is measured by the chosen measuring instrument (Delpont, 2005:162). The author further explains that the construct meaning must be comprehended and where this construct fits in with relation to other constructs within the theory. Through the literature study the quality construct was clarified, and confirmed by the focus group discussions. The questionnaire consistently used more than one indicator to measure each construct to ensure validity.

3.7.1.3 Inferential validity

The chosen sample needs to adequately represent the target population in order to be inferred to that population (Mouton, 1996:138). The goal of this study was, however, not to generalise to the entire population, but to explore and describe the phenomena. Due to the target population being undefined, a purposive sample was chosen as in previous studies of a similar nature (Birtwistle & Tsim, 2005:456).

3.7.2 Reliability

According to Delpont (2005:162), reliability is the consistency of a measurement procedure. Thus, through repetition of the measurement procedure, similar results should be obtained each time. Incorrect observations, researcher bias, bias on the respondents' side, and environmental effects can hamper reliability during data collection (Mouton, 1996:111). To counter these possible sources of errors, the following strategies were implemented during data collection:

- All constructs were clearly defined and conceptualised for the purposes of the study.
- A focus group was convened before the finalisation of the questionnaire, to ensure that the information in the questionnaire was reliable.
- A questionnaire with closed questions, using among others a Likert type scale, was used, employing more than one indicator per variable.
- Adequate instructions were given to the respondents to avoid errors that might occur while respondents completed the questionnaire by both a cover letter and instructions within the questionnaire itself.
- The questionnaire was tested prior to data collection (Delpont, 2005:163).

3.8 ETHICS

Ethics is defined as "... providing guidelines on what constitutes appropriate moral behaviour in the sphere of science" (Mouton, 1996:10). Thus it is concerned with what is right and wrong within specific contexts. The following section will discuss some strategies that the researcher followed to ensure ethical conduct during the research process.

The respondents were asked to participate in the research. It was explained to them that the research was completely voluntary and there were no repercussions personally or professionally, should they have chosen not to participate. It was also explained to all respondents that all information will be used towards the improvement of corporate clothing product ranges available to them. Respondents were informed by use of a cover letter in the questionnaire, and an introductory section in the e-mail. The researcher was also available, either personally or through e-mail, at all times to answer any questions that may arise (Babbie & Mouton, 2001:521).

Questionnaires were completed anonymously in order to keep all information confidential. The questionnaires and focus groups did not contain any information that could damage the individual professionally. During the focus groups participants remained anonymous (Babbie & Mouton, 2001:524).

Respondent were informed at all times of the nature of the study, thus ensuring that no deception occurred (Babbie & Mouton, 2001:525). To remain ethical to colleagues the researcher followed the following strategies: (1) technical standards were validated by a statistician and peers, (2) interpretation of results were done true to scientific standards, (3) limitations that might have occurred during data collection and analysis are reported, (4) all raw data will be kept to ensure that no transgressions or falsifications occur, and to be able to disclose any information on data collection or analysis (Babbie & Mouton, 2001:526).

Any and all forms of plagiarism were actively kept away from in all phases of the research process (Babbie & Mouton, 2001:527).

Chapter 4

Results, Discussion and Interpretation

4.1 INTRODUCTION

In this chapter, the data will be presented in terms of the five research objectives and sub-objectives as set in Chapter 3. Additional to the set objectives, this chapter starts off with the demographic information obtained from the questionnaire.

4.2 DEMOGRAPHIC INFORMATION

TABLE 4.1: STORE CHOICE FOR CAREER WEAR PURCHASES

Type of store (V2)	Frequency	Percentage
Clothing chain stores (e.g. Edgars, Woolworths, Truworths)	88	83.02%
Up market chain stores (e.g. Jenni Button, Daniel Hechter)	1	1.38%
Independent Boutiques	7	6.6%
Total	106	100%

n = 110 Frequency missing = 4

From table 4.1 it is evident that most of the respondents, 83.02%, purchase their career wear at clothing chain stores. Only 6.6% purchase from independent boutiques and 1.38% purchase mostly at up market chain stores.

TABLE 4.2: FREQUENCY OF CAREER WEAR PURCHASES

Frequency of clothing purchases (V3)	Frequency	Percentage
Weekly	0	0%
Monthly	20	18.18%
Seasonally	53	48.18%
Occasionally	37	33.64%
Total	110	100%

n = 110

From table 4.2 it can be seen that most of the respondents (48.18%) purchase their career wear seasonally. A third of respondents, (33.64%) purchase career wear occasionally and

only 18.18% purchase monthly. No respondents indicated that they purchase career wear weekly.

As the sampling criteria states, professional women need a tertiary qualification and usually registration with the appropriate professional body. The following table below indicates the level of qualification of respondents.

TABLE 4.3: HIGHEST LEVEL OF QUALIFICATION

Qualification level (V4)	Frequency	Percentage
Tertiary degree	54	50.47%
Post-graduate qualification	53	49.53%
Total	107	100%

n = 107 Frequency missing = 3

As can be seen in table 4.3 just over half of the respondents, (50.47%) have a tertiary degree due to the professional nature of the target population. Slightly less than half (49.53%) of the respondents have a post-graduate qualification.

The expenditure per month of the respondents was asked as an open question in the questionnaire and subsequently grouped by using quartiles, as is indicated in table 4.4.

TABLE 4.4: MONTHLY EXPENDITURE OF RESPONDENTS

Quartile	Monthly expenditure (V5)
Q1	R500
Q2	R800
Q3	R1000

As can be seen in table 4.4 Q2, the median is at R800. Excluded from the quartiles are the five highest and five lowest observations. For cross-tabulation, the median (fiftieth percentile) of R800 was used. No meaningful correlations were however found during cross-tabulation. The amount of expenditure is low when compared to the findings by Birtwistle and Tsim (2005:458), where respondents spent between £100 and £200 per month on clothing. This may indicate that professional women in South Africa plan their purchases more carefully, as the respondents tend to purchase career wear seasonally (48.18%) and not monthly. The fact that respondents were relatively young (median 32 years old) and thus only starting a career, may have contributed to the fact that they are willing to spend only a relatively small amount of money on their career wear per month.

TABLE 4.5: CAREER DRESSING STYLE

Career dressing style (V6)	Frequency	Percentage
Casual (Jeans allowed)	11	10.18%
Business casual (No jeans are allowed, but no strict dress code)	54	50.00%
Business formal (A formal dress code is in place)	33	30.56%
Formal (A jacket is required at all times)	10	9.26%
Total	108	100%

n = 108 Frequency missing = 2

The career dressing style of 50% of the respondents is business casual and 30.56% indicated their dressing style as business formal. Relatively few respondents (10.18%) indicated a casual dressing style and 9.26% indicated a formal career dressing style.

The age of the respondents was asked as an open question in the questionnaire and subsequently grouped by using quartiles, as is indicated in table 4.6

TABLE 4.6: AGE GROUPS OF RESPONDENTS

Quartile	Age (V7)
Q1	27
Q2	32
Q3	37

As can be seen in table 4.6 Q2, the median is at 32 years. Excluded from the quartiles are the five highest and five lowest observations. For cross-tabulation the median of 32 was used. No significant results were obtained from cross-tabulation for this population group. Cross-tabulation was done with regard to age in terms of the quality indicators, and no significant results were found. This correlates well with the findings by Chae *et al.* (2006) where no significant results were found with regard to age and quality indicators.

The respondents were asked to indicate how long a specific career wear outfit has been worn and cared for, regarding the in-use evaluation of the outfit in the questionnaire and subsequently grouped by using quartiles, as is indicated in table 4.7

TABLE 4.7: WEAR AND CARE OF OUTFIT

Quartile	Months indicated (V32)
Q1	1 to 5
Q2	6 to 11
Q3	13 and up

From table 4.7 it can be seen that only 25% (Q3) wore and cared for the chosen career wear outfit for more than one year. The majority of respondents indicated that they have worn and

cared for the career wear outfit for 6 to 11 months. The mode (single item occurring most frequently) was at 12 months and was used for cross-tabulation to facilitate calculations, as a value was needed for calculations and not estimation. No significant results were obtained as a result of cross-tabulation with regard to the time the chosen outfit has been worn and cared for and the quality indicators.

In the following section the results of the set objectives will be discussed. In Chapter 2, six quality indicators were identified from the theory. Objectives 1 and 2 explore the importance of these indicators used during the decision-making process and during product use.

4.3 RESULTS OF OBJECTIVE 1: THE IMPORTANCE OF TANGIBLE AND NON-TANGIBLE QUALITY INDICATORS TO PROFESSIONAL WOMEN IN THE EVALUATION OF CAREER WEAR QUALITY DURING THE PURCHASE DECISION STAGE

The research objective consists of two sub-objectives that will be discussed subsequently in terms of recorded relative frequencies and summarised respectively under paragraph 4.3.1 and paragraph 4.3.2.

4.3.1 Results of sub-objective 1.1: The importance of tangible (functional and sensory) quality indicators to professional women in the evaluation of career wear quality during the purchase decision stage

For this study, tangible quality indicators (directly influenced by the physical product features such as colour, construction, finishes, style and textile fibre content) are subdivided into two groups, namely functional and sensory indicators. Each of these groups will be discussed separately in the section to follow. Firstly, table 4.8 indicates the results for the functional quality indicators that, according to the literature, may play a role during professional women's evaluation of quality of career wear, namely durability, appearance retention, comfort, care, affordability and functionality.

TABLE 4.8: FUNCTIONAL QUALITY INDICATORS (PURCHASE DECISION)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
The colour tunes in well with my existing wardrobe (V19)	34.86%	52.29%	9.17%	3.67%	0.91% (1)
The construction of the outfit is durable (V13)	48.62%	46.79%	4.59%	-	0.91% (1)
The finishes make care easier (V16)	41.82%	49.09%	8.18%	0.91%	-
The outfit does not crease during wear (V25)	33.33%	41.67%	22.22%	2.78%	1.82% (2)
The outfit is affordable to me (V14)	50.46%	42.20%	7.34%	-	0.91% (1)
The style fits me comfortably (V15)	70%	30%	-	-	-

n = 110

Functional tangible quality indicators are mostly deemed important by respondents during the purchase decision, as can be seen in table 4.8. Respondents rated the variables as follows: 100% (70% + 30%) indicate that comfort (V15) is very important and important when purchasing career wear, where 95.41% (48.62% + 46.79%) regard durability of garment construction (V13) as very important and important. Affordability (V14) of the outfit is regarded as very important and important by 92.66% (50.46% + 42.20%) of the respondents and care requirements in terms of the finishes used (V16) by 90.91% (41.82% + 49.09%). Almost 90% of respondents (87.15% (34.86% + 52.29%)) consider colour in terms of the functionality of her wardrobe (V19) as very important and important and 75.09% (33.33% + 41.67%) consider appearance retention (V25) as very important and important during the decision-making stage. It is therefore clear that all functional quality indicators play an important role when professional women evaluate the quality of an apparel item, suitable for career wear, during the purchase decision-making stage of the decision-making process. This clearly indicates the importance of, either the respondent's personal knowledge of the role of tangible product features that would ensure these qualities, or information made available to the consumer that would enable her to make a suitable choice.

Secondly, the following table indicates the sensory quality indicators. Physical product features such as colour, construction, finishes, style and fibre content do not only directly influence the functional quality of an outfit (as indicated in table 4.8), but also directly influence the tangible sensory quality, such as the fact that the design is beautiful or the fabric is pleasant to touch.

TABLE 4.9: SENSORY QUALITY INDICATORS (PURCHASE DECISION)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
I like the colour (V24)	53.21%	43.12%	2.75%	0.92%	0.91% (1)
The design is beautiful (V31)	47.71%	51.38%	0.92%	-	0.91% (1)
The fabric has a pleasant touch (V30)	21.50%	59.81%	16.82%	1.87%	2.73% (3)
The finishes add to the professional look (V20)	46.30%	44.44%	7.41%	1.85%	1.82% (2)
The fit flatters my figure (V26)	81.48%	17.59%	0.93%	-	1.82% (2)
The style is fashionable (V18)	16.36%	58.18%	22.73%	2.73%	-

n=110

From table 4.9 it is evident that respondents also consider aesthetic quality indicators as very important and important during the decision-making process, as can be concluded from the following: 99.09% (47.71% + 51.38%) consider visual aesthetic appeal (V31) as very important and important, while 99.07% (81.48% + 17.59%) consider the fit of an outfit as very important and important (V26); 96.33% (53.21% + 43.12%) of respondents indicate that a colour (V24) that they like is very important and important and 90.74% (46.30% + 44.44%) consider the finishes in terms of a professional appearance (V20) as very important and important. The fabric texture (V30) is seen as very important and important by 81.31% (21.50% + 59.81%) of the respondents and fashionable style is seen as very important and important (V18) by 74.54% (16.36% + 58.18%) of respondents. It is important to note that a fit that flatters the figure is considered as very important by a higher percentage of respondents than the other sensory quality indicators, although statistical significance was not tested in this instance.

As is the case with functional quality indicators, it is again clear that the sensory quality indicators played an important role when professional women evaluated the quality of an apparel item suitable for career wear, during the purchase decision-making stage of the decision-making process.

The following figure illustrates a summary of the tangible quality indicators used during the decision-making process by respondents.

Statement in questionnaire

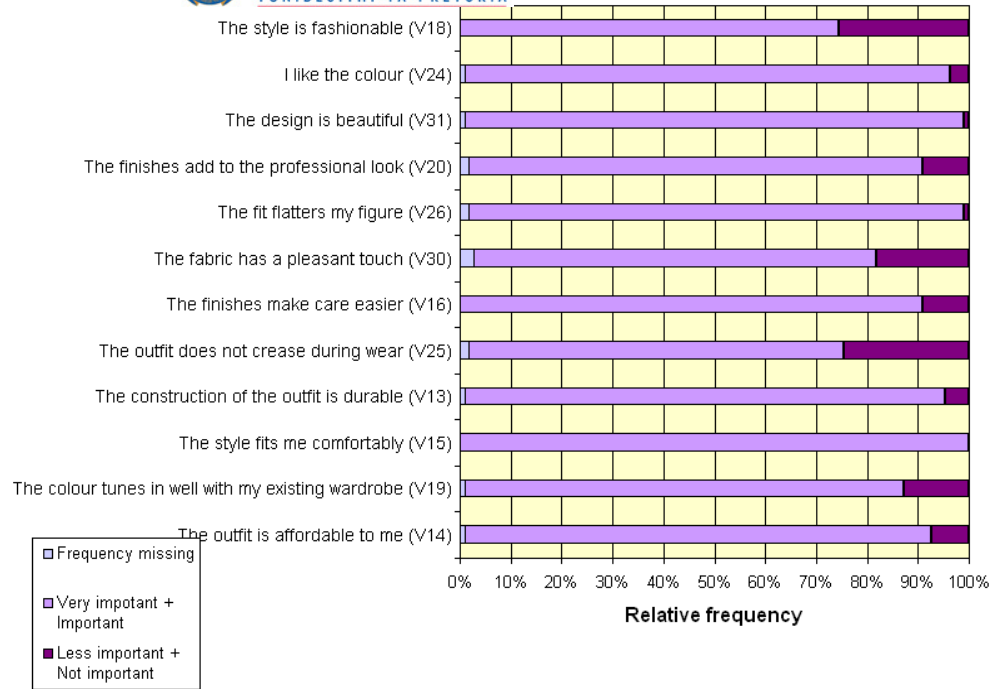


FIGURE 4.1: PROFESSIONAL WOMEN’S USE OF TANGIBLE QUALITY INDICATORS IN THE EVALUATION OF CAREER WEAR QUALITY DURING THE PURCHASE DECISION ($n=110$)

As can be seen in figure 4.1, respondents mostly regarded tangible quality indicators (functional and sensory indicators) as very important and important, since these relative frequencies range between 74.54%, as is the case with fashionability (V18) and 100% regarding comfort (V15).

The statements in the questionnaire regarding tangible quality indicators were set using physical product features, such as style, construction, finishes, etc. as a reference point, as they influence both functional and sensory qualities of a career wear outfit.

Three tangible product features, namely style, colour and garment finishes seemed to play an important role in establishing certain functional and sensory quality indicators for respondents of this study. The textiles / fibre content and construction were not rated as highly by the respondents.

Respondents evaluated **style** with regard to both functional (comfort) and sensory (fashionability) behavioural outcomes. In response to the statement ‘The style fits me

comfortably', 100% of respondents indicated that the functional side of style is very important and important. In response to the statement 'the style is fashionable', 74.54% of respondents considered the sensory side of style very important and important. The comfort provided by the style is thus more important to the respondents than the style being in fashion. This may be due to the professional nature of the respondents' employment environment that professional women engage in every day. It may be that being too fashion forward might impede on their trustworthiness from the viewpoint of others (Rasband, 2002:2).

Colour was again considered both in terms of the sensory component (personal taste) and the functional component (functionality of the colour). Respondents indicated that personal preference of colour was very important and important to 96.33% and that the colour must tune in well with her existing wardrobe (functionality), 87.15% indicated importance. From this it may be derived that respondents assess the importance of colour more in terms of personal preference than the functionality of the colour within the existing wardrobe, although the significant statistical difference was not determined as part of this research. Should the respondents have more knowledge about wardrobe planning, they might have considered the functionality of a colour as more important. Clothing purchasing mistakes may be avoided when an individual carefully plans wardrobe building (Rasband, 2002:13). Professional women may however experience a time constraint with regard to clothing shopping, and may then employ the assistance of a professional shopper. This would probably mean an increase in expenditure in the short term, but will be less costly over time as mistakes may be avoided and increased product satisfaction could be ensured (Forsythe, Butler & Scaffer, 1990).

Garment **finishes** were investigated in terms of both the functional (finishes in terms of ease of care), and the sensory (finishes in terms of a professional appearance). Both were rated very important and important by 90.91% and 90.74% of respondents respectively. This may indicate that respondents believe their professional appearance to be of equal importance to the ease of care requirements of an outfit. Appearance retention, however, was only rated as very important and important by 75.09%, which may indicate that respondents consider appearance retention less than other aspects during the purchase decision. Brown and Rice (1998:277) note that decorative details and special finishes, when properly executed, greatly enhance the attractiveness of a garment and also play an important role in enhancing the garment's functionality. Decorative finishes and details should therefore be in character with the style and use of the garment and should be able to withstand the wear and care to which the garment is subjected.

4.3.2 Results of sub-objective 1.2: The importance of use of non-tangible (symbolic, cognitive, importance of the self and importance of others) quality indicators to professional women in the evaluation of career wear quality during the purchase decision stage

The non-tangible quality indicators were grouped into four different quality indicators namely emotional, cognitive, importance of the self and importance of others. The results of each will subsequently be shown and discussed, starting with the emotional quality indicators. It should be noted that, although physical product features, such as style, colour, etc., are seen as tangible features, they may also influence non-tangible quality indicators, for example, a certain colour that may provide a feeling of dominance (emotional) to the wearer. However, non-tangible quality indicators are generally established for the consumer through non-tangible quality features such as brand name, price, store image, and aesthetic appeal. In this study brand name, price, store image and aesthetic appeal were seen as non-tangible product features that may play a role in professional women’s evaluation of non-tangible product quality indicators such as emotional, cognitive or symbolic meaning or contributes to the importance placed on the self or on others.

TABLE 4.10: EMOTIONAL QUALITY INDICATORS (PURCHASE DECISION)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
The outfit provides me with pure aesthetic pleasure (V11)	30.28%	54.13%	11.93%	3.67%	0.91% (1)
The price makes me feel that I am wearing something special (V8)	2.73%	20.00%	56.36%	20.91%	-
The store image gives me peace of mind (V9)	10.00%	32.73%	37.27%	20.00%	-
When I wear the brand name I feel more confident (V29)	5.45%	11.82%	50.00%	32.73%	-

n=110

From table 4.10 it is evident that 84.41% (30.28% + 54.13%) indicated that aesthetic appeal, that may provide pure aesthetic pleasure, (V11) is very important and important during the decision-making process. Only 42.73% (10% + 32.73%) of respondents viewed the emotional response to store image (V9) as very important and important and only 22.73% (2.73% + 20.00%) viewed the emotional response to price (V8) as very important and important. Less than 20% (17.27% (5.45% + 11.82%)) of respondents viewed the emotional response (V29) to the brand name as very important and important.



TABLE 4.11: COGNITIVE QUALITY INDICATORS (PURCHASE DECISION)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
That I feel fashionably dressed (V23)	14.68%	65.14%	15.60%	4.59%	0.91% (1)
That the outfit makes me feel successful at work (V28)	22.02%	41.28%	26.61%	10.09%	0.91% (1)
The brand name is a symbol of good style (V22)	4.55%	23.64%	50.91%	20.91%	-
The price symbolizes quality (V17)	10.91%	44.55%	32.73%	11.82%	-

n=110

The cognitive response to fashionability (V23) and the experience of success (V28) was rated as very important and important by 79.82% (14.68% + 65.14%) and 63.30% (22.02% + 41.28%) respectively. Out of the respondents, 55.46% (10.91% + 44.55%) deemed price (V17) as a determinant of quality as very important and important and only 28.19% (5.55% + 23.64%) interpreted brand name (V22) as an attribute of good taste (style).

TABLE 4.12: THE IMPORTANCE OF THE SELF (PURCHASE DECISION)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
That I am dressed in line with the company dress code (V12)	34.86%	46.79%	12.84%	5.50%	0.91% (1)
The store image aligns with my perception of my own abilities (V21)	9.09%	29.09%	44.55%	17.27%	-

n=110

It is evident from table 4.12 that 81.65% (34.86% + 46.79%) of respondents viewed the personal importance of fitting the self to others in her work environment (V12) as very important and important. Less than 40% (38.18% (9.09% + 29.09%)) of respondents, however felt that store image makes an important and very important contribution to the importance of the self.

TABLE 4.13: THE IMPORTANCE OF OTHERS (PURCHASE DECISION)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
So that my colleagues working at the same level as me could believe that I am professional (V27)	17.43%	31.19%	33.94%	17.43%	0.91% (1)
That my superior at work could believe that I am competent (V10)	22.22%	32.41%	31.48%	13.89%	1.82% (2)

n=110

From table 4.13 it is apparent that only 48.62 % (17.43% +31.19%) of respondents view their peer group's opinion (V27) as a very important and important indicator when evaluating the quality of career wear during the purchase stage. The opinion of aspiration groups (V10) is viewed as very important and important when evaluating the quality of their career wear during the purchase stage, by 54.63% (22.22% + 32.41%) of respondents.

The following figure illustrates a summary of the non-tangible quality indicators used during the decision-making process by respondents.

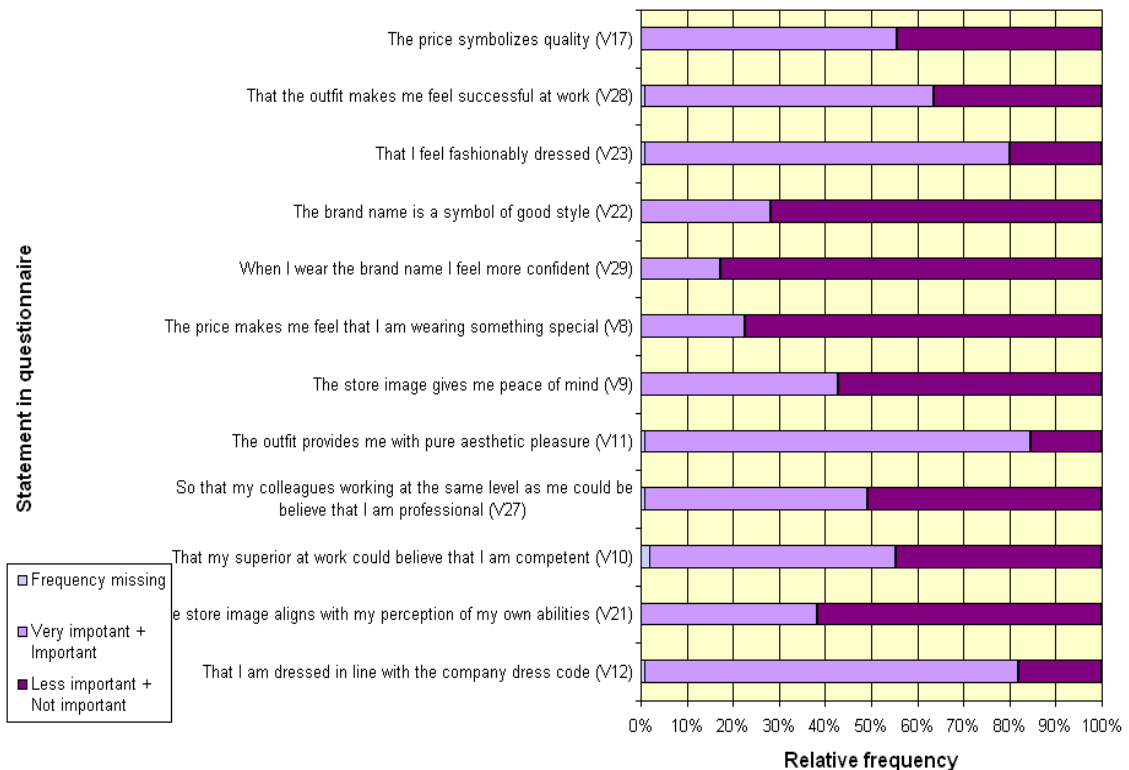


FIGURE 4.2: PROFESSIONAL WOMEN'S USE OF NON-TANGIBLE QUALITY INDICATORS IN THE EVALUATION OF CAREER WEAR QUALITY DURING THE PURCHASE DECISION ($n=110$)

As can clearly be seen from figure 4.2, the emotional indicator of pleasure that an outfit provides to the wearer (pure aesthetic pleasure (V11) and the feeling of being fashionably dressed (V23)) was seen as an important non-tangible quality indicator when respondents evaluated the quality of their career wear during the purchase decision-making stage. In addition, seeing the self with others (V12) as part of the importance of the self, was also seen as an important indicator when respondents evaluated their career wear during the decision-making stage. It is further clear that non-tangible product features such as price (especially V8) and brand name (V22 & V29) do not seem to contribute strongly to the importance of non-tangible quality indicators.

The statements in the questionnaire regarding the non-tangible quality indicators were set using non-tangible product features derived from the literature as reference points, as they may influence the cognitive, emotional and importance of the self and others indicators.

These non-tangible product features are **over-all aesthetic appeal, brand name, price** and **store image**. (Even though over-all aesthetic appeal was not part of the original framework it came out as an important product feature to quality evaluation for the respondents.)

Even though it was not specifically indicated in the framework for the study, the results from V11, V12 and V23 underline the importance of **over-all aesthetic appeal** as a non-tangible product feature for establishing certain non-tangible product quality indicators for the consumer. According to Bell and Ternus (2006:21), the aesthetic appeal does influence the consumer's perception of the merchandise available. It was further clear from these results that aesthetic pleasure (emotional) and the pleasure (emotion) of feeling fashionably (beautifully/aesthetically) dressed, both established by the over-all aesthetic appeal of the outfit were important indicators when respondents evaluated the quality of a career wear outfit during the purchase decision-making stage. The results from V11, V12 and V23 point to the multi-dimensionality of the concept of aesthetics. Aesthetic qualities of a product can satisfy a consumer on a sensory level as part of the tangible quality indicators of a product (as provided by sensory product features). Pure aesthetic appeal (again provided by physical features of the product) may, however, also be used as a non-tangible quality indicator for the consumer, such as deriving emotional or cognitive pleasure from the outfit.

The product feature **price** related to both the emotional and cognitive quality indicators. More than 50.00% (55.46%) of respondents indicated that price, as a symbol of quality (cognitive), is very important and important, while only 22.73% indicated that the emotional response to price was very important and important. Previous researchers, such as Eckman *et al.* (1990), found that price is used in many cases as an indicator of the quality of the product during the decision-making stage.

Less than 30% (28.19%) of respondents considered **brand name** as a symbol of style (cognitive) as very important and important. Emotional response to brand name was rated as very important and important by only 17.27%. Birtwistle and Tsim (2005) state that a decision to purchase is a direct result of an individual successfully aligning brand image with their personal image. For the respondents in this study, this was clearly not the case. This may be due to the professional nature of the employment environment of the respondents, and the focus of the questionnaire on career wear and not casual wear. Respondents may thus evaluate their career wear quality very carefully using more tangible quality indicators. This is also evident when regarding the amount of money that respondents are willing to pay seasonally for career wear.

The expenditure amount that respondents are willing to spend on their career wear is fairly low when considering clothing prices in boutiques or branded stores, but fair when considering cheaper chain stores. Respondents indicated their shopping preferences to be chain stores and not boutiques. This may be due to the familiar nature of the product. Respondents tend to dress business casual (50.00%) and business formal (30.56%). The product is thus fairly familiar and specific to the respondents. According to Vahie and Pashwan (2006), **store image** and **brand name** can elicit anticipated behavioural performances from consumers, and when consumers are familiar with the brand name and store image, they may purchase there to minimise shopping time. Respondents thus may use brand name more than they indicated as they do not realise the importance of the brand name during their purchase decision, or do not see retail stores (where 82.03% of respondents prefer to purchase career wear) as branded products. In terms of the brand name the findings correlate with those found by Retief (2007:71), where brand name was also used significantly less during the decision-making process than other indicators. This study was also done within the South African context.

4.4 RESULTS OF OBJECTIVE 2: THE IMPORTANCE OF TANGIBLE AND NON-TANGIBLE QUALITY INDICATORS TO PROFESSIONAL WOMEN IN THE EVALUATION OF CAREER WEAR QUALITY DURING USE

The research objective consists of two sub-objectives that will be discussed subsequently in terms of recorded relative frequencies and subsequently summarised respectively under paragraph 4.4.1 and paragraph 4.4.2.

4.4.1 Results of sub-objective 2.1: The importance of tangible (functional and sensory) quality indicators to professional women in the evaluation of career wear quality during product use

Tangible quality indicators are subdivided into two groups, namely functional and aesthetic indicators. Each of these groups will be discussed separately in the section to follow.

TABLE 4.14: FUNCTIONAL QUALITY INDICATORS (DURING USE)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
The colour tunes in well with my existing wardrobe (V52)	38.32%	49.53%	8.41%	3.74%	2.73% (3)
The construction of the outfit is durable (V39)	40.37%	50.46%	9.17%	-	0.91% (1)
The finishes make care easier (V38)	25.93%	54.63%	17.59%	1.85%	1.82% (2)
The outfit does not crease during wear (V55)	32.73%	45.45%	20.91%	0.91%	-
The outfit is affordable to me (V49)	30.91%	50.00%	18.18%	0.91%	-
The style fits me comfortably (V53)	61.11%	37.96%	0.93%	-	1.82% (2)

n=110

Functional quality indicators were mostly rated as very important and important, as can be seen in the following discussion, as related to table 4.14. Comfort (V53) was again rated very important and important by 99.07% (61.11 + 37.96%) and the durability of garment construction (V39) was rated as very important and important by 90.83% (40.37 + 50.46). Nearly 90% (87.85% (38.32% + 49.53%)) of respondents indicated that functionality was very important and important for career wear quality evaluation during product use. Almost 81% (80.91% (30.91% + 50.00%)) of respondents considered outfit affordability (V49) as very important and important. Similarly 80.56% (25.93% + 54.63%) of respondents judged care requirements in terms of the finishes used as very important and important and 78.18% (32.73% + 45.45%) of respondents considered appearance retention (V55) during wear as very important and important when evaluating the quality of a career wear outfit during use thereof.

TABLE 4.15: SENSORY QUALITY INDICATORS (DURING USE)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
I like the colour (V36)	49.54%	45.87%	4.59%	-	0.91% (1)
The design is beautiful (V51)	36.36%	55.45%	8.18%	-	-
The fabric has a pleasant touch (V35)	29.36%	56.88%	13.76%	-	0.91% (1)
The finishes add to the professional look (V47)	30.00%	58.18%	11.82%	-	-
The fit flatters my figure (V33)	61.47%	37.61%	0.92%	-	0.91% (1)
The style is fashionable (V56)	21.30%	57.41%	21.30%	-	1.82% (2)

n=110

From table 4.15 it is clear that respondents viewed sensory quality indicators as important when evaluating career wear quality during use. Almost 100% (99.08% (61.47% + 37.61%)) of respondents viewed the fit of the outfit (V33) as a very important and important quality indicator during product use. Similarly, 95.41% (49.54% + 45.87%) of respondents viewed the fact that they liked the colour (V36) as very important and important. Nearly 92% (91.81% (36.36% + 55.45%)) judged visual aesthetic appeal (V51) as very important and important and 88.18% (30.00% + 58.18%) of respondents deemed the finishes with regard to a professional appearance (V47) as very important and important for quality evaluation during product use. Fabric texture (V35) that provided a pleasant touch was considered as very

important and important by 86.24% (29.36% + 56.88%). Fashionability of the outfit (V56) was considered as very important and important by 78.71% (21.30% + 57.41%) of respondents when evaluating career wear quality during product use.

The differences or correlations between the quality indicators used during the purchase decision and during product use will be discussed in the discussion and analysis of objective 5 later in the chapter.

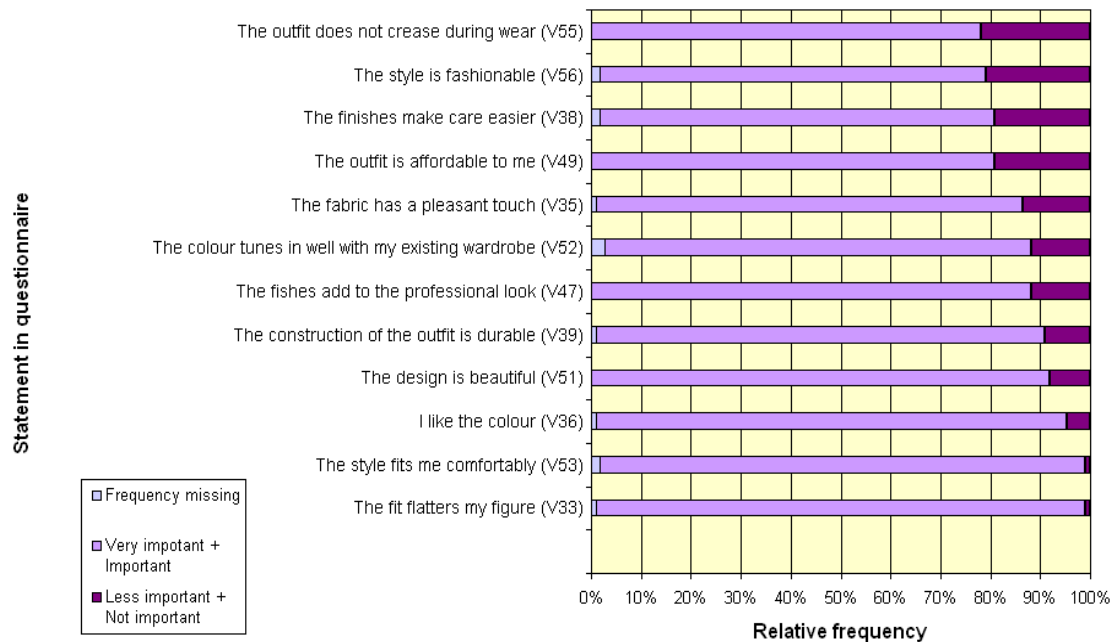


FIGURE 4.3: PROFESSIONAL WOMEN’S USE OF TANGIBLE QUALITY INDICATORS IN THE EVALUATION OF CAREER WEAR QUALITY DURING USE (n=110)

As is the case with quality evaluation during the purchase stage, the majority of respondents indicated that tangible quality indicators were very important and important during use with responses varying between 99.08%, regarding flattering fit (V33), and 78.18% regarding garment care (V55). The textiles / fibre content and construction were not rated as highly by the respondents.

The contribution of the physical feature **style** was measured in both functional (comfort) and sensory (fashionability) quality indicators during product use. The functional aspect of style

seemed to be more important to respondents than the aesthetic appeal of style, as comfort (functional) of style was regarded as very important and important by 99.08% of the respondents and 78.71% saw the fashionability aspect (aesthetic) of the style as very important and important. Similar to the results found in the purchase decision-making stage, functional indicators definitely seem to be more important to the respondents than sensory indicators. Again, the professional nature of the work environment of the respondents influences the style of dress that would be appropriate to the respondents.

Colour was again considered within both sensory and functional tangible quality indicators for quality evaluation during product use. Both aspects were important to the respondents, but the aesthetic quality of colour seems to be more important than the functionality of a colour. It may again be that respondents lack the knowledge of wardrobe planning and therefore do not consider functionality of a garment as that important.

Finishes of the outfit were also measured both in terms of their contribution to the functional (in terms of ease of care) and sensory indicators (in terms of a professional appearance). Respondents regarded the contribution of finishes to care (functional) (80.56%) as very important and important, and in terms of a professional appearance (sensory) (88.18%) as very important and important.

4.4.2 Results of sub-objective 2.2: The importance of non-tangible (symbolic, cognitive, importance of the self and importance of others) quality indicators to professional women in the evaluation of career wear quality during use

The non-tangible quality indicators were separated into the four different latent variables. The results of each will subsequently be shown and discussed, starting with the non-tangible emotional quality indicators.

TABLE 4.16: EMOTIONAL QUALITY INDICATORS (DURING USE)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
The outfit provides me with pure aesthetic pleasure (V41)	23.15%	59.26%	15.74%	1.85%	1.82% (2)
The price makes me feel that I am wearing something special (V42)	6.42%	22.02%	52.29%	19.27%	0.91% (1)
The store image gives me peace of mind (V54)	5.56%	28.70%	46.30%	19.44%	1.82% (2)
When I wear the brand name I feel more confident (V50)	3.67%	15.60%	49.54%	31.19%	0.91% (1)

n=110

From table 4.16, it can be seen that 82.41% (23.15% + 59.26%) of respondents rated the over-all aesthetic appeal that may provide pure aesthetic pleasure as very important and important. The other emotional non-tangible quality indicators were seen as less important, where only 34.26% (5.56% + 28.07%) of respondents judged the emotional response to the store image (V54) as very important and important. Nearly 30% (28.44% (6.41% + 22.02)) of respondents viewed the emotional response to price (V42) and only 19.27% (3.67% + 15.60%) the emotional response to brand name as very important and important.

TABLE 4.17: COGNITIVE QUALITY INDICATORS (DURING USE)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
That I feel fashionably dressed (V46)	20.00%	59.09%	20.00%	0.91%	-
That the outfit makes me feel successful at work (V48)	20.91%	37.27%	36.36%	5.45%	-
The brand name is a symbol of good style (V40)	3.67%	23.85%	51.38%	21.10%	0.91% (1)
The price symbolizes quality (V37)	6.42%	38.53%	46.79%	8.26%	0.91% (1)

n=110

The cognitive response to fashionability was rated as very important and important by 79.09% (20.00% + 59.09%) of respondents as can be seen in table 4.17. The knowledge of being successful at work (V48) is rated as very important and important by 58.18% (20.91% + 37.27%) of respondents and 44.95% (6.42% + 38.53%) saw price as a determinant of quality as very important and important. Only 27.52% (3.67% + 23.85%) of respondents deemed brand name as a symbol of good style or taste as very important and important.

TABLE 4.18: THE IMPORTANCE OF THE SELF (DURING USE)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
That I am dressed in line with the company dress code (V34)	25.69%	56.88%	11.93%	5.50%	0.91% (1)
The store image aligns with my perception of my own abilities (V44)	5.50%	27.52%	44.95%	22.02%	0.91% (1)

n=110

A large percentage of respondents, namely 82.57% (25.69% + 56.88%), viewed fitting in with company dress code as very important and important in their evaluation of quality during product use, whereas only 33.02% (5.50% + 27.52%) of respondents saw the alignment of store image with personal ability as very important and important.

TABLE 4.19: THE IMPORTANCE OF OTHERS (DURING USE)

Statement in questionnaire	Very important	Important	Less important	Not important	Missing
So that my colleagues working at the same level as me could believe that I am competent (V45)	14.02%	35.51%	34.58%	15.89%	2.73% (3)
That my superior at work could believe that I am professional (V43)	17.43%	39.45%	28.44%	14.68%	0.91% (1)

n=110

With regard to importance of others, 56.88% (17.43% + 39.45%) of respondents saw aspiration group opinion as very important and important and 49.53% (14.02% + 35.51%) deemed peer group opinion as very important and important.

The following figure illustrates a summary of non-tangible quality indicators used during product use by respondents.

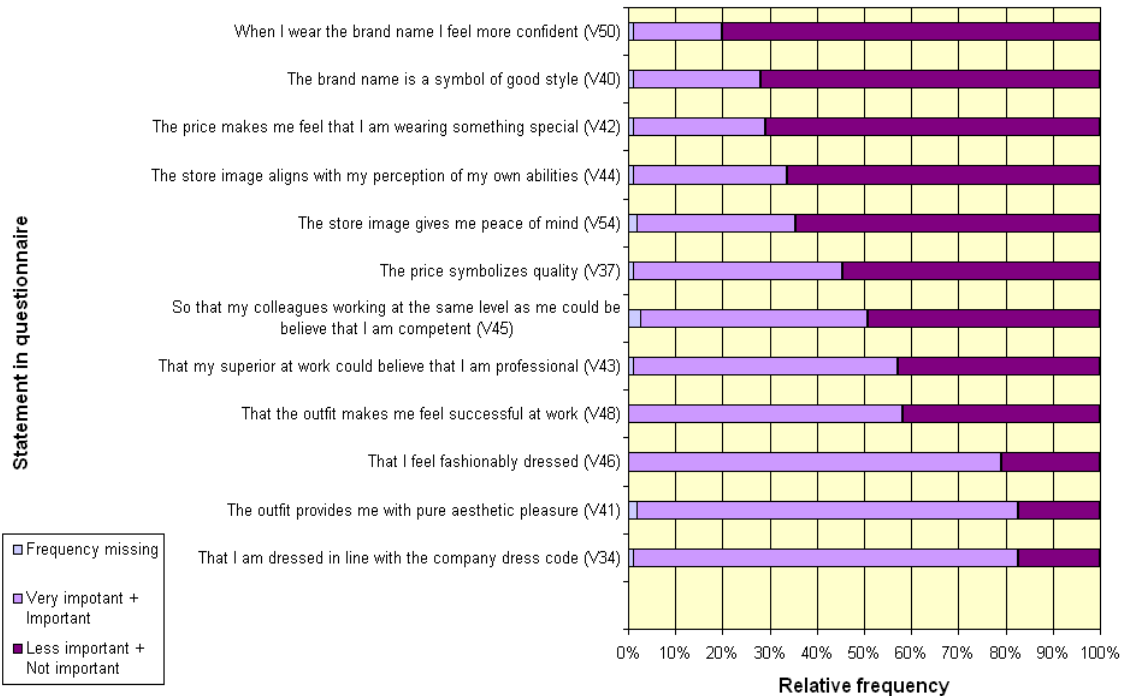


FIGURE 4.4: PROFESSIONAL WOMEN'S USE OF NON-TANGIBLE QUALITY INDICATORS IN THE EVALUATION OF CAREER WEAR QUALITY DURING USE (n=110)

The most important non-tangible quality indicator to respondents was the correlation with company dress code (V34). Thus the opinion of others is rated as very important to respondents when regarding the quality of their clothing during product use. As indicated in

figure 4.2 (regarding the purchase decision) the emotional indicator of aesthetic pleasure (The outfit provides me with pure aesthetic pleasure (V41) and feeling fashionably dressed (V46)), was also very important and important to respondents when evaluating career wear quality during product use. Again, none of brand name, price or store image was considered as important in career wear quality as the aesthetic pleasure on both cognitive and emotional levels was to the respondents.

The statements in the questionnaire regarding non-tangible quality indicators were set using non-tangible quality features derived from the literature as reference points, as they influence the cognitive, emotional and the importance of the self and others indicators. These extrinsic product features are over-all aesthetic appeal, brand name, price and store image. (Even though over-all aesthetic appeal was not part of the original framework it emerged as an important product feature to respondents for the purpose of quality evaluation.)

The **over-all aesthetic appeal** of the outfit was again rated as very important and important by respondents (V46, V41 & V34). Over-all aesthetic appeal is thus an important non-tangible product feature used to establish certain non-tangible quality indicators in the product.

Similar to the results found for objective 1.2, less than 30% (28.19%) of respondents deemed **brand name** as a symbol of style (cognitive) (V40) as very important and important for quality evaluation during product use. The emotional response to brand name (V50) was not considered very important and important to respondents. Geršak (2002:170) and North *et al.* (2003) state that consumers tend to refer to brand name and price as quality indicators when they do not have the knowledge or experience needed regarding a specific product.

In previous studies **price** was found to be an indicator of quality to consumers (Eckman *et al.*, 1990). In this study, however, the emotional response to price was not regarded as an important quality indicator. From these results, it is evident that the respondents did not use price during use of the product to evaluate product quality.

When regarding the results of objectives 1 and 2, it seems that the respondents regarded feeling confident and comfortable in their career wear as the most important indicators with regard to the quality of their clothing. They seemed to be less affected by extrinsic features such as branding, price and store image, but regarded fitting in with the work environment and appearing professional as very important. This correlates with the findings of Adomaitis and Johnson (2005), who found that, within the airline industry a casual appearance related

directly to the participants experiencing lack of respect and misinterpreted roles by their clients.

To describe the frequency of use of the various quality indicators during the decision-making process and during product use (as required to achieve research objectives 3 & 4) the researcher decided, with the assistance of the statistician to use mean frequency distributions for each latent variable under tangible and non-tangible quality indicators for the two phases respectively. The results for objective 3 follow.

4.5 RESULTS OF OBJECTIVE 3: IMPORTANCE OF USE OF TANGIBLE AND NON-TANGIBLE QUALITY INDICATORS DURING THE PURCHASE DECISION-MAKING STAGE

The results will subsequently be discussed, starting with the importance of functional and sensory tangible quality indicators, followed by the importance of the combined tangible indicators. The discussion on the importance of cognitive, emotional and the importance of the self and others quality indicators will follow, and finally the importance of the combined non-tangible quality indicators will be discussed.

The first tangible quality indicator is the functional quality indicator. The table below indicates the results for the importance of the functional quality indicators used during the purchase decision-making stage.

TABLE 4.20: IMPORTANCE OF FUNCTIONAL QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
2.333	1	0.91	1	0.91
2.500	1	0.91	2	1.82
2.667	7	6.36	9	8.18
2.800	1	0.91	10	9.09
2.833	5	4.55	15	13.64
3.000	12	10.91	27	24.55
3.167	14	12.73	41	37.27
3.200	1	0.91	42	38.18
3.333	12	10.91	54	49.09
3.400	2	1.82	56	50.91
3.500	23	20.91	79	71.82
3.600	1	0.91	80	72.73
3.667	10	9.09	90	81.82
3.833	15	13.64	105	95.45
4.000	5	4.55	110	100

n = 110

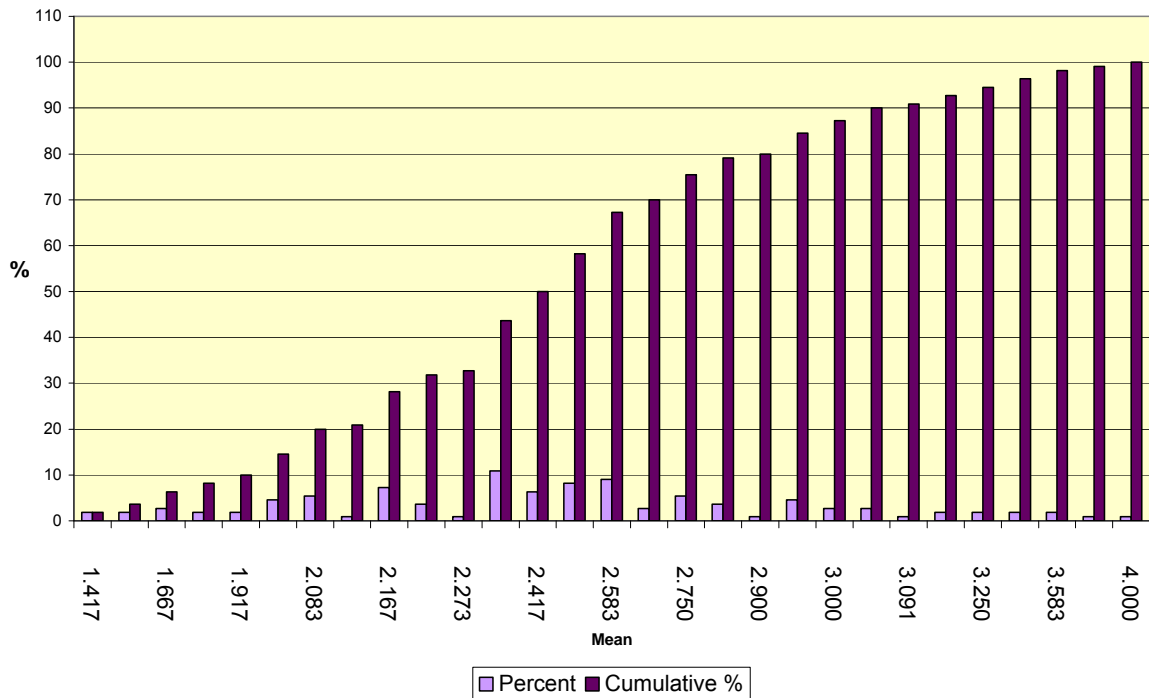


FIGURE 4.5: IMPORTANCE OF FUNCTIONAL QUALITY INDICATORS (PURCHASE DECISION)

As can be seen from table 4.20 and figure 4.5, more than 50% of respondents regarded the functional quality indicators as very important and important during the purchase decision-making stage. The median lies between 3.333 and 3.4 out of a possible 4, affirming the above. In addition, the mode is at 3.5, also indicating the importance of the functional quality indicators to the respondents. It can further be seen that less than 25% (24.55%) of respondents indicated that the functional quality indicators were less important or not important during the purchase decision-making stage. From these results it is evident that respondents considered the functional quality indicators as important to assist them in quality evaluation of their career wear during the decision-making stage.

The second tangible product quality indicator is the sensory quality indicator. The table below indicates the results.

TABLE 4.21: IMPORTANCE OF SENSORY QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>N=110</i>	Percent	Cumulative Frequency	Cumulative %
2.333	1	0.91	1	0.91
2.400	1	0.91	2	1.82
2.667	3	2.73	5	4.55
2.833	5	4.55	10	9.09
3.000	12	10.91	22	20
3.167	21	19.09	43	39.09
3.200	1	0.91	44	40
3.333	25	22.73	69	62.73
3.400	1	0.91	70	63.64
3.500	14	12.73	84	76.36
3.600	1	0.91	85	77.27
3.667	13	11.82	98	89.09
3.833	7	6.36	105	95.45
4.000	5	4.55	110	100

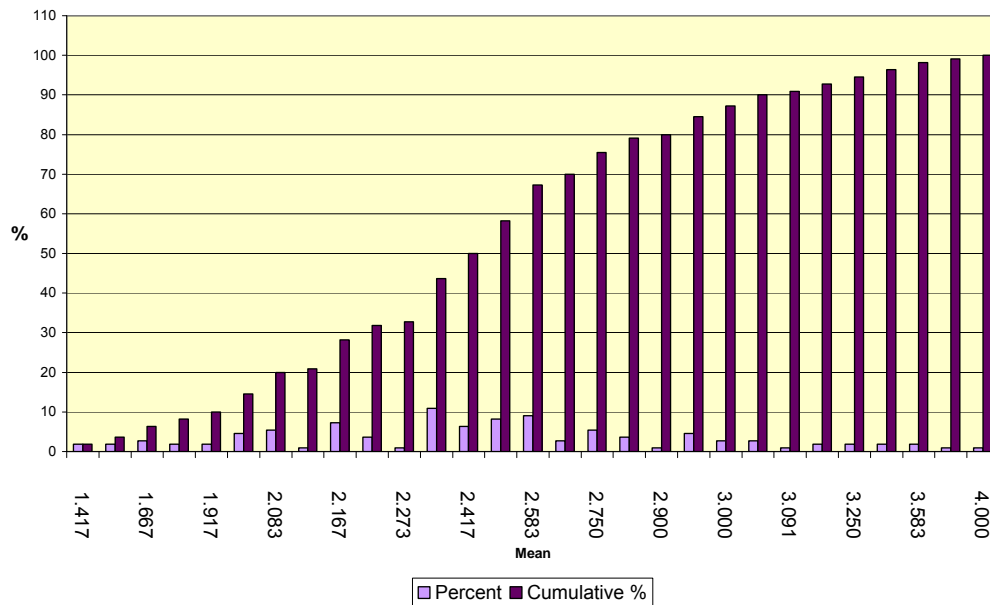


FIGURE 4.6: IMPORTANCE OF SENSORY QUALITY INDICATORS (PURCHASE DECISION)

As can be seen from table 4.21 and figure 4.6, more than 50% of respondents deem the sensory quality indicators as very important and important during the purchase decision-making stage of product quality evaluation, as the median lies between 3.2 and 3.333 out of a possible 4. This indicates that respondents regard the sensory quality indicators as very important and important during the decision-making stage. The mode, as the most frequently occurring value, is 3.333, affirming the above notion. When regarding the inter quartile range (indicated between the blue lines in table 4.21) 50% of responses fall between 3.167 and 3.4

out of a possible 4. The range affirms that respondents deem the tangible sensory quality indicators between very important and important during the decision-making stage of quality evaluation.

Table 4.22 and figure 4.7 show the importance of the combined tangible (functional and sensory) quality indicators.

TABLE 4.22: IMPORTANCE OF COMBINED TANGIBLE QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
2.364	1	0.91	1	0.91
2.750	3	2.73	4	3.64
2.833	2	1.82	6	5.45
2.875	1	0.91	7	6.36
2.917	8	7.27	15	13.64
3.000	5	4.55	20	18.18
3.083	7	6.36	27	24.55
3.091	1	0.91	28	25.45
3.167	3	2.73	31	28.18
3.250	10	9.09	41	37.27
3.273	2	1.82	43	39.09
3.300	1	0.91	44	40
3.333	15	13.64	59	53.64
3.417	9	8.18	68	61.82
3.455	2	1.82	70	63.64
3.500	11	10	81	73.64
3.545	1	0.91	82	74.55
3.583	7	6.36	89	80.91
3.636	1	0.91	90	81.82
3.667	8	7.27	98	89.09
3.750	6	5.45	104	94.55
3.833	3	2.73	107	97.27
3.917	1	0.91	108	98.18
4.000	2	1.82	110	100

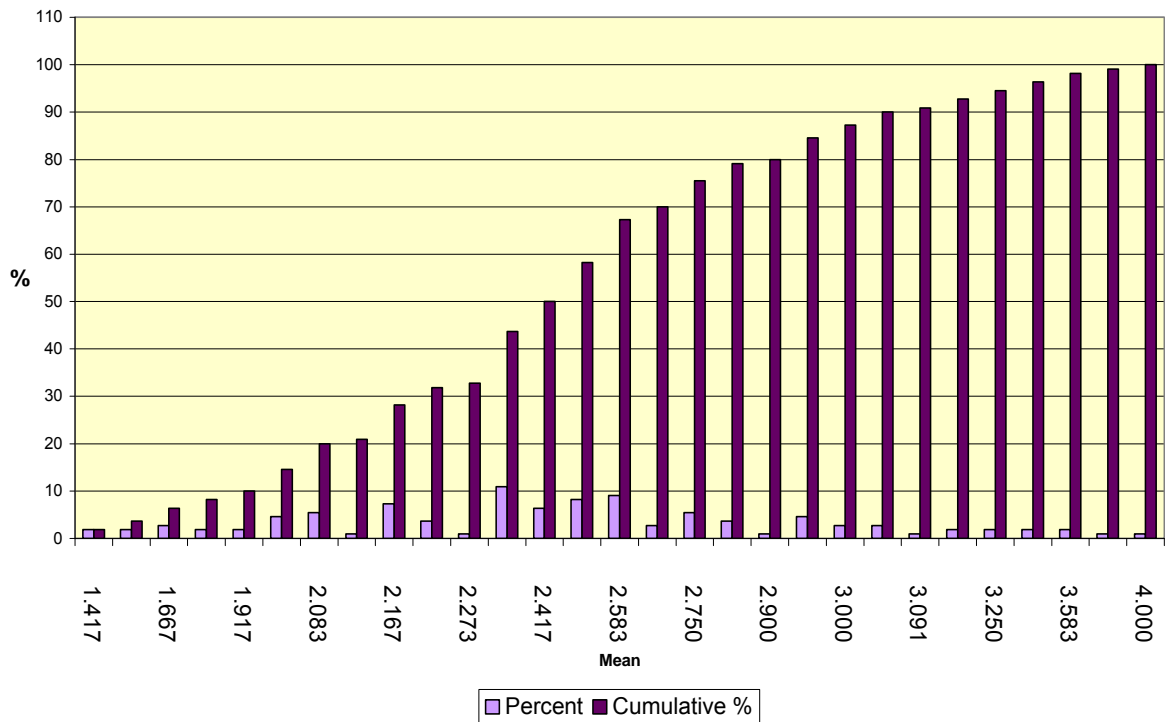


FIGURE 4.7: IMPORTANCE OF COMBINED TANGIBLE QUALITY INDICATORS (PURCHASE DECISION)

As can be seen from table 4.22 and figure 4.7 and similar to the separate tangible quality indicators (functional & sensory) the median for the combined tangible quality indicators lies between 3.3 and 3.333. This indicates that respondents regarded the tangible (functional & sensory) quality indicators as important during the decision-making stage. The mode is at 3.333 out of a possible 4, again indicating the importance of the tangible quality indicators to the respondents during the decision-making stage. The inter quartile range for the combined tangible quality indicators lies between 3.091 and 3.545, where 3 is important and 4 very important. From the results indicated in table 4.22 and figure 4.7, it can be deduced that respondents regarded the tangible quality indicators as important for quality evaluation during the decision-making stage.

The following section reflects and describes the results for the importance of the non-tangible quality indicators (emotional, cognitive and the importance of the self and others) and the importance of the combined non-tangible quality indicators. The first non-tangible quality indicator is the emotional quality indicator. The table below indicates the results of the mean of the emotional quality indicator.

TABLE 4.23: IMPORTANCE OF EMOTIONAL QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.000	1	0.91	1	0.91
1.250	2	1.82	3	2.73
1.333	1	0.91	4	3.64
1.500	4	3.64	8	7.27
1.750	13	11.82	21	19.09
2.000	17	15.45	38	34.55
2.250	20	18.18	58	52.73
2.500	24	21.82	82	74.55
2.750	11	10	93	84.55
3.000	9	8.18	102	92.73
3.250	4	3.64	106	96.36
3.500	2	1.82	108	98.18
3.750	1	0.91	109	99.09
4.000	1	0.91	110	100

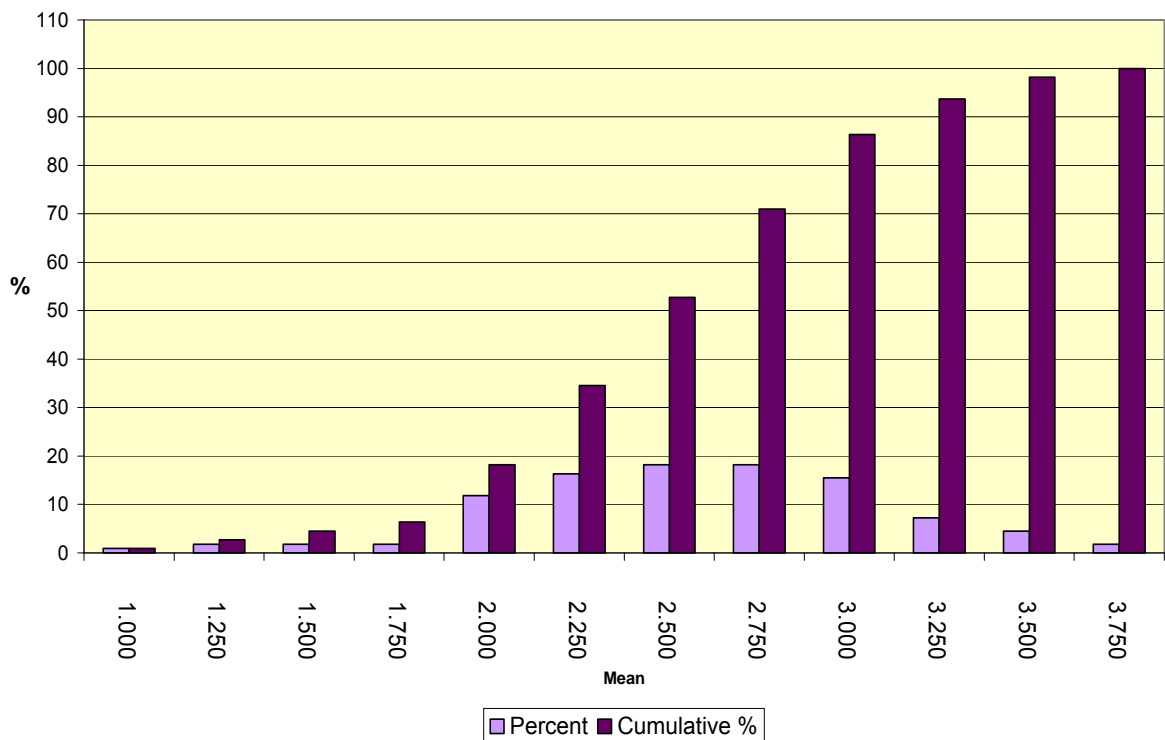


FIGURE 4.8: IMPORTANCE OF EMOTIONAL QUALITY INDICATORS (PURCHASE DECISION)

As can be seen from table 4.23 and figure 4.8 respondents regarded the emotional quality indicators as less important as can be seen from the median, lying between 2.0 and 2.25 out of a possible 4. The mode, as the most frequently occurring value, is at 2.5, indicating that respondents regarded emotional quality indicators as less important during the decision-making stage. Most of the respondents (50%) indicated that emotional quality indicators are

less important for quality evaluation during the decision-making stage. This can be seen from the inter quartile range (indicated between the blue lines in table 4.23) which lies between 2 and 2.5 out of a possible 4. From the above discussion, it is evident that respondents regarded the emotional quality indicators as less important for quality evaluation during the purchase decision-making stage.

The second non-tangible quality indicator is the cognitive quality indicator.

TABLE 4.24: IMPORTANCE OF COGNITIVE QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.000	1	0.91	1	0.91
1.250	2	1.82	3	2.73
1.500	2	1.82	5	4.55
1.750	2	1.82	7	6.36
2.000	13	11.82	20	18.18
2.250	18	16.36	38	34.55
2.500	20	18.18	58	52.73
2.750	20	18.18	78	70.91
3.000	17	15.45	95	86.36
3.250	8	7.27	103	93.64
3.500	5	4.55	108	98.18
3.750	2	1.82	110	100

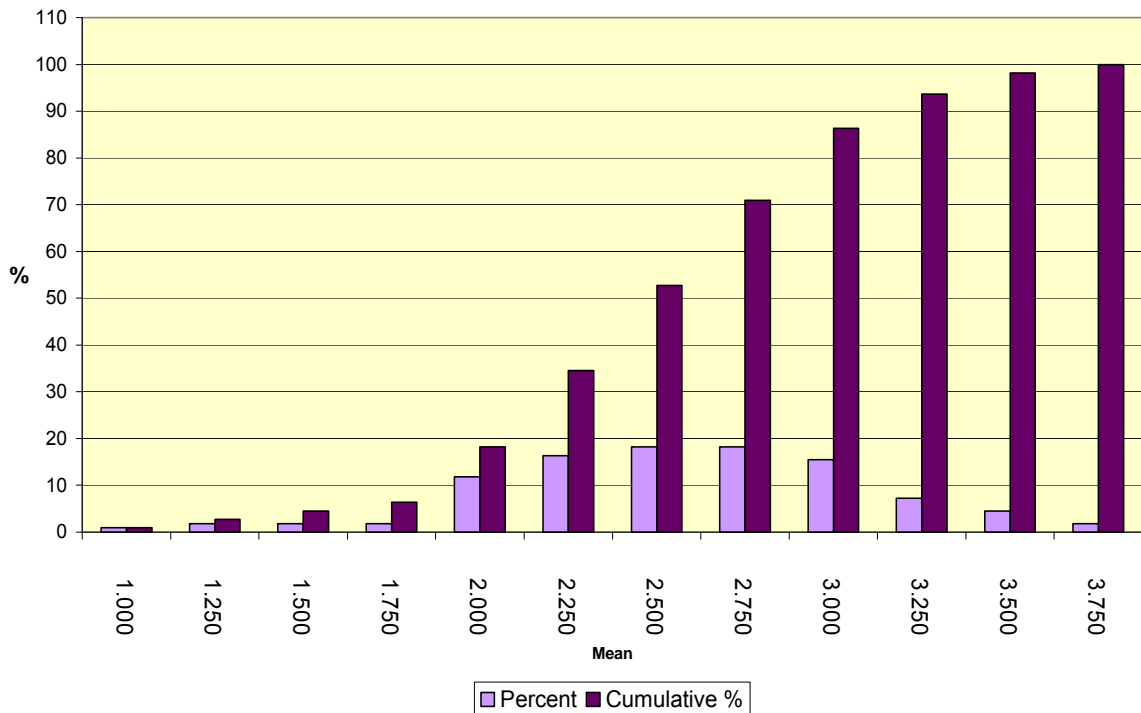


FIGURE 4.9: IMPORTANCE OF COGNITIVE QUALITY INDICATORS (PURCHASE DECISION)

As can be seen in table 4.24 and 4.9, the non-tangible cognitive quality indicators were seen as less important by 50.00% of the respondents during the purchase decision-making stage, since the median lies between 2.25 and 2.5 out of a possible 4. Also the mode, as the most frequently occurring value, is 2.5, indicating that the cognitive quality indicators were less important during the decision-making stage. When regarding the inter quartile range (indicated between the blue lines in table 4.24) 50% of responses lie between 2.250 and 2.750. This shows that 50.00% of respondents regarded the cognitive quality indicators as less important for quality evaluation during the decision-making stage.

The third non-tangible quality indicator is the 'importance of the self' quality indicator.

TABLE 4.25: IMPORTANCE OF THE SELF QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.000	2	1.82	2	1.82
1.500	7	6.36	9	8.18
2.000	15	13.64	24	21.82
2.500	35	31.82	59	53.64
3.000	27	24.55	86	78.18
3.500	20	18.18	106	96.36
4.000	4	3.64	110	100

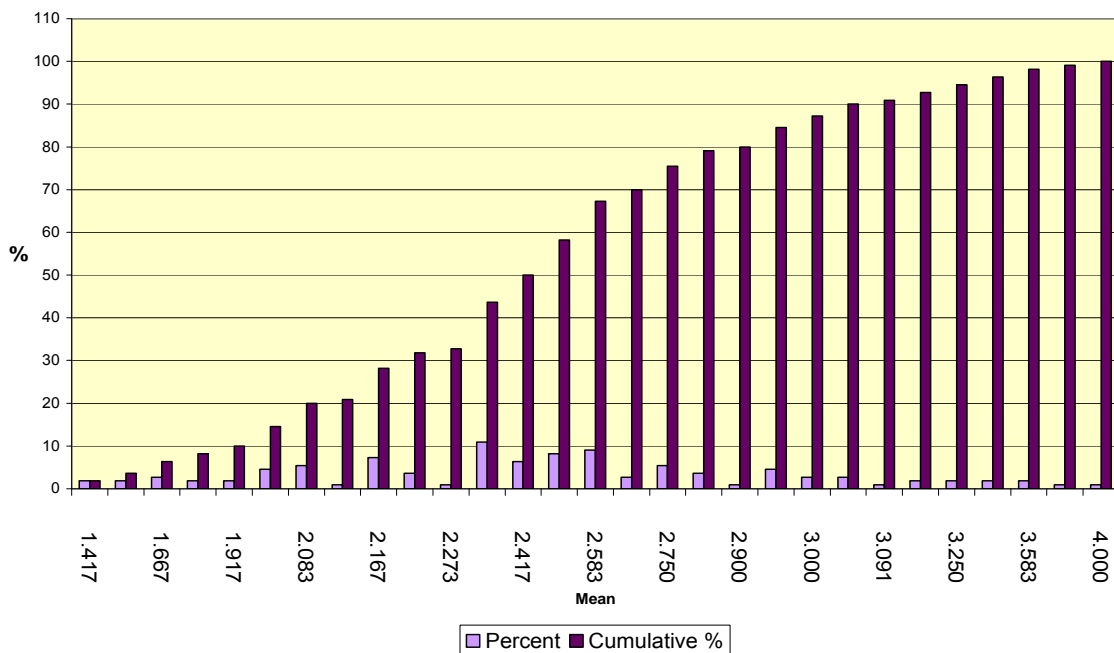


FIGURE 4.10: IMPORTANCE OF NON-TANGIBLE QUALITY INDICATORS (PURCHASE DECISION)

As can be seen in table 4.25 and figure 4.10, the statements in the questionnaire measuring the importance of the self quality indicator were regarded as less important for quality evaluation during the decision-making process by 50% of the respondents, as indicated by the median lying between 2 and 2.5 out of a possible 4. As the most frequently occurring value, a mode of 2.5 affirms the above notion. The inter quartile range (indicated between the blue lines in table 4.25) indicates that 50% of respondents regarded the importance of the self as less important during the decision-making process.

The fourth non-tangible quality indicator is the ‘importance of others’ quality indicator.

TABLE 4.26: IMPORTANCE OF OTHERS QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.000	12	10.91	12	10.91
1.500	5	4.55	17	15.45
2.000	28	25.45	45	40.91
2.500	16	14.55	61	55.45
3.000	23	20.91	84	76.36
3.500	15	13.64	99	90
4.000	11	10	110	100

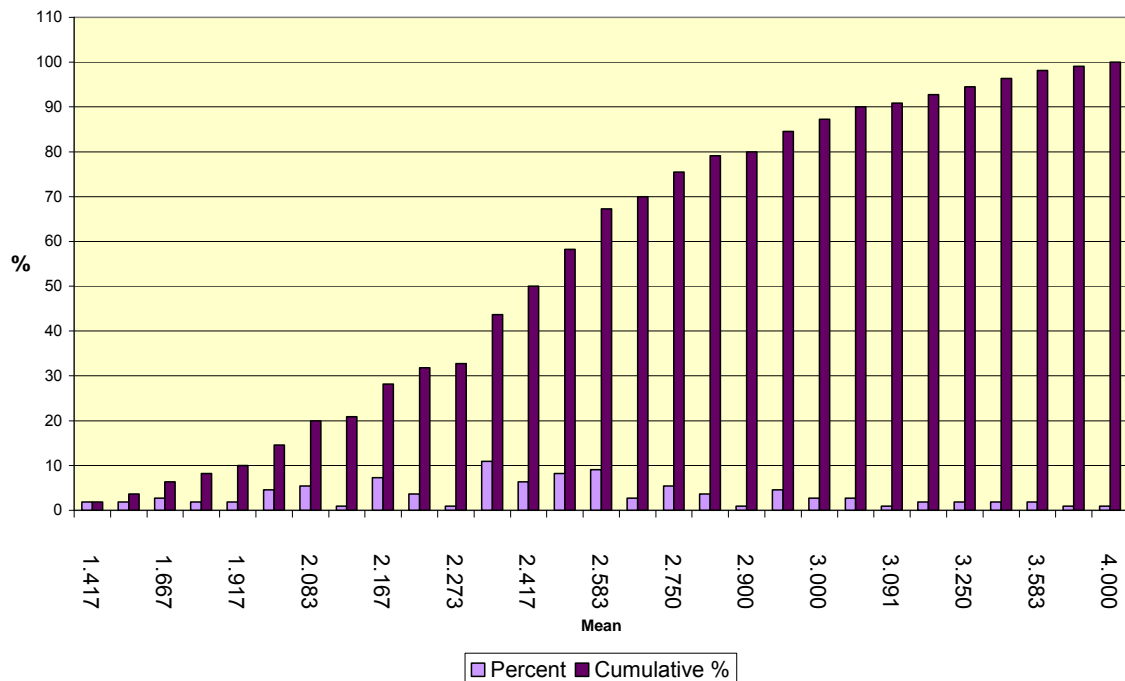


FIGURE 4.11: IMPORTANCE OF OTHERS QUALITY INDICATORS (PURCHASE DECISION)

As can be seen in table 4.26 and figure 4.11, the statements in the questionnaire measuring the importance of others during the decision-making stage are seen as less important by respondents, as is evident from the median lying between 2 and 2.5. The mode of 2 affirms the above notion. When regarding the inter quartile range (indicated between the blue lines in table 4.26) of the importance of others indicator as used during the decision-making stage, it can be seen that 50.00% of respondents consider this quality indicator as less important in quality evaluation.

TABLE 4.27: IMPORTANCE OF COMBINED NON-TANGIBLE QUALITY INDICATORS (PURCHASE DECISION)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.333	1	0.91	1	0.91
1.417	1	0.91	2	1.82
1.500	2	1.82	4	3.64
1.750	2	1.82	6	5.45
1.833	3	2.73	9	8.18
1.889	1	0.91	10	9.09
1.917	5	4.55	15	13.64
2.000	2	1.82	17	15.45
2.083	4	3.64	21	19.09
2.091	1	0.91	22	20
2.100	1	0.91	23	20.91
2.167	4	3.64	27	24.55
2.250	3	2.73	30	27.27
2.333	11	10	41	37.27
2.417	12	10.91	53	48.18
2.500	4	3.64	57	51.82
2.583	10	9.09	67	60.91
2.667	8	7.27	75	68.18
2.750	11	10	86	78.18
2.833	3	2.73	89	80.91
2.917	4	3.64	93	84.55
3.000	4	3.64	97	88.18
3.083	1	0.91	98	89.09
3.167	1	0.91	99	90
3.250	2	1.82	101	91.82
3.333	4	3.64	105	95.45
3.500	2	1.82	107	97.27
3.583	1	0.91	108	98.18
3.667	1	0.91	109	99.09
3.833	1	0.91	110	100

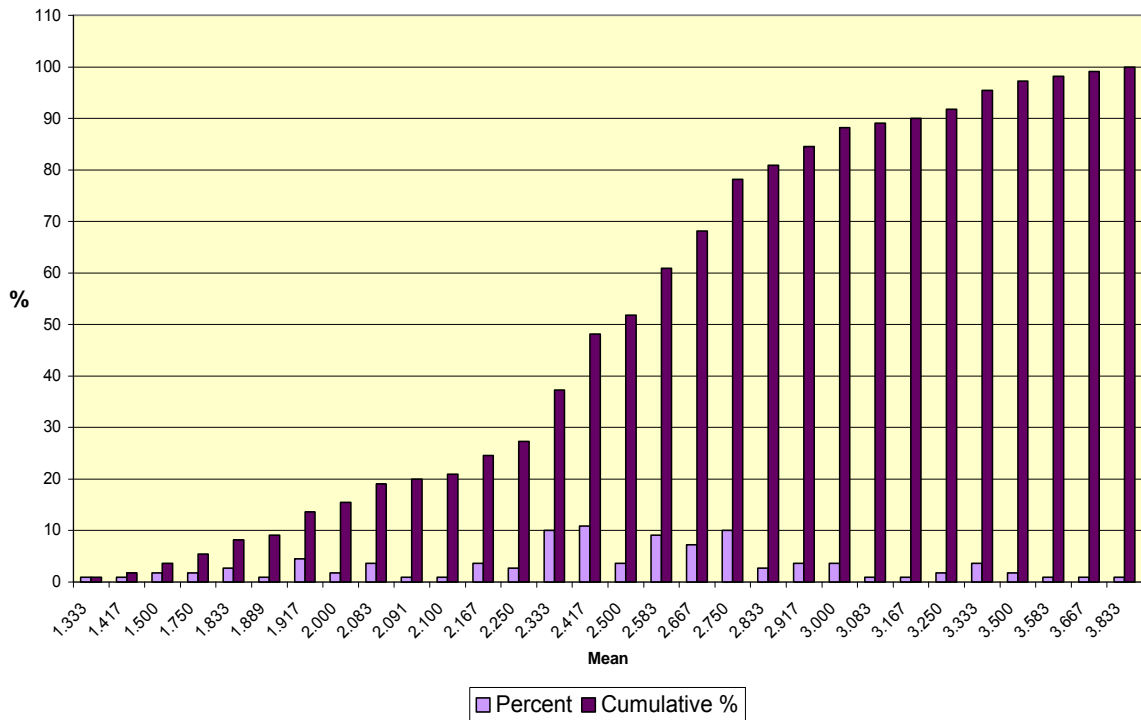


FIGURE 4.12: IMPORTANCE OF COMBINED NON-TANGIBLE QUALITY INDICATORS (PURCHASE DECISION)

As can be seen in table 4.27 and figure 4.12, the combined results of the importance of non-tangible quality indicators during the decision-making process, it is evident that the statements used to measure non-tangible quality indicators were regarded as less important by respondents, with the median lying between 2.417 and 2.5 out of a possible 4 and a mode of 2.417. The inter quartile range (indicated between the blue lines in table 4.27) indicates that 50% of respondents indicated that non-tangible quality indicators were less important (values between 2.250 and 2.667) to career wear quality evaluation during the decision-making stage.

4.6 RESULTS OF OBJECTIVE 4: IMPORTANCE OF USE OF TANGIBLE AND NON-TANGIBLE QUALITY INDICATORS DURING USE

The results will subsequently be discussed, starting with the importance of functional and sensory quality indicators, then the importance of the combined tangible indicators. The discussion on the latent variables for the cognitive, emotional and the importance of the self and others quality indicators will follow, and finally the importance of the combined mean for the non-tangible quality indicators will be observed.

The first tangible quality indicator is functionality. The table below indicates the results for the importance of the tangible functional quality indicators used during product use.

TABLE 4.28: IMPORTANCE OF FUNCTIONAL QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
2.167	2	1.82	2	1.82
2.333	2	1.82	4	3.64
2.400	1	0.91	5	4.55
2.500	3	2.73	8	7.27
2.667	10	9.09	18	16.36
2.750	1	0.91	19	17.27
2.833	7	6.36	26	23.64
3.000	17	15.45	43	39.09
3.167	11	10	54	49.09
3.333	18	16.36	72	65.45
3.500	10	9.09	82	74.55
3.667	13	11.82	95	86.36
3.833	10	9.09	105	95.45
4.000	5	4.55	110	100

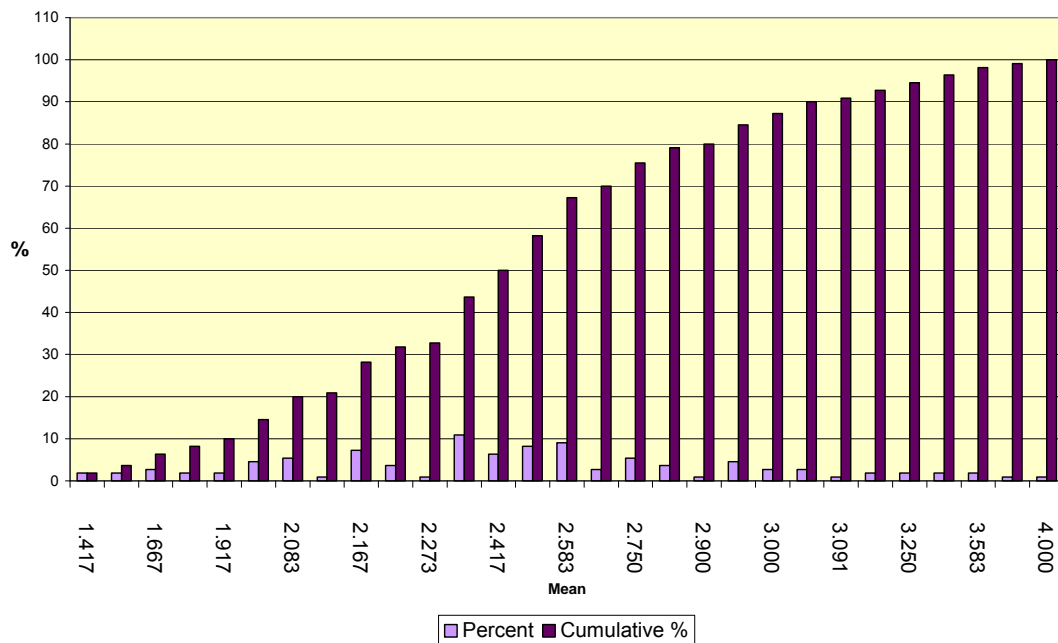


FIGURE 4.13: IMPORTANCE OF FUNCTIONAL QUALITY INDICATORS (DURING USE)

From table 4.28 and figure 4.13, it can be seen that respondents regarded the tangible functional quality indicators as important for quality evaluation during use, as the median lies between 3.167 and 3.333 out of a possible 4. The mode at 3.333 affirms the above notion. When regarding the inter quartile range (indicated between the blue lines in table 4.28) it can be seen that 50% of responses lie between 3 and 3.5 out of a possible 4. From the above it

is evident that respondents regarded the tangible functional quality indicators as important for quality evaluation during the decision-making stage.

The second tangible product quality indicator is the sensory quality indicator. The table below indicates the results.

TABLE 4.29: IMPORTANCE OF SENSORY QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
2.333	1	0.91	1	0.91
2.500	1	0.91	2	1.82
2.667	4	3.64	6	5.45
2.833	9	8.18	15	13.64
3.000	23	20.91	38	34.55
3.167	17	15.45	55	50
3.200	1	0.91	56	50.91
3.333	17	15.45	73	66.36
3.500	11	10	84	76.36
3.600	1	0.91	85	77.27
3.667	12	10.91	97	88.18
3.833	7	6.36	104	94.55
4.000	6	5.45	110	100

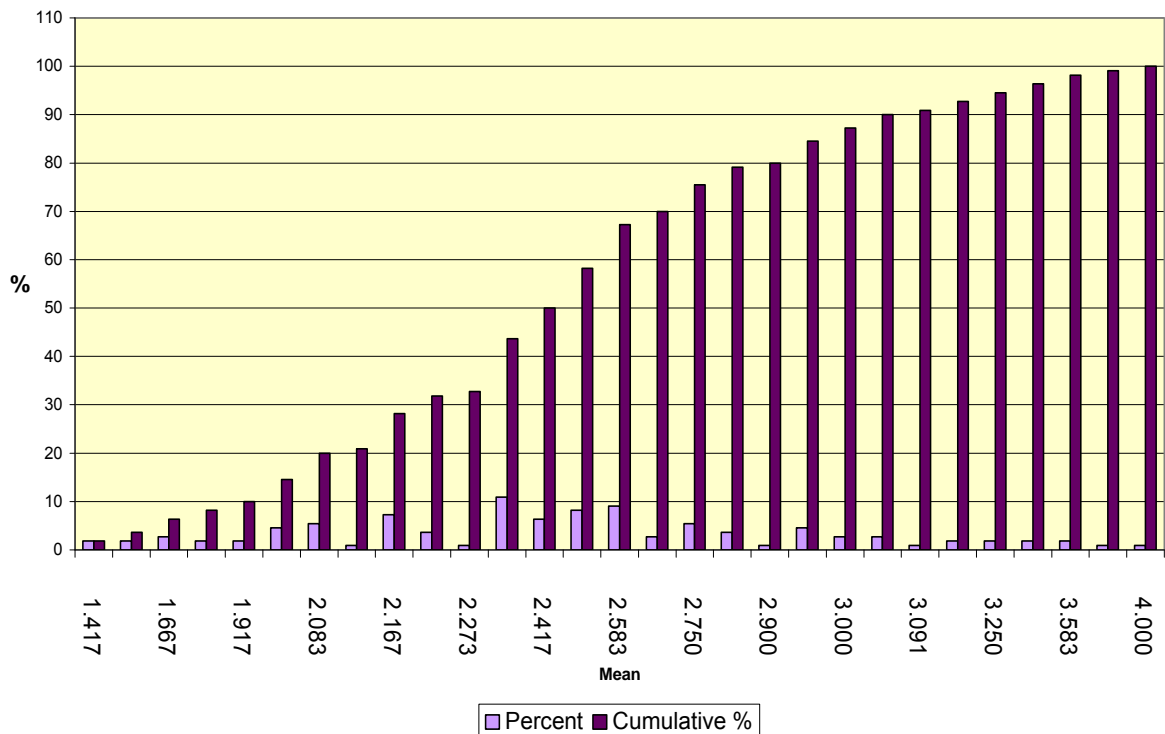


FIGURE 4.14: IMPORTANCE OF SENSORY QUALITY INDICATORS (DURING USE)

As can be seen from table 4.29 and figure 4.14, 50% of respondents indicated that tangible sensory quality indicators are very important and important during product use. The median lies between 3.167 and 3.2 out of a possible 4, indicating the importance of the tangible sensory quality indicators to respondents during product use. The mode, which lies at 3, affirms the above notion. When regarding the inter quartile range (indicated between the blue lines in table 4.29), which lies between 3 and 3.333, it is evident that 50% of respondents indicated that the tangible sensory quality indicators are important for quality evaluation during product use.

Table 4.30 and figure 4.15 show the importance of the combined tangible (functional and sensory) quality indicators.

TABLE 4.30: IMPORTANCE OF COMBINED TANGIBLE QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
2.250	1	0.91	1	0.91
2.667	2	1.82	3	2.73
2.727	1	0.91	4	3.64
2.750	3	2.73	7	6.36
2.833	9	8.18	16	14.55
2.900	1	0.91	17	15.45
2.909	1	0.91	18	16.36
2.917	5	4.55	23	20.91
3.000	10	9.09	33	30
3.083	10	9.09	43	39.09
3.167	6	5.45	49	44.55
3.250	11	10	60	54.55
3.333	10	9.09	70	63.64
3.364	1	0.91	71	64.55
3.417	4	3.64	75	68.18
3.500	11	10	86	78.18
3.583	8	7.27	94	85.45
3.667	7	6.36	101	91.82
3.750	4	3.64	105	95.45
3.833	2	1.82	107	97.27
3.917	1	0.91	108	98.18
4.000	2	1.82	110	100

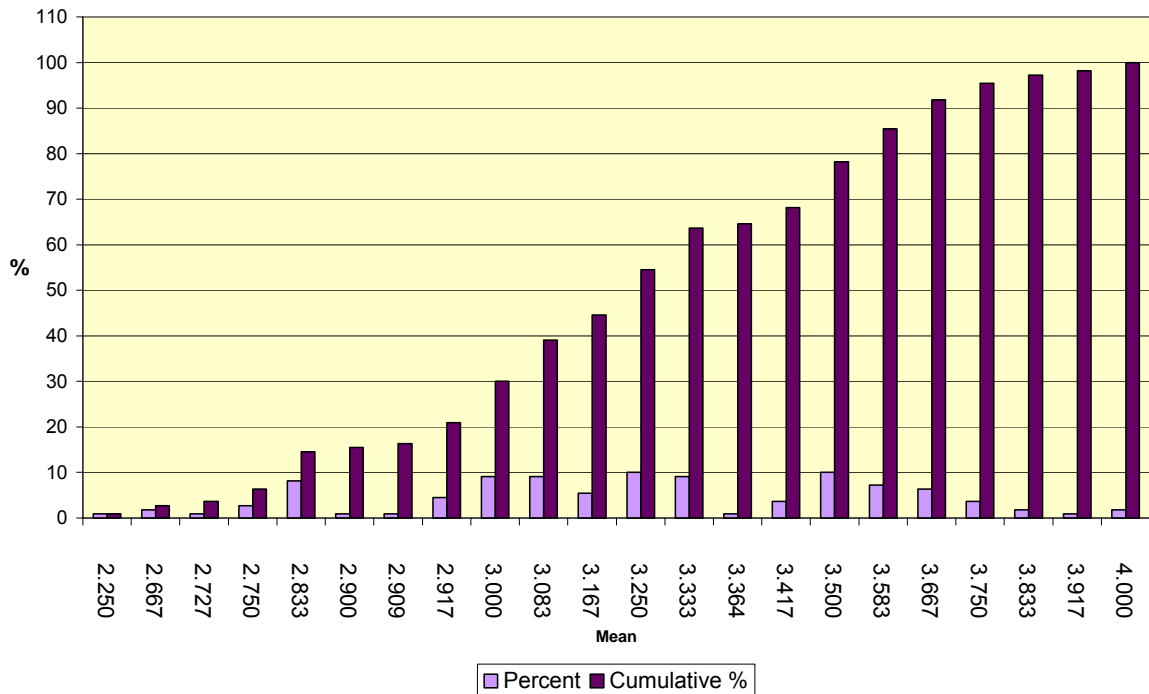


FIGURE 4.15: IMPORTANCE OF COMBINED TANGIBLE QUALITY INDICATORS (DURING USE)

As can be seen from table 4.30 and figure 4.15, 50% of respondents deemed the tangible quality indicators as very important to quality evaluation during product use, with the median lying between 3.167 and 3.250 out of a possible 4. The inter quartile range for the combined tangible quality indicators (indicated between the blue lines in table 4.30) lies between 3 and 3.417, indicating that 50% of respondents deemed the tangible quality indicators important during product use to evaluate career wear quality.

The following section reflects and describes the results for the importance of the non-tangible quality indicators (emotional, cognitive and the importance of the self and others) and the importance of the combined non-tangible quality indicators. The table below reflects the results of the emotional quality indicator.

TABLE 4.31: IMPORTANCE OF EMOTIONAL QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.000	1	0.91	1	0.91
1.250	2	1.82	3	2.73
1.500	9	8.18	12	10.91
1.667	1	0.91	13	11.82
1.750	11	10	24	21.82
2.000	14	12.73	38	34.55
2.250	21	19.09	59	53.64
2.500	19	17.27	78	70.91
2.667	1	0.91	79	71.82
2.750	14	12.73	93	84.55
3.000	11	10	104	94.55
3.250	1	0.91	105	95.45
3.500	2	1.82	107	97.27
3.750	2	1.82	109	99.09
4.000	1	0.91	110	100

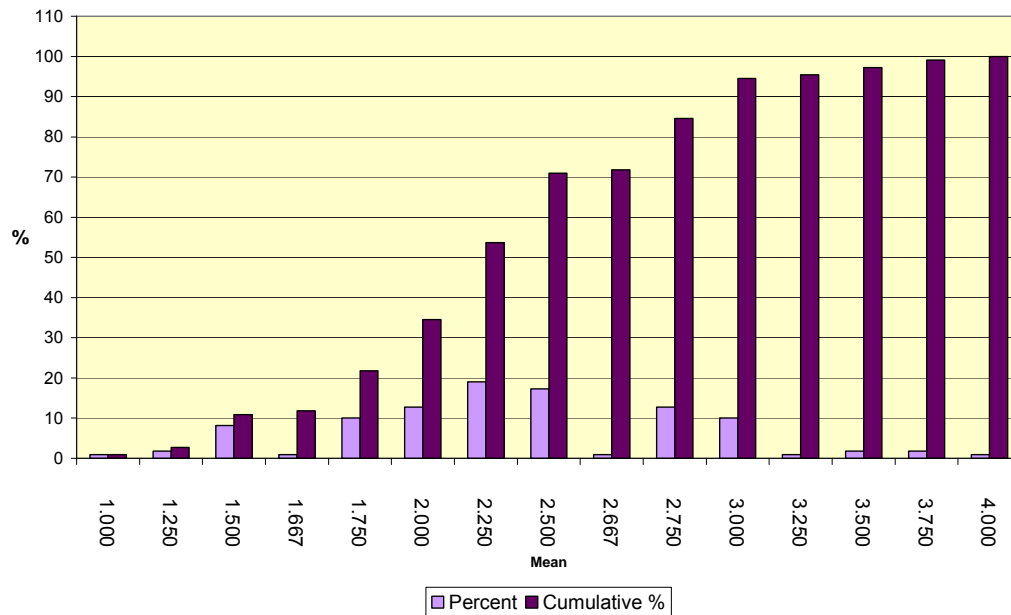


FIGURE 4.16: IMPORTANCE OF EMOTIONAL QUALITY INDICATORS (DURING USE)

As can be seen in table 4.31 and figure 4.16, approximately 50% of respondents indicated that the non-tangible emotional quality indicators are less important for quality evaluation during product use. The median, found between 2 and 2.250, and the mode as the most frequently occurring value at 2.250, affirms the above notion. The inter quartile range (indicated between the blue lines in table 4.31), found between 2 and 2.667, shows that the non-tangible emotional quality indicators are less important to respondents when evaluating career wear quality during use.

The second non-tangible quality indicator is the cognitive quality indicator. The table below indicates results of the cognitive quality indicator.

TABLE 4.32: IMPORTANCE OF COGNITIVE QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>N</i> =110	Percent	Cumulative Frequency	Cumulative %
1.500	4	3.64	4	3.64
1.750	4	3.64	8	7.27
2.000	15	13.64	23	20.91
2.250	20	18.18	43	39.09
2.500	20	18.18	63	57.27
2.750	13	11.82	76	69.09
3.000	20	18.18	96	87.27
3.250	7	6.36	103	93.64
3.500	3	2.73	106	96.36
3.750	3	2.73	109	99.09
4.000	1	0.91	110	100

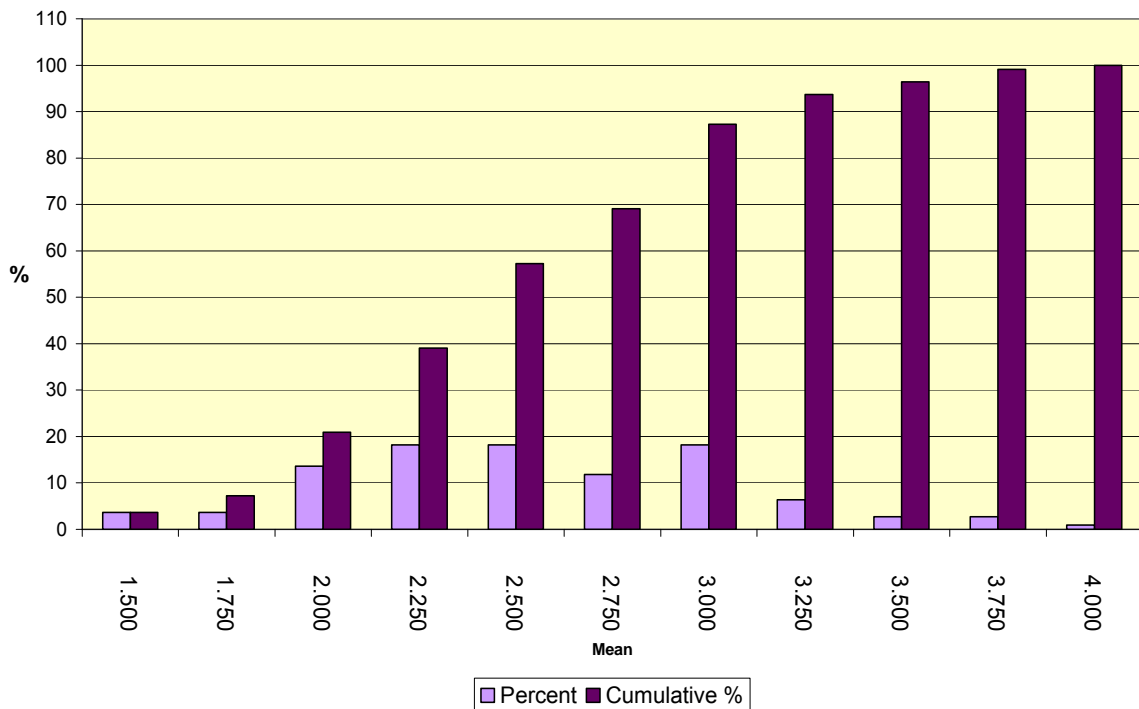


FIGURE 4.17: IMPORTANCE OF COGNITIVE QUALITY INDICATORS (DURING USE)

From table 4.32 and figure 4.17, it can be seen that 50% of respondents deemed non-tangible cognitive quality indicators less important during product use. The median found between 2.250 and 2.5 out of a possible 4 indicates that respondents regard non-tangible cognitive quality indicators as less important for quality evaluation during product use. Half of the respondents see non-tangible cognitive quality indicators as less important for quality

evaluation during product use, as can be seen in the inter quartile range (indicated between the blue lines in table 4.32) which lies between 2.250 and 2.750.

The third non-tangible quality indicator is the 'importance of the self' quality indicator. The table below indicates the results of the importance of the self quality indicator.

TABLE 4.33: IMPORTANCE OF THE SELF QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.000	3	2.75	3	2.75
1.500	7	6.42	10	9.17
2.000	20	18.35	30	27.52
2.500	35	32.11	65	59.63
3.000	28	25.69	93	85.32
3.500	12	11.01	105	96.33
4.000	4	3.67	109	100

Frequency Missing = 1

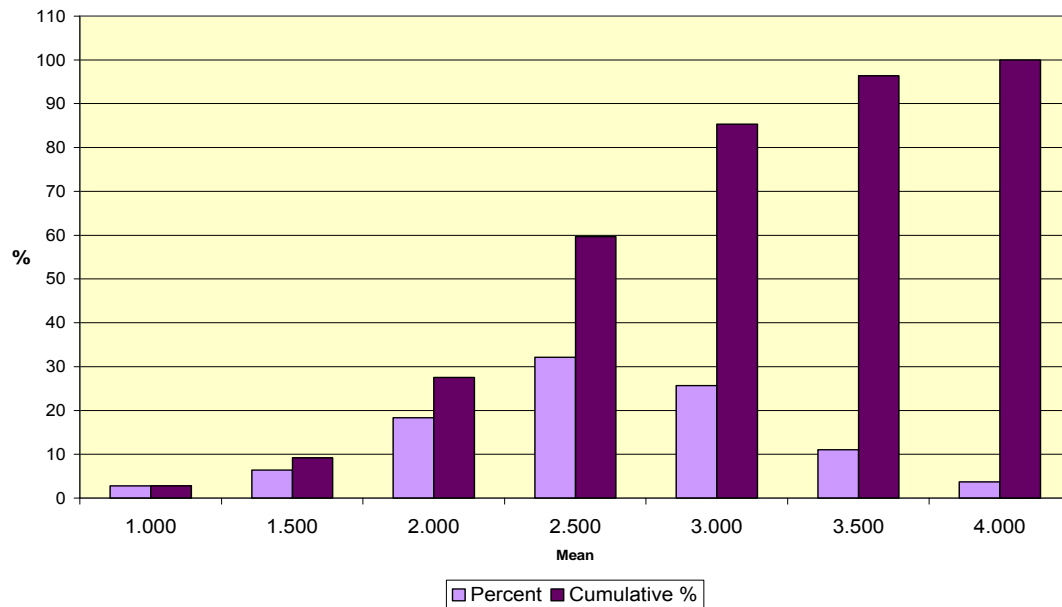


FIGURE 4.18: IMPORTANCE OF THE SELF QUALITY INDICATORS (DURING USE)

From table 4.33 and figure 4.18, it is evident that 50% of respondents regard the importance of the self as less important for quality evaluation during product use. The median, which falls between 2 and 2.5, and the mode as the most frequently occurring value at 2.5, affirm the above notion. From the inter quartile range (indicated between the blue lines in table 4.33), which lies between 2 and 2.5, it can be concluded that respondents regard the indicators

relating to the importance of the self as less important for career wear quality evaluation during product use.

The fourth non-tangible quality indicator is the 'importance of others' quality indicator. The table below indicates the results of importance of others quality indicator.

TABLE 4.34: IMPORTANCE OF OTHERS QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.000	14	12.84	14	12.84
1.500	5	4.59	19	17.43
2.000	27	24.77	46	42.2
2.500	11	10.09	57	52.29
3.000	32	29.36	89	81.65
3.500	7	6.42	96	88.07
4.000	13	11.93	109	100

Frequency Missing = 1

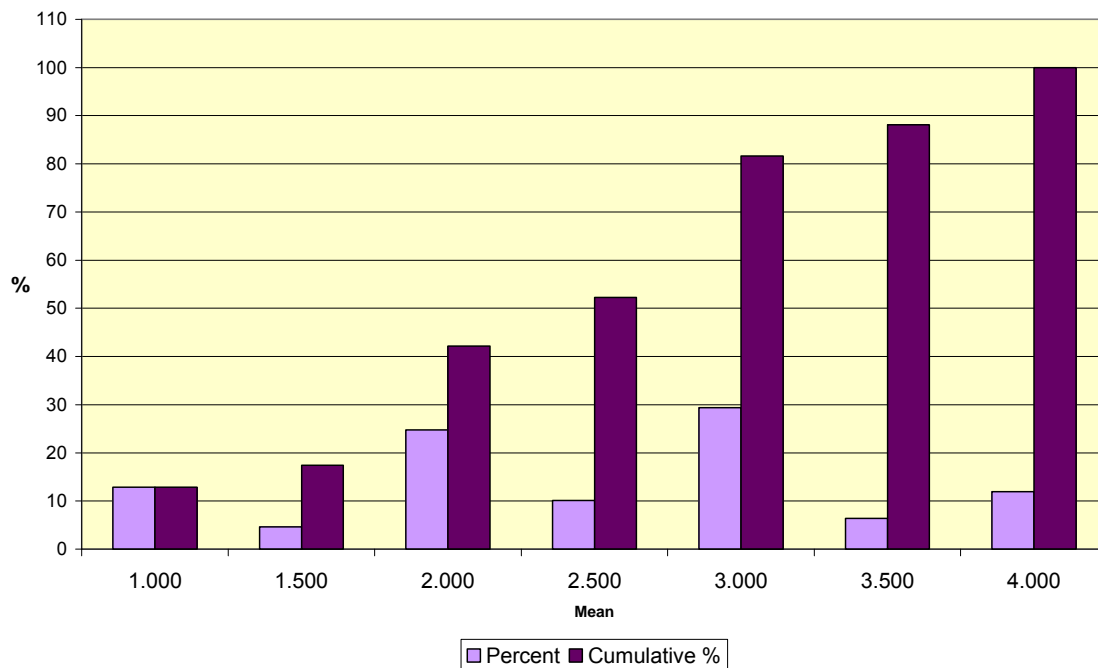


FIGURE 4.19: IMPORTANCE OF OTHERS QUALITY INDICATORS (DURING USE)

Similar to the non-tangible, importance of the self quality indicators, the indicators for the importance of others are not used often, as the median lies between 2.0 and 2.5 out of a possible 4. The mode, however, lies at 3, meaning that respondents may use the importance of others more than importance of the self when evaluating career wear quality during use. When regarding the inter quartile range (indicated between the blue lines in table 4.34) which



lies between 2 and 2.5, it seems that product features relating to the importance of others is seen as less important to respondents during quality evaluation while the product is in use.

The table below indicates the results of the combined non-tangible quality indicators.

TABLE 4.35: IMPORTANCE OF COMBINED NON-TANGIBLE QUALITY INDICATORS (DURING USE)

MEAN	Frequency <i>n=110</i>	Percent	Cumulative Frequency	Cumulative %
1.417	2	1.82	2	1.82
1.583	2	1.82	4	3.64
1.667	3	2.73	7	6.36
1.750	2	1.82	9	8.18
1.917	2	1.82	11	10
2.000	5	4.55	16	14.55
2.083	6	5.45	22	20
2.091	1	0.91	23	20.91
2.167	8	7.27	31	28.18
2.250	4	3.64	35	31.82
2.273	1	0.91	36	32.73
2.333	12	10.91	48	43.64
2.417	7	6.36	55	50
2.500	9	8.18	64	58.18
2.583	10	9.09	74	67.27
2.667	3	2.73	77	70
2.750	6	5.45	83	75.45
2.833	4	3.64	87	79.09
2.900	1	0.91	88	80
2.917	5	4.55	93	84.55
3.000	3	2.73	96	87.27
3.083	3	2.73	99	90
3.091	1	0.91	100	90.91
3.167	2	1.82	102	92.73
3.250	2	1.82	104	94.55
3.333	2	1.82	106	96.36
3.583	2	1.82	108	98.18
3.750	1	0.91	109	99.09
4.000	1	0.91	110	100

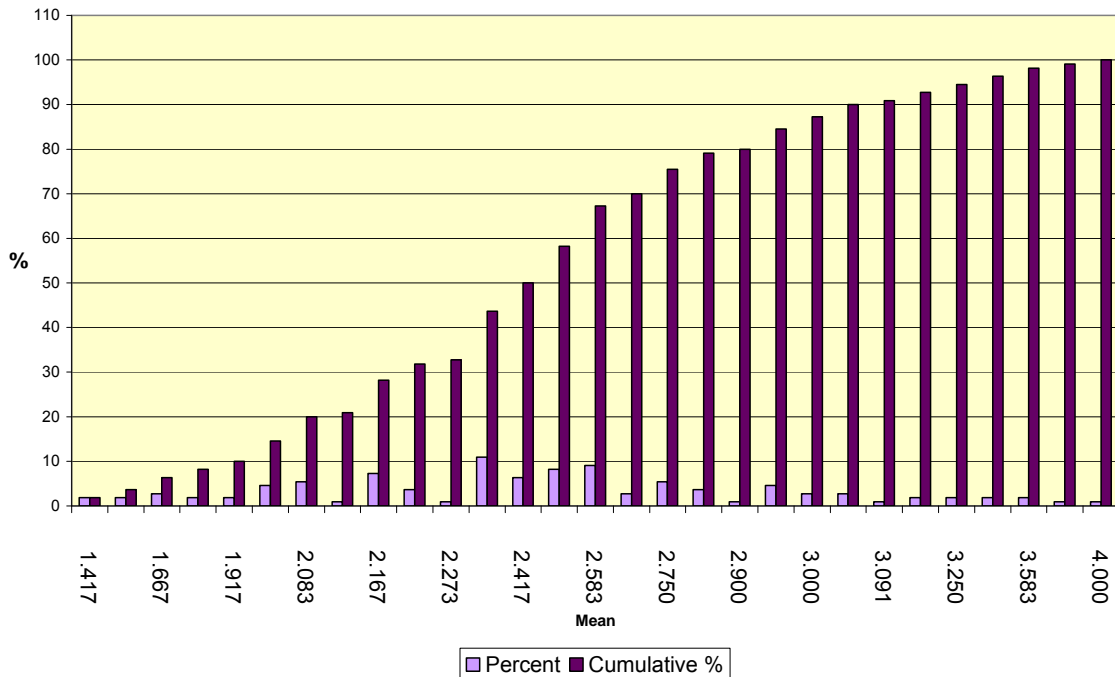


FIGURE 4.20: IMPORTANCE OF COMBINED NON-TANGIBLE QUALITY INDICATORS (DURING USE)

As can be seen in table 4.35 and figure 4.20, 50% of respondents indicated that the combined non-tangible quality indicators are less important for quality evaluation during product use. The median, as found between 2.417 and 2.5, and the mode at 2.333 out of a possible 4, affirm the above notion. When regarding the inter quartile range, it is evident that 50% of respondents (indicated between the blue lines in table 4.35) that lies between 2.167 and 2.667 deemed the combined non-tangible quality indicators less important for quality evaluation during product use.

An interpretation of the results and a discussion of objectives 3 and 4 will be given in the section to follow.

4.7 INTERPRETATION OF RESULTS OF OBJECTIVES 3 AND 4

The decision-making models used in this study do not specifically consider human values and resultant consumption behaviour during the decision-making or resultant in-use evaluation of the product. It was decided however to interpret the results of objectives 3 and 4 against the background of a probable value system of the respondents, as consumers make decisions within the marketplace and cannot be separated from value systems, social

structure or the cultural environment (Banerjee, 2008). According to Kaiser (1997:289) a value system serves to evaluate both the self and others, reflects the intricate social environment within which the consumer functions (Kim, Forsythe, Gu & Moon, 2002) and aids in comprehension of consumption behaviour of consumers (Beatty, Kahle, Homer & Misra, 1985; Solomon & Rabolt, 2004:136 & Schiffman & Kanuk, 2007:394). The value system in turn influences the needs structure of a consumer (Kim *et al.*, 2002) and need recognition is the first step within most decision-making models used. Consumer needs directly influence consumption behaviour and satisfaction. Thus, consumers evaluate all product symbolism and perceptions of experiences against the backdrop of a value system.

According to Allport, Vernon and Lindzey in Kaiser (1998:300), the measures of basic values which are based on Spranger's typology in Kaiser (1998:300), can be grouped into six categories. Most people consider all these values during clothing purchases and use, but do not regard each value as equally important in clothing quality. The following section will discuss the tangible quality indicators (functional and sensory) and the non-tangible quality indicators (emotional, cognitive and importance of the self/others) as they fit into the various values. As the results of the tangible and non-tangible quality indicators were fairly similar during the decision-making and during product use, objectives 3 and 4 will be discussed simultaneously to avoid repetition.

Theoretical values function as a way for consumers to order knowledge and experiences from several sources (Kaiser, 1998:300). Theoretical values are not closely related to a close interest in clothing in general and highly related to functional features such as clothing comfort. The median from the tangible functional quality indicators from both the purchase decision (3.333-3.4) and during use (3.167-3.333) shows that respondents rated the functional quality indicators as very important and important. The theoretical values that relate to the functionality of career wear are thus most probably important to respondents during decision-making and product use to evaluate the quality of their career wear.

Economic values are concerned with efficiency, practicality and usefulness of clothing. Consumers using this value will probably not spend money on frivolous high fashion items. The group of consumers who rates this value as important sees the importance of clothing in direct relation to possible expenditure on such clothes (Kaiser, 1998:300). From the demographic results it is evident that respondents are not willing to spend much on career wear, and one may deduce that career wear may not be very important to respondents other than the practicality thereof. This correlates with the median for the non-tangible cognitive variable median for quality evaluation during decision-making (2.25-2.5) and during use (2-2.25). The statements measuring the cognitive quality indicators were concerned with

aspects such as fashionability and personal image. As the respondents rated these features as less important for career wear quality, both during the decision-making stage and during product use it can be assumed that the economic value is very important to the respondents when evaluating career wear quality.

Aesthetic values are concerned with enjoyment and pleasure of clothing more than the utilitarian function thereof. Individuals who rate the aesthetic function highly are enthusiastic, individualistic and want to enhance their personal appearance (Kaiser, 1998:301). The importance of two of the underlying quality indicators can be successfully interpreted within this value. The first is the tangible sensory quality indicators where the median for the quality evaluation during the purchase decision was (3.2 - 3.333 (purchase decision) & 3.167 (during use)) and the non-tangible importance of the self variable where the median was (2 - 2.5 (purchase decision) & 2 - 2.5 (during use)).

Social values are concerned with acceptance and approval of significant others within the consumers' various roles. Consumers who rate this value highly will typically seek security from their clothing and lean toward conformity of dress (Kaiser, 1998:301). The median for the non-tangible emotional quality indicators were 2 - 2.25 during the decision-making process and 2 - 2.25 during use. Furthermore the median for the non-tangible importance of others quality indicators during the decision-making process (2 - 2.5) and during use (2 - 2.5) indicates that the respondents do not see the opinion of others or the emotional connotation to clothing as important in clothing quality evaluation.

Political values are concerned more with personal power and success than politics of a country. Dress as a status symbol is more important to consumers who rate this value of more importance than clothing comfort, conformity or economy. Fashionability and dressing for success is also important to these consumers (Kaiser, 1998:300). From the interpretation of the results of objectives 3 and 4, it is evident that this sample of respondents does not rate this value as very important. This is in direct contrast to the expected results that professional women would be very concerned about their professional appearance and advancing in their careers. The results may indicate that marketers may consider revising advertising campaigns directed at this specific niche.

Religious values are concerned with the meaning of life philosophy (Kaiser, 1998:301) and are not relevant to this study.

From the above discussion, it may be concluded that theoretical and aesthetic values are the most important to the respondents in the study both during decision-making and during

product use. Social and political values do not seem as important to respondents during either phase of quality evaluation. Respondents may change the value base on which decisions are made with some education regarding the importance of image to professional women.

4.8 RESULTS OF OBJECTIVE 5: THE CORRELATION BETWEEN THE USE OF TANGIBLE AND NON-TANGIBLE QUALITY INDICATORS DURING THE DECISION-MAKING STAGE AND DURING PRODUCT USE

The results of objective 5 will be discussed in terms of the two sub-objectives. Within each sub-objective the Pearson correlation (r) will be described followed by the comparison for the frequency means.

4.8.1 Results of objective 5.1: To explore and describe the correlation between the use of tangible quality indicators during the decision-making stage and during use

In order to answer the objective the results for the Pearson correlation test (r) will now be described.

TABLE 4.36: IMPORTANCE OF TANGIBLE QUALITY INDICATORS: CORRELATION (r) BETWEEN PURCHASE DECISION-MAKING STAGE AND DURING USE

Tangible Quality Indicators	r
Tangible Quality indicators (Purchase decision) & Tangible Quality Indicators (during use)	0.81292
Sensory quality indicators (purchase decision) & Sensory quality indicators (during use)	0.71721
Functional quality indicators (purchase decision) & Functional quality indicators (during use)	0.78804

As described in paragraph 3.6.3, a value for r can be obtained between -1 and +1. In this case a positive correlation was achieved in each instance, as a value higher than 0.5 indicates a large effect of correlation. From table 4.36, it can thus be assumed that, when respondents regard tangible quality indicators as important during the purchase decision, they would regard the same tangible quality indicators as just as important during use.

TABLE 4.37: IMPORTANCE OF TANGIBLE QUALITY INDICATORS: COMPARISON OF MEANS OF PURCHASE DECISION-MAKING STAGE AND DURING USE

Variable	N	Mean	Std Dev	Minimum	Maximum
Tangible Quality Indicators (purchase decision)	110	3.3425689	0.3050833	2.3636364	4
Tangible Quality Indicators (during use)	110	3.2528788	0.335092	2.25	4
Functional Quality Indicators (purchase decision)	110	3.3551515	0.381088	2.3333333	4
Functional Quality Indicators (during use)	110	3.2271212	0.4452539	2.1666667	4
Sensory Quality Indicators (purchase decision)	110	3.3312121	0.335506	2.3333333	4
Sensory Quality Indicators (during use)	110	3.2784848	0.3655275	2.3333333	4

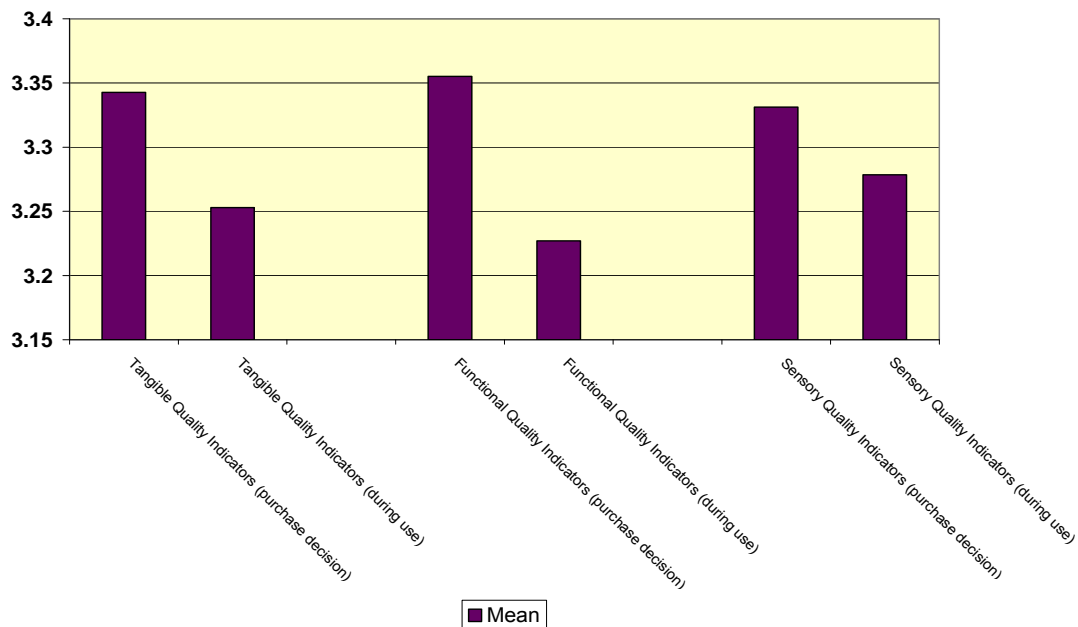


FIGURE 4.21: IMPORTANCE OF TANGIBLE QUALITY INDICATORS: COMPARISON OF MEANS OF PURCHASE DECISION-MAKING STAGE AND DURING USE

From table 4.37 and figure 4.21 it is evident that respondents deemed the tangible quality indicators important, both during the decision-making stage and during product use, to evaluate their career wear quality. When regarding figure 4.21, it can be seen that the tangible quality indicators (combined, functional and sensory) are slightly lower in each instance during product use than during decision-making. This may be due to the nature of the questionnaire, where respondents were asked to evaluate the same items in terms of importance to career wear quality evaluation during the decision-making stage and during product use.



4.8.2 Results of objective 3.2: To explore and describe the difference or correlation between the use of non-tangible quality indicators during the decision-making process and during use

TABLE 4.38: IMPORTANCE OF NON-TANGIBLE QUALITY INDICATORS: CORRELATION (r) BETWEEN PURCHASE DECISION-MAKING STAGE AND DURING USE

Non-tangible Quality Indicators	r
Non-tangible quality indicators (purchase decision) & Non-tangible quality indicators (during use)	0.86753
Emotional quality indicators (purchase decision) & Emotional quality indicators (during use)	0.71637
Cognitive quality indicators (purchase decision) & Cognitive quality indicators (during use)	0.77101
Importance of the self quality indicators (purchase decision) & Importance of the self quality indicators (during use)	0.80207
Importance of others quality indicators (purchase decision) & Importance of others quality indicators (during use)	0.84174

As described in paragraph 3.6.3, a value for r can be obtained between -1 and +1. In this case a positive correlation was achieved in each instance, as a value higher than 0.5 indicates a large effect of correlation. From the above table it can thus be assumed that when respondents regard non-tangible quality indicators as important during the purchase decision they would regard the same non-tangible quality indicators as just as important during use.

TABLE 4.39: IMPORTANCE OF NON-TANGIBLE QUALITY INDICATORS: COMPARISON OF MEANS OF PURCHASE DECISION-MAKING STAGE AND DURING USE

Variable	N	Mean	Std Dev	Minimum	Maximum
Non-tangible Quality Indicators (purchase decision)	110	2.5143618	0.4845767	1.3333333	3.8333333
Non-tangible Quality Indicators (during use)	110	2.4895868	0.4848061	1.4166667	4
Emotional Quality Indicators (purchase decision)	110	2.3416667	0.5400558	1	4
Emotional Quality Indicators (during use)	110	2.3325758	0.5632175	1	4
Cognitive Quality Indicators (purchase decision)	110	2.5772727	0.5276152	1	3.75
Cognitive Quality Indicators (during use)	110	2.5659091	0.5286269	1.5	4
Importance of the Self quality Indicators (purchase decision)	110	2.7	0.6538524	1	4
Importance of the Self Quality Indicators (during use)	109	2.5963303	0.6507726	1	4
Importance of Others Quality Indicators (purchase decision)	110	2.5545455	0.8787644	1	4
Importance of Others Quality Indicators (during use)	109	2.5275229	0.8996781	1	4

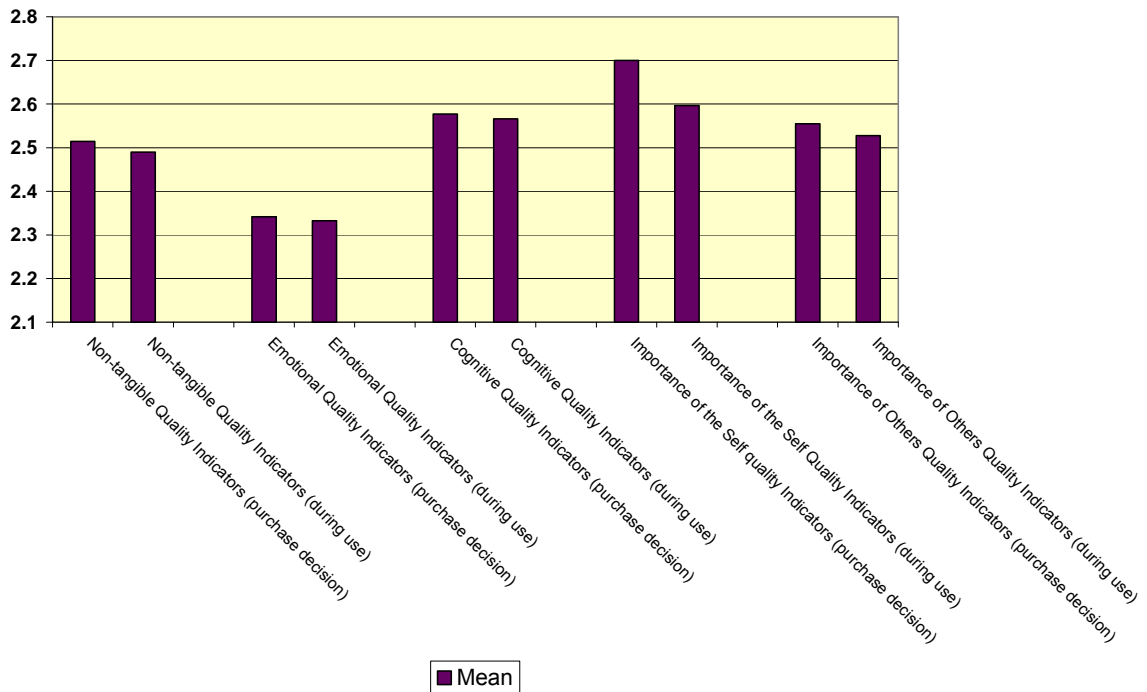


FIGURE 4.22: IMPORTANCE OF NON-TANGIBLE QUALITY INDICATORS: COMPARISON OF MEANS OF PURCHASE DECISION-MAKING STAGE AND DURING USE

From table 4.39 and figure 4.22, it is evident that respondents viewed the non-tangible quality indicators as less important during the decision-making stage and during product use during career wear quality evaluation. In both instances the non-tangible quality indicators are less important to respondents in determining the quality of career wear, as the means vary between 2.33 and 2.7 out of a possible 4. Similar to the tangible quality indicators, the non-tangible quality indicators (combined, emotional, cognitive and importance of the self/others) are slightly lower during product use than during the decision-making stage. This may again be due to the nature of the questionnaire, where respondents were asked to evaluate the same items in terms of importance to career wear quality evaluation during the decision-making stage and during product use.

TABLE 4.40: t-TEST RESULTS OF COMBINED QUALITY INDICATORS

Correlation between combined quality indicators	DF	t value	Pr > t
Tangible quality indicators (Purchase decision) – Non-Tangible quality indicators (Purchase decision)	109	18.13	< .0001
Tangible quality indicators (During use) – Non-Tangible quality indicators (During use)	109	15.5	< .0001
Tangible quality indicators (Purchase decision) – Tangible quality indicators (During use)	109	4.75	< .0001
Non-Tangible quality indicators (Purchase decision) – Non-Tangible quality indicators (During use)	109	1.04	0.2999

The statistical program used (SAS) produces a precise level of significance of t as a result of the t -test, and the researcher wanted to determine whether this value is smaller or larger than 0.05, where a smaller value ($p \leq 0.05$) indicates that a significant difference exists between the means of the two variables and a larger value indicates that no significant difference exists between the two variables compared (Field, 2005:302). Thus, from table 4.40 it is evident that significant differences exist between all the instances except for the use of the non-tangible quality indicators used during the decision-making stage and during product use.

The figure below shows these relationships graphically.

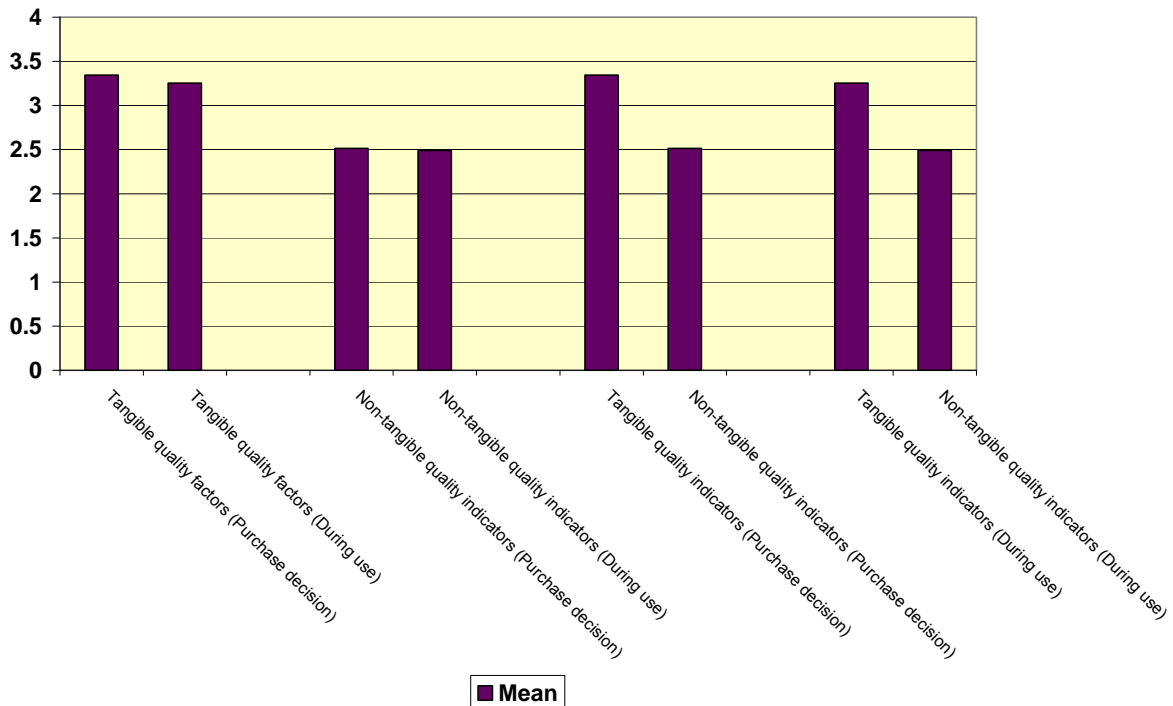


FIGURE 4.23: t-TEST RESULTS OF COMBINED QUALITY INDICATORS

From the above it is evident that a significant difference exists between the tangible and non-tangible quality indicators used during the purchase decision. The respondents considered the tangible quality indicators as significantly more important than the non-tangible indicators. Similar results were found for the evaluation of quality during product use. The respondents thus considered the tangible quality indicators as more important than the non-tangible quality indicators for quality evaluation both during the purchase decision-making stage and during product use.

A significant difference also exists between the tangible quality indicators used during the purchase decision-making stage and during use. The non-tangible quality indicators used during the purchase decision-making stage and during product use are however not significantly different. The tangible quality indicators are more important to respondents during both stages of quality evaluation and therefore they might have considered tangible quality indicators more carefully than non-tangible quality indicators. Again, it may be concluded that respondents are more concerned with personal preferences for a certain outfit than with the public opinion of the outfit.

These results are similar to the findings by Abraham-Murali and Littrell (1995) where the researchers established a comprehensive list of indicators used by consumers to determine clothing quality. Physical appearance and physical performance constituted 61% (37% + 24%) of the focus group discussions and expressive and non-tangible product features 39% (20%+19%). The findings may also support findings by Aqueveque (2006:243), which indicate that consumers tend to use a greater variety of indicators when evaluating products for public consumption, than private consumption. Since career wear of professional women is worn in a public arena with many additional pressures, such as strict dress codes (Fortune, Barton, Francis, Gallegra, Miller, Stemley & Whitman, 1995), they may evaluate clothing using a greater variety of criteria than they would for example use for casual wear.

Education for professional women regarding the importance of dress in the work environment may change the indicators used to evaluate career wear quality. As discussed in the literature overview, clothing quality does not only comprise physical indicators, but also the emotional and cognitive impact an outfit has, both on the individual and her environment. The respondents may thus use the physical aspects of clothing to determine quality more than the more abstract indicators as they have more knowledge of and experience with these physical aspects.

The following chapter provides an evaluation of the study.



Chapter 5

Evaluation of the Study

5.1 INTRODUCTION

According to Denscombe (2007:326), it is important to evaluate the study after completion. This chapter will firstly give conclusions for the study, based on the research objectives, and secondly evaluate the measurement tool used, through the use of two statistical methods. The quality of the results will be followed by the implications of the research. Recommendations for future research are followed by concluding remarks on the study in general.

5.2 CONCLUSIONS

The conclusions are presented here according to the set research objective of the study. Due to the purposive sampling technique used, the results are limited to the target population and therefore the findings cannot be generalised to the greater population. Respondents were all currently employed professional women working within the legal, financial, medical and engineering fields, as stipulated in paragraph 3.3.2. The median age of the respondents was 32 years and all respondents had a professional (4 years or more) tertiary qualification and almost 50% (49.53%) had a post-graduate qualification. Half of the respondents (50%) indicated that they dress according to a business casual style (no jeans allowed, but no strict dress code is in place) and 30.56% dress business formal, where a strict dress code is indeed in place. Thus, just over 80% of respondents dress fairly formal for work. Almost 50% (48.18%) of the respondents purchase their career wear seasonally and a further 33.64% purchase their career wear occasionally. Respondents were not willing to spend much on career wear per month as the median for career wear purchases per month lies at only R800. This correlates with the predominant store choice of respondents as 83.02% choose to purchase from clothing chain stores such as Edgars, Woolworths and Truworths as opposed to boutiques.

5.2.1 The importance of *tangible and non-tangible* quality indicators in the evaluation of quality during the *decision-making stage*.

Both functional and sensory tangible quality indicators seem to be important to respondents for quality evaluation during the decision-making process. With regard to style, the respondents seem to find the functional aspect of comfort more important than the sensory or fashionability of the style. With regard to colour, it seems more important to have a personal preference for the colour than the functionality of the colour in terms of the existing wardrobe. The functional and sensory facets of finishes applied to the outfit were equally important to respondents. The respondents seem to weigh the importance of tangible quality indicators against their own experience and taste, and what they feel comfortable in and find easy to wear and believe will be easy to care for.

The importance of the non-tangible quality indicators does indeed differ from the tangible quality indicators (see objective 5 for further elaboration). Deriving pleasure from clothing was important to respondents during the purchase decision-making stage. Although previous research indicated that price is an important indicator of quality, the opposite was found here. This finding is interesting as respondents do not want to spend much on career wear, it may be believed that they consider expenditure amounts carefully. Similar to price, respondents do not consider brand name important for quality evaluation during the purchase decision-making stage. Similar to the tangible quality indicators the non-tangible quality indicators seem to reiterate the notion that respondents evaluate career wear quality according to their own ideas derived from previous experiences and not according to what marketing campaigns or the broader public may expect of them.

5.2.2 The importance of *tangible and non-tangible* quality indicators in the evaluation of quality during *use*.

Similar to the purchase decision stage the tangible quality indicators were deemed very important and important to respondents for quality evaluation during product use. Firstly, respondents rated the functional aspects of style as very important and the sensory or fashionable aspect as less important than the functional, but still important for quality evaluation. This may be due to the strict stipulations that professional women may feel in these particular industries, which may still be fairly male dominant. Respondents may have felt that they will not be taken as seriously while dressed fashionably as they would when dressed sensibly. In contrast, the sensory aspect of colour was more important to respondents than the functional when evaluating career wear quality during use. This may be due to a lack of knowledge regarding wardrobe planning, and that respondents simply

purchase career wear because the colour is pleasing to the eye, with no regard to the current wardrobe. From the focus group, however, it may also be observed that respondents tend to wear mostly neutral colours, and thus colour variations may not be that great within the wardrobe itself. With regard to finishes, respondents regarded a professional appearance as more important than the ease of care of an outfit. Again, within the professional environment respondents may feel that appearing professional is more important than ease of care.

The non-tangible quality indicators were less important overall to respondents in quality evaluation during product use than tangible quality indicators. Brand name, store image and price were not very important in quality evaluation during product use. This may be due to the respondents' experience with the type of product. Brand name, store image and price are often used by consumers as indicators of quality when the product is unfamiliar, which was not the case during this study. Both emotional and overall aesthetic appeal was once again fairly important to the respondents for quality evaluation during product use. This again indicates that personal appeal and experience may be more importance to professional women in the greater Pretoria area than external influences.

5.2.3 Are *tangible or non-tangible* quality indicators most important during the purchase decision-making stage and during use?

As with the interpretation of results concerning objectives 3 and 4, the conclusions drawn will be discussed simultaneously to avoid repetition. As with the interpretation of these results the conclusions will be drawn against the background of the aforementioned values.

The **theoretical values** seemed important to respondents in the study. These values relate to a wide knowledge base, a lower interest in clothing, and a high relation to comfort. The functional quality indicators were rated as most important in quality evaluation, both during decision-making and during product use, thus indicating the importance of theoretical values to the respondents. This may be due to restrictions of dress within the professional environment in which they work. Even when a formal dress code might not be in place, professional women may be aware of certain expectations regarding personal appearance. Thus, clothing may fulfil a purely functional element in the workplace, instead of being a possibly important tool for personal and professional growth.

The tangible quality indicators as they relate to **aesthetic values** are also very important to the respondents. The tangible quality indicators measured in the questionnaire related to aesthetic values are concerned with beauty and personal preference. Thus, professional women may rate individualistic personal appearance and the enjoyment of an outfit as very

important. Professional women may thus have a more egocentric view towards career wear quality than attempting to fit in with the employment environment. Thus, even though career wear is already much regulated within these professional environments, there may be some attempt at individualism and some pleasure attained through the chosen career wear. The theoretical value seems to be placed first though.

The respondents considered **economic values** when evaluating career wear quality. They did not wish to spend significant amounts of money on career wear and regarded tangible quality indicators as important during both the decision-making stage and during use. Thus, one may argue that the economic value is considered as fairly important to the respondents. One reason for this may be the life stages of respondents, as the median for the age of respondents is 32 years; they may have young families to support. Another reason may be the strict working environment of respondents, where dress codes are in place, and thus the respondents may not consider spending money on frivolous or fashionable items.

The **social** and **political values** all seem to be less centred on the self than the aesthetic, economic and theoretical values. Respondents did not seem to find these values as important for career wear quality evaluation during the decision-making stage or during product use. The social values indicate a strong need to conform to others within a group, but professional women may favour some individuality within a strictly conformist work environment. As for the political values, professional women may feel that status or power has already been achieved through the profession chosen, and therefore does not seem important to career wear quality evaluation.

5.2.4 The correlation between the use of tangible and non-tangible quality indicators during the decision-making process and in-use.

Through the t-tests it was established that a significant difference exists between the quality indicators that respondents used for career wear quality evaluation in the following instances:

- Tangible quality indicators used during the decision-making stage and during use.
- Tangible and non-tangible quality indicators used during the purchase decision-making stage.
- Tangible and non-tangible quality indicators used during product use.

The only instance where no significant difference was found was with regard to the non-tangible quality indicators used during the purchase decision-making stage and during use.

The results may be due to several influencing factors specific to the professional woman's work environment. As her dress is fairly regulated, it may be that she seeks some form of individual satisfaction from her career wear. Thus, tangible quality indicators are more important to her during both the decision-making stage and during product use. Personal preference for style and colour is thus more important to her than non-tangible aspects such as the opinion of others.

5.3 EVALUATION OF THE MEASUREMENT TOOL

From the results of the Cronbach's Alpha test and the factor analysis, it is evident that the researcher is in the process of developing a useful tool for measuring consumer apparel product decisions. According to Eckman *et al.* (1990), the methodological trends for such studies lean towards qualitative and stimulus techniques simulating real purchase situations. After the focus group was conducted, the questionnaire developed by the researcher might be a new measuring tool for the abstract concepts incorporated in consumer decision-making.

5.3.1 Cronbach Coefficient Alpha

Cronbach Alpha tests were done on the groups of variables, of which the results are indicated in table 5.1 and table 5.2. Cronbach coefficient alpha tests are done in order to determine internal validity of the questionnaire (Du Plessis & Rousseau, 2005:293). At the recommendation of the statistician, the standardised columns were used for analysis. Furthermore, each variable was deleted in turn to indicate the effect each variable has on the alpha result and to further investigate the internal validity of the tool.

- Results for Cronbach coefficient alpha – purchase decision

TABLE 5.1: CRONBACH COEFFICIENT ALPHA – PURCHASE DECISION- MAKING STAGE

Dimension	Cronbach α
Tangible quality indicators	0.69
<i>Functional</i>	0.63
<i>Sensory</i>	0.53
Non-tangible quality indicators	0.81
<i>Emotional</i>	0.59
<i>Cognitive</i>	0.56
<i>Importance of the self</i>	0.31
<i>Importance of others</i>	0.77

The procedure had an overall output for the tangible variables of 0.69, which is theoretically unacceptable, as the minimum acceptable value for $\alpha = 0.7$. From the data, it is evident that, although the tangible quality indicators construct seems to be measured fairly accurately ($\alpha = 0.69$), the latent functional and sensory constructs are not measured as reliably. Due to the multidimensionality of the tangible construct it was decided to do a confirmatory factor analysis on the data, please refer to paragraph 5.3.2.

The underlying dimensions of the latent variables were each deleted in turn to determine specific items in the questionnaire not measuring the tangible quality indicators construct reliably. The variable that showed significant change within the functional construct was V19 or 'The colour tunes in well with my existing wardrobe' where the value of α increased from 0.63 to 0.65. It is also important to note that correlation with the total is very low at 0.19 for this variable. The variable that showed significant change within the sensory quality indicators construct was V18 or 'The style is fashionable' where the α increased from 0.53 to 0.56 with a correlation with the total of only 0.09.

The procedure output for the non-tangible construct was $\alpha = 0.81$, which was accepted by the researcher as being very reliable since the accepted minimum is $\alpha = 0.7$. A factor analysis was done on the latent constructs, as the results for α varies greatly between them; please refer to paragraph 4.8. The emotional and cognitive quality indicators seem to be less reliable separately than the overall non-tangible quality indicators construct, with $\alpha = 0.59$ and $\alpha = 0.56$ respectively. The measurement of the importance of the self is very unreliable ($\alpha = 0.31$) and the measurement of the importance of others is very reliable ($\alpha = 0.77$).

Within the latent variables, each dimension was deleted in turn to determine the reliability of the tool. Within the emotional quality indicators construct, the only dimension which showed significant change when deleted was V11 or 'The outfit provides me with pure aesthetic pleasure', from $\alpha = 0.59$ to 0.63 and a correlation to the total of 0.22, the lowest of all the dimensions. Within the cognitive quality indicators construct the only dimension showing significant change is V28 or 'The outfit makes me feel successful at work', from $\alpha = 0.56$ to $\alpha = 0.6$ with a correlation with the total of only 0.19. Within the variables regarding the importance of the self and others no significant changes occurred when the dimensions were deleted in turn.



- **Results for Cronbach coefficient alpha – during use**

The Cronbach alpha test results are indicated below. Following the table is the discussion regarding the individual deletion of each variable.

TABLE 5.2: CRONBACH COEFFICIENT ALPHA – PURCHASE DECISION

Dimension	Cronbach α
Tangible quality indicators	0.76
<i>Functional</i>	<i>0.73</i>
<i>Sensory</i>	<i>0.66</i>
Non-tangible quality indicators	0.84
<i>Emotional</i>	<i>0.69</i>
<i>Cognitive</i>	<i>0.66</i>
<i>Importance of the self</i>	<i>0.47</i>
<i>Importance of others</i>	<i>0.92</i>

The procedure had an overall output of $\alpha = 0.76$ for the tangible quality indicators and reliability is thus acceptable to the researcher as the accepted minimum for α is 0.7. The latent variables differ and it seems that the functional quality indicator is measured more reliably with $\alpha = 0.73$ and the sensory variable less with $\alpha = 0.66$. A factor analysis was done on the dimensions to determine the causes, for the analysis, refer to paragraph 5.3.2.

Each of the underlying variables was deleted in turn from the variables to determine individual reliability. From the functional quality indicators two variables seem unreliable here: V49 or ‘the outfit is affordable’ where $\alpha = 0.77$ and has a correlation to the total of 0.19 and V52 or ‘the colour tunes in well with my existing wardrobe’ where $\alpha = 0.74$ and has a correlation with the total of 0.29. From the sensory quality indicators one variable seems unreliable: V47 or ‘the finishes add to the professional look’ shows $\alpha = 0.68$ and a correlation to the total of 0.2.

The procedure output for the non-tangible quality indicators construct had an output of $\alpha = 0.84$, which the researcher deem very reliable, since the accepted minimum is $\alpha = 0.7$. The latent variables show a different outcome, and this is explored further in the factor analysis in paragraph 5.3.2. The emotional and cognitive variables seem less reliable separately than as part of the non-tangible quality indicators construct, where $\alpha = 0.69$ for the emotional quality indicators and $\alpha = 0.66$ for the cognitive quality indicators. With regard to the importance of the self and others, the importance of the self is very unreliable with $\alpha = 0.47$ and the importance of others as very reliable with $\alpha = 0.92$. The result for α for the influence of the self and others can be due to the small amount of dimensions within the variable that skews the result.

Within each dimension within the non-tangible quality indicators construct, each variable was again deleted in turn to determine item reliability. From the emotional quality indicators the dimension V41 or 'the outfit provides me with pure aesthetic pleasure' showed unreliability within the variable with $\alpha = 0.76$ and a correlation to the total of 0.25. From the cognitive variable the dimension V48 or 'the outfit makes me feel successful at work' showed unreliability with $\alpha = 0.68$ and a correlation to the total of 0.3.

5.3.2 Factor Analysis

Two sets of factor analysis were conducted on the data. The number of factors was chosen for each set and the relevant data forced into specified sectors. Each of the resultant data sets will be discussed subsequently. All loading matrixes shown here have been rearranged so that the columns appear in decreasing order of variance explained by factors. Loadings less than 0.25 have been replaced by zero, as is acceptable for exploratory research (Garson, 2009:8).

The following paragraph shows the results and discussion for the first factor analysis regarding information used during the decision-making process.

- Factor analysis: set 1 – information regarding product quality evaluation during the purchase decision

TABLE 5.3: FACTOR ANALYSIS 1 - PURCHASE DECISION: INTRINSIC & EXTRINSIC (2 FACTORS)

Variable	Factor 1		Factor 2		Statement in questionnaire
V27	0.650	e o	0.000		So that my colleagues working at the same level as me could believe that I am competent
V28	0.620	e c	0.000		That the outfit makes me feel successful at work
V29	0.605	e e	0.000		When I wear the brand name I feel more confident
V10	0.594	e o	0.000		That my superior at work could believe that I am professional
V21	0.590	e s	0.000		The store image aligns with my perception of my own abilities
V17	0.520	e c	0.000		The price symbolizes quality
V22	0.508	e c	0.000		The brand name is a symbol of good style
V12	0.467	e s	0.000		That I am dressed in line with the company dress code
V23	0.439	e c	0.000		That I feel fashionably dressed
V8	0.468	e e	0.000		The price makes me feel that I am wearing something special
V9	0.438	e e	0.000		The store image gives me peace of mind
V11	0.000		0.000	e e	The outfit provides me with pure aesthetic pleasure
V15	0.000		0.654	I f	The style fits me comfortably
V30	0.000		0.524	I a	The fabric has a pleasant touch
V24	0.000		0.446	I a	I like the colour
V31	0.000		0.442	I a	The design is beautiful
V13	0.000		0.441	I f	The construction of the outfit is durable
V16	0.000		0.425	I f	The finishes make care easier
V26	0.000		0.405	I a	The fit flatters my figure
V25	0.000		0.373	I f	The outfit does not crease during wear
V14	0.000		0.252	I f	The outfit is affordable to me
V20	0.427	i a	0.000		The finishes add to the professional look
V19	0.262	i f	0.000		The colour tunes in well with my existing wardrobe
V18	0.375	i a	0.000		The style is fashionable
	3.684		2.065		

* = Possible preferred position of variable

I = Tangible quality indicators : F = Functional & A = Sensory

E = Non-tangible quality indicators : E = Emotional, C = Cognitive, S = Self & O = Others

The results of the confirmatory factor analysis indicate that two distinct factors do exist within the questionnaire and the dimensions used. Definite tangible and non-tangible indicators are evident from the results above. Some dimensions, however, did not perform as expected. It is recommended that the questionnaire be adapted for further studies, by changing the indicators, which either cross-measured or measured the opposite factor that it was intended for.

The following paragraph shows the results and discussion for the second factor analysis regarding the factors used to evaluate quality during product use.

- Factor analysis: set 2 – information regarding product quality evaluation during product use

TABLE 5.4: FACTOR ANALYSIS 5 - DURING USE: INTRINSIC & EXTRINSIC (2 FACTORS)

Variable	Factor 1		Factor 2		Statement in questionnaire
V40	0.708	E C	0.000		The brand name is a symbol of good style
V44	0.684	E S	0.000		The store image aligns with my perception of my own abilities
V45	0.657	E O	0.000		So that my colleagues working at the same level as me could believe that I am competent
V50	0.648	E E	0.000		When I wear the brand name I feel more confident
V43	0.622	E O *	-0.251	E O	That my superior at work could believe that I am professional
V48	0.621	E C	0.000		That the outfit makes me feel successful at work
V42	0.611	E E	0.000		The price makes me feel that I am wearing something special
V46	0.556	E C	0.000		That I feel fashionably dressed
V54	0.551	E E	0.000		The store image gives me peace of mind
V37	0.515	E C	0.000		The price symbolizes quality
V34	0.301	E S	0.000		That I am dressed in line with the company dress code
V41	0.000		0.347	E E	The outfit provides me with pure aesthetic pleasure
V53	0.000		0.680	I F	The style fits me comfortably
V39	0.000		0.576	I F	The construction of the outfit is durable
V38	0.000		0.542	I F	The finishes make care easier
V55	0.000		0.530	I F	The outfit does not crease during wear
V35	0.000		0.507	I E	The fabric has a pleasant touch
V51	0.000		0.481	I A	The design is beautiful
V36	0.000		0.476	I A	I like the colour
V33	0.000		0.398	I A	The fit flatters my figure
V52	0.274	I F	0.339	I F *	The colour tunes in well with my existing wardrobe
V56	0.470	I A *	0.286	I A	The style is fashionable
V49	0.000		0.000	I F	The outfit is affordable to me
V47	0.407	I A	0.000		The finishes add to the professional look
VP	4.496		2.898		

* = Possible preferred position of variable

I = Tangible quality indicators : F = Functional & A = Sensory

E = Non-tangible quality indicators : E = Emotional, C = Cognitive, S = Self & O = Others

As is the case with the factor analysis conducted for the section in the questionnaire on the purchase decision, this analysis confirms the two variables for the quality indicators used as tangible and non-tangible quality indicators. Some statements do, however, measure across both indicators or measure the opposite indicator to the initial intention. As the two sections must remain comparable, table 5.5 contains the inaccurate indicators from both stages of quality evaluation as used in the questionnaire and suggestions for corrections for future research.

TABLE 5.5: FACTOR ANALYSIS – SUGGESTIONS FOR QUESTIONNAIRE

Current Statement	Currently Measures	Suggested statement	Should measure
The finishes add to the professional look	Non-tangible	The finishes ensure that the outfit doesn't crease during the day	Tangible
The colour tones in well with my existing wardrobe	Tangible + Non-tangible	I can mix-and-match the colour easily within my existing wardrobe	Tangible
The style is fashionable	Tangible + Non-tangible	The style suits my body shape	Tangible
The outfit provides me with pure aesthetic pleasure	Tangible	The outfit makes me feel confident	Non-tangible
The outfit is affordable to me	Non-tangible	The fabric is good quality	Tangible

5.4 QUALITY OF THE RESULTS

Chapter 3 discusses the various tactics used to ensure validity and reliability of the study. The overall validity of the data can be seen where the data has answered the objectives set at the start of the study.

5.4.1 Validity

5.4.1.1 Theoretical validity

The concepts were identified and conceptualised accurately from the theory for this study. This is confirmed through the use of the factor analysis as described in paragraph 5.3.2. Aesthetic appeal was one concept that emerged as being very important to the target population, but was not found in the theory or during the focus group discussion. This concept should be included in further studies.

5.4.1.2 Measurement validity

Validity of the measurement instrument was enhanced by the use of both Cronbach's Coefficient Alpha and a confirmatory factor analysis. During the development of the questionnaire a focus group was held to confirm the theoretical framework developed from the theory. The theoretical framework proved adequate, and the questionnaire was then developed from both the theory and the information obtained from the focus group. During the focus group, keywords and language particular to the target population were also obtained and included in the questionnaire. It is recommended that more indicators be used to measure each concept in future studies.



5.4.1.3 Inferential validity

As this study was done contextually and exploratory in nature, the results cannot be generalised to the greater population. The study can be repeated with a representative sample or in another context and the results then compared.

5.5 RELIABILITY

The completion of the questionnaire was on a voluntary basis. Potential respondents were either telephoned or e-mailed to ask for their participation. Potential respondents could easily refuse or participate without feeling in the wrong towards the researcher. Respondents completed the questionnaire in their own time when received by e-mail or by an appointment that suited them. The researcher could thus assume that the respondents who completed the survey did so out of their own free will.

The study was done in a contextual manner, meaning that the respondents are fairly homogenous. Should the study be replicated within another target population the results would probably differ. The purpose of the study was to find out how specifically professional women evaluate the quality of their clothing, both during the purchase decision-making stage and during product use. The study was also exploratory in nature and did not seek to explain the target population's behaviour. The purpose of the study was thus answered.

5.6 CONTRIBUTION TO THE THEORY

The results of the study bring a valuable contribution to the existing theory in terms of career wear quality evaluation of professional women. Due to the exploratory nature of the study, the results cannot be generalised to all professional women in South Africa, but do offer a starting point for further studies of this nature. The specific contributions of the research will now be discussed. As this study attempted to compare both the tangible and non-tangible quality indicators used during the decision-making stage and during use, this discussion will start with the use of tangible and non-tangible quality indicators during the decision-making stage.

Several authors have found that consumers often turn to non-tangible quality indicators to determine clothing quality during the decision-making stage (Gerstner, 1985; Solomon & Rabolt, 2004:360). In this study, it was found that professional women might rather evaluate

career wear quality based on tangible quality indicators. For example, the respondents of this study rated comfort as very important. Eckman *et al.* (1990) found the opposite, but their study was based on test garments and not the respondent's own, which may also influence the results. Hines and Swinker (2006) also found that tangible quality indicators seem to be more important in clothing quality evaluation when the physical product is at hand to evaluate. As the respondents in this study were asked to consider an existing outfit, the results may indicate a methodological implication as well. Respondents also rated brand name, as well as price, as poor indicators of career wear quality, in contradiction to several authors (Birtwistle & Tsim, 2005; Eckman *et al.*, 1990). However, it correlates with findings by Retief (2007:71), which was also done within the South African context.

With regard to the use of tangible and non-tangible quality indicators for the evaluation of career wear quality during use, respondents indicated that again the tangible quality indicators were more important than non-tangible quality indicators. The non-tangible quality indicators that were of importance were alignment with company dress code, as well as with personal enjoyment from the outfit. Thus, respondents did not consider brand name or price as indicators of quality during product use. Geršak (2002) and North *et al.* (2003) found that consumers tend to use price and brand name as indicators of quality when they are unfamiliar with the product. Professional women may be more familiar with career wear as a product and thus may not need to use non-tangible quality indicators as determinants of career wear quality.

As stated in paragraph 4.7, consumer decision-making within the market place cannot be separated from its underlying value system. According to Kaiser (1998:301), political and social values should be important to professional women in touch with their work environment and with regard to being 'dressed for success'. This does not seem to be the case for respondents of this study. Respondents considered theoretical and aesthetic values as more important. It seems that respondents may regard the functional features and personal pleasure of their career wear as very important and not the image they may project towards the public or colleagues. This may be a result of a lack of knowledge on the part of the respondents. Personal pleasure from career wear, as derived from both in-store and wardrobe hanger appeal, was also seen as very important in quality evaluation by the respondents.

Within the systems perspective a few interesting contributions were also found. According to Aqueveque (2006), consumers tend to use less non-tangible indicators when evaluating quality of products when they are familiar with the product. This is again evident in this study. Respondents used more tangible quality indicators when evaluating career wear quality than

non-tangible quality indicators, both during the decision-making stage and during product use. Evidently, the system is true and feedback or learning takes place. A dynamic equilibrium does thus exist within the system. Therefore, satisfaction may increase as familiarity with the product increases and constant learning takes place. During the transformation stage of the system, prioritising of indicators is also evident in the results, where tangible quality indicators are prioritised above non-tangible quality indicators, both during the decision-making stage and to a lesser extent during use. The last assumption of the systems perspective is that of permeable boundaries (Spears & Gregoire, 2006:3-4). According to Rasband (2002:11), professional women should be acutely aware of the messages they emit to the public, although this does not seem to be the case for the respondents.

In conclusion, it was found that respondents use tangible quality indicators significantly more than non-tangible quality indicators, both during the decision-making stage and during product use, to evaluate career wear quality. A significant difference was also found between the tangible quality indicators used during the decision-making process and during use, but not between the non-tangible quality indicators used during the decision-making stage and during use. Thus, professional women may use tangible quality indicators significantly more than non-tangible quality indicators to evaluate career wear quality.

5.7 IMPLICATIONS AND RECOMMENDATIONS

Recommendations to retail that spring from this study may include some changes to their marketing strategy. The target population was initially expected to spend more money on their career wear than indicated in the results of this study. A clear outcome of the study is that the respondents want good value for money and that the brand name, price and store image are less important to them. Intrinsic or more tangible elements of their career wear are more important. The respondents may thus spend more on items that they perceive to be of higher quality. Retailers could include more product information in store for the consumer. Contrary to the research (Gerstner, 1985; Solomon & Rabolt, 2004:360), it seems that respondents rely more on personal experience when making career wear purchase decisions than on non-tangible indicators in store. As less than 50% of dissatisfied consumers return to a given retailer (Kincade, Giddings & Chen-Yu, 1998), it would be useful for retailers to further explore the indicators that consumers use for purchase decisions.

Retailers should also include target market opinion during product development. This can be done through the use of focus groups as well as general surveys. From the results, it is

evident that respondents do not look at brand name and store image as much as they look at the physical properties of the garments. Recommendations from the results of the study by May-Plumlee and Little (2006) support this notion. According to Nadeem (2007), return purchases and word-of-mouth promotion is a direct result of consumer satisfaction.

The perception of the retailers' consideration of quality and the professional women's idea of quality may thus differ. If the retailers were sure of what the professional woman as a clothing consumer regards as good quality, they may direct marketing and buying campaigns to this market segment more accurately. Accurate marketing campaigns, and thus product assortment, will ensure more return clientele, which is more efficient to the retailer than attracting new customers (Lamb *et al.*, 2004:6). Another positive aspect of this information to the retailer is point of sale education (Bell & Ternus, 2006:190). More accurate information can be supplied to the consumer with the apparel product and may assist the consumer to make less purchasing mistakes.

Chain stores are also moving towards keeping internationally branded products in stores rather than only private label products. Retailers may thus want to consider the product mix very carefully, as professional women with the spending power may not be purchasing internationally branded products for career wear, since they tend to be more expensive. It may be more lucrative for retailers to keep in-house brands at reasonable prices, aimed specifically at professional women, rather than the international brands. Displaying these ranges alongside adequate information regarding a professional image, as well as the tangible product qualities, may enhance sales of retailers. As the overall aesthetic appeal was also important to respondents, retailers should consider the in-store merchandising very carefully as well, to ensure the product looks well enough to purchase.

5.8 LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

For further studies, product knowledge of clothing may be included in the study. As the relative expertise of women seems to be increasing in general (Belch & Willis, 2001), it may be that decision-making styles of women are changing along with their general roles. A study exploring the knowledge regarding both tangible and non-tangible aspects of professional women can be a useful contribution to the literature.

According to Chen-Yu *et al.* (1999), product expectations are directly related to satisfaction. A study relating to the expectations of career wear for professional women may explain the



use of the quality indicators as found in this study. Once product expectations are determined, retailers would be able to satisfy these expectations to a higher degree.

A study regarding perceived risk of career wear may also be useful to determine the underlying reasons for the decisions that professional women make regarding their career wear. According to Aqueveque (2006:243), perceived risk to the consumer directly influences the intention to purchase, especially regarding price. Along with the perceived risk, specific life stages of the respondents should be considered in further studies. Using only the LSM groups seems to be insignificant in determining spending power of professional women. According to the LSM placement, the respondents should have significant spending power, but they are unwilling to spend large amounts of money on career wear. As the age median of the respondents was at 32 years of age, one may consider that they have young families to support, or are paying off large real estate bonds, for example.

There were some limitations within the study. The first was that the questionnaire measured the importance of each quality indicator in hindsight. The respondents thus had to recall a purchase event and evaluate their emotions toward it. Testing actual purchase events and returning to each respondent after a given time for the during-use evaluation might repeat the study. It was not done during this study due to time constraints.

Another possible limitation of the study was the relatively small sample size. The response rate to the questionnaire was low. The target population was hard to reach, as databases of professional women are not readily available to the public or to researchers in South Africa. The study may, however, be repeated with an alternative target population of working – or career women, who may be easier to reach.



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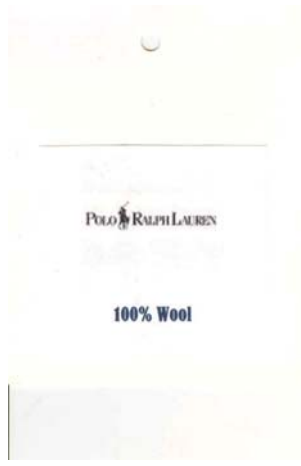


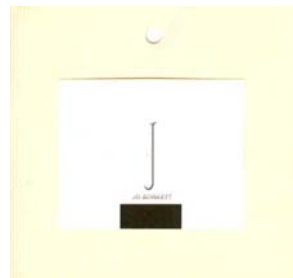
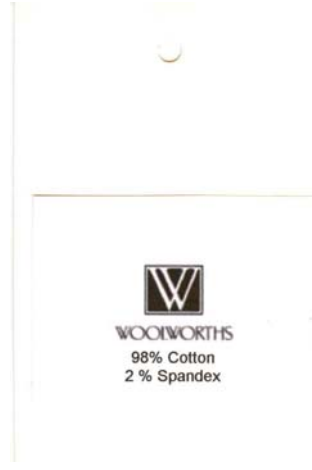
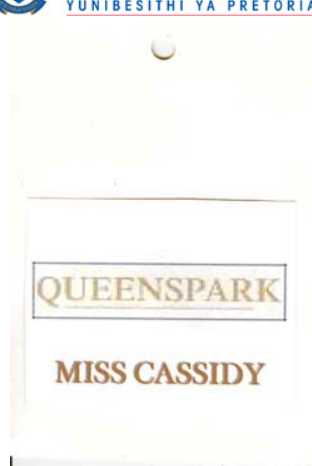
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Addendum I

A. Images of Trigger Outfits Used in Focus Group









B. Transcription of Focus Group

Part 1

Researcher: Daar is geen iets wat jy kan se wat reg of verkeerd is nie, dit is julle opinies wat ek wil he. Ons gaan begin met:dit is 'n nuwe maatskappy wat klere verkoop aan julle en julle kollegas. En ek wil he julle moet vir my 'n slogan skryf. Wat hierdie klere maatskappy moet se. 'n Slogan of uitgaanspunt, enige iets wat vir jou sal appeal. Gee so vyf minute daarvoor. Geen punte word gegee vir kreatiwiteit of enige so iets nie, ek wil net uitvind wat vir jou sal appeal.

- ons moet eksamen skryf

Researcher: Dit is glad nie eksamen nie!

- jy weet ons is lawyers en ouditeure ne? ons is nie kreatif nie.

Researcher : ja, net 'n sin, 'n konsep enige iets wat jou lewe sal enhance

- jy bedoel 'n advertensie slogan...

Researcher: wt 'n klere maatskappy sal se, vir werkende dames

Assistant: iets wat julle sal wil he

- jy vra baie vanoggend
- ek dink nie vyf minute gaan die ding doen nie, volgende vraag

Researcher: sleutelwoorde wat vir jou sal werk in 'n bemarkings filosofie

Researcher: byvoorbeeld: easycare clothing for working women

Assistant: voorbeeld wat se, busy bodies, busy schedules so 'n tipe van 'n bemarkings lyn, dit kan enige iets wees.



- Ek het so 'n kookboek, en ek koo nie eintlik uit boeke uit nie, en hy het 'n naam wat se the impatient gourmet. Dit het my onmiddelik getrek. Ek wil lekker kos he, maar ek het nie geduld om te staan, of tyd nie, en sousies en geure en reuk en dit en rub en ek weet nie wat alles nie. Dit moet vinnig wees so... ek wonder of die word impatient nie dalk 'n goeie...

Researcher: So tyd is 'n ...

- hmm
- Tyd is defenitief vir enige professinele vrou wat nog probeer verhoudings met kinders en en goed ook bou is tyd die mees kritiese kommoditeit. So dit moet aandui dat jy, at dit vinnig gaan wees, is dit nie? En dat dit mooi gaan lyk. sofistikasie dink ek is die ander ding. Dat jy in 'n werksomgewing jy wil defenitief nie um... wag laat ek sofistikasie neer skryf. Te hoog, want jy wil.
- stylvol?
- ja, stylvol

Groep lag

- stylvol binne minute

Assistant: ja 'n ou kan ook vat die konnotasie wat jy nou het met jou werksklere. As iemand daai gap vir jou kan vul. Wat ook al dit kan wees. Versorging, tyd, wat ook al.

Researcher: Passing

Assistant: ja, mens kry dalk nie goed wat lekker pas nie. Elke ou het maar sy eie probleme.

- ek het nou hier geskryf: elke dag elegant,
- mmm
- want, ek het so twee keer 'n week klere wat vir my reg is daai oggend,

Groep stem saam



- maar om dit elke dag te he, dit is die moeilike deel.

Researcher: En Maandag en Donderdag jyk jy dieselfde

- Ag ek gee nie meer daarvoor om nie. Ek, ek, vyf is vir my reg. As ek net deur die week nie dieselfde hoof aan te trek nie. Volgende week, ek probeer nie meer as vyf uitrustings te he nie, dit is te, klaar te veel

Assistant: So 'n moontlikheid sal wees, everyday chick, of mix and match wardrobe

- Maar dis te wyd, jy sien, dis maar vir almal nie vir werkende mense dink ek spesifiek nie.

Assistant: ja, dit sou kon wees..... Dit hoef nie spesifiek te se werkende vrouens nie.

- Nee, maar wat ek eintlik bedoel is as jy te wyd gaan, dan is dit maar eintlik basiese beginsels van aantrek. As jy nou mix and match, of jy nou vir uitgaan aantrek, of vir skoolwerk, of vir kerk of vir 'n dans of vir whatever, almal mix and match maar eintlik, dit is maar 'n basiese beginsel, dat jou klerekas se goeters oor en weer kan werk.

Researcher: ja dit behoort te kan, veral as mens tydgebonde is.

- Mariette, wat ek gesien het in Australië en New Zeeland, die professionele vrouens trek net swart aan. Dis vir my so stupid, jy weet, ek is lief vir swart. Maar in die somer is ons land, jy weet ek kan verstaan in die winter, in die winter dra ek omtrent permanent swart maar in die somer kan mens wragtag nie met 'n swart pak rondloop nie. Jy weet dan trek jy jousef nes 'n man aan.
- Ja, ek wou nou net se ons moet darem die voordeel dat ons nie mans is nie partykeer uitbyt.
- Daar is absoluut geen individualisme nie, mens wil professioneel lyk sonder dat jy noodwendig in 'n boks gesit word en dat almal presies dieselfde lyk, jy kan sien in Sydney vyf uur as die kantore uitkom, lyk almal presies dieselfde. Die mans ook hulle het nie soos ons dat ons mans dra mos bietjie meer klimaatsgewys klere aan, half business casual sonder die baadjies en goed, daai mense het almal swart aan, met wit hempde, nie eers ander kleur hempde nie. Dit is die business dress. Ek het gesien in Auckland ook,



- Kyk power dressing is belangrik. Ek het nou hier geskryf comfortable power dressing. Jy wil defenitief daai effek he op die vergadering se nou maar.
- Kyk vir Dezi in 7de laan, en kyk hoe trek sy aan, ek dink sy trek perfek aan vir 'n professionele vrou. Jy weet sy het pakkies aan...
- en as jy nie 7de laan kyk nie,?...

Researcher: Sy dra pakkies maar nogteeds met n vroulike hempie of toppie met krale of ...sag ja.

- Ek dink gemaklik is ook belangrik...
- Veral die skoene, mens kry nie gemaklike skoene nie...
- Veral as jy maer voete het....
- en 'n nr 7 dra...
- Ja kyk hier het ek my gemakskoene aan, baie gemaklik maar jy kan nie rerig so voor kliente loop nie, maar dis baie lekker as jy moet akte kantoor toe gaan en jy het hierdie...wat is dit...
- crocks...
- ja crocks. Baie lelik maar gemaklik

Rest of the group agrees.

Researcher: Nou vir julle wat vir groot maatskappye werk, is daar enige reels wat julle moet by hou?

- By my vorige firma het hulle uniforms gedra, ek dink die kleure was, navy blou en liggroen, en dan is daar 'n suit en 'n romp en 'n baadjie ens, en Vrydae kan hulle dan casual wear aantrek. Die baas se vrou het dit gekies en die firma koop dit aan, so dit kom nie uit jou eie sak uit nie. So daar is drie kleure en jy kan nou maar aantrek soos wat jy wil. Almal hoef nie dieselfde te lyk nie, maar dit werk eintlik nogals goed uit.



Several participants agree

- By ons het daar van die meisies begin werk toe om met jeans en tekkies en dit lyk nou rereg onprofessioneel. Maar mens kan nie so kliente sien nie.
- Daar is 'n neiging, ek weet nie of julle dit ook so ervaar nie, by prokureursfirmas veral dat die mense al hoe meer casual en casual, self ons base, hulle trek 'n pak aan as hulle se nou maar moet hof toe gaan of 'n belangrike klient moet sien, die res van die tyd het hulle kortmou hempde aan sonder dasse.... Jy kan nogsteeds nie 'n klient sien met 'n denim en 'n t-shirt nie. Dit is net nie professioneel nie.

Researcher: Voel die res van julle ook so daaroor?

Group agrees

- My baas het nou-die-dag 'n interessante ding gese, sy het gese jy moenie aantrek vir die posisie wat jy het nie, maar vir die posisie wat jy wil he.

Group agrees

- Die eiendoms agentskappe ook nou. Soos Engel & Volkers het al hulle verkoopsdames gestuur, op 'n makeover of ek weet nie wat nie, hulle moet hulle naels laat doen, ander hare, klere, elke ding.
- wie doen daai tipe grooming? Ek wou ook al iemand gestuur het. Ek het 'n meisie aangestel wat 'n goeie break gekry het maar, sy het terrible gelyk. Dit is baie persoonlik om vir iemand te se kam jou hare, verwyder jou gesighare. Maar om vir hulle te se luister ons professionele beeld, dit vereis 'n sekere vlak van versorging, en hier is vir jou 'n pakket. Hierdie mense gaan vir jou leer makeup aansit wat jou die mooiste sal laat lyk, jou haartjies mooi doen. Dan voel iemand thrilled en
- Voel gepamper ja.

Discussion about image consultants.

Part 2

Researcher: Die volgende ding wat ek wil het julle moet vir my doen. Daar is ook nie 'n reg of verkeerd nie. Daar hang n rail klere, maar voor ons soontoe gaan, julle het het elkeen 'n nommer gekry, as julle net daai nommer vir my op die papier kan skryf. om die proses anonniem te hou. Jou naam word nie eers genoem nie. Op die rail hang daar 9 uitrustings alles behalwe die laaste een op regs. Ek wil he julle moet dit gan deur kyk, as jy dink aan size of passing of lengtes of enige sulke goeters dink in jou mind daar hang die vol reeks sizes. Dit is aanpasbaar. Dis n winkel opset, gan in asof jy nou n belangrike meeting het more en jy het desperaat n outfit nodig. Watse een sal jy dan kies, en net vir my n paar woorde neerskryf oor hoekom jy dit sal kies. Wat vir jou persoonlik belangrik is. As jy voel daar is absoluut niks wat jy wil he nie is dit ook reg. Dan net vir my die nr van die outfit neerskryf en hoekom jy dit sou kies.

- Dis baie mooi maar die kleure, die kleure Marriette. Kan ons dit kry in ander kleure ook?

Researcher: Kan vir my neerskryf ek soek hierdie in so n kleur.

- Kan jy meer as een kies?

Researcher: Ja.

Researcher: Kon almal darem iets sien wat oraait is?

- Die rok sou mooi gelyk het as hy n baadjie by gehad het. Mens moet altyd n baadjierige ding he vir as n ding formeel is.
- Casual of formeel is.

Researcher: Nog iets anders wat jy sal verander aan een van die pakkies?

- , daai ene n broek. En die groene het n romp.
- Askuus tog Marriette maar alles is verskriklike harde material. Miskien iets sagter?

Researcher: You can go over and basically look at the rails and see basically which outfit you would choose



- Want me to do that now?

Researcher: Yes, then if you can just write it down for me.

- Wat my probleem is wat ek nie van hou nie met suits nie is altyd broeke. Jy kannie nie byvoorbeeld een kry met n romp nie of as dit n romp is dan is dit een van daai korterige rompe en dit is net nie professioneel nie, jy weet mos uitstap dragte, waar die romp net so inder die knie is, dis nogals is mooi lengte, en dit baie meer professioneel.
- Ek soek dit ook altyd
- Ek soek seker nou al n jaar nou vir n pencil skirt wat daai lengte is en jy kry net nie, of dit is ek weet nie die stupid broek goeters wat soos n lang short is.
- Ja dis walglik!
- Wat trek jy daarby aan?
- Weet jy mens soek n eenvoudige reguit romp, wat gemaklik is. Wat lekker op jou heupe sit en onder jou kniëe hang. En dan kan jy alles verder by sit.
- Ek het nie redelike heupe nie so ek kry nooit, en n klein middletjie. So ek kry nooit een wat op my heupe pas nie en as dit op my heupe pas dan staan SO ent uit.
- En lengte, jyt seker die selfde probleem

Researcher: Ja

- Jy kan nie n 8 dra nie want die (mark?) sit da en jy kannie tien koop nie want dan is dit te groot. En broeke, jy jy lyk soos n clown. Jy moet alles lat langer maak!
- Woolworths se goed is deesdae baie lank en groot.
- Ek het n baadjie by hulle gekry, dis lekker die moue sit omtrent daar.

Researcher: Okay so passing is duidelik n groot probleem oor die algemeen.



- Op die ou end koop jy die ding wat pas, nevermind of die res reg is nie.
- Da by woodlands, ek weet nie of dit Jenny Button of Hilton weiner of whatever. Hulle het vir my gese hulle bestel vit jou die kleur gratis. So dit help nogals baie as jy dit kan vat!
- Edgars kan dit ook dit nogals doen

Researcher: En verskeidenheid?

- Daar is neigings, maar dit oor en oor elke jaar/keer die selfde.
- Patrone nie noodwendig kleure nie ma patrone.
- Julle is nou jonk nog en julle het nog lyfies, ma ek wil nie soos n brood lyk nie. Mens kry nie nice kleure, of moderne kleure vir sulke vet ou vrouens soos ek nie. En ek wil nie so oud lyk en so oud aantrek soos wat ek is nie.
- You know who's got a nice range is Truworths for older people.
- But its not the larger sizes. Do they keep larger sizes?
- Its a little bigger than, but I don't really fit into truworths clothes cause I'm also a very different body size, I'm European so I'm fat. But anyway! But they have really nice stuff if you slightly older.
- Yeah their stuff is tiny, Truworth's stuff is tiny but, that range, if there was something in between that we can also wear.
- Ya us normal people.
- Ya but they got stunning stuff, pinstripes, and denim you know for turn ups and the bottom.

Researcher: If you say something in between?

- Something for somebody who is not a model but doesn't need to wear a larger size.

- Just need something for the ordinary person.
- That's still professional. And not too fashionable.
- Although fashionable and professional is the same these days.
- Alhoewel dit ouens wat goed aankoop, jy sien altyd, jy weet mens kry nie die normale 34 nie, dis altyd uitverkoop. Dan kry jy, of jy kry n nr 8 of nr 48. So die aankopers doen iets terrible.
- So as jy nie gaan as hulle die klere uit hang gaan nie dan kan jy dit net vergeet, verstaan jy. Dan kry jy net nie, want hulle het altyd die super groot of die super klein sizes
- Ja as jy kyk na 'n sale, dis al die goed wat jy nie kan dra nie
- Ja soos normale meisies dra se nou maar 'n 10 of 12.

Researcher: Is daar ander probleme wat julle oor die algemeen voel in die winkels, in die aankoop proses.

- Woolies se ligte! Dit maak jou boude soos deeg lyk. Dis so lekker groot ma dan kan hy jou vang so van al die kante af jy wil vir n week net in die huis bly.
- Die ergste as jy gebuk het en jy kyk agtertoe!
- Weet jy wat is nie lekker vir my van die aanpas kamers nie is hulle het sulke idiotiese gordyntjies wat as jy dit na die middel toe trek dan steek die een kante uit, en as jy dit so min of meer gespaseer het is da so gaatjie in die middel. Ek wil nie he n girl wat da verby loop moet my sien nie.
- Nevermind eks nog 'n girl. Baie keer is dit oop na die winkel toe dan is dit somme mans en seuns en kinders en who ever.
- En dan het jy die fantastiese ondervinding waar jy in jou bra staan en dan die volgende oomblik sien jy so klein seuntjie wat onder die gordyn in loer. Dans dit so, hallo kan ek help?!



- En vandag se broeke is geneig om almal hipsters te wees.
- Of bell bottoms
- Ja dis meer vir uit gaan, vir n meisie wat uit gan en haar vriende ontmoet en rondloop lyk dit pragtig, ma vir werk lyk dit nie goed nie.
- And most people working don't have time to exercise so most of us aren't really firm, and most us spend our lives in the office so we actually don't want to reveal our backs.
- Wat nou terug gekom het is die toppies wat bietjie langer is die toppies wat nie hier sit nie, toppies wat bietjie meer, dis mooier, ook meer professioneel. Almal het nou nie hierdie lyfies om die kort toppies te dra nie.
- Ma hoekom wil jy anyway so kantoor toe aantrek, ek meen al lyk jy soos n super model, hallo!
- Its not really professional
- And the button up tops also need to be a bit longer so that if you do tuck them in that they don't keep on slipping out.
- At the back!
- Also from here to here, the crotch, its always too short.
- Ja dan hang jou boep so oor!
- Dis baie gross!
- Ek weet nie hoekom die mense so hipsters dra nie, as ek in Menlyn sit en drink koffie dan sien ek die meisies loop met die goed en ek weet nie hoekom nie, miskien omdat hulle nie ander goed kon kry nie.
- Die hipsters is okay, ma geen hoeveelheid van jou boude, die stuk bo jou boude of enige iets van dit moet naastenby eers uit steek nie, ook nie jou g-string nie! Jou boyfriend kan dit dalk like ma ek wil dit nie sien nie!

- But that's fashion. We went to the rugby the other day, it's a turning client and one of my people came with us and we all wore denims and we were jumping over the rails to get to the bathrooms otherwise you have to all the way though the crowd. And she jumped over the rail and her whole bum stuck out. And I could see the client was uncomfortable to see it. You what I mean, it's uncomfortable for them because they are men.
- So even when in a casual environment you don't necessarily need to dress formally but you still need to look, have a certain décor.
- Dit lyk mooi op die fotos in die skoene magazines, as hulle vir Madonna wys en sy klim uit die kar en haar boude boude wys bietjie.
- Nee dan is dit sommer terterig!

Researcher: Okay then just to conclude, are there any other problems that you have while shopping looking for clothing trying it on, anything like that?

- Die halstarigheid van die verkoops persone. Ek meen jy kan partykeer daar sit dan staan hulle twee twee by die ingang en praat en wat okal dan is jy naderhand soos, wil julle my graag help? Ek meen ek het al klomp kere sommer self by hulle skoen goeters in gegaan en my grote gan haal. Ek gan nie daar sit en wag nie, eks jammer! Dans hulle soos, you're not allowed to go in there. Dans ek soos dan help my dan sal ek nie.
- En weet jy wat nog om die klere terug te pak. Dan staan jy nou daar by die rak dan soek jy die regte nommer. Dan kry dit nie dan vat jy maar nou iets. Dan kom jy by die klee kamer dan hang daar n ry van klere wat nie terug is op die rakke nie. Dan is al die nommers daar, dan moet jy daar deur gaan soek. En dan as dit nog rush tyd was verstaan jy dit ma dan was dit nie. Dan staan da die twee of drie dames en gesels met mekaar. En hulle het vrede om die klere terug op die rakke te kry.
- 'n ander ding is ook ek weet, party van die winkels doen dit. As jy iets aangepas het en jy besluit jy vat dit nie, dan moet jy dit self gaan terug hang.
- I don't think so! Ek sit dit net daar neer ek is jammer! Dis nie my werk om dit te doen nie! Ek het by Truworths gewerk lank terug, so ek meen I did my shit! Ek meen hemel ek sit dit op die eerste beste rak neer.

- Same here
- Dan vat jy se maar 8 goed om aan te pas dan mag jy net vyf goed in vat dan vra jy hulle hou net die ander 3. Dan as jy uit kom het hulle dit gaan terug hang. Hoekom kan jy nie 8 of tien goed gelyk aanpas nie? Dan moet jy nou eers weer jou klere aantrek en uit gaan en dan die ander kry.
- Ek wil net weet wat is die punt van daai beperking. Dis sal ek ook wil weet, gan jy nou eerder steel of nie steel of jy nou 3 of 5 het? Ek verstaan daai ding glad nie!
- **Its because the people standing at the entrance can't count to ten, that's why.**
- Se nou maar jy vat gewoonlik 'n 8, en nou het daai 8 skielik geshrink na n 4. Nou moet jy weer al jou klere aantrek om 'n ander een te gaan haal, dit sal nogals nice wees as jy net n klok kon lui en iemand kan net dadelik kom en jy kan vir hulle se ek wil asseblief n 10 he. As wat jy nou weer al jou klere moet aan trek en een gaan haal.
- Sit somer net die diens van die winkel personeel in sulke groot letters, dit is baie swak.

Researcher: En die klere self? Enige probleme daar?

- Weet jy? Partykeer die enigste, as jy se nou ma iets wat, jy koop n broek wat se nou maar R50 is. Dan hou dit jou net daai seisoen, en almal van ons kan nie n broek koop vir R700 net sodat hy jou twee jaar kan hou nie. Dis nie nodig nie, ek meen, Edgars se wins is iets soos 500% so wat ek nog nie kan verstaan is hoekom kan jy ding verkoop vir 3 maande vir R300 en dan eweskielik as hy op sale is dan is hy eweskielik R100, so het die klere dan eweskielik goedkoper geword, want wat? Dan maak hulle nogsteeds geld. Hoekom kan hulle nie net die verkoop vir R100 van die begin af nie.
- Because people pay it.
- Ja
- So they make their profit.

- Weet jy wat is veral van klere, die some. Ek weet nie of julle dit al agtergekom nie ma die some is die eerste ding wat gan. Die mou se soom of die baadjie se soom selfs as pas jy dit partykeer dan is die soom al sommer klaar gegaan.
- Baie keer klere wat krimp ook na die eerste was.
- Dit gee ek terug, kyk, dit is sommer nonsense.
- Ja maar dit is baie moeite.
- Ja dit is baie moeite partykeer los jy dit maar net.
- Dan het jy nie kans gehad om dit terug te gee nie. So dit behoort rerig nie te gebeur nie.

Researcher - Okay, dan kan julle weer gan koffie drink, en daar is muffins en en sulke goetjies wat julle welkom is om van te vat.

- Wat is die tema?

Researcher: Die Tema is kwaliteit en evalueering van professionele vrouens. En dan vir die retailers se, dit is waar die gate le.

- Een ding wat ons nou nie gepraat het oor nie is mix 'n match. As jy nou so suit koop dan moet jy kan 'n 10 broek en n 12 baadtjie vat.
- Ja, jy weet dan die romp en die broek, en 3 bloesies, wat almal in daai kleur is. Nou sit hulle hierdie groenerige kleur aan. En dan is daar 'n vreeslike mooi bloesie maar hy clash, jy wil eintlik 3 bloesies he wat in daai selfde broek en baadtjie ding kan in pas.
- En selfs die baadjies en die broeke ook, dat jy dit ook.
- Behalwe nou die verskillende nommer dat jy nou die hele suit moet vat nie.
- Dat jy n ander baadtjie by 'n ander broek kan dra dat jy nie elke dag die selfde lyk nie. Want suits is maar dieselfde, hulle lyk maar altyd die selfde. Ek het nogals n probleem daarmee ek wil nie soos almal lyk nie.



Assistant - You said that fashion is professional, voer aimal so? Want ek het gekry dat baie mense ook so se.

- I would say it depends where you coming from, I mean at the attorneys firm it was just like black, I mean everyday we wore black. And at Investec, everyone is wearing their own fashion.

Assistant: So that's their 'professional'. You wear whatever the buyer has in store for you?

- I would say, it's professional clothes must fit in with with general fashion trends. But must not be on the edge of it.
- And there are the limitations, like you won't wear denim to work. But is not like I mean, when I worked as an attorney you could only wear black and white, it was very conservative.
- Who was that?
- Daison attorneys, it was just that way. Most dress that way, it's a very corporate look. But at investec it's very funky! Everybody wears as much color as they possible can.
- And no jeans, you know you get jeans and jeans. Ek dra partykeer jeans kantoor toe met n nice baadjie, en jy kan op dress.
- So fashion does play a role, but you still want your individuality. To come across, and there are certain corporate dress code. So there are three things: your fashion, corporate and fashion.
- Ja ek meen obviously as jy in die hof gan wees gan jy anners aantrek as wat jy Vrydag 12:00 ophou werk.

Part 3

Researcher: Okay most of you didn't bring anything but if you think about your favourite outfit for work. Daai ding wat jy in die oggend aantrek, old faithful wat jy stunning in voel no matter what. As jy dink aan daai outfit, hoekom is hy jou favourite?



- Een van die makliker vrae!
- Ek is een vir gemak. Partykeer probeer mens nou grand wees en hoe-haak skoene aantrek maar op kampus loop ons so, een gebou is daar en die ander daar, en kyk jy moet gemklik wees as jy so ver loop.

Researcher: So gemak is n groot ding?

- En mens moet tog, mens moet so elke nou en dan jou studente vra om jou te evalueer. En interessant n ding wat een van my kollegas geskryf het was Mrs. So and so can dress more fashionable. Lyk my dis vir hulle nogals belangrik dat jy mooi moet lyk as jy daar voor hulle staan.

Researcher: Sal dit onthou. Dit is nogals so.

- Maar dis juis die outfit wat gemaklik sit maar goed lyk. Dis daai klere wat dit reg kry. Ek meen dis maklik om gemaklik aan te trek maar dan lyk jy nie professioneel nie. Maar daai klere wat dit reg kry om professioneel te lyk ma gemaklik te wees. Dis wanneer dit 100% werk.

Researcher: En as jy dink aan stylvol lyk wat is dan die criteria sal jy se?

- Ek dink mens doen dit met n baadjie.
- Mens moet n baadjie he.
- Hoe gestruktureerd moet die baadjie wees?
- 'n kraag. Ek wou se lank ma nie noodwendig lank nie, kort baadjies kan ook mooi lyk.
- Ja baadjies het baie verander. Die ander dag toe haal ek n baadjie uit toe is hy so groot en lomp, en eks baie vetter as wat ek 5 jaar terug was. Dit het baie verander. Nou is die goed beter getailor dit lyk meer elegant.
- Absoluut dis nie n ding wat so hang en vormloos is nie.

Researcher: En as hy nou n kol op het en jy moet him was? Is dit wasbaar?

- Ja washable is die best. Like when a man's suit goes to the dry cleaning the way it smells, I don't think it ever gets fresh again. I hate dry cleaning, I mean your clothes go into that machine with you don't know what, all those chemicals. Its not fresh
- En jy't nie tyd nie. Om dit gaan haal nie en so aan.
- En as jy toppies en goed het wat getuimeldroog kan word is dit nog beter.
- En ook dat dit natuurlike stowwe is sonder dat dit teveel kreukel.
- Ja jiss ek is mal oor die linne suits se styl gewoonlik. Maar as jy by die werk uit kom lyk dit asof jy uit n bondel wasgoed uit geklim het. Dit werk net nie.
- As jy net so aan hom met jou hand vat is dit gekreukel.
- En hulle se dis nou deel van die charm ma ek weet nie. Ek het nou al drie sulke suits in my kas wat vir my so mooi is maar ek voel nie goed om dit werk toe te dra nie.
- Ja dit is ook belangrik, dit moet aan hou goed lyk. Party klere lyk goed die oggend as jy dit aantrek, en as jy elf of een uur n spiëel vang is dit verby!
- En dit is somer dan as jy bietjie gesweet het en so.
- Ja, soos daai spier wit bloesie. Net so woep, da is die hele effek in sy donner in.
- Maar ook as ek net kyk wat almal aan het, meeste mense gaan nie vir bont nie, meeste mense gan vir neutrale kleure.
- Dink dit het deeltliks te doen met die professionele look.
- Elke keer as ek iets kry is dit iets neutraals.
- That's stunning I like that, it looks nice, the contrast.
- What I like about this outfit is that it's feminine yet formal. Dit het die baadjie effek dan met die gekleurde juwele.

- Dis weer die baadjie wat dit doen, n mens kannie meer met kort moue, oukay eks nou oud en vet maar julle kan dit nog dra, maar dit lyk nie net so professioneel as jy gan werk met shoe string strappies nie. Have they got a dress code at Investec?
- Ya, ya they do, but people like color and that sort of thing but you may not wear denim and you may not wear straps. You must have you shoulders covered.
- Yes it is unprofessional.

Researcher: Is daar enige iets anders, as jy nou die ding huis toe gevat het en jy is mal daaroor, wat sal maak dat jy hom terug vat?

- Wel wat hulle netnou gese het as die ding krimp, as hy na een was nie meer meer dieselfde is as wat jy gekoop het nie. En los trek. Ek is nie altyd bereid om die goed weer self was te werk nie. As ek n ding gekoop het wil ek nie nog self hier n dingetjie
- Of jy sien iets raak wat jy nie in die winkel gesien het nie, soos die ding maak iewers a wabble of hy ja.

Researcher: So as hy anders is as wat jy gedink het?

- Ja.
- Terwyl mens aanpas is jy gewoonlik gejaag en daar is net nie tyd nie. So ek vat iets en gaan pas dit aan by die huis.
- Eks te lui om dit weer terug te vat maar dis 'n slim plan want dan kan jy sien presies hoe dit gaan sit.
- Ek het gevind, toe ek jonger was het ek in 'n winkel goeters oor gesien, en dan agterna dan sit dit bietjie styf daar en so maar dis nie te erg nie. En as jy by die huis is dan kom jy agter hoe erg is dit eintlik. Maar nou is ek weer hiper krieties, as daar iets fout is dan se ek nee.
- Ietsie kleins is fout dan pas jy dit by jou ma aan en dan oorreed sy jou of ander mense wat dit sien.



Researcher: Enige iets anders wat sal maak dat jy dit terug vat? Of op hou om dit te dra nie noodwendig eers terug vat nie.

- Dalk die kleur. As jy dit was dan sien jy die kleure is nie meer nie
- HOEKA die linne goed weer, ek het die mooiste oranje linne suit gekoop. Jislaaik, hys nou nie meer oranje nie hy is nou meer wit, pienk. En eintlik moes ek hom terug gevat het maar dit is te veel moeite.
- Ek dink nie daar nie is die baie goed wat jy dink gan werk en dan nie. Daai ou storie van jy't n kas vol klere ma jy't niks om aan te trek nie.
- Wat sal maak dat n bloes byvoorbeeld nie werk nie?
- Hoeveel hempde of bloesies koop jy dan kyk jy af dan is die knopies los. As jy af kyk dan is die knopie los of daai knopie los.
- En daar is niks so onprofessioneel as 'n knopie. As jy sit en hy rek so oop, dan sit jy hier voor die kliënte en hie hang n halwe boob uit! Dis very very lelik. Wat ek al begin doen is ek het my hemp se knope vas gewerk, ek stik hom dat hy nie kan gaap nie.
- Dis n slim plan.
- Ek koop nie meer goed met knopies nie.
- Of jy kyk af en soos jy se en dan kyk jy af dan het het jy die healtyd voor die kliënte gesit met n oop bloes, dan het jy nog hierdie passion killer bra aan! Met die trappies en die ding was wit so 10 jaar terug.
- Onderklere is ook nogals n belangrike ding. Baie van dit is soos daai hempie van jou en baie girls dra dit met niks onder an nie. Dit lyk baie lelik.
- Almal kan nou nie niks onder aan dra nie.
- Never mind sonder iets onder, of iets onder wat die healtyd uitsteek, dit lyk ook baie sleg.
- Ja baie keer maak jou onder klere ook dat iets sleg sit.



- Did you watch that Oprah show? She had this big bra, bizarre and everyone went out and got the new bra's. But they looked at what they previously and looked what actually fitted them, everybody gets die wrong. So you must either get a 34 and then choose your cup size. And the people either take a too small back size with a too big cup size, or
- The other way around ya ya
- Cause I mean, they don't know how to choose it. And there's not really anyone to explain to us but in America there is. You go there they'll help you.
- That's a very personal thing. Ek sal definitief nie laat kyk hoe 'n ou kom kyk hoe ek bra's aan pas nie. Ek het ook my trots.

Researcher: En as jy nou weer dink aan daai favorite out van jou, kort hy baie maintenance, of is hy maklik om te dra. Werk hy by ander goed in jou kas?

- Maklik.
- Soos n swart of beige pakkie, wat jy by baie ander goed kan dra dan lyk dit sommer anders.
- Hy's veelsydig.
- Waar as dit 'n oranje or rooi ding is jy weet dan, dan kan jy dit een keer in ses maande aantrek. Of so iets.

Researcher: So iets neutraal wat by baie goeters kan gebruik word, selfs as die baadjie of die broek of die romp apart?

- JA
- Soos die een se baadjie by daai een broek.
- Jy ma ek dink swart en beige is omtrent die kleure waarmee jy omtrent die meeste mee kan doen.
- En jy kan accessorize daarby ja.



- Swart is versklankend ook.
- Ja dit steek baie weg.
- Dit is so maar dit is boring.
- As jy so baie honde soos ek het, teen die tyd wat jy by die huis uit kom dan is dit eerder wit as swart.
- Depends how you dress it. This other lady from the art of networking, she just wore plain black and she had the most stunning necklace. It looked like diamonds, I don't think it was, but it was thick and you could really see it, it was bold. And she put this with this plain black outfit and she had highlights and she looked really stunning.
- What was the outfit like?
- Really classy and stylish. Black slacks and a black jersey, it was really stunning.

Researcher: It probably fitted really well?

- She was also not skinny. She's what, about 45? And she looks stunning.
- When coming back to figures, you always think you have to be thin, but coming back to 7e laan you know, you look at Emma an Dezi, you know they're all not thin, but they look so nice
- They wear things that actually fit properly. I think that's the big problem, they don't wear things that fit properly. And we don't always have time to look for them. That's the big thing you know, I hate shopping. And you go to the shops and you never find anything.
- En mens het nie kennis regtig hoe om jou foute weg te steek nie
- Ja, as jy net die regte kennis het en iemand om jou te help.
- Dan kom jy nou weer terug na die personeel toe by Edgars, Truworths hulle het nie 'n idee nie.



- Toe ek 'n kind was het hulle professionele verkoopsdames wat, daar was altyd so tannie wat my ma gehelp het by Shirleys. Se sy nee hierdie arm is bietjie dik so maak die mou net tot hierso.
- Daar is nie meer sulkes nie
- Daar was so winkel onder in die straat, Pearl Modes
- Ja exactly daar, ek het self daar gekoop.
- As jy moet iets kry dan loop jy daar in en dan basies gaan jy in die aanpashokkie in en hulle moet vir jou goed bring. Soos die volgende nommer of dit of dat
- Dis soos pretty women, wat gese het you've made a big mistake toe sy terug gegaan het na daai vrou toe wat haar nie wou help nie. Ek wil eendag daar shop
- Wat die klere so aandra
- Weet jy dit kry jy net in boutiques, daai die winkels is nie verlee oor jou nie. Hulle weet hulle is nie afhanklik van jou nie. Goeie diens gaan nie maak dat jy wegbly of terugkom nie. Jy is afhanklik maar van die winkels.
- Hulle het half die oorhand.you don't get that service at say Edgars but it's not that expensive so...
- Maybe at Stuttafords you get better service
- Maar hulle gaan nie vir jou die service gee nie, want dit alles kos geld en dit gaan mos op die ou end alles oor geld en wins.
- Mans moet deesdae versigtig wees om nie vir vrouens komplimente te gee nie ons het nou n sexual harassment saak daar by ons. Nie in ons department nie maar in een van die ander departemente. Waar die ou vir sy vroue kolega gese het het, jy lyk mooi vandag, toe gan kla sy hom aan van sexual harassment.
- Ek kry eintlik mans jammer, want deesdae weet hulle nie meer moet ek die oop maak of nie of gan jy aanstoot neem as hy vir jou se jy lyk mooi nie.



- Ek dink dis tog belangrik dat hulle vir jou se jy lyk goed vandag.
- Nee jy kom op n punt van toe ek jonk was het ek geworry oor wat mense van my dink, nou worry ek oor wat ek van die mense dink. Jy kom net tot 'n kol wat jy dink oh well, dis vir my self, ek dink as n meisie mooi voel, as 'n mens goed voel self daarin sal mense ook dink jy lyk mooi daarin, in plaas van die heelyd loop en jou bra strappies terug druk of so.
- Weet jy daar is net mense wat net meer stylvol is ander en daai mense ook maar few and far between. En ek het ook een kolega en sy is wat, drie vier en veertig, en sy het 'n goeie figuur en partykeer sit sy bietjie gewig aan en so maar sy is net sexy. Toe ek haar leer ken het was sy heelwat oorgewig gewees. Toe se ek vir haar weet jy Marie, ek is nou 'n vrou, maar jy is vir my sexy. Party mense het sex appeal en daai mense is eintlik baie few and far between.
- Weet daai mense is gemaklik in hulle lywe. Dit is die ding, jy moet gemaklik wees in jouself.
- Maar mense ken nie baie mense nie jy weet. Maar mens tel dit op, of jy 'n man of n vrou is, jy tel dit op. En sy dra ook nie die selfde outfit vreeslik baie nie. En ek het al gesien as haar Foscini's rekening daar in die ding gele het, jy weet. Dis nie vreeslike duur klere nie, maar sy koop vreeslik baie.
- Ek wil nou net se daai mense sit baie baie perde aan.
- Ek was al saam met haar in Australie en sy loop ook nie by 'n skoene winkel verby nie, sy het skoene wat skrik vir niks nie, jy weet.
- Dis vat nog 'n effort, daar is n natuurlike aspek daarvan ma daar is ook 'n groot klomp effort wat in daai in gaan.
- Ek daar is net iets, haar ma was vyftien toe sy gebore is so ek het haar ma nou al gesien eendag by haar. Maar haar ma is so vaal ou vroutjie en sy is hierdie stunning,
- Ja
- Dis waarskynlik haar persoonlik ook uitstraal waarskynlik, jy weet dis nie net die klere nie.



- Vreeslik oordonderend.
- Ja.
- Ja.
- So ja, partymense het net iets wat sex appeal is en daar is eintlik baie min mense wat regtig dit het. EK kan nie aan nog vrouens dink wat ek se, ek dink daai vrou is vir my seksie nie.
- Ja dit gebeur nie in die algemeen nie.
- Nee maar mens kry mense, ek het nou die aand gesit en rugby kyk, en toe is daar hierdie ou, nie 'n vreelike aantreklike man nie maar net die manier wat hy toe so sy broek reg trek, maar toe dink ek dis nou net vreeslike sexy ding wat hy nou gedoen het.
- Ja (laughter)
- Nee maar verstaan as ander mense nou dit doen is daar niks sexy aan nie
- Ja
- Maar sien dis hoekom ek se daar is net so....
- Ja so ietsie
- So ietsie, jy waat maak dat nou n sexy handeling is of nie jy weet.
- Mens hoef darem nie sexy te wees om n professionele werk te wees nie so...
- Ja ek dink nie mens moet profesioneel en sexy te probeer trou nie want dit, dit werk nie.
- Nee
- Nee



- Want dit werk nie.
- No but I know what you mean, its sex appeal, we've two or three girls on our floor that are really sexy but they dress stunningly, STUNNINGLY
- Ja maar nie te sletterig nie.
- It is sexy but not slutty, not slutty, they've got this sex appeal that it they walk in everybody's head turns
- Ja sonder dat sy cleavage wys of so, ma dit is waar die verskil kom, want jy kry, common en dan kry jy sexy. Daar is 'n verskil
- Ja no, there is a huge difference, but ya.
- Ja, if you look at actors for instance, if you look at George Clooney who's really handsome but he's got no sex appeal
- No I don't agree
- But if you look at Russel Crowe, he's not as good looking as George Clooney but I think I think he is extremely sex. I think George Clooney is one of the prettiest men I've ever seen but I don't know, he just has no sex appeal what so ever. Russel Crowe is not as pretty but he's got something. In gladiator, but I think different people see different things.
- Ya that's I think compliments are important, because very often your own perception of yourself is not true you know, you'll think, ah I look so fat in this outfit, ah, let me just go because I don't actually have time to change. And then you like, and then when you get to work some one will say, jiss you look nice today, and all of a sudden that's disappeared and you feel much better about yourself, so...
- But people nowadays are too careful to give compliments.
- Ja
- Because of sexual harassment



- Yes, sexual harassment.
- Baie baie baie dankie, julle is so oulik!
ETC....



Addendum 2

A. Permission request

Dear Sir/Ma'am,

I am currently a master's student at the University of Pretoria in the Department of consumer science.

My study focus is on the way professional women evaluate their career wear. I have chosen to concentrate my research on professional women in law due to the strict rules regarding dress code and the professional nature of their work.

I would like permission to send the attached questionnaire to all the professional women in your firm. The confidentiality of the women is ensured and the information will not be otherwise distributed.

Thank you for your valuable assistance!

Kind regards

Mariëtte Visagie

University of Pretoria

(012) 420 2974

083 657 8587

B. Cover letter



Dear Participant,

The professional female consumer belongs to a consumer group that is of the utmost importance to the South African Clothing Manufacturing Industry. Therefore the need for manufacturers and retailers to acquire information on the manner that professional career women evaluate their career wear.

The purpose of this survey is therefore to investigate how the professional South African woman evaluates her career wear.

Please note that there are no right or wrong answers. We are solely interested in your opinion. For the purpose of this study your confidentiality and anonymity is ensured. You have the right to withdraw from this study at any stage. Please be assured that I am truly thankful for your participation.

Attached to this mail is a questionnaire which I would ask you to “save to your desktop” and then open in MS/WORD and answer the questions following the instructions provided. Once you have completed the questionnaire please mail it to me as a mail attachment to: mariette.visagie@gmail.com

Kind regards
Mariëtte Visagie
University of Pretoria
Department of Consumer Science



C. Questionnaire

QUESTIONNAIRE: EVALUATION OF THE CAREER WEAR OF PROFESSIONAL WOMEN

Respondent number

Please answer all the questions that follow by drawing a circle around an appropriate number in a shaded box or by writing your answer in the shaded space provided

For office use only
V1 3

SECTION A: BIOGRAPHICAL INFORMATION

1. Where have you mostly purchased your career wear in the past year? (Mark only one answer)

Clothing chain stores (e.g. Edgars, Woolworths, Truworths)	1
Up market chain stores (e.g. Jenni Button, Daniel Hechter)	2
Independent Boutiques	3
Other (Please specify):	

V2 4

2. How often do you purchase clothing for work (career wear) (Mark only one answer)

Weekly	1
Monthly	2
Seasonally	3
Occasionally	4

V3 5

3. Please indicate your highest qualification.

Tertiary degree	1
Post – graduate qualification	2

V4 6

4. Please indicate how much you are willing to spend on career wear per month

R	
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V5 7

5. How would you describe your career dressing style?

Casual (Jeans are allowed)	1
Business casual (No jeans are allowed, but no strict dress code)	2
Business formal (A formal dress code is in place)	3
Formal (A jacket is required at all times)	4

V6 11

6. What is your age?

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V7 12



SECTION B: RECENTLY PURCHASED CAREER WEAR

Recall a **recent** (within the last year) **career wear clothing purchase event**, where you have **bought** a career wear outfit (e.g. top or jacket and skirt or trousers).

How **important** was each of the following statements in your **decision** to purchase the outfit? Please spend some time on each statement and mark only **one** answer per statement.

Statement	Very important	Important	Less important	Not important		
The price makes me feel that I am wearing something special	4	3	2	1	V8	<input type="checkbox"/> 14
The store image gives me peace of mind	4	3	2	1	V9	<input type="checkbox"/> 15
That my superior at work could believe that I am professional	4	3	2	1	V10	<input type="checkbox"/> 16
The outfit provides me with pure aesthetic pleasure	4	3	2	1	V11	<input type="checkbox"/> 17
That I am dressed in line with the company dress code	4	3	2	1	V12	<input type="checkbox"/> 18
The construction of the outfit is durable	4	3	2	1	V13	<input type="checkbox"/> 19
The outfit is affordable to me	4	3	2	1	V14	<input type="checkbox"/> 20
The style fits me comfortably	4	3	2	1	V15	<input type="checkbox"/> 21
The finishes make care easier	4	3	2	1	V16	<input type="checkbox"/> 22
The price symbolizes quality	4	3	2	1	V17	<input type="checkbox"/> 23
The style is fashionable	4	3	2	1	V18	<input type="checkbox"/> 24
The colour tunes in well with my existing wardrobe	4	3	2	1	V19	<input type="checkbox"/> 25
The finishes add to the professional look	4	3	2	1	V20	<input type="checkbox"/> 26
The store image aligns with my perception of my own abilities	4	3	2	1	V21	<input type="checkbox"/> 27
The brand name is a symbol of good style	4	3	2	1	V22	<input type="checkbox"/> 28
That I feel fashionably dressed	4	3	2	1	V23	<input type="checkbox"/> 29
I like the colour	4	3	2	1	V24	<input type="checkbox"/> 30
The outfit does not crease during wear	4	3	2	1	V25	<input type="checkbox"/> 31
The fit flatters my figure	4	3	2	1	V26	<input type="checkbox"/> 32
So that my colleagues working at the same level as me could believe that I am competent	4	3	2	1	V27	<input type="checkbox"/> 33
That the outfit makes me feel successful at work	4	3	2	1	V28	<input type="checkbox"/> 34
When I wear the brand name I feel more confident	4	3	2	1	V29	<input type="checkbox"/> 35
The fabric has a pleasant touch	4	3	2	1	V30	<input type="checkbox"/> 36
The design is beautiful	4	3	2	1	V31	<input type="checkbox"/> 37



SECTION C:

Please think of exactly the **same career wear outfit** (e.g. top or jacket and skirt or pants) that you considered in **Section B**.

8. How **many months** have you been **wearing and caring** for the same **career wear outfit** that you considered in Section B?

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V32 38

If you have to **evaluate** the career wear outfit **today**, how important would each of the following statements be in your **current perception** of the outfit? Please spend some time on each statement, and mark only **one** answer per statement.

Statement	Very important	Important	Less important	Not important		
The fit flatters my figure	4	3	2	1	V33	<input style="width: 40px; height: 20px;" type="text"/> 40
That I am dressed in line with the company dress code	4	3	2	1	V34	<input style="width: 40px; height: 20px;" type="text"/> 41
The fabric has a pleasant touch	4	3	2	1	V35	<input style="width: 40px; height: 20px;" type="text"/> 42
I like the colour	4	3	2	1	V36	<input style="width: 40px; height: 20px;" type="text"/> 43
The price symbolizes quality	4	3	2	1	V37	<input style="width: 40px; height: 20px;" type="text"/> 44
The finishes make care easier	4	3	2	1	V38	<input style="width: 40px; height: 20px;" type="text"/> 45
The construction of the outfit is durable	4	3	2	1	V39	<input style="width: 40px; height: 20px;" type="text"/> 46
The brand name is a symbol of good style	4	3	2	1	V40	<input style="width: 40px; height: 20px;" type="text"/> 47
The outfit provides me with pure aesthetic pleasure	4	3	2	1	V41	<input style="width: 40px; height: 20px;" type="text"/> 48
The price makes me feel that I am wearing something special	4	3	2	1	V42	<input style="width: 40px; height: 20px;" type="text"/> 49
That my superior at work could believe that I am professional	4	3	2	1	V43	<input style="width: 40px; height: 20px;" type="text"/> 50
The store image aligns with my perception of my own abilities	4	3	2	1	V44	<input style="width: 40px; height: 20px;" type="text"/> 51
So that my colleagues working at the same level as me could believe that I am competent	4	3	2	1	V45	<input style="width: 40px; height: 20px;" type="text"/> 52
That I feel fashionably dressed	4	3	2	1	V46	<input style="width: 40px; height: 20px;" type="text"/> 53
The finishes add to the professional look	4	3	2	1	V47	<input style="width: 40px; height: 20px;" type="text"/> 54
That the outfit makes me feel successful at work	4	3	2	1	V48	<input style="width: 40px; height: 20px;" type="text"/> 55
The outfit is affordable to me	4	3	2	1	V49	<input style="width: 40px; height: 20px;" type="text"/> 56
When I wear the brand name I feel more confident	4	3	2	1	V50	<input style="width: 40px; height: 20px;" type="text"/> 57
The design is beautiful	4	3	2	1	V51	<input style="width: 40px; height: 20px;" type="text"/> 58
The colour tunes in well with my existing wardrobe	4	3	2	1	V52	<input style="width: 40px; height: 20px;" type="text"/> 59
The style fits me comfortably	4	3	2	1	V53	<input style="width: 40px; height: 20px;" type="text"/> 60
The store image gives me peace of mind	4	3	2	1	V54	<input style="width: 40px; height: 20px;" type="text"/> 61
The outfit does not crease during wear	4	3	2	1	V55	<input style="width: 40px; height: 20px;" type="text"/> 62
The style is fashionable	4	3	2	1	V56	<input style="width: 40px; height: 20px;" type="text"/> 63

Thank you for your valuable assistance!