SOUTH AFRICAN MALE CONSUMERS' INVOLVEMENT IN THEIR CLOTHING PURCHASES

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DISSERTATION

M Cons Sc (Clothing Management)

Supervisor: Prof AC Erasmus

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South African male consumers' involvement in their clothing purchases

by

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Dissertation submitted for the fulfilment of the requirements for the degree

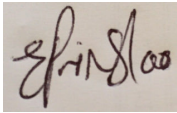M Consumer Science (Clothing Management)

in the

Department of Consumer Science

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DECLARATION

I, Esti Prinsloo, hereby declare that the dissertation for the Master's in Consumer Science: Clothing Management at the University of Pretoria, hereby submitted by me, is my own work and has not previously been submitted for a degree at this or any other university or tertiary institution and that all reference material contained herein has been acknowledged.

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ABSTRACT

The study investigated South African men's clothing involvement and the possible influences of various factors such as demographic characteristics, expenditure on clothing, the frequency of clothing purchases, store patronage and men's work dress code. A survey was conducted across Gauteng which is the largest retail hub in South Africa with mainly urban areas. Most consumers in Gauteng have access to different clothing retailers. Consulta Research, a professional research company assisted with data collection. Data was collected by means of convenient sampling. On-line questionnaires were distributed to their data base and a total of 479 usable questionnaires were completed. Data analysis consisted of descriptive statistics, exploratory factor analysis, ANOVA's, Chi square tests and other post hoc tests.

The study confirmed that men' clothing involvement is not equally strong for all four dimensions of clothing involvement that are distinguished in literature. Previous studies suggested that involvement should be studied from an age ordering perspective, and therefore respondents' demographic characteristics were vital in terms of the analysis of the data. Certain demographic characteristics seemed to be good indicators of men's clothing involvement, namely age and marital status while factors such as work dress code surprisingly do not seem to be useful to predict men's clothing involvement. The majority of the sample spent less than 5% of their monthly household income on clothing for themselves and indicated that they purchase clothing sporadically when necessary. Findings nevertheless indicated that expenditure on their clothing and frequency of clothing purchases are useful indicators of men's clothing involvement. Although younger men (generation Y) were more inclined to patronise specialised men's clothing retailers, irrespective of their work dress code, the majority of men patronised general retailers and department stores when purchasing their clothing. Findings confirm that consumption- and purchase involvement are the prevalent forms of clothing involvement that are relevant in terms of men's clothing behaviour.

Indications are that men's advertising involvement is not particularly strong, which implies that they gain their product information and fashion information from alternative sources that rather relates to purchase involvement which tested high in most cases. This has implications for retail because men's stronger purchase involvement probably means that the physical retail environment is more important in terms of fashion information and to inspire men's clothing purchases. Therefore retailers should focus more on factors that make in-store decisions easier for

males such as displays and placement of clothing. Male apparel is a potentially lucrative and growing market that can be even more profitable. Younger men spend more on their clothing therefore this group should therefore take preference but the older men should not be forgotten. Based on the findings of this study various recommendations are made with a large focus to either expand this study or build onto this existing research. Topics related to male clothing and involvement of clothing can definitely be built on and studied more in the apparel industry to fill a gap on knowledge that is lacking and should be explored further.

Key words: clothing involvement, male consumers, gender studies, clothing expenditure, store patronage, apparel retail

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Chapter 1

THE STUDY IN PERSPECTIVE

This chapter provides the background to the study and introduces the research problem. The methodology, theoretical perspective and the structure of the study are introduced.

1.1   INTRODUCTION

South Africa has been identified as an emerging market with a growing middle-class that has made it possible to join the so-called BRICS club (PWC, 2012:4) of developing countries consisting of Brazil, Russia, India, China and South Africa. Seeing that the middle-class is widely acknowledged as a driver of positive economic growth and expenditure (Visagie & Posel, 2013), the South-African retail industry is sure to grow. Over the recession period in 2008 and 2009 South African retail slowed down, but, ever since, it has continued to grow rapidly (Gauteng Province Provincial Treasury, 2012:37). Future forecasts show continued positive growth for this market (Gauteng Province Provincial Treasury, 2012:37). Growth in this sector is ascribed to the steady economic growth, high consumer confidence (Thomas White International, 2011) and a growing middle to upper class in South Africa that is contributing to a higher disposable income for a number of South Africans, especially black South Africans (PWC, 2012:vii; Thomas White International, 2011). In recent years the South African retail market has emerged as the largest retail market in the sub-Saharan region and the 20th largest retail market in the world (Thomas White International, 2011). Larger retailers in South Africa even compete with international retailers in the Global Powers of Retailing report (Gauteng Province Provincial Treasury, 2012:5) and have expanded their distribution network into other African countries to reach a larger distribution network and sales area (PWC, 2012).

Because of this positive continuous growth in the South African retail market, international retailers have shown a keen interest in the South African retail market and some even expanded their business into South Africa. Zara and Gap have entered the South African market (PWC, 2012:15) and Walmart bought into South Africa by acquiring 51% of Massmart (Euromonitor International, 2014; PWC, 2012:6). With new internationally famous brands entering the market

there is pressure on the existing South African retailers to know their customers and to understand South African consumers' purchasing behaviour in order to maintain and increase their market share (Market Line, 2012:13; PWC, 2012).

Various retail industries such as household furniture, food, beverage and tobacco etc., have expanded during this period of positive growth in South African retail. Apparel retail is however still one of the main drivers of the South African retail sector (Market Line, 2013b:2; PWC, 2012:10). A large part of the growing middle to upper class in South Africa consists of black South Africans (PWC, 2012:vii; Thomas White International, 2011). The young black South African middle class consumers have shown to be far more fashion conscious than their white counterparts and with larger disposable incomes have been enhancing their images and building a certain up-market status with items such as apparel (Thomas White International, 2011). Various retailers have used information about this emerging market to their benefit, for example by offering different forms of credit and locating new stores in areas that were previously ignored, such as townships (Market Line, 2012; PWC, 2012). The South African fashion trends mainly follow the European markets. With the arrival of the Spanish retailer Zara that is known for its fast moving fashion, South African retailers were forced to also react to fashion trends with a shorter lead time (PWC, 2012). This has had benefits for the South African apparel manufacturing sector as almost a third of clothing sold in South Africa is locally produced. In the past the majority of clothing was imported into South Africa but the need for shorter lead times has encouraged local manufacturing. The apparel retail market is now one of the top ten sources of employment in the South African retail industry (PWC, 2012:27; Steyn, 2014).

Apparel retail consists of three groups, namely female apparel, that has the highest sales; male apparel that is growing fast in monetary value; and children's clothing. For years, shopping was regarded a feminine or domestic activity (Pettinger, 2005; Twigg, 2007) and females are more known to engage in fashion (Twigg, 2007). Men are however becoming more active and fashion-conscious consumers who tend to engage in shopping more willingly than in the past (Bakewell, Mitchell & Rothwell, 2006; Lee, Ibrahim & Hsueh-Shan, 2005; Twigg, 2007). This seems to especially be the case with younger males who have a higher fashion consciousness and interest in shopping and fashion (Bakewell *et al*, 2006). Nowadays menswear retail contributes to a larger percentage of the total annual apparel retail sales in South Africa (Market Line, 2013b; 2012) and more ranges and options have become available (Markham – the Foschini group, 2014; Market Line, 2014a). Various product categories, such as fashion magazines, cosmetics and skin-care that

used to be categorized as female products now offer male versions (Bakewell & Mitchell, 2006). As this is an emerging market there has been a growing interest in male consumer behaviour (Bakewell *et al*, 2006; Carpenter & Boshdahl, 2011; Kang *et al*, 2011, Zayer & Neier, 2011). However, little scientific research has been done to date on men's consumer behaviour specifically related to apparel (Twigg, 2007). Prior research shows that especially older men see shopping as part of their wives' responsibilities and that they do not participate in household shopping themselves (Baxter, 2005; Moore, Doyle & Thomson, 2001). More recent literature in this regard is lacking.

Changes in dynamics of households are due to the fact that women are becoming more career driven; couples also tend to delay starting a family until they are in their late 20s or 30s to give them the opportunity to build their careers first so that women can more actively pursue a career that can be combined with parenting later on. Subsequent time constraints on the mother and changes in gender roles require men to become more involved in previously female dominated tasks and chores such as housework including shopping (Bakewell *et al*, 2006; Khare & Rakesh, 2010; Lee *et al*, 2005; Mpinganjira *et al*, 2013:197). This has resulted in an increased involvement of males in shopping, and some men even admit to enjoying shopping (Bakewell *et al*, 2006).

The apparel consumption behaviour of men is generally a complex and multi-dimensional process (Du Preez, Visser & Zietsman, 2007) and evidence exists that their consumer behaviour differs from that of females (Bakewell & Mitchell, 2006; 2004; Bakewell *et al*, 2006; Kotze, North, Stols & Venter, 2012; Seock & Sauls, 2008; Workman, 2010; Workman & Studak, 2006). Male and female consumers make decisions differently (Bakewell & Mitchell, 2006; 2004), experience shopping enjoyment from different sources (Kotze *et al,* 2012; Seock & Sauls, 2008) and in general approach shopping differently (Bakewell *et al*, 2006; Workman & Studak, 2006). Different marketing strategies would apply when consumers have different shopping goals, thus the amount and type of information searched will eventually determine the appropriate marketing strategy for each segment. In consumer research, results on male and female consumers therefore now need to be separated. To date, men have mostly been neglected or ignored in consumer studies (Bakewell & Mitchell, 2004) especially in clothing related studies (Twigg, 2007), while an understanding of the consumer behaviour of men is crucial to ensure that their needs are met in this expanding market where their decision roles have changed (Lee *et al*, 2005).

The number of published articles in recent years has shown a growing interest in the

"involvement" construct in consumer research (Naderi, 2013). Involvement is a multidimensional construct (Michaelidou & Dibb, 2006; O'Cass, 2000) with dissimilar conceptualisations for different consumer groups and in different situations. Generally, involvement with something influences attitudes and behaviour relating to it. In the same way, involvement in purchasing influences attitudes and behaviours associated with purchasing (Bearden & Netemeyer, 2011; Kyle, Absher, Norman, Hammitt & Jodice, 2007). Purchase decision involvement is influenced by various socioeconomic and demographic characteristics such as the working status of women and other demographic characteristics (Seock & Sauls, 2008) such as age and gender (Hourigan & Bougoure, 2012; O'Cass, 2004; Seock & Sauls, 2008; Vieira, 2009). People develop at a different pace, in different times and places and are exposed to different events which determine their attitudes and adaptation to changes in life (Moschis, 2007). Consumer behaviour and involvement in decision-making should thus not be viewed from one specific point in time but as a part of an individual's history of consumption. Researchers such as Moschis (2007), as well as Lubbe and De Klerk (2009) recommend that consumer behaviour and involvement studies should be done from the age ordering perspective to produce useful information for marketing purposes that reflect an understanding of different male consumers, and to effectively target specific male markets (Lee *et al*, 2005) in terms of their demographic characteristics which are vital in terms of market segmentation.

Fashion clothing occupies a focal position in many people's lives and has significant value, both in a social and economic sense (O'Cass, 2004). Some consumers are more involved with purchase decisions of products such as clothes (Hourigan & Bougoure, 2012; O'Cass, 2004; 2001; Vieira, 2009) because clothing can be used as a prop to present a specific image, identity, status and success (Michaelidou & Dibb, 2006; Verbeke & Vackier, 2004). Because clothing is an important part of the lifestyle of individuals, some become highly involved in clothes (Michaelidou & Dibb, 2006), and therefore the antecedents and consequences of involvement in fashion clothing is important (O'Cass, 2004). Consumers who spend more time on apparel shopping are generally more involved in clothing decisions (Hourigan & Bougoure, 2012; Kinley, Josiam & Lockett, 2010; Michaelidou & Dibb, 2006; Summers, Belleau & Xu, 2006; Vieira, 2009). Clothing not only fulfils functional performance needs of consumers such as providing warmth and protection, but also communicates something about the consumer, e.g. how important the individual is, reflecting the individual's status, likes and taste (O'Cass, 2000) to provide a better understanding of the consumer (Khare & Rakesh, 2010). Involvement in clothing purchases should be measured in terms of product involvement, purchase decision involvement, consumption involvement and

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advertising involvement (O'Cass, 2000).

This study aims to expand extant literature, more specifically in terms of male consumers' involvement in their clothing purchase decisions in South Africa where the market share of men's apparel is currently growing. It will aid in a better understanding of male consumers' purchase and decision behaviour and become part of a tool to develop improved marketing mix strategies for specific male consumer groups.

1.2   PROBLEM STATEMENT

Expenditure on apparel retail in South Africa is growing rapidly and is expected to continue in the future (PWC, 2012:26). Apparel retail is made up out of women's wear, menswear and children's wear (Market Line, 2012; PWC, 2012). Women's wear comprises the largest part of the overall apparel retail sales, but menswear sales are growing each year (Market Line, 2012:8). More men from groups such as the 'metrosexual-male' (Naderi, 2013; Twigg, 2007; Vieira, 2009) and younger men from generation Y who are now younger than 40 years of age (Bakewell *et al*, 2006) are increasingly showing interest and becoming involved in apparel products. Men are also becoming more visible in retail venues (Lee *et al,* 2005; Twigg, 2007) and some men even admit that they enjoy shopping for their clothes (Kotze *et al*, 2012; Torres, Summers & Belleau, 2001).

Clothing has an important symbolic function and can fulfil a number of functions beyond mere functional performance such as offering warmth or protection, for example to communicate the individual's status and identity (Market Line, 2012:10; O'Cass, 2000), and to express individuality (Twigg, 2007). The importance of these symbolic functions differs for different individuals and will influence their level of involvement with their clothing. When people's appearance is important to them they tend to be more involved in their own clothing decisions (Khare & Rakesh, 2010; O'Cass, 2004). Although multiple studies have investigated the involvement construct, most have either only investigated female consumers or male as well as female consumers, with limited attention to male consumers only (Naderi, 2013).

In recent years, South African retail has expanded its focus on men's fashion due to the growth in this market. Equally important is the appreciation of men's increased attention to apparel purchase and decision behaviour. It is however not clear how involved male consumers have become in terms of their own clothing purchases. Evidence of male consumers' involvement in their clothing purchases and differences between different demographic groups is lacking.

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Evidence of this kind would be useful for distinguishing the needs of viable market segments, which would be beneficial for market related communication in an emerging male apparel market in South Africa.

1.3   JUSTIFICATION OF RESEARCH

Evidence shows an increase in male apparel retail sales in South Africa and globally. Menswear retail is an emerging market that is taking a larger portion of sales in the overall apparel retail annually (Market Line, 2013b; 2012). The global menswear market has grown 4.8 % between 2009 and 2013 (Market Line, 2014b) with a 7 % growth in African countries alone, indicating that this group should not be ignored.

Lately the involvement construct has drawn growing interest in consumer studies (Naderi, 2013). Little research has however been done specifically on clothing as a product category with male consumers as the subject (Twigg, 2007).   Clothing not only fulfils functional performance needs of consumers such as providing warmth and protection, but also communicates something about the consumer (Khare & Rakesh, 2010; O'Cass, 2000). Some consumers become obsessed with clothing and clothing has both significant social and economic value (O'Cass, 2004) that can be used as a prop to present a specific image, identity, status and success (Michaelidou & Dibb, 2006; Verbeke & Vackier, 2004).   Because clothing is an important part of the lifestyle of individuals, some become highly involved in clothes (Michaelidou & Dibb, 2006).   The antecedents and consequences of involvement in fashion clothing is therefore important (O'Cass, 2004). In the past many wives/ spouses purchased clothing on behalf of their husbands (Moore *et al*, 2001), however recent studies show a *higher involvement of male consumers in apparel shopping,* especially among younger groups such as generation Y (Bakewel *et al*, 2006). Factors such as changing roles in households, the working status of women etc. could explain why men are becoming more involved in household purchases including clothing purchases (Bakewell *et al*, 2006; Twigg, 2007). Evidence to confirm male consumers' involvement in their clothing purchases, especially differences among different demographic groups that could be used to explain and support new trends in the sales of male clothing is lacking and will be invaluable to retailers who have lately expanded their focus on men's fashion and who literally cannot afford to "hit-and-miss" in a very tight economic climate. Equally important from a male consumer's point of view, is acknowledgment and an appreciation of their specific behaviour. More research needs to be done to ensure that male consumers' needs are met and that the market is targeted effectively (Lee *et al*, 2005).

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Males' and females' consumer behaviour differ. To date, researchers have not adequately separated results on male and female consumers' clothes shopping and consumption behaviour (Twigg, 2007). As women are more associated with fashion (Pettinger, 2005; Twigg, 2007) and are currently the most lucrative segment in apparel retail even in South Africa (Market Line, 2013b; 2012; PWC, 2012) researchers tend to focus on female consumers when studying the field of apparel (Twigg, 2007). Times have however changed and attention to the specific apparel purchase behaviour of male consumers is long overdue.

1.4   THEORETICAL FRAMEWORK

The theory of involvement is presented as the underlying theoretical framework for this study. Involvement is a multidimensional construct (Verbeke & Vackier, 2004), which refers to an unobservable state of motivation, arousal, or interest (Kinley *et al*, 2010; Rothschild, 1984) that encompasses the level of perceived personal importance, interest or relevance evoked by stimuli such as products, brands, services, product categories, purchase decisions or advertisements (Verbeke & Vackier, 2004), which consumers link to long-term or situation-specific goals (Kinley *et al*, 2010; Kyle *et al*, 2007; Park, Lee & Han, 2007; Verbeke & Vackier, 2004). A person's involvement (with something) generally influences one's attitudes and behaviour towards the product/ idea/ service. Thus one would expect involvement with clothing to influence a consumer's attitudes and behaviours (Kyle *et al*, 2007). Certain consumers will have a higher involvement with clothing and related decisions. Some individuals even become obsessed with clothing because of its social value (O'Cass, 2004). Consumer involvement depends on certain inherent factors and the belief that a particular product will satisfy a need (Khare & Rakesh, 2010; O'Cass, 2000). The consumer need believed to be satisfied by fashion clothing relates to its perceived significant social and economic value (O'Cass, 2000). As proposed in literature involvement with clothing products will be measured in terms of involvement with products, purchase decision, product consumption and advertising material (O'Cass, 2000) in this study, acknowledging related conceptualisations and literature.

1.4.1   The South African clothing apparel industry

The South African apparel retail market is growing rapidly (Market Line, 2013b:14). A growing middle class and more credit options made available by retailers are some contributing factors to this growth (Mann & Byun, 2011; PWC, 2012). Largely South African consumers still prefer traditional brick-and-mortar stores over on-line stores when purchasing apparel clothing (Mann &

Byun, 2011). Women's wear is currently the most lucrative section, however menswear is showing good positive growth and each year comprises a larger part of the overall apparel retail industry (Market Line 2013b:6; 2012). With changes in gender roles there have also been a growing interest in recent years of men in their dress and apparel shopping (Bakewell *et al*, 2006; Kotze *et al*, 2012). Information on male apparel retail and consumers are however lacking (Twigg, 2007).

1.4.2 Male apparel purchases and spending behaviour

With the growing interest of men in apparel, retailers have increased their availability of menswear ranges. Truworths, for example offers different sections in their menswear trading under seven different men's only brand names (Market Line, 2014a:23). Markham that only sells menswear is performing exceptionally well with excellent annual growth in all product categories (Markham – the Foschini group, 2014). Other retailers such as Spree.co.za that originally excluded menswear has recently also introduced menswear to their product range because of a growing demand in this market segment (GQ, 2014). Various sources confirm a growth in South Africa's menswear retail, however little scientific information can be found on the consumer behaviour of this emerging market (Du Preez *et al,* 2007). This fast growing market need to be researched in order to meet their growing needs and to service the market efficiently.

1.4.3 Store patronage of male consumers in terms of clothing apparel purchases

Very few studies have been done that focus on the store patronage of male consumers only; related studies predominantly either focus on females or both genders (Klemz & Boshoff, 2001; Seock & Sauls, 2008; Torres *et al*, 2001). Most men, especially younger men from groups like Generation Y are becoming more fashion conscious, and have a growing knowledge and interest in fashion. This results in more complex buying decisions. Men from the generation Y are generally more brand conscious and more specific in their store preferences (Bakewell *et al*, 2006), information is however lacking to specify specific details on men's store patronage.

1.5 RESEARCH AIM AND OBJECTIVES

1.5.1 Research aim

Based on evidence of increased growth in the male fashion sector in recent years, this study aims to investigate and describe South African male consumers' clothing involvement considering their own clothing, and to distinguish possible significant differences in the clothing involvement of men

with different demographic characteristics. Furthermore, the investigation aims to relate men's expenditure on clothing and store patronage to their clothing involvement.

1.5.2 Objectives

The following objectives were formulated for this study:

1. To investigate and describe the relationship between selected demographic characteristics (age, marital status, income and level of education) and South African males' involvement with their own clothing in terms of the specific dimensions of clothing involvement identified by O'Cass (2000), namely:

    1.1. their general involvement in their own clothing (product involvement)

    1.2. their purchase involvement

    1.3. their personal interest in their clothing (consumption involvement)

    1.4. their attention to, and use of, clothing advertisements (advertising involvement).

2. To investigate and describe the relationship between selected demographic characteristics and the amount of money South African men spend on their own clothing.

3. To investigate and describe the relationship between selected factors and store patronage of South African men when purchasing their own clothing, namely

    3.1 work dress code

    3.2 frequency of clothing purchases

    3.3 preferred store type

4. To investigate and describe the relationship between the clothing involvement of South African men and the money they spend on their own clothing.

5. To investigate and describe the relationship between South African men's clothing involvement and their store patronage when buying their own clothing.

6. To investigate and describe the relationship between the amount of money spent on work wear by South African men and their store patronage.

1.6   STUDY AREA

Because of financial and time constraints the male population in South Africa was narrowed down to Gauteng because it has a dense urban population with multiple stores within close proximity. This province also contributes almost a third to the South African economy (Gauteng province, South Africa, 2012) and is the largest retail hub in South Africa. Gauteng comprises the largest share of the South African population with approximately 12.7 million people (24 %) (Statistics South Africa, 2013).

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1.7   RESEARCH DESIGN AND METHODOLOGY

1.7.1   Research design

A cross-sectional survey design was used to report on consumers' behaviour at a specific point in time (De Vos, Strydom, Fouché & Delport, 2011:156; Salkind, 2014:329) as literature indicates that males' clothing involvement has changed considerably in recent years, which has implications for the relevance of data in the future. This explorative, descriptive study, quantitative investigation focused on a specific phenomenon (clothing involvement) and targeted a specific consumer group (males) that has been neglected to date (Leedy & Ormrod, 2005:183; Salkind, 2014:270).

1.7.2   Research methodology

Quantitative data was collected for this study by means of a non-experimental survey by distributing on line questionnaires through Consulta, a research company.

1.7.3   Sample and sampling

Gauteng province is the province with the largest number of shopping malls in South Africa and it also houses a large part of the country's population (Gauteng province, South Africa, 2012). It is mainly urbanised, with most people living in urban centres and most consumers having access to shopping malls. Because the findings cannot be generalised to the whole population due to the sampling method used, effort was made to recruit a larger sample size that would allow for usable figures to deduce meaningful findings. The aim was to collect at least 300 usable questionnaires. A total of 479 usable questionnaires were eventually collected within the data collection period of one week. A larger sample size makes the data more reliable as a larger sample size means a larger percentage of the population is presented (De Vos *et al*, 2013).

A non-random sample drawn from the population through convenient sampling included men between 21 and 60 years of age. The invitation to participate was extended by the research company to individuals listed on their data base and all responses received within one week were included in the sample. As per statistics from Statistics South Africa (2013), males in Gauteng aged between 20 and 44 are fairly evenly distributed. From 45 onwards numbers per group decrease. Therefore the study hoped to collect data from equal quantities of respondents aged 21 – 44 years and slightly less from respondents over groups from 45 – 60 years of age. This was however not achieved with the eventual collection process. The questionnaire was sent out to all men in

Gauteng from the targeted age group on Consulta Research's database. A lot more feedback came from men that were in the older age category however the aim was to collect less data from this group because they present a smaller group of the population. Age was the main determinant used for quota sampling, other demographic information of respondents was however documented. Therefore the sampling method only allowed for convenience sampling. The electronic survey was first tested and then distributed to members of the database. A pilot test was also done by the researcher with 10 respondents before actual data collection commenced in order to eliminate error and possible misinterpretation of questions.

1.7.4 The measuring instrument

The questionnaire consisted of an introduction screen that introduced the research and gave some practical information regarding the process of completing the questionnaire. Thereafter the measuring instrument was divided into six sections marked from A to F. Section A contained five questions that recorded the respondents' demographic information and work wear dress code. In section B two questions recorded their expenditure on clothing. Both sections A and B were self-developed and were answered in a nominal format with response options ranging from four to five. An established measuring scale was adapted for section C, which measured respondent's clothing involvement. This clothing involvement scale was developed by O'Cass (2000). For this study responses were measured with a five-point Likert-type agreement scale. Twenty-five statements of the original scale (O'Cass, 2000) were adjusted to specifically reflect on work wear clothing purchases and used in this section. Section D focused on males' store preferences measured with a nominal scale. There were five options ranging from a department store to online shopping. An adapted version of an existing scale was again used for section E to measure respondents' materialistic inclination. This scale was developed by Richins and Dawson (1992). Lastly, section F measured the difficulty that men face when making clothing decisions. These two statements were self-developed and responses were again measured with a five-point Likert-type scale. For the purpose of this dissertation, Section E and F will be excluded. It will, however later be used for publication purposes.

Following the data collection, completed questionnaires were coded, and data was captured by Consulta Research. With the assistance of qualified statisticians data was processed for analysis. Descriptive statistics were mainly used to analyse the data and are discussed in the next section.

1.8   DATA ANALYSIS

A professional statistician from Liezl Korf Associates, that specialises in research and statistics assisted with data analysis. Quantitative data from the findings was captured and coded by Consulta Research as part of the data collection process. Coding implied the assignment of scores to the responses of Likert-type scale and nominal scale questions. Using this data, descriptive statistics followed to summarise the general nature of the data (Leedy & Ormrod, 2005:30). First frequencies, percentages, means and standard deviations were calculated. Thereafter exploratory factor analysis was used to categorize groups that reflected underlying factors within the data (Leedy & Ormrod, 2005:274). Means, percentages and standard deviations were then calculated (Brace, 2004:86) to provide descriptive evidence of the findings. Cronbach Alpha coefficients were calculated for each statement in respective scales to test internal consistency and reliability. Findings were presented in graphs and tables where appropriate. Further analysis included ANOVA's, Chi-square tests as well as other post-hoc tests to distinguish significant differences in men's clothing involvement within and among demographic groups.

1.9   ELIMINATION OF ERROR

An effort was made to eliminate error throughout the research process to produce reliable and valid research information. Some of the ways in which validity was increased was by ensuring that the instrument measured what it needed to measure (De Vos *et al,* 2011:172-173; Leedy & Ormrod, 2005:92). An extensive literature review was done beforehand to ensure that all necessary aspects around this topic were considered (construct validity). The scale of measurement used in this study is an adapted version of a tested involvement measuring instrument (O'Cass, 2000). A pilot study was first administered to increase face validity to ensure that bias was eliminated and to eliminate any unclear questions or questions that could encourage biased responses. By making use of a five-point Likert-type scale throughout the questionnaire possible bias from excluding a neutral option were eliminated (Brace, 2004:86). Some screening questions were used to ensure that the participant was indeed part of the targeted population and was allowed to participate in the study.

Reliability is the extent to which the measurement instrument yields consistent results when the characteristic being measured has not changed. The instrument was administered in the same way each time as an online self-completion questionnaire. This standardized the process and increased reliability (Leedy & Ormrod, 2005:93). Because an on-line self-completion questionnaire

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was used, respondents could not be influenced by field workers or any other person collecting the data (Walliman, 2011:190). The data was collected by a professional institution named Consulta that is equipped and trained to collect data. The quantitative data from the questionnaire was coded in order to test reliability with the use of Cronbach's Alpha values, using 0.6 as the norm for acceptable internal consistency (Wiid & Diggines, 2013:238).

1.10   ETHICS

Ethics approval for this study and measuring instrument was obtained from the Ethical Committee of the Faculty of Natural and Agricultural Sciences of the University of Pretoria. Some ethical requirements as identified by De Vos *et al* (2011:115) were that: participation was voluntary; respondents were not deceived in any manner; data was kept anonymous and confidential; and participants were not harmed in any way as it was not possible to trace their responses back to them.

1.11   COMPOSITION OF THE DISSERTATION

The dissertation comprises six chapters namely:

- *Chapter 1*: Introduction - This chapter provides the background of the study and introduces the research problem. The methodology, theoretical perspective and the structure of the study are all briefly explained.
- *Chapter 2*: Literature review - Various literature sources were consulted relevant to the topic of investigation. The literature review takes a look at South Africa's apparel retail industry, gendering, clothing purchase decisions and involvement measures.
- *Chapter 3*: Theoretical perspective, conceptual framework and research objectives - This chapter presents and explains the theoretical perspective of this study. It also explains how this was used to structure the conceptual framework and research objectives.
- *Chapter 4*: Research design and methodology - This chapter presents the research design and methodology of this research.   It also presents the procedures that were used to ensure the quality of the research.
- *Chapter 5*: Results and discussion - This chapter presents the results in accordance with the objectives of the study as well as a discussion of the findings in terms of the literature. Tables as well as graphs are presented to visually present certain results to make it more presentable and comprehensible.

- *Chapter 6*: Conclusion – Conclusions and limitations of this study are discussed and recommendations for future research are made.

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Chapter 2

LITERATURE REVIEW

An extensive literature review preceded the research process. The literature review presents a brief overview of South Africa's apparel retail industry, followed by discussions about gendering, clothing purchase decisions and involvement measures.

2.1   THE APPAREL RETAIL INDUSTRY

The study first required an in-depth look into the apparel retail industry in South Africa, which is continuously changing. This section presents an understanding of the apparel retail history in South Africa as well as current and future trends.

Market Line (2013a:10) forecasts that the global apparel retail market will grow at an average of 4.6% annually between 2012 and 2017. Growth in the global apparel retail industry has however not been as positive as in countries such as South Africa (Market Line, 2013b:14). In apparel retail a distinction is made between menswear, women's wear and children's wear. Each of these is further subdivided into different ranges according to types of clothing. Women's wear is currently the most lucrative segment in apparel retail, but menswear is showing good positive growth (Market Line, 2013b:6; 2012). This makes it an emerging market that should not be ignored in terms of its future potential.

Alternatives to brick-and mortar retailers that also have to be taken into consideration when studying apparel retail are online stores that do not have the overheads of normal retailers. Other trends and distribution areas that have grown in the apparel retail industry are custom-made clothing and even second hand clothing sold by charity shops or internet sites such as e-bay (Market Line, 2013a; 2013b:14).

Brazil, Russia, India, China and South Africa form part of the BRICS group of developing countries with large, fast-growing economies (PWC, 2012:4). India used to be a suppressed market with many trade restrictions resulting in limited option in respect of apparel and almost all other goods.

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However, in the recent years the Indian retail industry have undergone some changes due to trade liberalization in retail sectors in 2006 and the rapid economic development of emerging powerful consumer groups such as a growing middle class and fashion conscious teens (Mann & Byun, 2011). Many changes in the Indian retail market are similar to changes in South Africa, but India faces a few more infrastructure related challenges such as inaccessible transport networks and water supply problems. Some similarities between these two markets are that more credit opportunities have been made available for consumers. Both countries have a swelling middle class with rising disposable income and offers opportunities for international retailers to enter the market (Mann & Byun, 2011; PWC, 2012). Indian consumers' apparel demand is, however, very different to that of South African consumers and is influenced by gender, age, income, education, and geographic location. In the Indian market, men dominate the market for western brands and have a strong preference for branded clothing, while women still prefer traditional dress for cultural and religious reasons (Mann & Byun, 2011). Even though South Africa's retail industry is more developed than that of India and India has a much stronger focus on culture, tradition and religion, there are numerous similarities between these two markets, for example both are part of the BRICS group, both have a fast growing middle class and both have consumer groups that were previously exposed to extreme poverty.

2.1.1 An overview of the South African retail industry

Except for the global financial crisis in 2008, growth in the South African retail sector has been steady due to steady economic growth, an increase in disposable income and high consumer confidence (Thomas White International, 2011). Forecasts show that growth in this sector will continue (Market Line, 2013b:2; PWC, 2012:10) at an estimated 36% over 2012 to 2017 (Market Line, 2013b:2). South Africa has in recent years joined the BRICS group of countries that have been identified as fast growing emerging markets (PWC, 2012:4). This goes to show that the South African economy will indeed continue its overall growth as well as growth in specific aspects areas such as retail. To a large extent, this can be ascribed to the increasingly large middle-class in South Africa (PWC, 2012:4). A sizable middle-class stimulates economic growth through factors such as optimal level of demand and higher consumption levels (Visagie & Posel, 2013) contributing to positive retail growth.

Large South African retailers such as Shoprite, Woolworths, Truworths, Pick 'n Pay and Game have expanded their business into the rest of Africa with great success (PWC, 2012:6). Massmart, for

example, plans to launch 1 246 stores in Africa by 2016, which will stimulate overall growth in the South African retail sector (Thomas White International, 2013). Walmart now owns 51% of Massmart. The entry of this world famous name into South Africa has increased competitive pressures and is driving local retailers to invest heavily in operational efficiency (PWC, 2012:3). South Africa's top five retailers Edcon Pty (Ltd), Pick 'n Pay Holdings Ltd, Shoprite Holdings Ltd, Spar Group Ltd, Woolworths Holdings Ltd and Massmart Holdings Ltd were all ranked within the global top 250 retailers in 2012 on the Global Powers of Retailing report (Gauteng Province Provincial Treasury, 2012:5), proving that South African retail is world class.

Growth opportunities identified in South Africa include capitalisation of the expanding black middle-income group of South Africans known as the "black diamonds" (PWC, 2012:vii; Thomas White International, 2011). Black Economic Empowerment (BEE) and an increase in focus on educational development have increased career opportunities for young black South Africans giving rise to new consumer groups, namely the "buppies" (black up-and-coming professionals) and "black diamonds". Higher disposable income of these "buppies" created a demand for certain retail goods. These consumers have shown to be far more fashion conscious than their white counterparts. Retailers such as Woolworths, Truworths, Massmart and Shoprite have used this trend to their benefit and are growing the South African retail market (Thomas White International, 2011). Trends to develop shopping centres in and around informal settlements that have previously been neglected areas have lately increased (PWC, 2012:vii; Thomas White International, 2011).   This has resulted in higher disposable incomes for local consumers as the travel costs to malls have been reduced, positively contributing to the monetary value spent in retail (Gauteng Province Provincial Treasury, 2012:26).

Online retailers and sales are gradually increasing in South Africa. Main products purchased online are cosmetics, toiletries, toys and games (Gauteng Province Provincial Treasury, 2012:12). Technology and access to internet in South Africa is however still an area that needs to be developed and invested in to improve online retail and the automation of retail processes that is still fairly undeveloped in South Africa (PWC, 2012:16). Some examples of online shops in South Africa are Pick 'n Pay Home Shopping, Woolworths, Takealot.com, Exclusive Books, NetFlorist (Thomas White International, 2011), and Mr Price (PWC, 2012:22). These are all relatively new channels to the market and still represent a niche market, but South African retailers can benefit from this if utilized (Thomas White International, 2011). For example, the overheads of an online store is much lower than that of a brick-and-mortar retail outlet, however only a few larger South

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African retailers have taken advantage of this benefit (Market Line, 2013a; 2013b:14). Male consumers seem to be more open to online shopping than females. This can be ascribed to the fact that females have a higher need for touch (Workman & Studak, 2006) and men are generally more inclined to take risks (Bakewell & Mitchell, 2006; Blais & Weber, 2001).

2.1.2 An overview of the South African apparel retail industry

South Africa's apparel industry is quite developed and is one of the country's top ten sources of employment (PWC, 2012:27; Steyn, 2014). Retailers in textiles, clothing, footwear and leather goods constitute the second largest segment in the South African retail market (Gauteng Province Provincial Treasury, 2012:10). In recent years, the demand for locally manufactured apparel has increased and currently almost a third of clothing sold in South Africa is locally produced (PWC, 2012:27; Steyn, 2014). This is mainly because of the demand for fast moving fashion, to turn stock in a shorter time frame by focusing on what the customer wants, shorter lead time from order placed to delivery and government incentives for using local clothing factories (Steyn, 2014). Labour set-backs due to incompetence, high labour costs and strikes are still obstacles to be overcome in South African apparel factories before they can run at full capacity (Steyn, 2014). Key suppliers to the clothing industry are clothing manufacturers and wholesalers, however these are limited. Most suppliers import clothing from countries with low wages such as India and China. Even though switching costs to change suppliers are low, there is a risk of choosing a supplier that cannot cope with the sudden changes the apparel industry requires. This weakens the retailers' power as apparel retail is highly important to their business (Market Line, 2013:12).

The volume of sales in apparel retail also saw large growth (Euromonitor International, 2013) with continued positive growth forecasts (Market Line, 2013b:2; PWC, 2012:26) *inter alia* due to price reductions (Euromonitor International, 2014; 2013), more accessible credit, as well as an increase in aspiring consumer attitudes and the growing association between fashion brands and status that boosted apparel spending, especially among men (Euromonitor International, 2013). Retailers have also been using more aggressive marketing campaigns (Euromonitor International, 2014). There are many different clothing retailers in South Africa, but only six major retail groups that dominate the market: Edcon, Foschini, Truworths, Pepkor, Woolworths and Mr Price (International Trade Centre, 2010:23) all of these retailers have been capitalising on the abovementioned trends.

Various factors such as low switching costs for buyers and little differentiation in the apparel

products that are offered makes it easier for new entrants to compete with existing retailers. Strong growth combined with low barriers to enter in the South African apparel retail industry also makes it attractive for new entrants (Market Line, 2013a:13; 2013b:14). International apparel retailers such as Zara and Gap entered the market after 2010 with positive results (PWC, 2012:15). Three outlets of the Dutch retailer Suitsupply also plan to open their doors in Africa including South Africa. This company supplies modern, tailored suits made from fine Italian fabrics at substantially lower prices than luxury designer suits for men. This retailer established that there is a large demand in Africa for their product as African men love dressing up but want affordable prices, which are in line with their brand (Moorad, 2014). These new competitors encourage local retailers to up their game with especially fast responses to fashion trends, distribution capacity and overall efficiency (PWC, 2012:15).

2.1.3 An overview of the South African menswear apparel retail industry

In 2012 the menswear segment of apparel contributed to 28.5% of the apparel industry in South Africa (Market Line, 2013b:6) compared to 26.5% in 2011 (Market Line, 2012:6). This is considerably lower than the 51.1% for women's wear in 2012, but reflects a substantial part of the industry (Market Line, 2013b:6) and shows rapid growth (Du Preez *et al,* 2007). Men's wear in the global apparel market also shows positive current and future forecasted growth (Market Line, 2014b; 2013a:8) with Asia-Pacific, Middle East and African markets showing particularly strong growth when compared to Europe (Market Line, 2014b). Apparel retailers have also increased their availability of menswear ranges. Truworths, a large apparel retailer in South Africa, for example offers formalwear, leisurewear, shoes, underwear and accessories in their menswear trading under seven different men's only brand names (Market Line, 2014a:23). Markham is the largest men's fashion retail chain in Southern Africa and is performing exceptionally well with an annual growth of 18.8% in apparel. All product categories including casual wear, denim and smart wear performed well of late (Markham – the Foschini group, 2014). Spree.co.za, an online store in South Africa that sells designer apparel items, home decor, and other beauty related merchandise, has recently also introduced menswear to their product range because of a growing demand in this market segment (GQ, 2014). Various sources confirm a growth in South Africa's menswear retail, however little scientific information can be found on the consumer behaviour of this emerging market (Du Preez *et al,* 2007).

2.2 GENDERING

Sophistication in retail has, in recent years instigated a thoughtful consideration of gender issues (Bakewell & Mitchell, 2006; Dittmar, Long & Meek 2004; Jackson, Stoel & Brantley, 2011, Kotze *et al*, 2012, Mitchell & Walsh, 2004). Retail hence entails a complex form of gendering such as gendering of work tasks, gendered structure of the occupation and the gender of the retail environment. Gendering of work tasks assume that specific genders are better at specific tasks due to inherent emotional or physical attributes (Larner & Molloy, 2009; Pettinger, 2005). Men are employed in men's departments only, whilst females are deployed in male as well as female departments, which have feminized the apparel retail workforce even though clothing is for the most part a gender specific item (Larner & Molloy, 2009). This has several disadvantages: for example, many retailers encourage staff through discounts to wear clothing from the stores as a form of direct marketing, which is not possible if the sales personnel cannot be related to the products in the store division where they are employed (Pettinger, 2005). Specific products and the shops where these are sold can also be gender specific, reflecting the wider social and cultural process of gendering (Pettinger, 2005).

2.2.1 Gendering and male shopping

All cultures have norms that direct acceptable masculine and feminine behaviour. For a long time, shopping was viewed as a domestic or feminine activity (Otnes & McGrath, 2001). Similarly, fashion was predominantly a feminine field. In the contemporary context however, male sports icons, i.e. rough and robust individuals are *inter alia* presented as fashion icons in the media (Bakewell *et al*, 2006). Ryk Neethling, an internationally known Olympic swimmer from South Africa often features in apparel advertisements for example J.C. Crew and even Jenna Clifford Jewellery (Bellingan, 2012). Ryk Neethling is a masculine sports icon but is nonetheless associated with feminine products through the products he represents. Various product categories, such as fashion magazines, cosmetics and skin-care that used to be categorized as female products now also offer male products (Bakewell & Mitchell, 2006). Social and demographic changes are therefore instigating changes in traditional gender roles (Bakewell *et al*, 2006, Dholakia, Pedersen & Hikmet, 1995; Dholakia, 1999) that encourage men to increasingly adopt different masculine identities. Brands can present a way to communicate a specific identity (Zayer & Neier, 2011) and different forms of masculinity.

Figure 2.1: Ryk Neethling featured in Jenna Clifford and J.C. Crew advertisements (Bellingan, 2012)

Recent studies indicate that men enjoy shopping at department stores for the wide price range, quality and variety of merchandise (Carpenter & Brosdahl, 2011; Torres *et al*, 2001) and that men are becoming increasingly visible in retail venues (Lee *et al,* 2005; Otnes & McGrath, 2001). More men claim to be the primary grocery shoppers in their households and that they buy their own clothing (Dholakia e*t al*, 1995). In today's time-constrained world more pressure is placed on married men to share household shopping duties (Bakewell *et al,* 2006; Lee *et al,* 2005). Dholakia *et al* (1995) studied US married males' shopping behaviour and found that the more responsibility men take for any type of shopping the more they enjoy it. More recent information about this is lacking. Men who are the primary grocery shoppers in their families tend to feel appreciated for their efforts (Dholakia *et al*, 1995). Transcendence of the masculine gender roles is also responsible for increased male shopping: males have therefore become more flexible in terms of gender related rules to adjust to the world's demands. Over time, men have developed the ability to distance themselves from the shopping behaviours that are perceived to be "feminine" with different goals than females, for example to search for the cheapest, or the best, or the latest, depending on the product category (Kotze *et al,* 2012, Otnes & McGrath, 2001). Whilst many women love to shop, men generally turn this activity associated with femininity into a masculine task by shopping to win. These men then engage in activities such as bargaining, using technology

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and exerting power over purchases (Otnes & McGrath, 2001). Shopping centres and retailers can manipulate store attributes, such as colours, smells, music etc. to evoke men's feelings of empowerment and to let them emerge as winners (Lee *et al,* 2005).

US men spend between 8 and 10% of their monthly income on workplace dress (Kang *et al*, 2011). According to the study done by Kang *et al* (2011), important information sources for men when choosing work clothing include various media sources such as television, magazines, films, photographs and fashion blogs, as well as information from merchandise displays, sales associates, catalogues, the internet and influential colleagues at work. Most of the participants confirmed that dress in the work place is of some importance and that there is some form of appropriate dress for work. The majority of participants agreed to have some form of salient work identity and used dress as a means to express this work identity (Kang *et al*, 2011). Individuals link their dress to opportunities to enhance their career (Kang *et al*, 2011) and use brands as a way to communicate a specific identity (Zayer & Neier, 2011). Thus there is an increased need for men to express their identity through clothing that again increases male shopping.

Life-changing events such as divorce affect individuals' emotions, lifestyles and economic capabilities (Moore *et al*, 2001) that also influence their consumer behaviour. Most of the respondents in the study done by Moore *et al* (2001) indicated that while they were married, their wives made fashion purchases on their behalf without involving them. The few respondents that made their own fashion purchases while they were married, were all younger. Divorced men that did not previously purchase their own clothing are hence forced to engage in clothes shopping when there is no longer a spouse to fulfil this function, which increases male shopping (Moore *et al,* 2001). Generally, women are to some extent involved in their spouse's clothing choices and shopping, while it is less likely for men to be responsible for their female partner's clothes shopping (Bakewell *et al*, 2006).

2.2.2   Role changes in households

Numerous studies done in the late 1990's and early 2000's report changes in gender roles and male shopping behaviour (Bakwell *et al*, 2006; Dholakia, 1999; Dholakia *et* al, 1995; Kotze *et al,* 2012; Moore *et al*, 2001; Otnes & McGrath, 2001). Specific factors like urbanization, more education opportunities for women, increased entry of women to the workforce that were once preserved for men (Mpinganjira *et al*, 2013:197), female activism, the introduction of birth control, and an increase in the number of women who earn more than their spouses have instigated

gender role changes, which have implications for male shopping behaviour (Bakewell *et al*, 2006; Otnes & McGrath, 2001). Women tend to be more career driven. Time constraints on the mother require men to become more involved in housework (Otnes & McGrath, 2001). These changing work practices have also had significant effects on gender-role norms, gender role fragmentation and the rise of so-called "house husbands" who have become more involved in shopping for themselves as well as their households (Bakewell *et al,* 2006; Otnes & McGrath, 2001). In the early 1900s men wore dark suits with vests, white shirts and ties. As men's lifestyles and work requirements changed because of factors such as role changes, men's fashions also changed to express individuality and to be more comfortable (Torres *et al*, 2001) in support of a new lifestyle.

There have also been significant changes in the structure of households. Some important changes relate to the average size of families and households, the headship of the household, the age of households, the growth in the number of different ethnic households and changes in social structure (Mpinganjira *et al*, 2013:195). The average size of families and households have been decreasing because of factors such as rapid urbanization, rising cost of living, higher divorce rates and delayed marriages. Traditionally the father used to be the head of the household, but because of factors such as HIV/ Aids in South Africa there is a high mortality rate often leaving older children to take care of younger siblings with no or little income. Also, some men have been moving to cities where there are more job opportunities in order to provide for their families leaving women as heads of their households. In most western countries the life expectancy of people has increased and the birth rate decreased, increasing the number of elderly people and leaving them with a shortage of retirement money (Mpinganjira *et al*, 2013:197). This changes the dynamics of purchase decisions in the household, households' spending and influences the available disposable income per family.

2.3   CLOTHING PURCHASE DECISIONS

2.3.1   The clothing decision-making process

Decision-making is not an isolated process and purchase decisions are influenced by a combination of internal and external factors (Mpinganjira *et al*, 2013:14; Klemz & Boshoff, 2001). Socio-cultural factors which are highly relevant in terms of consumers' choices and purchasing of work wear independently or in conjunction with other personal or demographic factors, significantly influence each stage of the clothing decision process (Lawan & Zanna, 2013).

The basic steps in consumer decision-making are: problem recognition, information search, evaluation and selection of alternatives, decision and post-purchase evaluation (Mpinganjira *et al,* 2013:299; Parumasur & Roberts-Lombard, 2012:249). The process is initiated when the consumer recognizes a problem or becomes aware of a need (Mpinganjira *et al,* 2013:15; Parumasur & Roberts-Lombard, 2012:253), for example the need for clothing. Consumers then conduct a pre-purchase information search that includes internal and external searches i.e. thinking about personal previous experiences and searching for new information. Urgency and seriousness of the product need will mainly determine the extent of the information search (Mpinganjira *et al,* 2013:15). Consumers begin with internal searches commencing with information in memory based on prior experiences and knowledge, as well as intellectual capacity, personality, attitude, perception, motives (Mpinganjira *et al,* 2013:14) as well as demographic characteristics, for example age (Parumasur & Roberts-Lombard, 2012:255).

Social class can be an important external factor that determines perceived shopping values of customers and in effect influences apparel purchase decisions (Seo & Lee, 2008). The consumer can then engage in an external search consulting personal and/ or non-personal external sources if necessary (Du Plessis, Rousseau, Boshoff, Ehlers, Engelbrecht, Joubert & Sanders*,* 2007:267; Mpinganjira *et al,* 2013:337; Van Staden & Van Aardt, 2011). Personal information sources will include communication with friends, family or colleagues (Van Staden & Van Aardt, 2011). External non-personal sources in fashion decision-making can be media-related, for example magazines, newspapers and television shows, or specialized sources such as fashion consultants, fashion-shows or internet website information, or in-store information sources such as visual merchandising (Kinley, Conrad & Brown, 2000). Consumers will also consider economic resources and price as information sources (Van Staden & Van Aardt, 2011).

As part of the external information search, the consumer evaluates the product, promotion, price and place, this is referred to as the four P's (Parumasur & Roberts-Lombard, 2012:23). "Products are the means by which organisations satisfy customers' needs" (Parumasur & Roberts-Lombard, 2012:23). Clothing has an important symbolic function and can fulfil a number of functions beyond mere functional performance such as warmth or protection, for example to communicate the individual's status and identity (O'Cass, 2000), and to express individuality (Twigg, 2007). Theoretically men should therefore be involved in their own clothing decisions. Some motives for

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purchasing clothing are: to be fashionable, to be attractive, to impress others, to be accepted in groups, to fill emotional needs or to fill basic life-style needs (Frings, 2005:58). Aesthetics or looking good is an important determinant in clothing choices. These aesthetic preferences will differ according to the consumer's age, body features, gender, level of art training or education and personality (Fiore & Kimle, 1997:91). Clothes can be used to express individuality but the choice and meanings represented by clothing are mainly determined by the social, economic and cultural contexts (Twigg, 2007).

Generally, clothing attributes are distinguished in terms of intrinsic and extrinsic factors. Intrinsic factors of clothing are aspects such as fabric, style, size and ease of wear of the clothing item, which are relevant in terms of quality perceptions and the sensory-aesthetics dimension of clothing during clothing decisions (De Klerk & Tselepis, 2007; Frings, 2005:59). Extrinsic factors are important in the emotional and cognitive–aesthetics dimension of clothing evaluation and include more tangible characteristics such as the brand name and price (De Klerk & Tselepis, 2007). Fashion apparel consumers with little experience of products often mainly rely on extrinsic attributes of garments when judging quality (De Klerk & Lubbe, 2004). Studies differ in terms of the importance of intrinsic and extrinsic factors during the evaluation of clothing and quality perceptions (De Klerk & Lubbe, 2008; Fiore & Damhorst, 1992; Kincade, Giddings & Chen-Yu, 1998). It is therefore important to look at consumers' product perceptions as a multidimensional phenomenon (Kincade *et al,* 1998). Factors such as durability, price (Kincade *et al,* 1998), sight, touch, aesthetics (De Klerk & Lubbe, 2008) and fabric (De Klerk & Lubbe, 2008; Fiore & Damhorst, 1992) are attributes that seem highly important during consumers' clothing quality perceptions.

Some people only purchase clothing when there is a need, or for a very special occasion due to affordability. However, in today's modern times clothing is more readily available and consumers with a higher discretionary income purchase clothing more regularly, or simply because they want to (O'Cass, 2000). Price is the amount of money or other items with value that is needed to purchase a product (Parumasur & Roberts-Lombard, 2012:24). The importance of price is mainly determined by the consumer's income. A higher income can make some products more affordable and increase customer preferences that might lead the consumer to focus less on price and more on brands or the quality of the clothing. Even though consumers must rank many products high on their shortlist of available products, the price may prohibit a purchase from taking place (Walters & Bergiel, 1989:379). Price is often used as a measure of quality but it does not necessarily mean that if an item is lower priced it will sell faster (Parumasur & Roberts-

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Lombard, 2012:25). If an apparel item is more durable and perceived to be of higher quality the consumer is often willing to pay a higher price for the item but also has a higher expectation of the product (Kincade e*t al*, 1998). Some consumers deliberately consume clothing of better quality and more expensive clothing to construct an image that portrays a higher status, thus these consumers will not be as focused on price (Karpova, Nelson-Hodges and Tullar, 2007). Other consumer groups (some men) shop for bargains or shop to win in attempt to express some form of masculinity and to feel that they have outdone the retailers by beating their prices (Bakewell & Mitchell, 2006; 2004; Otnes & McGrath, 2001). Thus they focus on a heuristic such as price to evaluate clothing during their purchase decision.

Consumers may use promotional communication during product evaluation (Van Staden & Van Aardt, 2011). Promotion is all of the communication from the retailer or manufacturer to the consumer.   This includes advertising, personal selling, public relations, sales promotion, sponsorships, direct marketing, and publicity (Du Plessis et al, 2007:92; Parumasur & Roberts-Lombard, 2012:23). The main aim of marketing communication is to inform potential customers that the right product is available at the right place, at the right price thus the marketing communication strategy strongly influences other marketing mix factors and *vice versa* (Du Plessis et al, 2007:92).

Distribution of products to the correct place of selling forms an important part of the marketing mix. It is unlikely that the organization will survive if the product is not available at the place where the targeted consumer wants to buy the product from (Parumasur & Roberts-Lombard, 2012:25). Place includes all available options where the consumer can purchase clothing and all aspects that are used to make the place more attractive for the consumer (Walters & Bergiel, 1989:280). External factors of the place include location, architecture of the store or shopping centre, signage outside the store and window displays. Interior factors include atmospherics created to target all senses and include music or sounds in store and smells, such as scented candles used in store. Allowing consumers to feel the clothing items, targets touch senses. Sight is addressed through all the displays, layout, design, price and selection of merchandise in store. These factors can play a significant role in customer relationships and influence their willingness to buy (Klemz & Boshoff, 2001). Retailers must have a well-defined image and strive to reflect this image in their store attributes and atmospherics so their consumers can relate to this image when selecting a store (Frings, 2005:328). The male consumer needs to see all of these attributes of the store as a whole in the image of the store to simplify the complexity of decision-making (Bakewell

& Mitchell, 2006).

Different places where consumers can shop for clothing include: on-line shops, department stores, mass merchants, specialty stores and consignment stores (Frings, 2005:284-288). Globally more consumers, especially male consumers, nowadays engage in on-line shopping where the most important factor of place is the convenience of location as the consumer can shop in his/ her own home (Dittmar *et al*, 2004; Thomas White International, 2011). This eliminates some of the in-store factors that might influence consumer decision-making such as touch and smell, thus simplifying decision-making which is in line with how men tend to behave. As mentioned, men tend to simplify decision-making by taking less factors into consideration (Otnes & McGrath, 2001).

Next, the consumer will evaluate the available options to make a final purchase decision. Different routes can be followed to evaluate these alternatives but, it mainly entails identifying each course of action, comparing it to others that might solve the recognized problem and eliminating some options using decision rules (Mpinganjira *et al*, 2013:16; Walters & Bergiel, 1989:350). First, the consumer identifies a shortlist of products (evoked set) in the evaluation of alternatives. These alternatives are then eliminated one by one with the use of decision rules that can be compensatory or non-compensatory. When following a compensatory strategy the consumer assigns a "score" to each relevant product attribute in order to identify the product with the highest score. There are three rules that can be followed in non-compensatory strategies namely the conjunctive rule, the lexicographic rule and the referral rule. In terms of the conjunctive rule the consumer has minimum acceptable cut-off points for each product feature that will be considered. The disjunctive rule is similar to the conjunctive rule, but in this case an additional decision rule is used on products that meet or exceed the minimum cut-off point. For final product decisions the lexicographic rules are often applied. Now the features of each product are evaluated in order of their ranked importance of product attributes (Mpinganjira *et al*, 2013:16). These "rules" are used to identify the product/s that best coincide with one's needs and preferences. Each decision-making process will determine the customer experience and influence internal factors such as attitude, perception, learning and motivation of the clothing decision-making. This can be stored in the male consumer's memory to be used in further re-evaluation, or for future clothing purchase decision-making (Mpinganjira *et al*, 2013:337). The consumer continues to evaluate the product long after the purchase decision has been made and consumer satisfaction only culminates after a purchase and while the product is being used. It continues to

influence the consumer's attitude, future purchases and consumer loyalty (Mpinganjira *et al*, 2013:16-18).

According to a study done by Erasmus, Donoghue and Dobbelstein (2014) clothing purchases are relatively complex and therefore one would expect more extensive deliberation during the consumer decision process, more extensive risk perception that might even be higher for men who have not been socialised to handle their clothing decisions by themselves.

2.3.2   Gender differences in clothing decision-making

Male and female consumers differ in decision making styles, personal traits that would influence their clothing decision making (Bakewell & Mitchell, 2006; Mitchell & Walsh, 2004; Workman & Studak, 2006) and shopping enjoyment (Kotze *et al*, 2012; Torres *et al,* 2001). Different decision modes are used in different situations and by different genders depending on their needs and goals (Blais & Weber, 2001). Male consumers tend to have a more utilitarian or need-based approach whilst women mainly indicate a psychological or want-based approach to fashion problem recognition (Workman & Studak, 2006). Needs or goals also guide decision-making modes. For example, people are reminded of their needs for connection and affiliation by social decisions such as purchasing work wear where one has to "fit-in" socially in a hierarchy (Workman, 2010). Decision-making aimed at meeting the requirements and expectations of a social role which is relevant in the workplace reinforces and confirms that social role and provides affiliation.

Apparel consumer behaviour of males is generally a complex and multi-dimensional process (Du Preez *et al*, 2007). Female consumers link apparel products with self enhancement, whilst for male consumers their shopping behaviour is influenced by the social status and hierarchy they connect with apparel products (Du Preez *et al*, 2007). Men are inclined to have more sale-seeking or bargain hunting traits with a goal to win financially, while women tend to focus more on novelty and fashion in clothing purchase decisions (Mitchell & Walsh, 2004). Men are thus inclined to focus on price when shopping, and like to feel that they have outdone the retailers by beating their prices (Bakewell & Mitchell, 2006; 2004; Kotze *et al*, 2012; Otnes & McGrath, 2001). This is a way to express their masculinity during shopping, which is generally perceived to be a feminine activity. Men tend to employ strategies that simplify the complexity of shopping decisions, for example by using fewer information sources in the information search stage (Bakewell & Mitchell, 2006; 2004). A high percentage of male consumers mainly focuses on quality, brand or discounts of an item when making purchase decisions (Bakewell & Mitchell, 2006; 2004; Bakewell *et al*,

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2006; Mitchell & Walsh, 2004) with a much lower involvement in fashion than females (O'Cass, 2000). This also helps to minimise the complexity of their clothing decisions. There is very little information available on the factors male consumers consider when evaluating clothing. More information is available on the factors that influence male consumers when evaluating shopping environments (Lee *et al*, 2005; Torres *et al*, 2001). In most domains of life, women are also less likely to engage in risk-taking behaviour and tend to consider and focus more on opinions and feelings, thus making more rational decisions by incorporating more information (Bakewell & Mitchell, 2006; Blais & Weber, 2001).

Karpova *et al* (2007) found that product quality is important for both male and female Russian consumers when making apparel purchase decisions. Factors that these consumers consider when evaluating quality are brand or manufacturer's name, country of origin, and retail channel – that is, either open-air street markets or stores. Clothing from open-air street markets is perceived as being of a much lower quality. Russian men influence clothing choices of their female partners to a large extent. Girls from Russia value men's opinions and preferences when it comes to clothing. Many of the men also sponsor the women's shopping as they have the money and therefore have a deciding vote in what the women wear (Karpova *et al*, 2007). This study concluded that the reason for focusing on quality clothing is the social benefits it holds for the consumer by communicating a higher socio-economic status. Contemporary Russian consumers are conscious about what they wear and use clothing to show uniqueness and to communicate status. These consumers also indicated that they routinely use clothing to form an opinion about people and determine their social and financial status. Consumers will deliberately consume clothing of better quality and more expensive clothing to construct an image that portrays a higher status. Thus the importance of apparel for communicating status is a driving factor for apparel consumption in Russia where men apparently seem fairly involved with clothing purchases, even that of their female partners (Karpova *et al*, 2007).

Even though male consumers make decisions different than females and place higher importance on different properties, there seems to be some similarities and the basic stages of decision-making are also the same for both genders (Bakewell & Mitchell, 2006). From a marketing point of view, retailers can easily appeal to male consumers by offering price-related loyalty cards and price deal promises, thus price should be the main focus when targeting men in apparel advertisements. Different techniques to reduce men's search time during shopping such as in-store visual merchandising and categorizing clothing would also appeal to men (Bakewell & Mitchell, 2004;

Mitchell & Walsh, 2004). Women, on the other hand, will be attracted by marketing strategies that emphasize variety of use, novelty and time saving properties of products (Mitchell & Walsh, 2004).

2.3.3 The consequences of consumers' involvement in clothing purchase decisions

A recent critical review of studies on consumer fashion involvement included 62 articles related to this subject from 1991 to 2010 (Naderi, 2013). The number of articles related to this subject increased in recent years, which indicates a growing interest in, and acknowledgement of the importance of the involvement construct in consumer research. Previous research confirms a positive relationship between consumers' involvement and their clothing purchases. Consumers seem to be interested in clothing because it gives pleasure and is a means of expressing one's image and identity (Michaelidou & Dibb, 2006; O'Cass, 2001). Because clothing is an important part of the lifestyle of individuals, they become involved in clothes (Michaelidou & Dibb, 2006). Consumers that spend more time on apparel shopping are generally more involved in clothing decisions (Hourigan & Bougoure, 2012; Kinley *et al*, 2010; Michaelidou & Dibb, 2006; Summers *et al*, 2006; Vieira, 2009) and tend to engage in a higher cognitive and affective evaluation of the product which will influence the stages of their information search as well as product evaluation (see 2.3.1) (Khare & Rakesh, 2010). Some consumers are more involved with purchase decisions of products such as clothes (Hourigan & Bougoure, 2012; O'Cass, 2004; 2001; Vieira, 2009) because clothing can be used as a prop to project a specific image, identity and status as well as success to others (Michaelidou & Dibb, 2006; O'Cass, 2001; Verbeke & Vackier, 2004). In a developing economy, where income levels are still not very high and the demographics of the country still include a greater percentage middle-class homes such as South Africa and India, fashion products are perceived as items of social recognition and individual enhancement. This suggests a higher involvement with clothing purchase decisions as consumers aim to improve their overall image (Khare & Rakesh, 2010).

2.3.4 The relevance of demographic characteristics in consumers' involvement with clothing purchases

Consumers with different demographic, lifestyle and socio-graphic attributes display differences in apparel shopping enjoyment and general consumer behaviour related to clothing retail (Du Preez et al, 2007). It is hence anticipated that consumers with different demographic characteristics will display different levels of involvement with clothing decisions.

2.3.4.1 Gender

Researchers have increased their focus on specifically male consumers. In more recent studies, samples include both genders while in earlier studies the focus was exclusively on female consumers (Naderi, 2013). Males and females evaluate retail environments differently (Seock & Sauls, 2008). Women are apparently better equipped to understand clothing as part of their personality and the value of apparel to help improve their self-image (Khare & Rakesh, 2010). Females are also believed to be more involved in clothing purchases compared to men (Hourigan & Bougoure, 2012; O'Cass, 2001; 2000), although some young male consumers might be more fashion conscious than females (Manrai, Lascu, Manrai & Babb, 2001), for example the so-called 'metrosexual male' that forms a potentially attractive market segment for fashion clothing products (Naderi, 2013; Otnes & McGrath 2001; Twigg, 2007; Vieira, 2009). Generally, males tend to use strategies to simplify the complexity of shopping decisions (Bakewell & Mitchell, 2006; 2004) and will for example not try on every outfit they consider before making a clothing decision. That explains why in many major retail outlets there are fewer cubicles for men to fit their clothes and mostly the fitting rooms are nearer the female clothing divisions. Unlike women, they would largely use properties of clothing to make judgments during decision-making, e.g. their quality perception of the item or store, feel of the fabric, brand and social influences (Otnes & McGrath, 2001). Because of the tactile sensory need that women have when purchasing clothing, they tend to be less likely to engage in online shopping (Workman & Studak, 2006).

Although females in general still seem to be more involved with clothing *per se* than males (Vieira, 2009), clothing researchers have expanded their focus to male consumers in recent years to include both genders (Naderi, 2013; O'Cass, 2004; 2001; Vieira, 2009), as changes in gender roles and males' increased interest in shopping and self-identity have opened multiple opportunities for researchers (Otnes & McGrath, 2001).

2.3.4.2 Age

Age is associated with changes in body features and alternative needs, for example the need for comfort rather than trendy clothing (Fiore & Kimle, 1997:91), thus clothing will be evaluated differently during decision making at different ages (Seock & Sauls, 2008). Based on social, psychological and bodily changes over time, it makes sense to acknowledge an 'age-ordering of clothes' throughout individuals' lives (Twigg, 2007). Segmenting by age has the benefit of distinguishing generational cohorts where specific consumer groups share common past

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experiences from their formative years that can be useful in marketing strategies (Evans, Jamal & Foxall, 2009:157; Jackson *et al*, 2011). For example "Generation Y" displays a higher sense of fashion consciousness and interest in shopping (Bakewell *et al*, 2006). Not many age difference studies are available to explain differences in the clothing decisions of consumers of different ages. Consumer studies from a life course perspective or age ordering have however become more popular (Devine, 2005; Moschis, 2007). Kinley *et al* (2000) studied consumers' use of personal and non-personal information sources when purchasing of apparel products, but focused on men only. The study was done in the US and found that adult male consumers differ very little in their reliance on personal and promotional cues. Younger male consumers rely more on personal information sources than older male consumers. Infrequent male shoppers of apparel products tend to make more use of promotional cues. Thus younger consumers actively engage in a wider information search for apparel purchases than older adult male consumers. Male consumers in general make use of promotional cues, including magazine advertisements, television advertisements, store displays and sales personnel, more often than personal information sources such as family members, co-workers and friends. Thus retailers need to focus on the elements of the marketing mix used. Representations of image, lifestyle or personality as displayed in print/ audiovisual media or store displays were found to be just as important for male consumers as information sources (Kinley *et al*, 2000).

2.3.4.3 Marital status

Lifestyles of married and unmarried men differ, which in general leads to married males having different shopping behaviours to their unmarried counterparts (Baxter, 2005; Moore *et al,* 2001). Seock and Bailey (2008), for example, excluded married males from their study due to lifestyle differences that result in different shopping behaviours. Married men partake in household chores and many claim the responsibility of purchasing their own clothing (Dholakia *et al*, 1995; Moore *et al*, 2001). Divorce is a life changing event with consequences for partners' lifestyles, emotions, finances, as well as the way in which men choose their clothing (Moore *et al,* 2001). Related studies are unfortunately limited. In the study conducted by Moore *et al* (2001) on fashion shopping of divorced males, pertinent differences in the clothing shopping involvement of married males compared to divorced males were reported. Therefore it is important to separate results from these two groups for this study.

2.3.4.4 Income

Situations that are associated with a reduction or loss of income, such as divorce or unemployment, force consumers to cut back on luxuries that include clothing (Browning & Crossley, 2009; Moore *et al,* 2001), especially if consumers do not have a high disposable income (Walters & Bergiel, 1989:379). Inevitably, income influences consumers' involvement in their clothing decisions. Middle income consumers tend to spend more money on more expensive brands and products to portray a certain status but do not necessarily have the money to do so (Khare & Rakesh, 2010). This increases the use of credit and with more retailers making credit available (PWC, 2012:22), it is more likely for a middle income individual to own expensive clothing.   With a growing middle class in South Africa, this is expected to be true in the South African context.

2.3.4.5 Level of education

Better educated consumers tend to read more, read different magazines, rely less on well-known brands and put more effort and time into purchase decisions. These consumers comprehend better and are likely to apply and evaluate information in the decision processes more carefully (Williams, 2002). Little information could be found about the effect that level of education has on consumers' involvement in purchase decisions, but since a higher education level offers more career opportunities that will influence income, it is anticipated that this might increase male consumers' involvement with their clothing purchases (Moschis, 2007; Slama & Tashchian, 1985). Better access to a wider variety of information sources and ability to comprehend information therefore increase consumers' awareness of goods and services in the marketplace, and of different buying processes (Moschis & Churchill, 1979; Moschis & Moore, 1979).

2.4   INVOLVEMENT MEASURES

Numerous involvement measurement instruments have been developed through the years (Mittal, 1989; O'Cass, 2000; Slama & Tashchian, 1985; Zaichkowsky, 1985) focusing on different aspects of consumer involvement. Some of these measuring instruments will now be discussed.

2.4.1   Involvement inventory scales

The personal involvement inventory (PII) scale developed by Zaichkowsky (1985) captures the concept of involvement for products in general.   This scale focuses on three aspects of

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involvement, namely personal, physical and situational, using a semantic differential scale. Information from this measurement scale can be used by marketers or researchers to measure personal involvement in any product category and is applicable to advertisements, products and purchase decisions (Zaichkowsky, 1985). With this scale, differences in consumer involvement can be studied with the aim of distinguishing the influence of different demographic characteristics. However, *consumption involvement* that is identified by O'Cass (2000) as an important dimension of involvement with clothing is not included in this scale.

The *consumers' purchasing involvement (PI)* inventory was developed by Slama and Tashchian (1985), with a focus on the decision process from pre-search to post-search evaluations, as well as consumers' purchasing behaviours (Bearden, Netemeyer & Haws, 2011:267; Slama & Tashchian, 1985). This scale contains 33 items using a six-point Likert-type 'agreement' scale and relates involvement to socio-economic and demographic characteristics of consumers but does not focus on different involvement types. It hence only provides a general, overall involvement score.

Mittal's scale (1989) measures *purchase-decision involvement* to investigate the extent of interest and concern that a consumer has with a purchase decision, measuring a mind-set and not the response behaviour. This scale distinguishes between product involvement and purchase decision involvement and measures degree of caring, perceived brand differences, importance of right brand selections, and concern with outcome, using a semantic differential scale (Mittal, 1989).

The most commonly used scale to measure *involvement in clothing purchase decisions*, and the one was used in this study, was developed by O'Cass (2000), who defined involvement as "a construct linked to the interaction between an individual and an object and refers to the relative strength of the consumers' cognitive structure related to a focal object" (O'Cass, 2000) or product such as clothing. In this study, involvement with fashion clothing purchases is distinguished in terms of four types of involvement namely product involvement; purchase decision involvement; consumption involvement; and advertising involvement. It consists of 42 statements related to clothing involvement divided into the four involvement categories, and responses are recorded using a six-point Likert-type 'agreement' scale. Other research studies related to clothing involvement have also used this scale or adapted versions thereof to measure clothing involvement (Khare & Rakesh, 2010; O'Cass, 2004; 2001; O'Cass & Choy, 2008; Vieira, 2009) this proves the relevance and reliability of this scale for use in the intended study.

2.4.2 Four involvement types (O'Cass, 2000)

O'Cass (2000) identified four types of involvement that should be considered when looking at clothing, namely product involvement, purchase decision involvement, consumption involvement and advertising involvement.

Product involvement is the individual's level of interest in the actual product (Antil, 1984; Mittal, 1989). When, for example, buying a household appliance such as a washing machine, the consumer will have little product involvement (interest in the product) but much thought will go into the purchase decision creating a high purchase decision involvement. This involvement is not only evaluated when the actual purchase takes place, but commences as soon as the consumer is exposed to brand, marketing material or product information.

Purchase decision involvement on the other hand is the level of interest and thought that a consumer invests in the task of a purchase decision and includes the time and energy spent to make the purchase decision (Antil, 1984; Mittal, 1989). As is the case with product involvement, purchase decision involvement is not only evaluated once the actual purchase takes place, but commences as soon as the consumer is exposed to brand, marketing material or product information. The scale of measurement assesses a mind-set rather than the actual response behaviour. Most of the time the consumer will have envisaged a purchase decision before entering the store. Higher involvement generally accompanies a higher perceived risk (Mittal, 1989).

Consumption involvement includes aspects that represent the degree of the consumers' involvement in the consumption of, or use of the clothing (O'Cass, 2000), for example how the consumers' clothes make them feel and how occupied consumers are with the clothing that they wear.

Some consumers get completely involved or absorbed in clothing advertisements, others do not even notice advertisements about clothing or fashion trends. Measuring, *advertising involvement* includes aspects such as the importance of clothing advertisements to consumers i.e. their interest in advertising magazines and other media (O'Cass, 2000).

2.5 SUMMARY

The South African retail market is expanding rapidly with apparel retail being a large driver of this industry. With a higher disposable income from a growing middle class and stable growth statistics there is a growing interest from international and national investors in the South African retail market. Currently women's wear is the most lucrative area in the South African apparel retail market but menswear is showing positive growth.

Because fashion and apparel shopping used to be seen as a feminine activity males generally did not participate, often out of fear being feminised. With role changes in households, men are pressurized into becoming more involved in former female roles such as household shopping, which has resulted in men being more visible in clothing retail venues. Men have even adopted different strategies to make this experience more masculine for them, such as shopping to win and excluding irrelevant information from their purchase decision-making process.

Presently clothing retail is very much still a gender specific environment. Since the increase in male apparel retail, boundaries have however become more porous. However, it remains a female dominated environment.

Male and female consumers have been found to make purchase decisions differently with different levels of involvement in their purchase decisions. For this reason, researchers should separate and distinguish results on male and female consumer behaviour. To a large extent, consumers' clothing involvement is influenced by their demographic characteristics such as gender, age, marital status, income and level of education.

According to existent research, involvement can be measured in various ways and should be studied with a focus on a specific product and consumer group. Involvement can be measured with various scales but the one that was found most relevant for use in this study that was the clothing involvement scale developed by O'Cass (2000), which divides clothing involvement into four types of involvement namely: product involvement, purchase decision involvement, consumption involvement and advertising involvement.

THEORETICAL PERSPECTIVE, CONCEPTUAL FRAMEWORK

AND RESEARCH OBJECTIVES

This chapter presents and explains the theoretical perspective of this study. It also explains how this was used to structure the conceptual framework and research objectives.

3.1 JUSTIFICATION OF THE THEORETICAL PERSPECTIVE: INVOLVEMENT IN PURCHASE DECISIONS

This research was based on the underlying theory of involvement as the theoretical perspective.

3.1.1 Introduction

Involvement is a multidimensional construct (Michaelidou & Dibb, 2006; Verbeke & Vackier, 2004), which refers to an unobservable state of motivation, arousal, or interest (Kinley *et al*, 2010; Rothschild, 1984) that encompasses the level of perceived personal importance, interest or relevance evoked by stimuli such as products, brands, services, product categories, purchase decisions or advertisements (Verbeke & Vackier, 2004), which consumers link to long-term or situation-specific goals (Kinley *et al*, 2010; Kyle *et al*, 2007; Park *et al*, 2007; Verbeke & Vackier, 2004). Involvement with something generally influences attitudes and behaviour relating to it. Thus one would expect involvement with purchasing to influence attitudes and behaviours associated with purchasing (Kim, 2005; Slama & Tashchian, 1985). Consumer involvement depends on the consumer's value system and the belief that the given product will satisfy a need (Khare & Rakesh, 2010; O'Cass, 2000).

Involvement can be enduring, situational (Kyle *et al*, 2007) or response-based depending on the sources of involvement (Khare & Rakesh, 2010). A consumers' level of involvement will vary among product class as and with consumers' personal characteristics (Antil, 1984; Park *et al*, 2007) as well as with factors such as financial and social risk, time between purchases, perceived

similarity between alternatives, previous experience etc. (Antil, 1984; Jacobs & De Klerk, 2007). Consumers tend to have a higher involvement in purchase decisions when in life stages where disposable income is low or where there are children in the family as money then needs to be spent wisely. Involvement in purchase decisions is thus directly related to income, level of education and stage of family life cycle (Moschis, 2007; Slama & Tashchian, 1985).

3.1.1.1 Involvement in a clothing context

One's involvement (with something) generally influences one's attitudes and behaviour towards the product/ idea/ service. Thus one would expect involvement with clothing to influence a consumer's attitudes and behaviours (Slama & Tashchian, 1985) and understanding the antecedents and consequences of involvement in fashion clothing is important (O'Cass, 2004). Fashion clothing has significant social and economic value (O'Cass, 2000)

Involvement in clothing is mainly a situation specific variable as the level or degree of involvement will vary depending on the circumstances the time of measurement (Park *et al*, 2007). Stimuli for situational involvement are encountered in consumers' immediate environment for example in-store advertising, price promotions, suggestive selling by store employees. The motivational properties of these stimuli are dynamic, changeable and temporary (Kyle *et al*, 2007). More innovative fashion consumers also for example tend to be more involved in clothing choices (O'Cass, 2001). Females are believed to have higher levels of involvement than men and younger consumers also tend to have a higher involvement in clothing purchases (O'Cass, 2000). Previous research studies have shown a positive correlation between involvement and clothing purchases. Consumers that spend more time in apparel shopping are generally more involved in clothing decisions (Michaelidou & Dibb, 2006, Summers *et al*, 2006; Kinley *et al*, 2010). Fashion is supposed to communicate the values of a society and the involvement of consumers in their clothing decisions provide a better understanding of their consumer behaviour and willingness to buy (Khare & Rakesh, 2010).

O'Cass (2000) proposes that a consumer's involvement with a product (clothing), reflects a mind-set rather than response behaviour (Mittal, 1989), and that it should be measured in terms of four dimensions namely:

(1*) Involvement with **actual products** (product involvement)*: Fashion clothing occupies a focal position in many people's lives and has both significant social and economic value. Clothing is generally perceived as a high involvement product category because it can be linked to the

individual's personality and communicates the individual's attitude. It is believed that the more relevance consumers attach to the clothing construct the more involved they would be in the purchase decision (Khare & Rakesh, 2010; Michaelidou & Dibb, 2006).

(2) *Involvement with **purchase decisions** (purchase involvement),* i.e. the level of interest and thought that a consumer invests in a purchase-decision including the time and energy spent to make the purchase decision (Antil, 1984; Mittal, 1989; Kim, 2005), which inevitably assumes exposure and interest in clothing retailers as well as the amount of money spent. Purchase involvement is not only judged when the actual purchase takes place, but as soon as the consumer is exposed to a brand, marketing material or product information this process will commence.

(3) *Involvement with product **consumption** (consumption involvement)*, i.e. the consumers' involvement or interest in the product during use to when wearing clothes: how, what, where, when to wear certain garments (Antil, 1984; Mittal, 1989; Kim, 2005).

(4) *Involvement with **advertising material** (advertising involvement)*. This refers to a consumer's behaviour through exposure to brand, marketing material, communication or product information (O'Cass, 2000). The individual's obsession with advertising material related to clothing will reflect their involvement with advertising material.

3.1.2   Core assumptions of involvement in clothing purchase decisions

The antecedents and consequences of involvement in fashion clothing should be noted as explicated by the author (O'Cass, 2004):

(1) In a clothing context, involvement is mainly a ***situation specific*** variable and may differ according to the circumstances at the time of measurement (Park *et al,* 2007). Therefore one can assume that involvement in purchase decisions will vary at different times in individuals' lives.

This study is cross-sectional and reflects on the clothing purchase decisions of men at a specific point in their lives.

(2) Involvement can be ***enduring and situational*** (Kyle *et al,* 2007), **or *response-based***, i.e. following product experience (Khare & Rakesh, 2010).

This study excludes changes in males' clothing involvement over time and will merely draw inferences in terms of demographic characteristics as indicated.

(3) Involvement varies among ***product classes*** (Antil, 1984; Park *et al,* 2007).

This study focuses on males' involvement with their work wear, which is properly defined.

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(4) Involvement is *influenced **by consumers' personal characteristics*** (Antil, 1984; Park *et al,* 2007), such as demographic characteristics (Hourigan & Bougoure, 2012; O'Cass, 2000). Literature indicates that involvement in purchase decisions is positively related to income, education level, gender, age and stage of family life cycle (Moschis, 2007; Slama & Tashchian, 1985).

This study investigates the relationship between males' involvement with their clothing and selected demographic characteristics, namely: age, marital status, income and level of education.

3.2 CONCEPTUAL FRAMEWORK

The conceptual framework for the study is presented in Figure 3.1. From the theory discussed it is evident that demographic characteristics of male consumers (age, marital status, income and level of education) are personal inherent influences as their consumer behaviour (Du Preez *et al*, 2007, Khare & Rakesh, 2010) such as men's clothing involvement (objective 1), expenditure on clothing (objective 2) and store patronage (objective 3). Younger men are believed to be more involved in their clothing decisions (Bakewell *et al,* 2006). From previous studies it seems that wives of married men often make clothing decisions on their behalf or are to some extent involved in their spouses' clothing choices whilst divorced or single men have to make their own clothing decisions (Baxter, 2005; Moore e*t al,* 2001). A higher income allows for a higher disposable income. In theory this should enable individuals that earn more to purchase more expensive clothing. They will theoretically also experience fewer financial constraints during the purchase decision (Khare & Rakesh, 2010; Walters & Bergiel, 1989:379). More educated consumers are exposed to more reading material and are inclined to only use relevant information during their purchase decisions, thus men with a higher education should theoretically be able to make more informed clothing decisions (Moschis, 2007; Williams, 2002). All of the above indicates that demographic characteristics of a consumer are important variables that are expected to influence consumers' clothing involvement as part of the consumer socialisation, expenditure on clothing and store patronage in purchase decisions. These effects should therefore be noted.

Males' involvement with their own clothing decisions would therefore be influenced by their product involvement (objective 1.1), purchase decision involvement (objective 1.2), consumption involvement (objective 1.3) and advertisement involvement (objective 1.4) according to existent theory (O'Cass, 2000). Product in this study refers to men's work wear. The more focused consumers are on creating a specific identity through their clothing the more involved they are

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believed to be in the product and the purchase decision, and the more time this item and decision will consume (Hourigan & Bougoure, 2012; Kinley *et al*, 2010). In principal clothing decisions are more important to consumers with a higher clothing involvement. Inevitably then, more involved consumers will perceive their clothing decisions as more complex (Bakewell & Mitchell, 2006). Consumers with a higher involvement in clothing will notice advertising material such as magazines, in-store advertisements, bill-boards etc. They will also regard information from these sources as more important (Bakewell & Mitchell, 2006). Each of the four dimensions of clothing involvement contributes to a consumers' overall clothing decision involvement (objective 1). This study aimed to determine how each of these dimensions of clothing involvement contribute to the overall involvement in clothing purchase decisions and which of these are dominant in terms of men's clothing involvement.

Consumers with a high/strong clothing involvement tend to shop more for clothes and subsequently clothing will consume more of their time and money (Hourigan & Bougoure, 2012; Kinley *et al*, 2010; Michaelidou & Dibb, 2006; Summers, Belleau & Xu*,* 2006; Vieira, 2009) (objective 4). In the same way, clothing involvement will influence consumers' store patronage (objective 5) when choosing to purchase clothing from a specific store. Men with a lower clothing involvement would shop at department stores for appreciating the variety in terms of price, quality and merchandise (Carpenter & Brosdahl, 2011; Torres *et al*, 2001).

A relationship between consumers' expenditure on clothing and their store patronage is also anticipated (objective 6). In a work environment clothes can be used to create a work identity and even communicate status, power and ambition (Michaelidou & Dibb, 2006; Verbeke & Vackier, 2004). Consumers tend to trust certain brands to portray their image (Khare & Rakesh, 2010) and some men, such as African men, love dressing up (Moorad, 2014). Consumers who spend more time and money on clothing are believed to make more regular purchases (Hourigan & Bougoure, 2012; Kinley *et al*, 2010; Michaelidou & Dibb, 2006; Summers, Belleau & Xu*,* 2006; Vieira, 2009). Credit facilities are more readily available (Mann & Byun, 2011; PWC, 2012) and consumers who wish to spend more on clothing can do so by using stores' revolving credit facilities (PWC, 2012). By the same token, consumers that want to portray a certain image will choose stores that support this image.

Figure 3.1 presents the conceptual framework for the study.
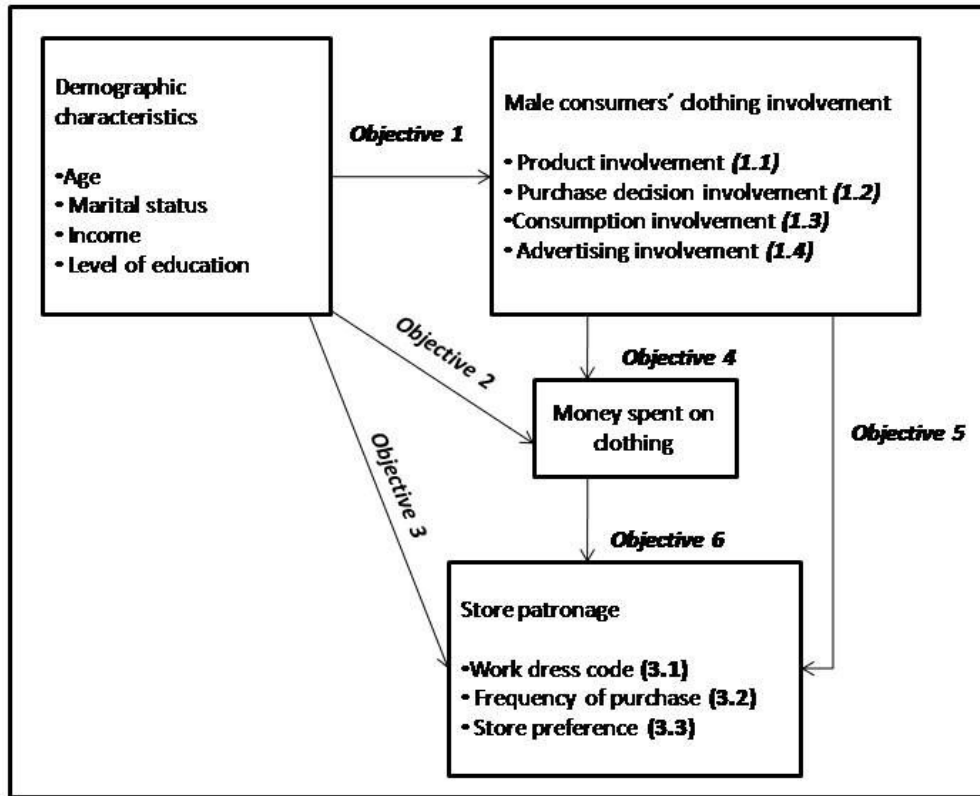
Figure 3.1: Conceptual framework for this study

Based on literature, there exists a relationship between men's demographic characteristics and their clothing involvement (objective 1) which is defined in terms of product involvement (objective 1.1), purchase involvement (objective 1.2), consumption involvement (objective 1.3) and advertising involvement (objective 1.4). Similarly, a relation between men's demographic characteristics and how much money they spend on clothing (objective 2) and their store patronage (objective 3) namely work dress code (objective 3.1), frequency of purchases (objective 3.2) and preferred store type (objective 3.3) as predicted in literature are expected. Inevitably a relationship between men's clothing involvement and how much they spend on their clothing is envisaged (objective 4), which will also be relevant in terms of their store patronage (objective 5). Ultimately a relationship between how much money is spent and store patronage is likely (objective 6).

3.3   RESEARCH AIM AND OBJECTIVES

3.3.1   Research aim

Based on evidence of increased growth in the male fashion sector in recent years, this study aimed to investigate and describe South African male consumers' involvement in their own clothing

decisions and to distinguish possible significant differences in the clothing involvement of men with different demographic characteristics. Furthermore, the investigation aimed to relate men's expenditure on clothing and store patronage to their clothing involvement.

3.3.2   Objectives

The following objectives were formulated for this study:

1 To investigate and describe the relationship between selected demographic characteristics (age, marital status, income and level of education) and South African males' involvement with their own clothing in terms of the specific dimensions of clothing involvement identified by O'Cass (2000), namely:

1.1 their general involvement in their own clothing (product involvement)

1.2 their purchase involvement

1.3 their personal interest in their clothing (consumption involvement)

1.4 their attention to, and use of, clothing advertisements (advertising involvement).

2   To investigate and describe the relationship between selected demographic characteristics and the amount of money South African men spend on their own clothing.

3   To investigate and describe the relationship between selected factors and store patronage of South African men when purchasing their own clothing, namely

3.1 work dress code

3.2 frequency of clothing purchases

3.3 preferred store type.

4   To investigate and describe the relationship between the clothing involvement of South African men and the money they spend on their own clothing.

5   To investigate and describe the relationship between South African men's clothing involvement and their store patronage when buying their own clothing.

6   To investigate and describe the relationship between the amount of money spent on work wear by South African men and their store patronage.

3.4   SUMMARY

The underlying theory of involvement was used as the theoretical perspective of this study. Because involvement is defined as a multidimensional construct (Michaelidou and Dibb, 2006; Verbeke & Vackier, 2004) one needs to acknowledge these dimensions in terms of the conceptualisation of the construct. This study focused on the four dimensions of clothing

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involvement as defined by O'Cass (2000) namely; product involvement, purchase decision involvement, consumption involvement and advertising involvement.

Based on evidence of increased growth in the male fashion sector in recent years, this study aims to investigate and describe South African male consumers' involvement in their clothing decisions and to distinguish possible significant differences in the clothing decision involvement of men with different demographic characteristics. Furthermore, the investigation aims to relate men's expenditure on clothing and store patronage to their involvement in their own clothing decisions.

A conceptual framework is used to graphically give the outline of this study in terms of the important constructs and how they are aligned with the objectives of the study. The relationship between men's clothing involvement and their demographic characteristics were investigated. Further their expenditure on their clothing as well as their store patronage was also studied in terms of their demographic characteristics. A possible relationship between men's clothing involvement and their expenditure on clothing as well as their store patronage was investigated. The investigation concluded with the investigation of a possible relationship between men's expenditure on their clothing and their store/ retailer patronage.

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RESEARCH DESIGN AND METHODOLOGY

This chapter presents the research design and methodology of this research as well as the procedures that were used to ensure ethical conduct and the quality of the research.

4.1   RESEARCH DESIGN

Quantitative data was collected for this study by means of a non-experimental survey. A quantitative positivistic research paradigm was used where concrete numbers were obtained from in order to quantify data for analysis thereof. By following a positivistic research paradigm social facts are collected following a quantitative approach (Walliman, 2011:72). Quantitative data collection involves scales for measurement that produce numerical data, using statistical procedures to analyze the data (De Vos, *et al*, 2011:156; Leedy & Ormrod, 2005:94). The data from larger groups can easily be analyzed when presented in numerical format (Leedy & Ormrod, 2005:96). Surveys have proven to be effective in other studies related to fashion clothing involvement of consumers (O'Cass, 2004; 2000; Khare & Rakesh, 2010). Non-experimental research examines the relationship between variables (male consumers and clothing involvement), with the exclusion of any cause-and-effect relationships (Salkind, 2014:72). A cross-sectional survey design was used. This is done when respondents' behaviour is studied at a specific point in time i.e. at the age and in the context that every respondent was at the time of data collection (De Vos, Strydom, Fouche & Delport, 2011:156; Salkind, 2014:329). Data collection took place in March 2015. Literature indicates that males' clothing involvement has changed considerably in recent years, which has implications for the relevance of data in the future (Bakewell *et al*, 2006; Twigg, 2007).

The nature of this study was both explorative and descriptive with the focus on a specific phenomenon (clothing involvement) which involved a specific consumer group (males) (Leedy & Ormrod, 2005:183; Salkind, 2014:270). Explorative research aims to gain insight into a situation, phenomenon, community or individual because of a lack of information on an area (De Vos *et al*,

2011:95). Because of a lack of information on South African male consumers' involvement in their clothing decisions and this being a growing market, relevant areas were explored with the aim to fill the gap where information is lacking therefore the relevance to make use of explorative research. Descriptive research on the other hand aim to describe the current state of a specific subject, integrating findings and extant literature (De Vos *et al*, 2011:96; Sakind, 2014:269). Survey research involves collecting information from one or more groups by asking questions and documenting the responses. The goal of a survey is to gain knowledge of a large population by surveying a smaller group/ sample of that population in order to generalize findings (Leedy & Ormrod, 2005:183; Salkind, 2014:270).

4.2   METHODOLOGY

4.2.1   Population, sample and sampling

South African male consumers that reside in the greater Gauteng area formed part of the targeted population. Large numbers of people migrate from other provinces to Gauteng because of work opportunities (Statistics South Africa, 2013). Gauteng province contributes to almost a third of the South African economy (Internet: Gauteng province, South Africa, 2012) and is the largest retail hub in South Africa. It is also the area that comprises the largest share of the South African population with approximately 12.7 million people (24%) (Statistics South Africa, 2013). The province is mainly one big city with 97% of the population living in urban areas (Internet: Gauteng province, South Africa, 2012).

Over 20% of both males and females in Gauteng province have at least completed their matric and 10% have some tertiary education (Gauteng provincial government, 2012:52) therefore consumers in Gauteng are more educated than elsewhere in the country. There are slightly more males in Gauteng than females with an estimated life expectancy of 57.7 years for males and 61.4 years for females (Statistics South Africa, 2013). This study only recruited males from 21 up to 60 years of age who are expected to still be active in the workforce. The reason for including men only from 21 years of age up to 60 years is because there are no restrictions for these age groups in terms of parental consent or other laws. Men from these ages are most likely to be part of the workforce earning their own money and have the ability to purchase their own clothing. The most significant generational cohorts of apparel consumers that are included in these groups are Baby Boomers and Generation Y. From previous research it is evident that there are clear behavioural differences between these two consumer groups. Baby boomers will generally be more conservative in

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clothing and store choices where Generation Y will be more fashion and brand conscious and be less conservative in their expenditure (Parment, 2013), therefore it became necessary to not exclude any of the mentioned groups. Figure 4.1 illustrates how the population, sample units, sampling elements and actual sample size of the study is linked.
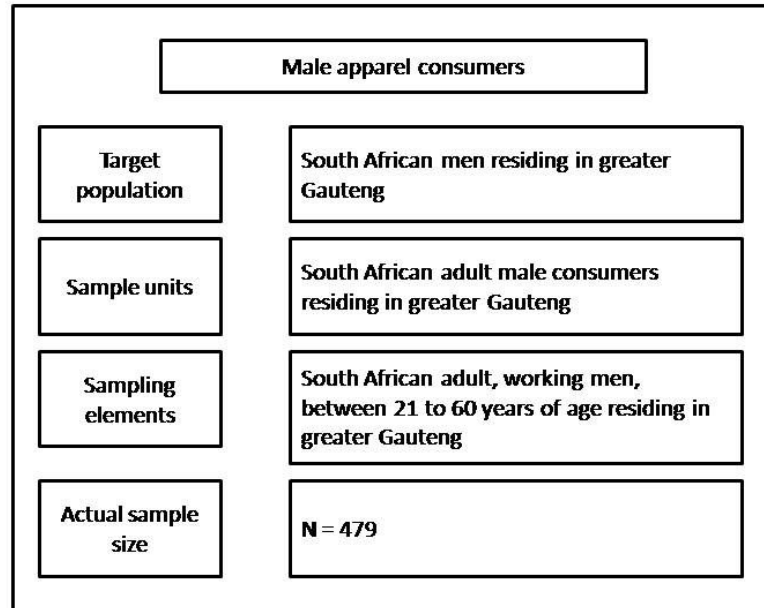
Figure 4.1 Targeted population, sample units, sampling elements and actual sample size of the study

In previous research studies on gender related shopping behaviour a common sample size was between 245 and 500 representatives (Bakewell & Mitchell, 2006; 2004). A minimum of 300 usable questionnaires were envisaged for this study. Data collection was done electronically by Consulta Research. An attempt was made to target a non-random sample through quota sampling to include men between 21 to 60 years of age. Age and gender were the main determinants used for inclusion in the study. Other demographics per respondent were however also documented in order to use in analysis. Consulta Research distributed online questionnaires to male respondents on their database within one week. A total of 479 usable questionnaires ware collected from the population. The sample group included 186 men aged 21 to 44 year,s and 293 men aged between 45 and 59 years. Most of the men were married or had a common law partner and earned a household income over R25 000 per month. A total of 78.1% of the sample group had some form of tertiary education, thus most of these men were highly educated consumers. The actual sampling method used was convenience sampling that is also a non-probability sampling method. Convenience sampling is the method of using respondents that are readily available with no set

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method of selection for specific respondents (Leedy & Ormrod, 2005:206). In this study, the data base of Consulta Research was used.

4.2.2   Measuring instrument

Survey research involves collecting information from a set group of people by asking specific questions and tabulating the answers (Leedy & Ormrod, 2005:183).   Only a sample that is representative of the population is surveyed to learn more about the larger population.   It is preferable to have a sample that closely resembles the characteristics of the entire population (Leedy & Ormrod, 2005:183).   A structured self-completion electronic questionnaire was used to collect data for this study.   Using a questionnaire enables the researcher to organize the questions and record responses without actually having to talk the respondent (Walliman, 2011:190).   Only close-ended questions were used with set answers that the respondent could choose from in some nominal and some Likert-type scale formats that were easy to complete.

The questionnaire started with a cover screen to introduce the researcher and the aim of the research, including practical and ethical information such as how long the questionnaire will take to complete, and that there were no right or wrong answers.   Participants were assured of the confidentiality of their contributions and that all questionnaires would remain anonymous.   No reward was offered to complete the questionnaire and participation was completely voluntary. Thereafter the questionnaire was introduced in the form of different sections as follows:

- Section A: Documented demographic characteristics of the respondents. This served as screening questions to confirm that the participant qualifies to take part in the study and also helped to group the males according to specific demographic characteristics.   The participants had to be male, 21 to 60 year of age, of middle- to upper-income and residing in Gauteng.   The questionnaires were only sent to men on Consulta Research's database who met the criteria but they had to specify the details in nominal categories.   These questions were self-developed.   This section also included a question related to respondents' work dress code.   The nominal scale included four to five response options specific to each question.   A nominal scale labels each response option and restricts the responses to these specific options (Leedy & Ormrod, 2005:25; Walliman, 2011:96) this can effectively be applied when variables can be divided into categories like when measuring demographics (De Vos *et al,* 2013:178).
- Section B: In this section the consumers' clothing spending patterns were studied. Again a

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nominal scale was used with two self-developed items in order to determine what percentage of their household income is spent on clothing.

- Section C: An adapted version of an existing scale that measures clothing involvement was used in section C (O'Cass, 2000). This scale has been used in previous studies that also focused on clothing involvement (O'Cass, 2004; 2000; Khare & Rakesh, 2010). O'Cass (2000) used a 6 point Likert-type scale for measurement. However in this study a 5 point Likert-type "Agreement" scale was used instead to eliminate error from excluding a neutral option (Brace, 2004:86). Twenty-five of the forty-two statements of the original scale (O'Cass, 2000) were adjusted according to the context of the study and used in this section. Having spoken to a statistician it was decided to reduce the number of items per involvement category as the original scale seemed repetitive. Also Consulta Research advised to shorten the questionnaire. Statements from the original scale were omitted by random as per the discretion of the researcher. Certain statements that could be interpreted as duplicate statements of others per involvement category or where the information was not relevant for this study was omitted for the scale used in this study. Likert-type scales are widely used to measure responses in terms of ordinal-level categories as they are easy to complete (De Vos *et al,* 2011:212; Salkind, 2014:211) and has also been used to measure involvement before (Michaelidou & Dibb, 2006; O'Cass, 2004; 2001; 2000; Slama & Tashchian, 1985).

- Section D: Males' store preferences were measured in section D by making use of a nominal scale. The categories presented in the nominal scale had five options ranging from a department store to online shopping. Even though online shopping is not yet as popular among South African consumers, it is a fast growing option (Market Line, 2013a; 2013b:14). Men have also been found to be more likely than women to engage in online shopping (Workman & Studak, 2006). Previous studies have indicated that men enjoy shopping at department stores for the variety in price ranges, quality and variety of merchandise offered (Carpenter & Brosdahl, 2011; Torres *et al*, 2001) by knowing where they prefer to shop for clothing will give some insight into the store preferences of a more specific group and product category.

- Section E: An adapted version of an existing scale was used for section E to measure materialism with a Likert-type scale. This scale was developed by Richins and Dawson (1992). It was also later used in other studies related to materialism (O'Cass, 2004; 2001). For the purposes of this dissertation Section E will be excluded but will later be used for

publication purposes.

- Section F: Section F measured the difficulty that men experience when making clothing decisions. These two statements were self-developed and responses were again measured with a 5 point Likert-type scale. The relation between the difficulty of a decision and the level of involvement with the decision should be noted to study the influence thereof on males' clothing involvement. This section will also only be used for the purposes of an article and not for this dissertation.

4.2.3 Data collection

The researcher was not based in Gauteng thus the logistics to administer interviews had to be considered if additional data collection processes were considered. Some financial assistance from the NRF made it possible to use a research company to assist with the data collection, as well as development of an on-line version and testing of the measurement instrument. Consulta Reseach was used for data collection as they have an existing data base and is a reputable research company that enables research to be done in a shorter time-frame while reaching a larger area and group of respondents in Gauteng. Also this made logistically sense as the researcher does not reside in Gauteng. A pilot test was done by the researcher to finalise the measuring instrument. Once Consulta Research had set up a test survey, the link was sent out to ten respondents that were asked to respond with comments. Consulta research also conducted an in-house test for the questionnaire and made minor changes where needed to enhance the quality of the survey before data collection commenced. This ensured that the questionnaire delivered reliable responses for analysis (Leedy & Ormrod, 2005:192).

Once the questionnaire was finalized, Consulta Research distributed the final self-completion online questionnaires to suitable respondents on their data base. Respondents (males) were recruited across Gauteng to complete this structured, electronic survey. Data collection took place over a week during March 2015 and 479 usable questionnaires were retrieved within one week. Using a professional research institution for data collection increases the reliability of the data collection and speeds up the collection process.

4.2.4 Data analysis

Data analysis is the process of organizing data in a way to make sense of it and then identifying patterns so that conclusions can be drawn. When working with quantitative data as per this study

this will mean to try and make sense of the numbers (Leedy & Ormrod, 2005:245). Data analysis without the help of electronic resources can be time-consuming and can make the data difficult to interpret (Leedy & Ormrod, 2005:245). Therefore electronic resources were used by Consulta Research to code and record the data.

A statistician, Liezel Korf, from 'Liezel Korf Associates' assisted with data analysis. Data was coded as part of the data collection process as mentioned. Coding consisted of scores that were assigned to the numbered responses of Likert-type scale and nominal scales that produced quantitative data. Data was presented in a spreadsheet for further analysis. Using this data, descriptive statistics followed to provide descriptive evidence of the results of the various questions. Frequencies were first calculated (Brace, 2004:86). Means, percentages and standard deviations were then measured (Brace, 2004:86) to provide descriptive evidence of the various findings. Exploratory factor analysis was then used to analyse sections C and E to categorize groups that reflect underlying factors within the data sets (Leedy & Ormrod, 2005:274). Cronbach Alpha coefficients were calculated for the respective scales. This test was chosen to verify the internal consistency of the data, i.e. the reliability. For a multiple scale to be reliable a Cronbach Alpha needs to be a minimum of $\alpha = 0.60$ (Zikmund & Babin, 2010:248, 249) all four factors tested $\alpha > 0.90$ which confirms excellent internal consistency for this study (See table 5.4). Selected parts of the results are presented more visually in the form of graphs and tables and are discussed where appropriate. Further analysis included ANOVA's, Chi-square tests and post hoc tests. ANOVA's were chosen to identify any meaningful differences among and between variances of groups where three or more means was compared (Leedy & Ormrod, 2005:274). Leedy and Ormrod (2005:274) suggest that if an ANOVA yields a significant difference this test should be followed up by other post hoc tests, therefore the 'Post hoc Scheffe test' were further performed where significant differences were identified. The Chi-square test, also called goodness-of-fit test are ideal for nominal and ordinal data as collected in this study. Therefore this test was used to determine how closely observed frequencies or probabilities match expected frequencies or probabilities (Leedy & Ormrod, 2005:274)

4.3   OPERATIONALISATION

Table 4.1: Operationalisation table of men's involvement with their clothing

Objective	Sub-Objective	Constructs	Questions	Statistics
1. To investigate and describe the relationship between selected demographic characteristics (age, marital status, income and level of education) and South African males' involvement with their own clothing in terms of the specific dimensions of clothing involvement identified by O'Cass (2000), namely	1.1 men's product involvement with their own clothing	Product involvement	V7.1;V 7.4; V7.6; V7.9; V7.13; V7.14; V7.17; V7.18; V7.20; V7.21; V7.24	Descriptive statistics: percentages, means, standard deviations, Exploratory factor analysis, Cronbach's Alpha, ANOVA's.
	1.2 men's purchase involvement	Purchase involvement	V7.5; V7.7; V7.10; V7.11	
	1.3 men's consumption involvement	Consumption involvement	V7.3; V7.8; V7.12; V7.16; V7.23;	
	1.4 men's attention to, and use of clothing advertisements	Advertising involvement	V7.2; V7.15; V7.19; V7.22; V7.25	
2. To investigate and describe the relationship between selected demographic characteristics and the amount of money South African men spend on their own clothing		Clothing expenditure	V6.1	Descriptive statistics: Frequencies, also per demographic group, percentages, means, standard deviations, Cronbach's Alpha.
3. To investigate and describe the relationship between selected factors and store patronage of South African men when purchasing their own clothing, namely	3.1 Work dress code	Store patronage, Work dress code, Frequency of purchases, Preferred store type	V5.1; V6.2; V8.1	Descriptive statistics: Frequencies, also per demographic group, percentages, means, standard deviations, Cronbach's Alpha.
	3.2 Frequency of purchases			
	3.3 Preferred store type			

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Objective	Sub-Objective	Constructs	Questions	Statistics
4. To investigate and describe the relationship between the clothing involvement of South African men and the money they spend on their own clothing		Clothing involvement, Clothing expenditure	V6.1; V7.1 – V7.25	Descriptive statistics: Frequencies, percentages, means, standard deviations, Cronbach's Alpha.
5. To investigate and describe the relationship between South African men's clothing involvement and their store patronage when buying their own clothing		Clothing involvement, Store patronage, Work dress code, Frequency of purchases, Preferred store type	V7.1 – V7.25; V8.1	Descriptive statistics: Frequencies, percentages, means, standard deviations, Cronbach's Alpha, Chi square test.
6. To investigate and describe the relationship between the amount of money spent on work wear by South African men and their store patronage		Clothing expenditure, Store patronage, Work dress code, Frequency of purchases, Preferred store type	V6.1; V8.1	Descriptive statistics: Frequencies, percentages, means, standard deviations, Cronbach's Alpha.

4.4   QUALITY OF THE STUDY

4.4.1   The importance of the research design and methodology

In order for research to be reputable and publishable one needs to consider the reliability and validity of the research design and methodology (Leedy & Ormrod, 2005:27). Reliability and validity are the best defences against false and incorrect conclusions. It is also the trademark of good measurement practices (De Vos et al, 2013:172; Salkind, 2014:165). The advantages and disadvantages of the research design and methodology should be noted to prove reliability and validity.

As this research was done for the main propose of completing a post-graduate degree, time and financial constraints played some role in the research design and methodology decisions. Because data collection through electronic surveys are less time-consuming and data less complex to interpret, a quantitative research design was chosen (Walliman, 2011:192). In so doing, answers from different respondents are also easier to compare and if done properly and with minimum sampling error, results can be very accurate and generalized to the population (Salkind, 2014:274). From a participant's point of view the distance created by a self-completion questionnaire is an advantage because it assures anonymity (Leedy & Ormrod, 2005:185); decreases bias from any interviewer (Salkind, 2014:275) and respondents can be more truthful than they would in the case of direct personal responses especially when talking about sensitive matters such as money spent on their clothing. The negative side is that misinterpretation of one or more questions because of inadequate reading or writing skills can affect results (Leedy & Ormrod, 2005:185) however most of the respondents that participated had some form of tertiary education. The questionnaire was also formulated in simple English and pre-tested

The research had to be cross-sectional because of time and financial constraints. The cross-sectional method examines several groups of people at a specific point in time. A cross-sectional approach is cheaper, less time-consuming and the drop-out rate that is high for a longitudinal design is minimized. The disadvantage of using this design is that it lacks comparability as it does not note changes that may occur with an individual over time (Salkind, 2014:329).

4.4.2 Validity

Validity is all about determining if the instrument or test used actually measures what needs to be measured (De Vos *et al,* 2011:172-173; Leedy & Ormrod, 2005:92; Salkind, 2014:173). There are three types of validity content validity, criterion or predictive validity and construct validity (Salkind, 2014:174). Content validity refers to the extent that the test represents the population that it is drawn from (Salkind, 2014:174). In attempt to make the sample more representative of the population, a fairly large sample was recruited. Convenience sampling was used. This is a non-probability sampling method that might produce data that cannot be generalized to the rest of the population (Leedy & Ormrod, 2005:206). We attempted to overcome this issue by carefully documenting demographics of respondents, dividing these respondents into groups according to demographics and then comparing the groups with other variables instead of referring to all of the respondents as one group. Validity was increased by using some screening questions to ensure that every participant was indeed part of the targeted population.

Criterion validity is either concerned with how well a test estimates present performance or how well it predicts performance and measures the extent to which the test is related to some criterion (Salkind, 2014:174). An extensive literature review was done beforehand to ensure that all necessary aspects around this topic was considered. A pilot study was first administered to increase face validity to ensure that bias is eliminated by eliminating any unclear questions or questions that could encourage biased responses. Necessary changes were made to the measuring instrument before distributing the questionnaire. Quantitative data that included usable figures were obtained that could not be skewed by incorrect interpretation as might be with qualitative data.

Construct validity is the most desirable type of validity and is "the extent to which the results of a test are related to an underlying set of related variables" (Salkind, 2014:175). The scale of measurement used in this study was an adapted version of a tested involvement measuring instrument (O'Cass, 2000). An extensive literature review on involvement confirmed this scale to be suitable for this study and also confirmed that the Likert-scale is mostly used to measure consumer involvement. By making use of a 5-point Likert-type scale possible bias from excluding a neutral option were also eliminated (Brace, 2004:86).

4.4.3   Reliability

Reliability is the extent to which the measurement instrument yields consistent results when the characteristic being measured have not changed (Leedy & Ormrod, 2005:93).   To increase reliability one needs to decrease error (Salkind, 2014:168).   The instrument will each time be administered in the same way as an online self-completion questionnaire distributed by a professional institution.   This standardizes the process and increases reliability (Leedy & Ormrod, 2005:93).   Because an on-line self completion questionnaire was used, respondents could not be influenced by the bias of field workers or any other person collecting the data (Walliman, 2011:190).   To keep sameness within the format and to prevent confusion on how to answer any specific question only 5-point Likert-type scales and nominal scales were used throughout the questionnaire (Salkind, 2014:167).   Language used in the questionnaire was kept simple and pre-developed tested scales were mainly used with some changes only to make it more fitting for the study.   A pilot test was done before hand to eliminate any unclear or biased questions and some minor changes were then made before final data collection.

The data was collected by a professional institution named Consulta that is equipped and trained to collect data.   The initial aim was to collect at least 300 questionnaires.   Eventually 479 useful questionnaires were collected within the time frame.   This is still a relatively small sample group but bigger than aimed for and larger sample groups can beter be generalized and increase reliability (Salkind, 2014:168).   The quantitative data from the questionnaire were coded in order to test reliability with the use of Cronbach's Alpha values with the help of a qualified statistician. Values below 0.6 were considered unacceptable (Wiid & Diggines, 2013:238).   Data tested high for internal consistency according to the Cronbach's Alpha.

4.5   ETHICS

Ethics approval for this study and measuring instrument were obtained from the Ethical Committee of the Natural Agricultural department of the University of Pretoria as per the attached letter of approval in Addendum D.   Proper references were given to acknowledge intellectual ownership of any information used for this study and to avoid plagiarism.   A detailed reference list is also given at the end of this document (Walliman, 2011:240).   Some ethical issues that were obliged to as given by De Vos *et al* (2011:115) were that:

Participation was per invitation and voluntary – questionnaires were distributed online and no compensation was offered for participation (Walliman, 2011:251), thus all of the respondents participated out of free will with no obligation.

Data was kept anonymous and confidential – no personal details like ID number, name, address etc. were recorded and the researcher did not meet any of the respondents, therefore the recorded data cannot be traced back to a specific person. This ensures anonymity to the respondent and sensitive questions therefore could be answered without bias. The findings were coded and fed into a spreadsheet to contribute to anonymity and confidentiality of responses.

Respondents were not deceived in any manner – all information given on the measuring instrument is true and correct. Care was taken to not deceive the respondent in any way about what was measured and what the information was used for.

Participants were not be harmed in any way – no harmful methods of testing was used for this research and it did not involve any animals or minors that requires higher measures of control to ensure that no participants is harmed in any manner.

Details for publications of findings will be made available to any respondents that later indicate interest in the findings. Because complete anonymity was kept throughout the study any later queries with regards to the research will be answered.

4.6   SUMMARY

A self-completion questionnaire was distributed with the help of Consulta Research in an electronic format to members on their extensive data base in Gauteng. A total of 479 usable questionnaires were collected from working men, aged between 21 and 60 years over one week in March 2015. The measuring instrument was divided into different sections and measures utilized simple nominal – and Likert-type scales. An adjusted version of O'Cass' (2000) clothing involvement scale formed a crucial part of the investigation to investigate men's clothing involvement in terms of the four dimensions/forms of clothing involvement.

Quantitative data was collected for this study by means of convenience sampling in this non-experimental survey. A qualified statistician assisted with data analysis. Means, percentages and standard deviations were then measured. Inferential statistical analyses included exploratory

factor analysis as well as calculation of Cronbach's Alpha, ANOVA's, Chi square tests and other post hoc tests. An operationalisation table presents the outline of the research design and methodology followed for this study in tabular format.

In order to increase the quality of the study, effort was made to eliminate error throughout the research process, i.e. to enhance reliability and validity of the data. Ethics approval was obtained from the ethics committee of the Faculty of Natural and Agricultural Sciences of the University of Pretoria before data collection commenced to ensure that no harm would be done during the data collection of this study.

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Chapter 5

RESULTS AND DISCUSSION

This chapter presents the results in accordance with the objectives of the study as well as a discussion of the findings incorporating existing literature. Tables and graphs are presented to visually present certain results.

5.1   DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Only men were recruited for this study which investigated their involvement with their own clothing. The sample was not representative of the population of the demographic area. Sub sets of the sample were however distinguished to deduce useful information in terms of the behaviour of specific demographic segments, relating to age, marital status, household income as well as level of education. The prerequisite for participation in the study was gender (i.e. females were excluded); age (i.e. a minimum age of 21 up to 60 years of age) and respondents had to reside in Gauteng. A total of 479 usable questionnaires were collected through an electronic survey that was handled by Consulta Research.

5.1.1   Demographic characteristics

5.1.1.1 Age
Only males between 21 and 60 years of age were targeted to involve working adults who had some interest in clothing other than informal wear. Age was relevant for the investigation because literature suggests changes in consumers' behaviour inter alia due to evidence of changes in the clothing interest (generational changes), the notion that men accumulate experience over time and role adaptation during the life cycle. It therefore made sense to distinguish the age of respondents in terms of coherent groups with similar characteristics. For this study two groups were formed, namely younger men who form part of the so-called Y generation (also referred to as the Millenials) and older consumers (as indicated in Table 5.1).

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Table 5.1: Numeric age of the respondents (N=479)

Categories in the questionnaire (years)	n	%	Categories per investigation (years)	n	%
Between 21 and 29	22	4,6	Between 21 and 44	186	38,8
Between 30 and 44	164	34,2			
Between 45 and 59	293	61,2	Between 45 and 59	293	61,2

The largest part of the sample consisted of men aged between 45 and 59 years (n=293; 61,2%). Because this age group includes the so-called 'Baby Boomers', this group was expected to be more traditional and less fashion conscious (Moore *et al*, 2001; Parment, 2013). Then 34,2% (n=164) of the sample was between 30 and 44 years of age, with only 4,6% (n=22) aged between 21 and 29 years. The latter two groups were merged to represent the Millennials, also known as Generation Y (n=186), i.e. consumers now younger than 40 years of age who were born between 1978 up to 2000 (Parment, 2013; Paul, 2001). Men from this age group are known to be more fashion conscious, have a higher tendency to shop for items like clothing and are more involved in their clothing decisions (Bakewell *et al*, 2006). Based on literature this age group demonstrates different clothing decisions than older men. Younger consumers from generation Y are generally more interested in clothing and more flexible in terms of what they pay for clothing, they also visit various stores and try to stay up to date with current trends. Older consumers rather pay more attention to 'optimizing' purchase decisions by for example avoiding poor quality clothing and making sure that new clothing pieces fit in with other pieces in their wardrobe and that their clothing designs are timeless (Parment, 2013).

5.1.1.2 Marital status

Based on evidence that married men's clothing decisions are influenced and even taken care of by their wives (Baxter, 2005; Moore *et al*, 2001), it was important to determine the marital status of the respondents for further analysis later on. Details about the marital status of the sample are therefore summarised in Table 5.2.

Most of the respondents were married (n=330; 68,9%), while a small percentage had a common law partner (sex not specified), therefore 75,2% of the sample consisted of men who had partners. Literature indicates that married men, especially older men above 40 years of age are less involved in household chores such as purchasing their own clothing as their wives/ partners mostly take this role (Baxter, 2005; Moore *et al*, 2001). The singles included 8,9% (n=43) men who were either

divorced or widowed, and 15,9% (n=76) who had never been married. Details are presented in Table 5.2.

Table 5.2: Marital status of the respondents (N=479)

Categories in the questionnaire	n	%	Categories for the investigation	n	%
Common law partner	30	6,3	Couples	360	75,2
Married	330	68,9			
Separated or divorced	35	7,2	Single	119	24,8
Single, never married	76	15,9			
Widowed	8	1,7			

5.1.1.3 Household income of the respondents

Respondents' monthly household income was captured to divide the sample in terms of their financial status, using the Tshwane household income data as the norm (City of Tshwane Metropolitan Municipality, 2008:43). The sample of this questionnaire was divided in a lower middle income group ($\geq$R10 000 to <R15 000); an upper-middle income group ($\geq$R15 000 to <R25 000); and an upper income group ($\geq$R25 000 per month) as per the report from City of Tshwane Metropolitan Municipality (2008:43).

Table 5.3: Household income of the respondents (N=479)

Categories in the questionnaire	n	%	Categories for the investigation	n	%
R10 000 or more, but less than R15 000	27	5,6	Middle income group >R10 000<R25 000	105	21,9
R15 000 or more, but less than R25 000	78	16,3			
R25 000 or more	374	78,1	Upper income group $\geq$R25 000	374	78,1

For the purpose of the statistical analysis, categories were collapsed into two groups, namely middle income consumers (n=105; 21,9%) who earned less than R25 000 monthly, and the high income group that formed the majority of the sample (n=374; 78,1%), i.e. household incomes equal to, or exceeding R25 000 monthly. Although the middle income group was a much smaller sub set, it was ample for statistical analyses.

5.1.1.4 Education level of the respondents

Based on evidence from prior research (Moschis, 2007; Williams, 2002) it was anticipated that

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consumers with higher education levels would be more involved in their clothing decisions, which explains this study's interest in the respondents' level of education. The majority of the respondents of this study possessed some form of tertiary education (78,1%) - mostly only a diploma or degree (n=204; 42,6%), although a notable percentage possessed a post graduate qualification (n=170; 35,5%). Those who possessed a grade 12 certificate (n=105; 21,9%) were in the minority, but the statistician advised that their representation was adequate to deduce conclusions about their clothing purchase behaviour. Details are presented in Figure 5.1.
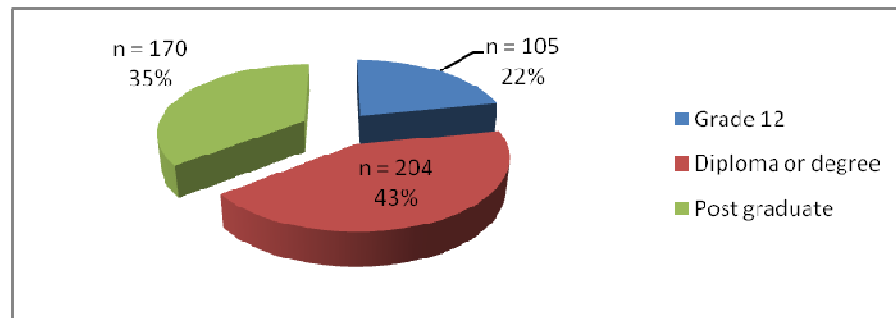
Figure 5.1: Education level of the respondents (N=479)

5.2   RESULTS

The results of this study are discussed in accordance with the research objectives, firstly reporting on male consumers' clothing involvement and a report of possible relationships between men's demographic characteristics and their clothing involvement.   Men's shopping behaviour is thereafter related to their clothing involvement followed by indications of how their clothing involvement relates to their expenditure on clothing for themselves and their store patronage.

5.2.1   Men's clothing involvement

5.2.1.1 Confirmation of the dimensions of the clothing involvement scale

Exploratory factor analysis (EFA) was first done to confirm the dimensions of clothing involvement for the purpose of further analyses. Men's clothing involvement was investigated in section C of the questionnaire by means of an existing scale (O'Cass, 2000) which has not been used in a South African context before. The scale was originally designed in Australia. Therefore EFA was used rather than confirmatory factor analysis (CFA) to validate the scale in the context of this study. Principal Component Analysis with Kaizer normalisation resulted in an extraction of four factors as presented in Table 5.4. Based on the content of the factors, they were labelled:

Factor 1: Purchase involvement
Factor 2: Advertising involvement
Factor 3: Product involvement, and
Factor 4: Consumption involvement

These factors concur with the four factors of the scale of O'Cass (2000) although some of the items from the original instrument aligned with items of alternative factors.

Five items moved from *product involvement* to *purchase involvement* namely:

Purchasing clothing is significant to me
For me personally clothing is an important product
Clothing means a lot to me
I am very much involved in/ with clothing
Clothing is a significant part of my life

One item moved from *consumption involvement* to *product involvement* namely:

I often become pre-occupied with what to wear

And lastly one item moved from *product involvement* to *consumption involvement*:

I am very interested in clothing

The labels of the factors nevertheless made sense and therefore the labels of the original scale were retained. The Cronbach alpha coefficients indicated acceptable internal consistency within all four factors (>0.9) and therefore the factors and their related items were accepted for further analyses.

As per the results presented in Table 5.4, men's *purchase involvement* was above average, and compared to the other dimensions of clothing involvement, this particular dimension was the most prevalent (M=3,24; Max=5). Means for the other dimensions of clothing involvement suggest moderate involvement (M>2,5<3), with *advertising involvement* being the lowest (M=2,43), and slightly below average. The standard deviations show somewhat fluctuation within the answers from the respondents (SD≥1), therefore there are men with substantially lower and higher clothing involvement within each involvement type. The total % variance explained of 69,54% was acceptable in terms of coherence of the data.

The results indicated in Table 5.4 therefore suggest that:

- in general, men's clothing involvement is not equally strong for each of the four dimensions of clothing involvement;
- of all the dimensions of clothing involvement, men's *purchase involvement* is most prevalent; and

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- men's *advertising involvement* is the least prevalent of the four dimensions of clothing involvement, and below average (M=2,43).

Because the sample was not representative of the population, findings pertaining to the relationship between men's demographic characteristics and their clothing involvement would provide meaningful insights. The following sections will be devoted to these analyses.

Table 5.4: The dimensions of men's clothing involvement identified through EFA

Statement	Factor			
	Factor 1	**Factor 2**	**Factor 3**	**Factor 4**
Purchase decisions for clothing are very important to me	0,820			
The purchase of clothing is important to me	0,801			
Purchasing clothing is significant to me	0,715			
I like being involved in making purchases of clothing	0,706			
For me personally clothing is an important product	0,691			
Clothing means a lot to me	0,679			
I think a lot about my choices when it comes to clothing	0,598			
I am very much involved in / with clothing	0,494			
Clothing is a significant part of my life	0,472			
Ads about clothing are important to me		0,724		
I pay a lot of attention to ads for clothing		0,699		
Ads about clothing are relevant to me		0,695		
Ads about clothing are interesting to me		0,651		
I have little or no interest in ads for clothing		0,527		
I would say clothing is central to my identity as a person			-0,793	
I can really identify with clothing			-0,643	
I pay a lot of attention to clothing			-0,546	
I have a very strong commitment to clothing that would be difficult to break			-0,534	
I think about clothing a lot			-0,503	
I often become pre-occupied with what to wear			-0,490	
I am very interested in clothing				-0,340
Wearing fashionable clothing is important to me				-0,782
I feel a sense of personal satisfaction when I wear fashion clothing				-0,704
Wearing fashionable clothing means a lot to me				-0,684
I like to think about wearing fashionable clothing				-0,641
Mean	3,24	2,43	2,64	2,77
SD	1,00	1,02	1,01	1,13
% Variance explained (Total: 69,54%)	60,3	4,2	2,9	2,2
Cronbach Alpha	0,93	0,90	0,91	0,94

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5.2.1.2 Men's clothing involvement in terms of their demographic characteristics (Objective 1)

Anticipating that clothing involvement may differ in accordance with consumers' demographic characteristics, men's clothing involvement was also investigated per selected demographic characteristics that could be influential, namely age (Bakewell *et al*, 2006; Moschis, 2007; Parumasur & Roberts-Lombard, 2012:255), marital status (Baxter, 2005; Moore *et al,* 2001), monthly household income (Khare & Rakesh, 2010; Naderi, 2013) and level of education (Moschis, 2007). The results of these investigations are subsequently discussed.

Age differences:

Differences in the clothing involvement of men of different age groups are presented in Table 5.5 per the four dimensions of clothing involvement.

Table 5.5: Men's clothing involvement in terms of their age (N=479)

Involvement type	Numerical age	n	Mean Max = 5	SD
Product	>21 to <45	186	2,72	1,04
	>45 to 60	293	2,59	0,98
	Total	479	2,64	1,01
Purchase	>21 to <45	186	3,31	1,01
	>45 to 60	293	3,19	0,98
	Total	479	3,24	1,00
Consumption	>21 to <45	186	2,82	1,19
	>45 to 60	293	2,74	1,09
	Total	479	2,77	1,13
Advertising	>21 to <45	186	2,49	1,04
	>45 to 60	293	2,40	1,00
	Total	479	2,43	1,02

Findings revealed that for each of the four dimensions of clothing involvement, younger men's clothing involvement (<45 years of age, i.e. including the Millenials/Y generation), is higher/ stronger than the clothing involvement of older men. This confirms previous studies that suggest that men in the generation Y age category are more concerned about their clothing (Parment, 2013; Paul, 2001) than older generations. Generation Y men are apparently more prone to shop around and are generally more fashion conscious (Bakewell *et al*, 2006). Contrary to what was expected from literature however, this study found that even the younger men's *product involvement, consumption involvement* and *advertising involvement* were merely average.

In order to determine whether differences between the age groups were statistically significant, ANOVA were performed. Results presented in Table 5.6 confirm that differences in the clothing involvement of men belonging to the two age groups were not significantly different for any one of the four types of involvement (p>0,05).

Table 5.6: Differences in the clothing involvement of different age groups (N=479; missing n=1)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	1,944	1	1,944	1,924	0,166
	Within Groups	482,116	477	1,011		
	Total	484,061	478			
Purchase	Between Groups	1,606	1	1,606	1,621	0,204
	Within Groups	472,547	477	0,991		
	Total	474,154	478			
Consumption	Between Groups	0,718	1	0,718	0,559	0,455
	Within Groups	612,793	477	1,285		
	Total	613,511	478			
Advertising	Between Groups	1,046	1	1,046	1,010	0,315
	Within Groups	493,966	477	1,036		
	Total	495,012	478			

The relevance of marital status in clothing involvement:

Similar to the former findings pertaining to age, the exploration of the relationship between men's marital status and their clothing involvement as presented in Table 5.7, indicate that *purchase involvement* is moderately high (M>3<4) and the most prevalent form of involvement for all, irrespective of men's marital status.

Table 5.7: Men's clothing involvement and their marital status (N=479)

Involvement type	Marital status	n	Mean Max=5	SD
Product	Married or common law partner	360	2,58	0,98
	Not married (Single/ Divorced/Widowed)	119	2,85	1,06
	Overall Total	479	2,64	1,00
Purchase	Married or common law partner	360	3,19	0,96
	Not married (Single/ Divorced/Widowed)	119	3,40	1,09
	Overall Total	479	3,24	1,00
Consumption	Married or common law partner	360	2,70	1,10
	Not married (Single/ Divorced/Widowed)	119	3,00	1,19
	Overall Total	479	2,77	1,13
Advertising	Married or common law partner	360	2,37	1,00
	Not married (Single/ Divorced/Widowed)	119	2,63	1,05
	Overall Total	479	2,43	1,02

Results pertaining to all four dimensions of clothing involvement indicate that single men are more involved with their clothing than men with partners. Previous studies explain that partners or spouses of men share or even take charge of the responsibility of their husbands/ spouses/ partners' clothing purchases/ decisions that has negative consequences for their own clothing involvement. Single men do however not have this kind of assistance/ support and might not even want assistance (Baxter, 2005; Moore *et al*, 2001). As confirmed in this study, single men are therefore generally more involved in their own clothing purchases/ decisions than men with spouses.

Further investigation by means of ANOVA, which aimed to detect possible significant differences within and among different demographic subsets of the sample confirmed significant differences within every one of the four dimensions of clothing involvement ($p < 0,05$) as depicted in Table 5.8.

Table 5.8: Comparison of men's clothing involvement in terms of their marital status (N=478; missing n=1)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	6,543	1	6,543	6,536	0,011
	Within Groups	477,517	477	1,001		
	Total	484,061	478			
Purchase	Between Groups	4,127	1	4,127	4,188	0,041
	Within Groups	470,027	477	0,985		
	Total	474,154	478			
Consumption	Between Groups	8,320	1	8,320	6,558	0,011
	Within Groups	605,191	477	1,269		
	Total	613,511	478			
Advertising	Between Groups	6,320	1	6,320	6,169	0,013
	Within Groups	488,692	477	1,025		
	Total	495,012	478			

Findings therefore indicate that, considering maximum involvement as M=5, and average involvement as M=2,5:

- Single men's *product involvement* is slightly above average (M=2,85), and significantly higher/ stronger (p=0,011) compared to men with spouses, whose product involvement is average (M= 2,58).

- Although all men's *purchase involvement* seems above average, single men's *purchase* involvement (M=3,40) is significantly higher/ stronger (p=0,041) compared to men with

spouses (M= 3,19).

- Although men's *consumption involvement* is slightly above average for both marital status categories, singles' *consumption involvement* (M=3,00) is significantly higher/stronger (p=0,011) compared to men with spouses (M=2,70).

- Single men's *advertising involvement* is merely average (M=2,63), yet significantly higher/stronger (p=0,013) compared to the below average involvement of men with spouses (M=2,37).

Monthly household income:

The study therefore also investigated the possible relationship between respondents' monthly household income and their clothing involvement as finances influence affordability, access to different retailers, interest in brands, and eventually also consumers' clothing involvement (Khare & Rakesh, 2010; Naderi, 2013).

As with the previous investigations, men's *purchase involvement* was the most prevalent form of clothing involvement, with virtually no difference between the involvement of men in the two income categories (Table 5.9).

Table 5.9: Men's clothing involvement and their monthly income (N=479)

Involvement type	Monthly income	n	Mean Max = 5	SD
Product	< R 25000	105	2,65	1,01
	≥R 25000	374	2,65	1,01
	Overall Total	479	2,65	1,01
Purchase	< R 25000	105	3,25	1,03
	≥R 25000	374	3,24	0,99
	Overall Total	479	3,24	1,00
Consumption	< R 25000	105	2,83	1,16
	≥R 25000	374	2,75	1,13
	Overall Total	479	2,77	1,13
Advertising	< R 25000	105	2,50	0,96
	≥R 25000	374	2,41	1,03
	Overall Total	479	2,43	1,02

An interpretation of the means suggest that men's *consumption involvement* and their *product involvement* were slightly above average for both income categories, while men's *advertising involvement* was below average for men in the high income category (M<2,5). Men's product-, consumption- as well as their advertising involvement is therefore not particularly strong.

ANOVA's was then performed to investigate possible significant differences between the clothing involvement of men from different household income categories. Findings are presented in Table 5.10, which indicate that differences in the clothing involvement of men in the different income categories are not statistically significant for any of the four dimensions of clothing involvement ($p > 0.05$). Differences in men's clothing involvement can therefore not be inferred from their income status.

Table 5.10: Comparison of men's clothing involvement in terms of their monthly household income (N=478; missing n=1)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	0,002	1	0,002	0,002	0,967
	Within Groups	484,059	477	1,015		
	Total	484,061	478			
Purchase	Between Groups	0,008	1	0,008	0,008	0,928
	Within Groups	474,145	477	0,994		
	Total	474,154	478			
Consumption	Between Groups	0,449	1	0,449	0,350	0,555
	Within Groups	613,062	477	1,285		
	Total	613,511	478			
Advertising	Between Groups	0,677	1	0,677	0,653	0,419
	Within Groups	494,335	477	1,036		
	Total	495,012	478			

A noteworthy finding of this study is therefore that household income does not seem to be a useful and significant indication of men's clothing involvement. South Africa's large lower middle-class is highly aspirational and spends money on fairly expensive brands and products to enhance their image even though their incomes are not that high (Khare & Rakesh, 2010; PWC, 2012; Thomas White International, 2011). This suggests noteworthy clothing involvement and possibly explains why in this study, income *per se* does not seem to be a useful indication of men's clothing involvement.

Level of education:

The possible relevance of level of education in terms of men's clothing involvement was also investigated. Results are summarized in Table 5.11.

Similar to the former findings, *purchase involvement* was the most prevalent (the strongest) for most male consumers and the only form of clothing involvement that was stronger than average (M>3). Men's *product-* and *consumption involvement* were slightly stronger than average while

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advertising involvement was below average (M<2,5).

Table 5.11: Men's clothing involvement and their level of education (N=476; missing n= 3)

Involvement type	Level of education	n	Mean (Max=5	SD
Product	Grade 12	102	2,56	1,02
	Grade 12 + diploma or degree	204	2,68	1,02
	Post graduate	170	2,65	0,98
	Overall total	476	2,64	1,00
Purchase	Grade 12	102	3,15	1,06
	Grade 12 + diploma or degree	204	3,22	1,00
	Post graduate	170	3,31	0,95
	Overall total	476	3,24	1,00
Consumption	Grade 12	102	2,63	1,18
	Grade 12 + diploma or degree	204	2,76	1,13
	Post graduate	170	2,86	1,10
	Overall total	476	2,77	1,13
Advertising	Grade 12	102	2,44	1,02
	Grade 12 + diploma or degree	204	2,37	1,04
	Post graduate	170	2,51	0,99
	Overall total	476	2,43	1,02

ANOVA was done to determine possible significant differences within and between the level of education groups. As indicated in Table 5.12, no significant differences (p>0,05) could be confirmed for any of the forms of clothing involvement for the different level of education groups. Men's level of education does not therefore seem to be a useful indicator/ predictor of their clothing involvement.

Table 5.12: Comparison of men's clothing involvement in terms of their level of education (N=475; missing n=4)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	0,977	2	0,489	0,484	0,617
	Within Groups	477,853	473	1,010		
	Total	478,830	475			
Purchase	Between Groups	1,650	2	0,825	0,833	0,436
	Within Groups	468,654	473	0,991		
	Total	470,304	475			
Consumption	Between Groups	3,257	2	1,628	1,281	0,279
	Within Groups	601,458	473	1,272		
	Total	604,715	475			
Advertising	Between Groups	1,785	2	0,893	0,866	0,421
	Within Groups	487,863	473	1,031		
	Total	489,649	475			

5.2.2 Men's expenditure on clothing as part of their monthly household income

5.2.2.1 Men's clothing expenditure in terms of their demographic characteristics (Objective 2)

The study firstly enquired about the percentage of their monthly household incomes that is spent on clothing for themselves. The options were categorical, i.e. less than 5%; 5 to 10%; more than 10%. Men's clothing expenditure was then further investigated to determine possible relationships between their clothing expenditure (percentage of household income spent) and selected demographic characteristics namely marital status, household income, age and the level of education. A summary of the findings is presented in Table 5.13.

Table 5.13: Men's clothing expenditure per demographic category (N=479)

% of Income	n/ %	Marital status N=471		Household income N=471		Age N=471		Level of education N=468		
		Couples	Single	<R25K	>R25K	21<45	>45<60	Grade 12	Diploma/ degree	Post graduate
<5	n	244	67	66	245	115	196	64	134	112
	%	68,7	57,8	64,1	66,6	63,9	67,4	63,4	68,0	65,9
5 - 10	n	83	36	28	91	47	72	31	42	45
	%	23,4	31,0	27,2	24,7	26,1	24,7	30,7	21,3	26,5
>10	n	28	13	9	32	18	23	6	21	13
	%	7,9	11,2	8,7	8,7	10,0	7,9	5,9	10,7	7,6
Total	n	355	116	103	368	180	291	101	197	170

Note: The highlighted sections indicate the largest expenditure for the specific demographic category

Irrespective of the demographic category, the majority of men in the sample indicated that they spend less than 5% of their monthly household income on clothing for themselves, while between 20% and 30% of the sample confirmed spending up to ten percent of their monthly household income on clothing for themselves. This applied to all the demographic sub sets of the sample, irrespective of marital status, age, household income or level of education. On average near 25% of the men in the sample indicated that they spend between 5 and 10%, and 8,7% indicated that they spend more than 10% of their household income on clothing for themselves.

Those who indicated that they spend 10% or more of their household income on their clothing were in the minority and formed less than 10% of men who are single, younger than 45 years of age and/ or possessed some form of tertiary education. Younger men's higher expenditure confirms extant literature which indicates that generation Y consumers, i.e. men born after 1978 (Paul, 2001), are more prone to shop, are generally more fashion conscious and generally spend more on clothing (Bakewell *et al*, 2006; Parment, 2013; Paul, 2001). The expectation that men with higher incomes would spend a higher portion of their income on clothing for themselves (Thomas White International, 2011; Walters & Bergiel, 1989:379) could not be confirmed in this study. Men with a higher levels of education were expected to have a higher clothing involvement because they tend to read more and put more effort and time into purchase decisions (Williams, 2002). This was however not confirmed in this study. This study rather concludes that the majority of men (>58%), irrespective of their marital status, age, income or level of education, spend 5% or less of their household income on clothing for themselves.

5.2.2.2 Men's clothing involvement and their expenditure on clothing (Objective 4)

The relationship between men's clothing involvement and their expenditure on clothing was subsequently investigated. Results are presented in Tables 5.14 (ANOVA to detect possible significant differences) and 5.15.

ANOVA's were performed for each of the dimensions of clothing involvement in order to determine possible significant differences among the different groups. Table 5.14 confirms significant differences ($p < 0,05$) which are specified in Table 5.15 (subsequent post hoc Scheffe tests to confirm significant differences among demographic groups with particular categories).

Table 5.14: Comparison men's clothing involvement in terms of their expenditure on clothing (N=470; missing n=9)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	78,818	2	39,409	45,938	0,000
	Within Groups	401,488	468	0,858		
	Total	480,306	470			
Purchase	Between Groups	75,089	2	37,544	44,557	0,000
	Within Groups	394,345	468	0,843		
	Total	469,434	470			
Consumption	Between Groups	113,262	2	56,631	53,997	0,000
	Within Groups	490,825	468	1,049		
	Total	604,087	470			
Advertising	Between Groups	92,671	2	46,335	54,530	0,000
	Within Groups	397,672	468	0,850		
	Total	490,343	470			

Therefore post hoc Scheffe tests (see Table 5.15) were performed to identify the specific differences as reflected in Table 5.16.

Table 5.15: Post hoc Scheffe test to identify significant differences among groups for clothing involvement related to their expenditure on clothing

Involvement type			Mean Difference (I-J)	SE	Sig.
Product	Less than 5%	5% -10 %	-0,650*	0,100	0,000
		More than 10%	-1,245*	0,154	0,000
	5% - 10%	Less than 5%	0,650*	0,100	0,000
		More than 10%	-0,596*	0,168	0,002
Purchase	Less than 5%	5% - 10%	-0,690*	0,099	0,000
		More than 10%	-1,146*	0,153	0,000
	5% - 10%	Less than 5%	0,690*	0,099	0,000
		More than 10%	-0,456*	0,166	0,024
Consumption	Less than 5%	5% - 10%	-0,823*	0,110	0,000
		More than 10%	-1,439*	0,170	0,000
	5% - 10%	Less than 5%	0,823*	0,110	0,000
		More than 10%	-0,616*	0,185	0,004
Advertising	Less than 5%	5% - 10%	-0,646*	0,099	0,000
		More than 10%	-1,410*	0,153	0,000
	5% - 10%	Less than 5%	0,646*	0,099	0,000
		More than 10%	-0,765*	0,167	0,000

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Table 5.16: The relationship between men's clothing involvement and their expenditure on clothing (N=471; missing n=8)

Dimensions of involvement		n	%	Mean Max = 5	SD
Product	Less than 5%	311	66,0	2,36 [c]	0,93
	5 % - 10 %	119	25,3	3,01 [b]	0,97
	More than 10%	41	8,7	3,61 [a]	0,79
	Overall total	471	100,0	2,64	1,01
Purchase	Less than 5%	311	66,0	2,96 [c]	0,96
	5 % - 10 %	119	25,3	3,65 [b]	0,88
	More than 10%	41	8,7	4,10 [a]	0,63
	Overall total	471	100,0	3,23	1,00
Consumption	Less than 5%	311	66,0	2,43 [c]	1,01
	5 % - 10 %	119	25,3	3,25 [b]	1,08
	More than 10%	41	8,7	3,87 [a]	0,93
	Overall total	471	100,0	2,76	1,13
Advertising	Less than 5%	311	66,0	2,14 [c]	0,88
	5 % - 10 %	119	25,3	2,79 [b]	1,04
	More than 10%	41	8,7	3,55 [a]	0,84
	Overall total	471	100,0	2,43	1,02

Without exception, men who spend more than 10% of their monthly income on clothing are significantly more involved with their clothing in terms of every one of the four dimensions of clothing involvement compared to their counterparts ($p<0,05$). Their *purchase involvement* is particularly strong/high ($M>4$); while above average involvement was confirmed for the other three dimensions of clothing involvement. Results presented in Table 5.16 confirm that for men who spend more than 10% of their household income on clothing for themselves, *purchase involvement* is relatively strong ($M>4$) and the most prevalent of the four dimensions of clothing involvement. Also, these men's *consumption involvement* as well as their *product*- and *advertising involvement* are above average and significantly stronger compared to their counterparts for all the dimensions of clothing involvement ($p<0,05$).

As presented in Table 5.16, men's clothing involvement increases significantly (is significantly stronger) across all four dimensions of clothing involvement as their expenditure on clothing increases ($p<0,05$). Also, *purchase involvement* is always the strongest, followed by *consumption involvement*, with *advertising involvement* always the lowest/weakest form of involvement. Purchasing involvement inevitably implies considerable involvement in retail context, which probably instigates *consumption involvement*. Advertisements do however not seem to be crucial

in terms of men's clothing involvement.

Results further indicate that for every form of clothing involvement, men who spend more than 10% of their monthly income on clothing, were significantly more involved with their clothing ($p < 0,05$) compared to men that spend a lower percentage of their monthly household income on clothing. In conclusion, for all four dimensions of clothing involvement, men who spend between 5 and 10% of their monthly income on clothing are significantly more involved ($p < 0,05$) with clothing than men that spend less than 5% of their monthly income on clothing, but are significantly less involved in clothing than men who spend more than 10% of their monthly income on clothing ($p < 0,05$). Findings are visually presented in Figure 5.2.
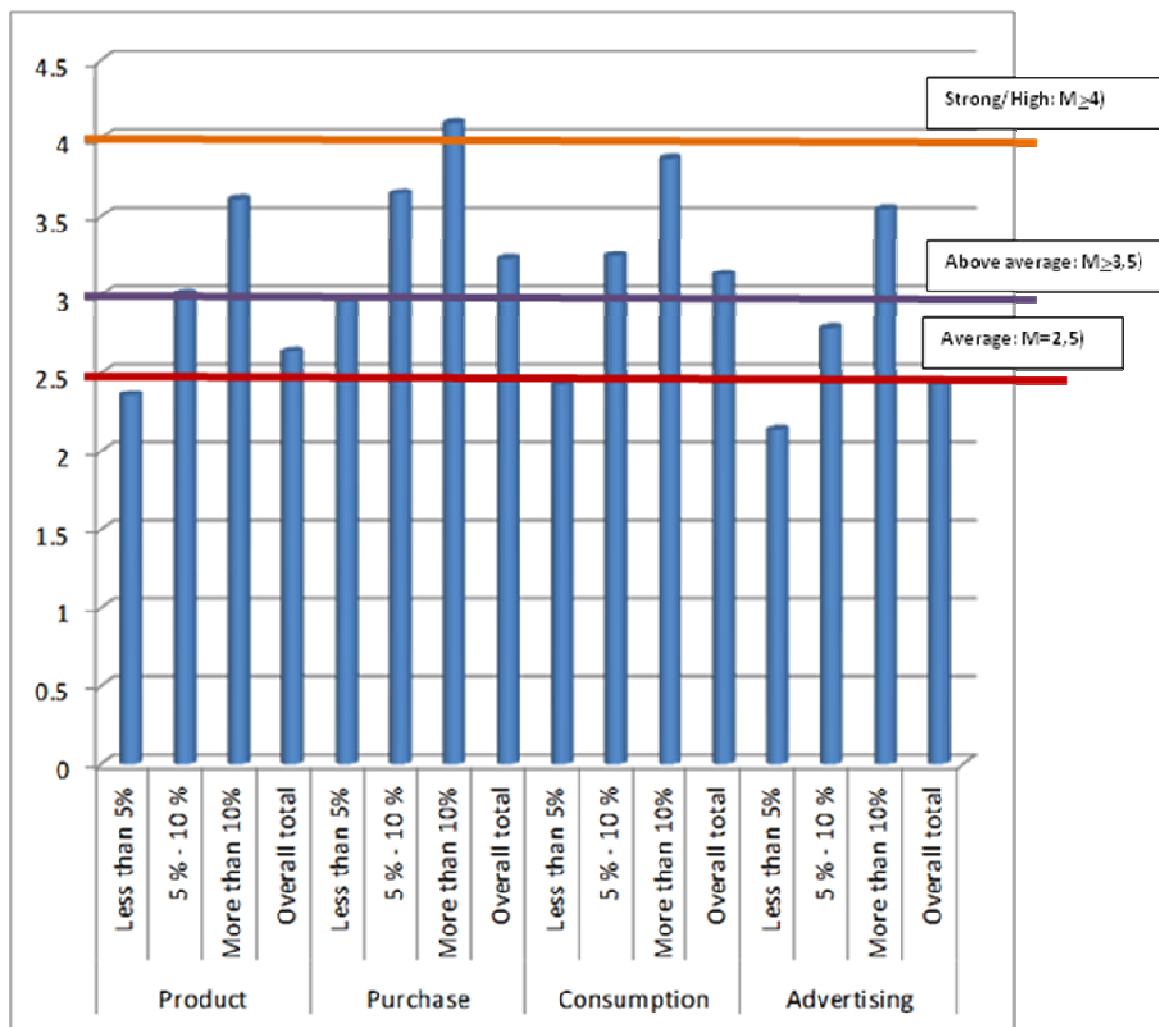

Figure 5.2: Comparison of men's clothing involvement (expressed as means) and expenditure on clothing (% of household income)

According to the results, men's expenditure on clothing is indicative of their clothing involvement, i.e. higher clothing involvement can be associated with higher expenditure on clothing. Also purchase involvement is the particular form of clothing involvement that is the strongest, irrespective of how much men spend on their clothing.

5.2.3 Men's store patronage in terms of their demographic characteristics (Objective 3)

Various factors that may influence men's clothing involvement, such as work dress code; frequency of clothing purchases, and preferred stores/ retailer patronage.

5.2.3.1 Men's work dress code

In this sample, between 48,6% and 56,5% of the respondents indicated that their work dress code is formal/ semi-formal. Details are presented in Table 5.17. Differences between groups in the four demographic categories were relatively small and indications are that irrespective of marital status, household income, age or level of education, almost half of the men in the sample indicated that they wear formal or semi-formal attire to work. It is therefore not only men with higher education levels who dress up for work. Better job opportunities in South Africa for previously disadvantaged groups provide the likelihood that more men will have better jobs (Thomas White International, 2011). On face value, as depicted by the figures in Table 5.17, this study indicates that men's demographic characteristics are not a good predictor of their work dress code.

Table 5.17: Men's work dress code per demographic category (N=479)

Work dress code	n/ %	Marital status		Household income		Age		Level of education		
		Couples	Single	<R25K	>R25K	21<45	>45<60	Grade 12	Diploma/ degree	Post graduate
Formal/ Semi-formal	n	191	63	51	203	104	150	55	103	96
	%	53,3	52,9	48,6	54,3	55,9	51,2	52,4	50,5	56,5
Casual neat	n	141	44	44	141	64	121	38	84	63
	%	39,2	37,0	41,9	37,7	34,4	41,3	36,2	41,2	37,1
Very casual	n	28	12	10	30	18	22	12	17	11
	%	7,8	10,1	9,5	8,0	9,7	7,5	11,4	8,3	6,5
Total	n	360	119	105	374	186	293	105	204	170

Note: The highlighted sections indicate the most prevalent work dress code per demographic category

5.2.3.2 Men's store patronage and frequency of clothing purchases

The study also investigated the frequency of men's clothing purchases (again distinguishing specific demographic categories).   Frequency of clothing purchases was expressed in four categories, i.e.: monthly purchases; purchasing every 2 to 3 months; purchasing with change of season; purchasing only occasionally/ sporadically as required. Results are summarised in Table 5.18.

Table 5.18: Frequency of men's clothing purchases in terms of their demographics (N=479)

Frequency of clothing purchases	n/ %	Marital status N=470		Household income N=470		Age N=470		Level of education N=467		
		Couples	Single	< R25K	≥ R25K	21 <45	≥45 <60	Grade 12	Diploma / degree	Post graduate
Monthly	n	27	10	9	28	19	18	6	18	13
	%	7,6	8,6	8,7	7,6	10,6	6,2	5,9	9,1	7,7
Every 2-3 months	n	109	43	33	119	52	100	30	64	57
	%	30,8	37,1	32,0	32,4	29,1	34,4	29,7	32,5	33,7
With change of season	n	45	14	10	49	20	39	16	21	22
	%	12,7	12,1	9,7	13,4	11,1	13,4	15,8	10,7	13,0
Less frequently as required	n	173	49	51	171	88	134	49	94	77
	%	48,9	42,2	49,5	46,6	49,2	46,0	48,5	47,7	45,6
Total	n	354	116	103	367	179	291	101	197	169

Note: The highlighted sections are those that were the most prevalent overall

Between 42,2% and 49,5% of the sample indicated that they purchase clothing sporadically when needed and this was true for all the demographic sub sets of the sample, i.e. irrespective of men's marital status, age, household income or level of education. Across the sample, between 29,1% and 37,1% of the men indicated that they purchase clothing every 2 to 3 months; 9,7% to 15,8% indicated that they purchase clothing with change of season; while an average of 7,9% indicated that they purchase clothing monthly. More sporadic (rather than frequent) clothing purchases explain why men's *purchase involvement*, although the strongest form of clothing involvement, is not particularly high (M<4).

5.2.3.3 Men's preferred clothing retailers

Possible retailers where men could purchase their clothing were distinguished as specialty stores including branded/ male specific stores such as Jeep, Pringle, Markhams, Uzzi, Heeren 2000; department stores such as Woolworths, Makro; and general clothing retailers such as Mr Price, Edgars, Truworths, Jet, Ackermans. A summary of the results for the investigation of men's

preferred clothing retailers is presented in Table 5.19.

Table 5.19: Men's preferred clothing retailers in terms of their demographic characteristics (N=473)

Preferred store	n/%	Marital status		Household income		Age		Level of education		
		Couples	Single	<R25K	≥R25K	21<45	≥45<60	Grade 12	Diploma/ Degree	Post graduate
Branded/ Male specific/ Specialty	n	86	39	31	94	55	70	25	55	45
	%	24,2	33,3	29,8	25,5	30,4	24,0	24,3	27,1	26,9
Department stores	n	107	29	22	114	46	90	21	61	54
	%	30,1	24,8	21,2	30,9	25,4	30,8	20,4	30,0	32,3
General clothing retailers	n	163	49	51	161	80	132	57	87	68
	%	45,8	41,9	49,0	43,6	44,2	45,2	55,3	42,9	40,7
Total		356	117	104	369	181	292	103	203	167

Note: The highlighted sections are the most preferred retailers per demographic characteristic

Findings are also presented visually in Figure 5.3.
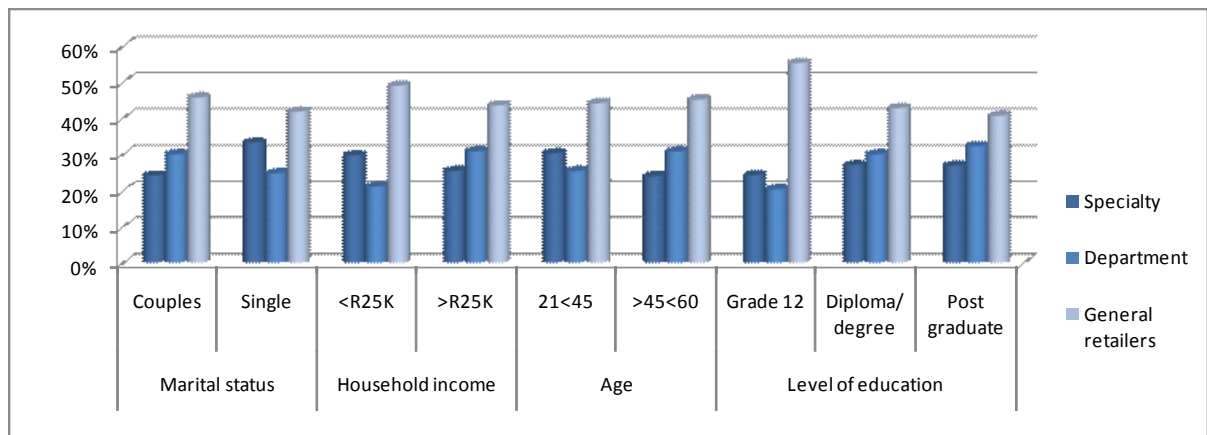
Figure 5.3: Men's preferred clothing retailers per demographic group

Between 40,7% and 49,0% of the sample indicated that, when purchasing clothing for themselves, they prefer to shop at general clothing retailers. This was true across all the demographic sub sets of the sample, irrespective of men's marital status, age, household income or level of education. Figure 5.3 indicates that within all demographic categories, men patronise general clothing retailers more frequently than any other retailer for clothing purchases although men with the lowest level of education patronise these stores more than their higher educated counterparts. Between 20% and 30% of men (irrespective of the specified demographic characteristics) frequent branded/ male specific/ specialty stores such as Jeep, Markhams, Pringle, Soviet although it is clear that a slightly higher percentage of single and younger men prefer to shop at these more

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specialised stores compared to their counterparts. Even in the lowest level of education category approximately one out of five men patronise these stores. Extant research indicates that younger men are generally more brand conscious (Bakewell *et al*, 2006), which could explain their preference of top end retailers.

5.2.4 Men's clothing involvement in terms of selected factors (Objective 5)

Possible significant relationships between men's clothing involvement; their work dress code; their expenditure on clothing; as well as their retailer preference were investigated.

Please note: For the purpose of discussions of the discussion of the analyses, means for the four dimensions of clothing involvement are firstly presented (Table 5.20), followed by the results of ANOVA (Table 5.21) and subsequent post hoc tests (Table 5.22) whereby significant differences were confirmed and then incorporated into the first presentation of the means (Table 5.20).

5.2.4.1 Men's clothing involvement and their work dress code

The relationship between men's clothing involvement and their work dress code was investigated by means of a Chi square test. Findings are presented in Table 5.20.

Table 5.20: The relationship between men's clothing involvement and work dress code (N=479)

Involvement type	Dress code	n	Max = 5	SD
Product	Casual yet neat and respectable	185	2,61	1,00
	Formal /Semi-formal	254	2,71	1,03
	Very casual / Informally with little difference to leisurewear	40	2,40	0,91
	Overall total	479	2,64	1,01
Purchase	Casual yet neat and respectable	185	3,23	0,97
	Formal /Semi-formal	254	3,29	1,01
	Very casual / Informally with little difference to leisurewear	40	2,99	0,96
	Overall total	479	3,24	1,00
Consumption	Casual yet neat and respectable	185	2,69	1,11
	Formal /Semi-formal	254	2,84	1,17
	Very casual / Informally with little difference to leisurewear	40	2,70	0,98
	Overall total	479	2,77	1,13
Advertising	Casual yet neat and respectable	185	2,40	2,03
	Formal /Semi-formal	254	2,48	1,04
	Very casual / Informally with little difference to leisurewear	40	2,31	0,75
	Overall total	479	2,43	1,02

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On face value, men who wear formal/ semi-formal clothing to work are more involved in their clothing in terms of all four dimensions of clothing involvement. *Purchase involvement* was the strongest form of involvement for all (M>2,9) although it was not particularly strong (highest mean: M=3,29). *Advertising involvement* was the lowest/weakest and below average (M<2,5) for men regardless of their work dress code. *Product-* and *consumption involvement* seem slightly above average (M>2,5). The standard deviations were rather large throughout, which indicate considerable fluctuation in men's responses. For example: in terms of their advertising involvement the standard deviation (SD=2,03) for men who wear casual yet neat and respectable clothing (M=2,4, i.e. slightly below average) suggests that some of the respondents were highly involved (M>4) and others highly uninvolved (M<1) in terms of their *advertising involvement*.

ANOVA's were subsequently performed to identify possible significant differences among the different groups within specific categories. According to results summarised in Table 5.21, differences in clothing involvement among the groups were not significant for any of the forms of clothing involvement (p>0,05) in terms of men's work dress code. Therefore, work dress code does not seem to be a useful indication or predictor of men's clothing involvement.

Table 5.21: Comparison men's clothing involvement in terms of their work dress code (N=478; missing n=1)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	3,547	2	1,773	1,757	0,174
	Within Groups	480,514	476	1,009		
	Total	484,061	478			
Purchase	Between Groups	3,236	2	1,618	1,635	0,196
	Within Groups	470,918	476	,989		
	Total	474,154	478			
Consumption	Between Groups	2,789	2	1,394	1,087	0,338
	Within Groups	610,722	476	1,283		
	Total	613,511	478			
Advertising	Between Groups	1,486	2	0,743	0,717	0,489
	Within Groups	493,526	476	1,037		
	Total	495,012	478			

The Post hoc Scheffe test (as per the results presented in Table 5.22) confirmed the findings from ANOVA's in Table 5.21, namely that that there were no significant differences within or among any of the involvement dimensions in terms of men's work dress code (p>0,05).

Table 5.22: Post hoc Scheffe test to identify significant differences within and among groups for clothing involvement related to work dress code

Involvement type			Mean Difference (I-J)	SE	Sig.
Product	Casual yet neat and respectable	Formal /Semi-formal	-0,098[*]	0,097	0,599
		Very casual / Informally with little difference to my leisurewear	0,205[*]	0,175	0,505
	Formal /Semi-formal	Casual yet neat and respectable	0,098[*]	0,097	0,599
		Very casual / Informally with little difference to my leisurewear	0,303[*]	0,171	0,208
Purchase	Casual yet neat and respectable	Formal /Semi-formal	-0,065[*]	0,096	0,794
		Very casual / Informally with little difference to my leisurewear	0,238[*]	0,173	0,392
	Formal /Semi-formal	Casual yet neat and respectable	0,065[*]	0,096	0,794
		Very casual / Informally with little difference to my leisurewear	0,303[*]	0,169	0,203
Consumption	Casual yet neat and respectable	Formal /Semi-formal	-0,155[*]	0,109	0,368
		Very casual / Informally with little difference to my leisurewear	-0,012[*]	0,198	0,998
	Formal /Semi-formal	Casual yet neat and respectable	0,155[*]	0,109	0,368
		Very casual / Informally with little difference to my leisurewear	0,143[*]	0,193	0,761
Advertising	Casual yet neat and respectable	Formal /Semi-formal	-0,084[*]	0,098	0,693
		Very casual / Informally with little difference to my leisurewear	0,092[*]	0,178	0,875
	Formal /Semi-formal	Casual yet neat and respectable	0,084[*]	0,098	0,693
		Very casual / Informally with little difference to my leisurewear	0,176[*]	0,173	0,597

5.2.4.2 Men's clothing involvement in terms of their frequency of clothing purchases

The study also investigated the possible relationship between men's clothing involvement and how frequently they purchase clothing for themselves.

Please note: For all the discussions, means for the four dimensions of clothing involvement are firstly presented (Table 5.23), followed by the results of ANOVA (Table 5.24) and subsequent post hoc tests (Table 5.25) whereby significant differences were confirmed and then incorporated into the first presentation of the means (Table 5.23).

Findings presented in Table 5.23 indicate that for all four dimensions of clothing involvement, men who purchase clothing more frequently (monthly) are more involved in their clothing. The

contrary is true for men who purchase clothing occasionally, i.e. sporadic. *Purchase involvement* is particularly strong (M=3,98) for men who purchase clothing monthly. Overall, *purchase involvement* is stronger than the other forms of clothing involvement, irrespective of frequency of clothing purchases.

Table 5.23: The relationship between men's clothing involvement and frequency of clothing purchases (N=470)

Involvement type	Frequency of purchases	n	Mean Max=5	SD
Product	Monthly	37	3,44[a]	1,03
	Every 2-3 months	152	3,03[a]	0,92
	With change of season	59	2,86[ab]	0,96
	Less frequently, as required	222	2,17[c]	0,86
	Total	470	2,64	1,01
Purchase	Monthly	37	3,98[a]	0,87
	Every 2-3 months	152	3,65[ab]	0,84
	With change of season	59	3,27[b]	0,95
	Less frequently, as required	222	2,80[c]	0,94
	Total	470	3,23	1,00
Consumption	Monthly	37	3,74[a]	1,02
	Every 2-3 months	152	3,21[b]	1,02
	With change of season	59	2,93[b]	1,03
	Less frequently, as required	222	2,25[c]	1,00
	Total	470	2,76	1,13
Advertising	Monthly	37	3,07[a]	1,15
	Every 2-3 months	152	2,75[a]	1,01
	With change of season	59	2,66[a]	1,07
	Less frequently, as required	222	2,04[b]	0,84
	Total	470	2,43	1,02

In order to distinguish possible significant differences within and among different groups (i.e. clothing involvement related to frequency of purchases), data was subjected to ANOVA. Findings in Table 5.24 indicate that significant differences exist for all four dimensions of clothing involvement (p<0,05). Therefore the post hoc Scheffe tests were performed (See Table 5.25).

According to results presented in Table 5.23 with incorporation of the results presented in Tables 5.24 and 5.25:

Product involvement is above average, and the strongest for men who purchase clothing monthly (M=3,44), or every two to three months (M=3,03), and product involvement does not seem to be

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significantly different for these two groups (p>0,05). Product involvement of men who purchase with change of season, was however significantly weaker compared to men who purchase monthly (p<0,05). The product involvement of men who only purchase clothing occasionally was below average (M=2,17) and significantly weaker compared to men who shop more frequently, whether monthly, bi-monthly or seasonal (p<0,05).

Purchase involvement: Significant differences for purchase involvement were evident: purchase involvement is stronger among men who purchase clothing more frequently.   Purchase involvement was significantly higher/ stronger among men who purchase clothing monthly (i.e. fairly regularly) compared to those who make less frequent clothing purchases, and purchase involvement is also significantly stronger (p>0,05) for those who purchase clothing with change of season, compared to men who only purchase clothing occasionally.

Consumption involvement is fairly strong and the strongest for men who purchase clothing monthly (M=3,74), i.e. frequently. Their consumption involvement was significantly stronger compared to men who purchase clothing bi-monthly (or every three months) or with change of season (p<0,05) although these men's consumption involvement is also above average. The consumption involvement of men who purchase clothing occasionally is relatively weak (below average) and significantly weaker compared to all men who purchase clothing more frequently as specified in this study (p<0,05),

Advertising involvement seems the weakest form of clothing involvement according to former discussions in this study. When related to frequency of clothing shopping, differences in advertising involvement was not significant among those who shop monthly, every two to three months or seasonal (p>0,05) although the latter two categories do not signify frequent shopping at all. However, the advertising involvement of men who only purchase clothing occasionally is significantly weaker compared to those who purchase more frequently, even if they only purchase seasonal (p<0,05).

Table 5.24: Comparison men's clothing involvement in terms of the frequency of their clothing purchases (N=469; missing n=10)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	97,567	3	32,522	39,626	0,000
	Within Groups	382,458	466	0,821		
	Total	480,025	469			
Purchase	Between Groups	88,887	3	29,629	36,282	0,000
	Within Groups	380,547	466	0,817		
	Total	469,433	469			
Consumption	Between Groups	125,466	3	41,822	40,730	0,000
	Within Groups	478,490	466	1,027		
	Total	603,956	469			
Advertising	Between Groups	68,360	3	22,787	25,172	0,000
	Within Groups	421,843	466	0,905		
	Total	490,203	469			

Results of the post hoc Scheffe test that confirm significant differences are presented in Table 5.25.

Table 5.25: Post hoc Scheffe test to identify significant differences within and among groups for clothing involvement related to the frequency of their clothing purchases

Involvement type			Mean Difference (I-J)	SE	Sig.
Product	Monthly	Every 2-3 months	0,414	0,166	0,103
		With change of season	0,583[*]	0,190	0,025
		Less frequently, as required	1,267[*]	0,161	0,000
	Every 2-3 months	Monthly	-0,414	0,166	0,103
		With change of season	0,169	0,139	0,689
		Less frequently, as required	0,853[*]	0,095	0,000
	With change of season	Monthly	-0,583[*]	0,190	0,025
		Every 2-3 months	-0,169	0,139	0,689
		Less frequently, as required	0,685[*]	0,133	0,000
Purchase	Monthly	Every 2-3 months	0,331	0,166	0,264
		With change of season	0,710[*]	0,190	0,003
		Less frequently, as required	1,181[*]	0,160	0,000
	Every 2-3 months	Monthly	-0,331	0,166	0,264
		With change of season	0,379	0,139	0,060
		Less frequently, as required	0,850[*]	0,095	0,000
	With change of season	Monthly	-0,710[*]	0,190	0,003
		Every 2-3 months	-0,379	0,139	0,060
		Less frequently, as required	0,472[*]	0,132	0,006
Consumption	Monthly	Every 2-3 months	0,523[*]	0,186	0,049
		With change of season	0,810[*]	0,213	0,003
		Less frequently, as required	1,485[*]	0,180	0,000
	Every 2-3 months	Monthly	-0,523[*]	0,186	0,049
		With change of season	0,286	0,155	0,336
		Less frequently, as required	0,961[*]	0,107	0,000
	With change of season	Monthly	-0,810[*]	0,213	0,003
		Every 2-3 months	-0,286	0,155	0,336
		Less frequently, as required	0,675[*]	0,148	0,000
Advertising	Monthly	Every 2-3 months	0,322	0,174	0,335
		With change of season	0,409	0,200	0,241
		Less frequently, as required	1,035[*]	0,169	0,000
	Every 2-3 months	Monthly	-0,322	0,174	0,335
		With change of season	0,088	0,146	0,948
		Less frequently, as required	0,714[*]	0,100	0,000
	With change of season	Monthly	-0,409	0,200	0,241
		Every 2-3 months	-0,088	0,146	0,948
		Less frequently, as required	0,626[*]	0,139	0,000

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5.2.4.3 Men's clothing involvement in terms of their preferred clothing retailers

A possible relationship between men's clothing involvement and their patronage of specific types of clothing retailers was investigated and related to the four dimensions of their clothing involvement by means of Chi square test. Findings are presented in Table 5.26.

Please note: For all the discussions, means for the four dimensions of clothing involvement are firstly presented (Table 5.26), followed by the results of ANOVA (Table 5.27) and subsequent post hoc tests (Table 5.28) whereby significant differences were confirmed and then incorporated into the first presentation of the means (Table 5.26).

Table 5.26: The relationship between men's clothing involvement and retailer preference (N=473; missing n=6)

Involvement type	Preferred store type	n	Mean Max = 5	SD
Product	Branded / Male specific / Specialty	125	3,20[a]	0,97
	Department stores	136	2,23[c]	0,89
	General clothing retailers	212	2,55[b]	0,94
	Overall total	473	2,63	1,00
Purchase	Branded / Male specific / Specialty	125	3,81[a]	0,87
	Department stores	136	2,77[c]	0,99
	General clothing retailers	212	3,17[b]	0,89
	Overall total	473	3,23	0,99
Consumption	Branded / Male specific / Specialty	125	3,50[a]	1,09
	Department stores	136	2,25[c]	0,97
	General clothing retailers	212	2,65[b]	1,02
	Overall total	473	2,76	1,13
Advertising	Branded / Male specific / Specialty	125	2,96[a]	1,05
	Department stores	136	2,03[c]	0,88
	General clothing retailers	212	2,35[b]	0,93
	Overall total	473	2,42	1,01

In order to determine possible significant differences (in terms of the forms of clothing involvement) among the different groups, ANOVA were performed for every type of involvement. Findings indicated significant differences ($p < 0,05$) within every group (Table 5.27) and therefore post hoc Scheffe tests were performed to specify the specific differences (Table 5.28).

Table 5.27: Men's clothing involvement in terms of retailer preferences (N=472; missing n=7)

Involvement type		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	64,167	2	32,084	36,895	0,000
	Within Groups	408,713	470	0,870		
	Total	472,880	472			
Purchase	Between Groups	71,723	2	35,862	42,853	0,000
	Within Groups	393,321	470	0,837		
	Total	465,045	472			
Consumption	Between Groups	106,401	2	53,201	50,459	0,000
	Within Groups	495,539	470	1,054		
	Total	601,941	472			
Advertising	Between Groups	59,196	2	29,598	32,864	0,000
	Within Groups	423,295	470	0,901		
	Total	482,491	472			

Table 5.26 presents the means for every type of clothing involvement, incorporating the results of ANOVA as well as the post hoc Scheffe test (Table 5.27). Results indicate that men who shop at branded/ male specific/ specialty stores are more involved in terms of every one of the forms of clothing involvement compared to men who shop elsewhere. In terms of the specific forms (dimensions) of clothing involvement, this group's *purchase involvement is fairly strong* (M>3,8) as is the case with clothing *consumption involvement* (M>3,5). Although these men's *product* -and *advertising involvement* were above average, these forms of clothing involvement were nevertheless weaker than the other two forms of clothing involvement.

The contrary seems true for men who purchase their clothing at department stores. For every one of the four dimensions (forms) of clothing involvement, their *product*- and *consumption involvement* were almost equal, while *advertising* involvement was lower (M<2,1) and below average (M<2,5).

Results indicate that for every form of clothing involvement, men who prefer branded/ male specific/ sspecialty stores, are significantly more involved with their clothing (p<0,05) compared to men who patronise any of the other retail formats. Furthermore, although men who patronise general clothing retailers are significantly less involved with their clothing compared to the former group, they are significantly more involved (p<0,05) with their clothing in terms of all of the clothing involvement dimensions compared to men who patronise department stores (see Table 5.26 and 5.28).

Findings hence indicate that the type of store patronised may be an indication of men's clothing involvement, but that irrespective of the retailer patronised, men's advertising involvement is the weakest compared to the other forms of involvement while purchase- and consumption involvement are the strongest forms of clothing involvement.

Table 5.28: Post hoc Scheffe test to identify significant differences among groups for clothing involvement related to their store preferences

Involvement type			Mean Difference (I-J)	SE	Sig.
Product	Branded / Male specific / Specialty	Department stores	0,974[*]	0,116	0,000
		General clothing retailers	0,651[*]	0,105	0,000
	Department stores	Branded / Male specific / Specialty	-0,974[*]	0,116	0,000
		General clothing retailers	-0,322[*]	0,102	0,007
Purchase	Branded / Male specific / Specialty	Department stores	1,041[*]	0,113	0,000
		General clothing retailers	0,641[*]	0,103	0,000
	Department stores	Branded / Male specific / Specialty	-1,041[*]	0,113	0,000
		General clothing retailers	-0,400[*]	0,101	0,000
Consumption	Branded / Male specific / Specialty	Department stores	1,251[*]	0,127	0,000
		General clothing retailers	0,848[*]	0,116	0,000
	Department stores	Branded / Male specific / Specialty	-1,251[*]	0,127	0,000
		General clothing retailers	-0,402[*]	0,113	0,002
Advertising	Branded / Male specific / Specialty	Department stores	0,938[*]	0,118	0,000
		General clothing retailers	0,615[*]	0,107	0,000
	Department stores	Branded / Male specific / Specialty	-0,938[*]	0,118	0,000
		General clothing retailers	-0,323[*]	0,104	0,009

5.2.5 Men's clothing expenditure (Objective 6)

ANOVA's were used to relate men's clothing expenditure (i.e. percentage of their monthly household income spent) to their work dress code; frequency of clothing purchases; and their preferred store type as part of their store patronage.

5.2.5.1 Men's clothing expenditure in terms of their work dress code

An investigation of the relationship between men's clothing expenditure and their work dress code revealed that more than 60% of the sample spends less than 5% of their monthly household income on clothing for themselves. Of the men who spend more than 10% of their monthly household income on their clothing, only 10% wear formal or semi-formal clothing to work. Findings are also visually presented in Figure 5.4.

Table 5.29: Comparison men's expenditure on clothing and their work dress requirements (N=471; missing n=8)

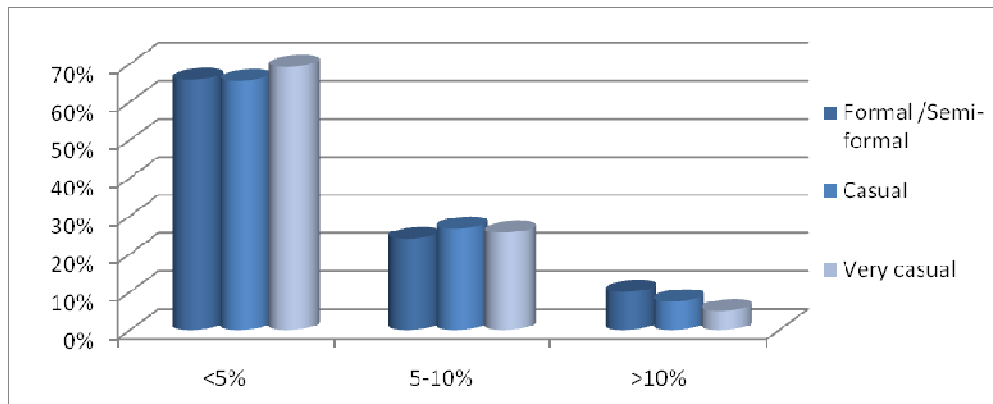|		Work dress code			
Expenditure on clothing	**n/ %**	**Formal /Semi-formal**	**Casual yet neat and respectable**	**Very casual / Informally with little difference to my leisurewear**	**All forms of work dress**
Less than 5%	n	164	120	27	311
	%	65,9	65,6	69,2	66,0
5 % - 10 %	n	60	49	10	119
	%	24,1	26,8	25,6	25,3
More than 10%	n	25	14	2	41
	%	10,0	7,7	5,1	8,7

Figure 5.4: Men's clothing expenditure in terms of their work dress code

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In conclusion then, the majority of men spent less than 5% of their monthly household income on clothing for themselves, irrespective of their work dress code. This is true, even for men whose dress code is formal/ semi-formal. Apparently then, work dress code does not necessarily predict how much men will spend on clothing for themselves, assuming that more formal dress would imply a larger portion of their household income spent on their clothing.

5.2.5.2 Men's clothing expenditure in terms of frequency of clothing purchases

The relationship between men's monthly expenditure on their clothing and the frequency at which they purchase clothing was investigated. Two thirds of the sample indicated that they purchase clothing sporadically when required, while >80% of men who spend less than 5% of their monthly income on their clothing only purchase clothing sporadically. Indications are that men who purchase clothing more frequently, also spend a larger portion of their household income on clothing for themselves: around 40% of the men who purchase monthly, spend up to 10% of their incomes on their clothing, while near three out of every ten men spend more than 10% of their household income on clothing for themselves.

Men's expenditure on their clothing is therefore also a good indication of the frequency of their purchases.

Table 5.30: Men's expenditure on clothing and the frequency of their clothing purchases (N=470; missing n=9)

Expenditure on clothing	n/ %	Frequency of clothing purchases				Total
		Monthly	Every 2-3 months	With change of season	Less frequently, as required	
Less than 5%	n	12	76	37	186	311
	%	32,4	50,0	62,7	83,8	66,2
5 % - 10 %	n	15	55	18	30	118
	%	40,5	36,2	30,5	13,5	25,1
More than 10%	n	10	21	4	6	41
	%	27,0	13,8	6,8	2,7	8,7
Total	n	37	152	59	222	470

5.2.5.3 Men's clothing expenditure in terms of preferred store type

Results of a possible relationship between men's expenditure on clothing for themselves and their store patronage are summarized in Table 5.31. Findings suggest that near 90% of men who spend less than 5% of their monthly household income on clothing, patronize department stores such as

Makro, Woolworths, etc. to do so, although more than 60% also patronise general clothing retailers such as Truworths and more than 40% even purchase at specialty stores from time to time. On the other hand most men who spend more than 10% of their monthly household income on clothing for themselves, patronise branded/ male specific/ specialty stores (n=19; 15,7%) such as Markhams, Old Khaki, Ben Scherman to name a few. These are more expensive clothing retailers and can also be the reason why these men generally spend more on their clothing.

Table 5.31: Men's preferred clothing retailers per demographic group

Expenditure on clothing	n/ %	Preferred store type			Total
		Branded / Male specific / Specialty	Department stores	General clothing retailers	
Less than 5%	n	57	121	133	311
	%	47,1	89,0	63,6	66,7
5 % - 10 %	n	45	12	59	116
	%	37,2	8,8	28,2	24,9
More than 10%	n	19	3	17	39
	%	15,7	2,2	8,1	8,4

5.3   SUMMARY

A total of 479 usable questionnaires were collected from men for this study. The sample consisted of 186 men between 21 and 44 years of age and 293 men between 45 and 59 years of age. Most of men were married (n=360), earned more than a R25 000 monthly (household income) (n=374) and possessed some form of tertiary education (n=204 had a diploma or degree and n=170 a post graduate qualification). Exploratory factor analysis confirmed the same four clothing involvement types/ dimensions as per the original instrument (O'Cass, 2000), namely product involvement, purchase involvement, consumption involvement and advertising involvement.

Younger (<45 years of age), single men showed a higher clothing involvement than their older counterparts. Men's monthly household income and level of education on the other hand does not seem to be good indicators of their clothing involvement.

Apparently most men spend 5% or less of their household income on clothing for themselves regardless of their age, marital status, household income or level of education.   Subsequently men's clothing involvement was investigated in terms of their expenditure on clothing. According

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to the results, men's expenditure on clothing is indicative of their clothing involvement, i.e. higher clothing involvement is associated with higher expenditure on clothing.

Throughout the study *purchase* involvement seemed the most prevalent form of clothing involvement while *advertising* involvement seems the lowest/weakest. Clothing advertisements does therefore not seem to be highly relevant in terms of men's overall clothing involvement. To conclude the findings from this study a summary of the results against the research objectives are presented in Table 5.32.

Table 5.32: Summary of research objectives and results

Nr	Objective	Main findings (page nr)	Results
1	To investigate and describe the relationship between selected demographic characteristics (age, marital status, income and level of education) and South African males' involvement with their own clothing in terms of the specific dimensions of clothing involvement identified by O'Cass (2000), namely	p. 65 - 70	See sub-objectives 1.1 - 1.4.
1.1	their general involvement in their own clothing (product involvement)	p. 65 - 70	Younger, single men with higher education show higher product involvement. Income does not seem to be a determining factor for men's product involvement.
1.2	their purchase involvement	p. 65 - 70	Younger, single men with higher education show higher purchase involvement. Income does not seem to be a determining factor for men's purchase involvement. Purchase involvement measures the highest for all men regardless of demographic characteristics.
1.3	their personal interest in their clothing (consumption involvement)	p. 65 - 70	Younger, single men with higher level of education and earning more than R25 000 monthly household income show higher consumption involvement.

Nr	Objective	Main findings (page nr)	Results
1.4	their attention to, and use of, clothing advertisements (advertising involvement).	p. 65 - 70	Younger, single men with higher level of education and earning more than R25 000 monthly household income show higher advertising involvement. Advertising involvement is the least important involvement factor for all men regardless of demographic characteristics.
2	To investigate and describe the relationship between selected demographic characteristics and the amount of money South African men spend on their own clothing.	p. 71	The majority of South African men, regardless of demographic characteristics spend less than 5 % of their monthly income on their clothing.
3	To investigate and describe the relationship between selected factors and store patronage of South African men when purchasing their own clothing, namely	P. 76 - 78	See sub-objectives 3.1 - 3.3
3.1	work dress code	P. 76	The majority of South African men regardless of demographic characteristics wear formal/ semi-formal clothing to work.
3.2	frequency of clothing purchases	p. 77	The majority of South African men buy clothing less frequently than needed.
3.3	preferred store type.	p. 77	The majority of South African men prefer to purchase clothing from general retailers.
4	To investigate and describe the relationship between the clothing involvement of South African men and the money they spend on their own clothing.	p. 72 - 76	Men that spend more of their monthly income on their clothing generally also has a higher clothing involvement across all four dimensions of clothing involvement compared to men that spend less of their monthly income on clothing.
5	To investigate and describe the relationship between South African men's clothing involvement and their store patronage when buying their own clothing.	p. 79 - 88	South African men that wear formal/ semi-formal clothing to work, purchase clothing more frequently and that prefer shopping from branded/ male specific/ specialty store types display a higher clothing involvement.

Nr	Objective	Main findings (page nr)	Results
6	To investigate and describe the relationship between the amount of money spent on work wear by South African men and their store patronage.	p. 89 - 91	South African men that purchase clothing less frequently also spend less on their clothing compared to men that purchase clothing monthly. The majority of men that spend less than 5 % of their monthly income on clothing prefer to purchase their clothing from department stores, while men that spend more than 10 % of their monthly income on clothing prefer branded/ male specific/ specialty stores. Men's work dress code does not seem to be related to their expenditure on clothing.

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CONCLUSION OF THE STUDY

The conclusions and limitations of the study are discussed in this chapter and recommendations are made for future research.

6.1 INTRODUCTION

To conclude the study one needs to summarise the conclusions reached through data analysis in terms of the objectives and to determine if all the study objectives were met and whether all procedures were followed correctly and ethically. Furthermore all limitations and recommendations for future studies need to be disclosed and noted.

6.2 CONCLUSIONS OF THE OBJECTIVES

6.2.1 Men's clothing involvement in terms of their demographic characteristics (Objective 1)

The first objective was to identify significant relationships between men's clothing involvement and their demographic characteristics. Men's clothing involvement was measured with an adapted version of an existing scale developed by O'Cass (2000). A Likert-type scale (Max=5) was used to measure twenty-five statements related to clothing involvement. Exploratory factor analysis which was done as the first step of analysis, confirmed the same four factors of clothing involvement as per the original scale (O'Cass, 2000) namely product -, purchase -, consumption – and advertising involvement. The researcher therefore continued using these dimensions as the point of departure.

Empirical evidence show that demographic characteristics such as age (Seock & Sauls, 2008, Twigg, 2007), marital status (Moore et al, 2001; Seock & Bailey, 2008), income (Browning & Crossley, 2009; Walters & Bergiel, 1989:379) and level of education (Moschis, 2007; Slama & Tashchian, 1985; Williams, 2002) influence consumers' clothing involvement. Some of these propositions were confirmed by this investigation, and others not. This study for example concludes a relationship between age and clothing involvement based on the finding that younger men (<45 years of age, i.e. the age category including the Millenials/Y generation), have a higher

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clothing involvement than older men. This confirms previous studies that suggest that men in the generation Y age category are more concerned about their clothing (Parment, 2013; Paul, 2001) than older generations, and are generally more fashion conscious (Bakewell et al, 2006). Findings from ANOVA's however confirmed that differences in the clothing involvement of men belonging to the two age groups were not significantly different for any one of the four types of involvement (p>0,05).

Marital status also seem to be a useful predictor of men's clothing involvement, because, similar to the former findings pertaining to age, for all four of the forms/dimensions of clothing involvement single men seem more involved with their clothing compared to men with partners. Results from ANOVA's confirmed significant differences within every one of the four dimensions of clothing involvement (p<0,05).   Men's product-, purchase- , consumption- and advertising involvement were all stronger for single men compared to married men. In terms of the sample overall, purchase involvement is the most prevalent form of involvement, irrespective of men's marital status, while advertising involvement was found to be the least prevalent form of clothing involvement.

When looking at men in terms of their financial status, i.e. an investigation of a possible relationship between men's monthly household income and their clothing involvement, results indicated that men's *purchase involvement* was the most prevalent form of clothing involvement across all income groups. Virtually no difference between the clothing involvement of men in the two income categories (middle income and high income) was found. ANOVA's confirmed that differences in the clothing involvement of men in the different income categories are not statistically significant for any of the four dimensions of clothing involvement (p>0,05). Therefore household income does not seem to be a useful and significant indication of men's clothing involvement. South Africa's large lower middle-class is highly aspirational and spends money on fairly expensive brands and products to enhance their image even though their incomes are not that high (Khare & Rakesh, 2010; PWC, 2012; Thomas White International, 2011). This suggests noteworthy clothing involvement and possibly explains why in this study, income *per se* does not seem to be a useful indication of men's clothing involvement.

The possible relevance of level of education in terms of men's clothing involvement was also investigated. Similar to the former findings, *purchase involvement* was the most prevalent (the strongest) for most male consumers and this was the only form of clothing involvement that was

stronger than average (M>3). Results from ANOVA's could not confirm significant differences (p>0,05) for any of the forms of clothing involvement among the different level of education groups. Men's level of education does not therefore seem to be a useful indicator/ predictor of their clothing involvement.

6.2.2 Men's expenditure on clothing in terms of demographics (Objective 2)

Men's expenditure on clothing was measured in terms of a self-developed question which was completed by means of a nominal scale. Descriptive statistics were used to analyse men's expenditure on their clothing in terms of their demographic characteristics.

This study concludes that the majority of men (>58%), irrespective of their age, marital status, household income or level of education, spend 5% or less of their household income on clothing for themselves.

6.2.3 Men's store patronage in terms of demographics (Objective 3)

Various factors that may influence men's clothing involvement, such as work dress code; frequency of clothing purchases, and preferred stores were investigated as part of their store patronage. These factors were measured by means of self developed questions and recorded by making use of a nominal scale with five to six answer options.

The majority of men in the sample wear formal/ semi-formal clothing to work. Differences between groups in the four demographic categories were relatively small and indications are that irrespective of marital status, household income, age or level of education, approximately one out of every two men wear formal/ semi-formal attire to work. On face value this study indicates that men's demographic characteristics are not a good predictor of their work dress code.

The study also investigated the frequency of men's clothing purchases (again distinguishing specific demographic categories). Mostly men from the sample indicated that they purchase clothing only as required. This was true for all the demographic sub sets of the sample, i.e. irrespective of men's marital status, age, household income or level of education. Across the sample, as the purchase intervals were made shorter less men indicated to purchase clothing at these more frequent intervals with the least men indicating to purchase clothing monthly. More sporadic (rather than frequent) clothing purchases explain why men's *purchase involvement*, although the strongest form of clothing involvement, is not particularly high (M<4).

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Men mostly prefer to purchase their clothing from general retailers as per the findings in this study this was the case for the majority of men irrespective of age, marital status, monthly household income or level of education. Between 20% and 30% of men (irrespective of the specified demographic characteristics) frequent branded/ male specific/ specialty stores such as Jeep, Markhams, Pringle, Soviet although it is clear that a slightly higher percentage of single and younger men prefer to shop at these more specialised stores compared to their counterparts. Even in the lowest level of education category approximately one out of five men patronise these stores. Extant research indicates that younger men are generally more brand conscious (Bakewell et al, 2006), which could explain their preference of top end retailers.

6.2.4 Men's expenditure on clothing in terms of clothing involvement (Objective 4)

Men's expenditure on clothing was measured by means of a self developed question with a nominal scale. Results confirmed findings from previous studies (Hourigan & Bougoure, 2012; Kinley et al, 2010; Michaelidou & Dibb, 2006; Summers, Belleau & Xu, 2006; Vieira, 2009) that men who spend more on clothing also have a higher clothing involvement in all four types of involvement as opposed to men that spend less of their monthly income on clothing. Purchase involvement was particularly high (M>4) with advertising involvement being the least prevalent of the four involvement types. Therefore advertisements do however not seem to be crucial in terms of men's clothing involvement. ANOVA's confirmed that men's clothing involvement increases significantly (is significantly stronger) across all four dimensions of clothing involvement as their expenditure on clothing increases (p<0,05).

According to the results, men's expenditure on clothing is indicative of their clothing involvement, i.e. higher clothing involvement is associated with higher expenditure on clothing. Also purchase involvement is the particular form of clothing involvement that is the strongest, irrespective of how much men spend on their clothing.

6.2.5 Men's store patronage in terms of clothing involvement (Objective 5)

Possible significant relationships between men's clothing involvement; their work dress code; their expenditure on clothing; as well as their retailer preference were investigated.

The relationship between men's clothing involvement and their work dress code was investigated by means of a Chi square test. Results confirmed that men who wear formal/ semi-formal clothing

to work are more involved in their clothing in terms of all four dimensions of clothing involvement. *Purchase involvement* was the strongest form of involvement for all (M>2,9) although it was not particularly strong (Highest mean: M=3,29), with *advertising involvement* being the lowest/weakest for men regardless of their work dress code. The standard deviations were rather large throughout, which indicate considerable fluctuation in men's responses.   No significant differences (p>0,05) in clothing involvement among any of the groups could be identified by means of ANOVA's in terms of men's work dress code. The Post hoc Scheffe test confirmed the findings from ANOVA's. Work dress code does not seem to be a useful indication or predictor of men's clothing involvement.

Results from an investigation of the possible relationship between men's clothing involvement and how frequently they purchase clothing for themselves indicate that for all four dimensions of clothing involvement, men who purchase clothing more frequently (monthly) are more involved in clothing. The contrary is true for men who purchase clothing occasionally, i.e. sporadic. Purchase involvement is particularly strong (M=3,98) for men who purchase clothing monthly and overall the most prevalent form of clothing involvement. Findings from ANOVA's and the post hoc Scheffe test indicate that significant differences exist for all four dimensions of clothing involvement (p<0,05). For all four clothing involvement types men who purchase clothing monthly/ more frequently are also more involved in clothing while men that purchase clothing less frequently are less involved in clothing. Men's monthly household expenditure on their clothing is therefore a good indicator of their clothing involvement.

A possible relationship between men's clothing involvement and their patronage of specific types of clothing retailers was investigated and related to the four dimensions of their clothing involvement by means of Chi square test. In order to determine possible significant differences among the different groups, ANOVA were performed for every type of involvement as well as a post hoc Scheffe test to specify the specific differences. Results indicate that for every form of clothing involvement, men who prefer branded/ male specific/ specialty stores, are significantly more involved with their clothing (p<0,05) compared to men who patronise any of the other retail formats.   Furthermore, although men who patronise general clothing retailers are significantly less involved with their clothing compared to the former group, they are significantly more involved (p<0,05) with their clothing in terms of all of the clothing involvement dimensions compared to men who patronise department stores.

Findings hence indicate that the type of store patronised may be an indication of men's clothing involvement, but that irrespective of the retailer patronised, men's *advertising* involvement is the weakest compared to the other forms of involvement while *purchase-* and *consumption* involvement are the strongest forms of clothing involvement.

6.2.6 Men's store patronage in terms of expenditure on clothing (Objective 6)

ANOVA's were used to relate men's clothing expenditure (i.e. percentage of their monthly household income) to their work dress code; frequency of clothing purchases; and their preferred store type.

An investigation of the relationship between men's clothing expenditure and their work dress code revealed that the majority of the sample spends less than 5% of their monthly household income on clothing for themselves irrespective of their dress code. This was true, even for men whose dress code is formal/ semi-formal. Apparently then, work dress code does not necessarily predict how much men will spend on clothing for themselves, assuming that more formal dress would imply a larger portion of their household income spent on their clothing.

The relationship between men's monthly expenditure on their clothing and the frequency at which they purchase clothing was investigated. Two thirds of the sample indicated that they purchase clothing sporadically (only when required), while >80% of men who spend less than 5% of their monthly income on their clothing only purchase clothing sporadically. Indications are that men who purchase clothing more frequently, also spend a larger portion of their household income on clothing for themselves. Therefore men's expenditure on their clothing is a good indicator of the frequency of their purchases.

Results of a possible relationship between men's expenditure on clothing for themselves and their store patronage suggest that the majority of men who spend less than 5% of their monthly household income on clothing, patronise department stores such as Makro, Woolworths, etc. to do so, although more than 60% also patronise general clothing retailers such as Truworths and Edgars while more than 40% even purchase at specialty stores from time to time. On the other hand most men who spend more than 10% of their monthly household income on clothing for themselves, patronise branded/ male specific/ specialty stores such as Markhams, Old Khaki, Ben Scherman to name a few. These are more expensive clothing retailers and can also be the reason why these men generally spend more on their clothing.

6.3   THE RESEARCH IN RETROSPECT

It is important to reflect on the study to ensure that the objectives were met, that the correct and ethical processes were followed, and that the findings are accurate and reliable.

First an in-depth literature review of recent literature was done that helped to identify and structure the objectives of the study. This also aided in structuring of the conceptual framework and questionnaire. Mostly adapted versions of existing scales were used to incorporate the insights and expertise of established researchers, with some self-developed questions to address aspects that existing scales did not cover satisfactorily, for example questions about store patronage and clothing expenditure. Although existing scales were used, reliability coefficients were calculated to verify the internal consistency of the measures. Before data collection commenced a pilot test was done to test the questionnaire. Minor changes in terms of the wording and instructions were made to increase reliability. Consulta Research, a professional research company handled the data collection and data capturing and took care of the content of the on-line version of the questionnaire constantly collaborating with the researcher.   A cover screen explained the research aim and some ethical aspects such as that participation is voluntary, explaining how much time will be required to complete the questionnaire, explaining that the study is done for academic purposes and that answers will be kept anonymous. No reward was offered to the respondents thus participation was completely voluntary.

Ethical approval was obtained from the ethical committee of the Faculty of Natural and Agricultural Sciences of the University of Pretoria before data collection commenced. Data collection was done over a week in March 2015 (cross-sectional) with the help of Consulta Research who distributed the self-completion questionnaires to selected people on their database. A total of 479 usable questionnaires were collected within a week that exceeded the 300 that were envisaged. This increased the sample size and enhanced the reliability of the data.

Data from the completed questionnaires were coded and captured as part of the collection process by Consulta Research. The data was then analysed by a professional statistician of the University of Pretoria in accordance with the objectives and requests of the researcher. Some statistical methods that were used during analysis were descriptive statistics, exploratory factor analysis, Chi square tests, ANOVA's and the post hoc Scheffe test.

Attention was given throughout the study to keep reliability and validity. Chapter 4 elaborates on

how this was achieved. The researcher is satisfied that the overall aim and objectives of the study were addresses to satisfaction.

6.4 LIMITATIONS OF THE STUDY

Despite special care to ascertain the validity and reliability of the study and to ensure that the research was conducted in an ethical manner certain limitations have to be noted.

This research was completed for the purposes of a post graduate degree that has to be completed within two years, which influenced certain decisions in the planning and execution of the research. Some financial support was given by a bursary from The University of Pretoria for tuition fees and the data collection was paid for by funds acquired from the NRF. However, financial resources were still limited which influenced the sample size and the population that could be considered for participation in the study. Therefore, limited finances influenced the sample size and sampling method. Even though a larger sample was recruited than initially envisaged (479 usable questionnaires were collected instead of 300 as envisaged) this is still a fairly small sample size which would not produce generalizable results. Initially the aim was to use quota sampling to ensure that the data is more representative of the population, however the quota could not be reached with the sampling method used. Electronic questionnaires were sent out to respondents that qualified to participate on Consulta Research's database. Therefore convenience sampling was used instead. Due to this sampling method used the research cannot be generalised as a true representation of the population. Most of the respondents were older (between 45 and 60 years) and married, earned a higher income ($\geq$R25 000 per month) and possessed some form of tertiary education which caused these groups to be over represented. In attempt to balance these over representation data was studied per demographic group. The sampling was also limited to Gauteng province only because of the time and financial constraints. This province has a large retail population and also contributes to a large part of South Africa's economy with most households earning some income. Therefore the data might not be a true reflection of the whole of South Africa's male consumers.

Self-administered electronic questionnaires were used for data collection because it is less time consuming and relatively cheap. Using a professional company, Consulta Research for data collection makes the data more reliable but bias from respondent's misinterpreting questions and having no assistance available for clarification because of electronic method used could still occur. Making use of an on-line questionnaire is fast but eliminates part of the population as there are

still a number of South African consumers with no access to the internet. Although a pilot test was done before data collection to eliminate possible bias, testing the questionnaire with a larger group would have been beneficial.

Respondents were assured of anonymity and no personal details related to identification were documented. No face to face contact was either made with the respondents during on-line data collection. The respondents could easily have completed the questionnaire with no seriousness and answered questions untruthfully. However no reward was offered for participation so there would have been no motivation for false or untruthful participation. Some screening questions were included to ensure that the respondents qualified but as there were no face to face contact with the respondents, no further screening were possible and one needs to rely on the honesty of the respondents.

6.5   RECOMMENDATIONS FOR FURTHER RESEARCH

Some recommendations for further research were identified by the researcher as given below.

The sampling method presented some opportunities. The study can be applied to a larger population to make the findings a better representation of the different groups in South Africa. Or it can even be applied to men across different countries as a comparative study. South Africa is a very diverse country in terms of race and cultural differences. Adding ethnic group to the demographic factors of this study will be helpful to identify differences among men from different races and cultures in terms of their clothing involvement. Especially with the rise of the 'black diamonds' and 'Buppies' this is an important factor to consider for South Africa and other African countries.

Research on men's consumer behaviour, especially with regards to clothing is lacking. Therefore any further research on this topic will help to fill the gap. It will also be interesting to apply this study to a both male and female population as a comparative study to gain insight on the differences of male and female clothing involvement.

The life course perspective could be applied to this study and should present interesting findings for men's clothing involvement. A qualitative approach will be more appropriate in this regard with in-depth interviews as the data collection method. Again a cross-sectional design can be followed or even a longitudinal design where specific respondents are studied over a longer period of time. This will help to identify changes in men's clothing involvement over a lifetime or as life

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changes occur. However this will require much more time and financial support.

6.6   IMPLICATIONS OF THE FINDINGS

This study emphasizes that men's clothing involvement indeed differ according to their demographic characteristics. Important demographic characteristics that influence men's clothing involvement are age and marital status. Purchase involvement was the highest for most men, irrespective of their demographic characteristics.

This explorative, descriptive study concludes that men's clothing involvement differs. Some demographic characteristics such as age and marital status of men are good indicators of their clothing involvement. This study further concludes that men's clothing involvement is largely determined by their purchase- and consumption involvement that indicate increased participation in retail and increased involvement in their own clothing decisions, compared to what researchers have reported in the past. Men are therefore more involved in their own clothing decisions, and although this study never aimed to enquire about the influence of spouses on their clothing decisions, increased involvement unquestionably indicates that retail should take note of men as a potential lucrative consumer market that could in future be even more profitable. The fact that the majority of men spend less than 5% of their household income on clothing and mostly purchase clothing sporadically, explain why their purchase- and consumption involvement is not particularly high although these are the strongest forms of clothing involvement. Younger, single men seem to spend a larger percentage of their household income on their clothing, which is understandable as they do not necessarily have others to consider in their budgets. They also purchase clothing more frequently, which confirms extant literature that has paid attention to generational differences in the market place. Men's advertising involvement is the weakest form of clothing involvement, irrespective of their demographic characteristics and factors such as work dress code and store patronage. This indicates that retailers should be more cognisant of the potential role of the physical in-store environment to convey apparel and fashion information to male customers.

The results can be used by apparel retailers to know and understand their male consumers better. They will also be able to target specific groups that are either more or less involved in clothing. For example married men show a lower clothing involvement that could be an indication that their spouses make these purchases on their behalf as per previous research (Baxter, 2005; Moore *et al*, 2001) in which case the males' clothing section should also be female friendly.

Certain demographic characteristics are also an indication of men's expenditure on their clothing and men that spend more than 10% of their monthly household income on their clothing are also more involved in their clothing. Though most men indicated that they spend less than 5% of their monthly household income on clothing this research can aid to effectively target specific groups with different expenditures on their clothing. This also emphasises the importance to target male consumers effectively to ensure that their 5% or less that is spent on clothing is not overseen or neglected by a retailer.

Most men indicated to purchase clothing only as required and prefer shopping at general retailers such as Truworths, Edgars or Cape Union Mart for their clothing whilst only 1.1% of men prefer on-line apparel shopping. Results from this study are therefore very relevant for general retailers and emphasizes that South African men does not yet prefer to engage in apparel on-line shopping. The frequency of men's clothing purchases was also investigated in terms of their expenditure on clothing that is valuable marketing information. All of these findings will help them to understand their male consumers in terms of where and when they prefer to shop and even how much they are likely to spend.

Results further indicated that purchase involvement is overall rated the highest for most men compared to the other involvement types, while advertising involvement does not seem to be important to most men. It is therefore important for retailers to focus more on men's actual purchase experience rather than the advertising of male clothing.

6.7   SUMMARY

Even though care was taken throughout the study to ensure that the research is valid, reliable and conducted in an ethical manner there were some limitations to the study. However with a strong focus on these aspects error was kept to a minimum.

Results from the study presented interesting findings on South African men's clothing involvement and the aspects related to these factors. To conclude men's clothing involvement are influenced by various factors such as men's demographic characteristics, their expenditure on clothing, frequency of purchases etc. A summary of the findings and recommendations against the objectives of this study is presented in Table 6.1.

Table 6.1: Summary of findings and recommendations of this study

Objective	Sub-objectives	Findings	Recommendations
1. To investigate and describe the relationship between selected demographic characteristics (age, marital status, income and level of education) and South African males' involvement with their own clothing in terms of the specific dimensions of clothing involvement identified by O'Cass (2000), namely	1.1 their general involvement in their own clothing (product involvement)	Younger, single men with higher education show higher product involvement.	As per previous research younger, single men has a higher clothing involvement than their older, married counterparts. Further research on men's clothing involvement should separate results on these two groups in order to cater for their specific needs.
	1.2 their purchase involvement	Younger, single men with higher education show higher purchase involvement. Purchase involvement measures the highest for all men regardless of demographic characteristics.	As per previous research younger, single men has a higher clothing involvement than their older, married counterparts. Further research on men's clothing involvement should separate results on these two groups in order to cater for their specific needs. Apparel retailers should focus mainly on the factors that influence men's purchase involvement regardless of their demographic characteristics as opposed to product, consumption and advertising involvement. Purchase involvement factors include ways to make purchase decisions less complex for men, like good in-store displays and pairing and grouping of clothing in store. Well trained floor staff in the men's division can also assist.
	1.3 their personal interest in their clothing (consumption involvement)	Younger, single men with higher level of education and earning more than R25 000 monthly household income show higher consumption involvement.	As per previous research younger, single men has a higher clothing involvement than their older, married counterparts. Further research on men's clothing involvement should separate results on these two groups in order to cater for their specific needs.

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Objective	Sub-objectives	Findings	Recommendations
	1.4 their attention to, and use of, clothing advertisements (advertising involvement).	Younger, single men with higher level of education and earning more than R25 000 monthly household income show higher advertising involvement. Advertising involvement is however the least important involvement factor for the majority of men regardless of demographic characteristics.	As per previous research younger, single men has a higher clothing involvement than their older, married counterparts. Further research on men's clothing involvement should separate results on these two groups in order to cater for their specific needs. Advertising involvement seem to be the least important for most South African men, apparel retailers should focus less on the advertising of men's clothing ranges in their marketing mix.
2. To investigate and describe the relationship between selected demographic characteristics and the amount of money South African men spend on their own clothing.		The majority of South African men, regardless of demographic characteristics spend less than 5 % of their monthly income on their clothing.	As the majority of South African men spend only a small monthly percentage on their clothing, this finding highlights the importance for retailers to target their male consumers effectively to ensure that this money is spent in their store instead of their competitors.
3. To investigate and describe the relationship between selected factors and store patronage of South African men when purchasing their own clothing, namely;	3.1 work dress code	The majority of South African men regardless of demographic characteristics wear formal/ semi-formal clothing to work.	This finding highlights the importance for apparel retailers to focus on their menswear ranges that include formal/ semi-formal clothing. It can also be helpful to show male consumers how to dress certain ranges up or down to encourage sales on more exclusive items.

Objective	Sub-objectives	Findings	Recommendations
	3.2 frequency of clothing purchases	The majority of South African men buy clothing less frequently than needed.	As the majority of male consumers purchase clothing less frequently retailers need to ensure that once they are in a store they get the sale. This again highlights the importance of focusing on men's specific needs.
	3.3 preferred store type.	The majority of South African men prefer to purchase clothing from general clothing retailers.	This can be researched further to identify why men prefer to shop at general clothing retailers. Other store types can learn why men prefer general retailers and then cater for some of these needs.
4. To investigate and describe the relationship between the clothing involvement of South African men and the money they spend on their own clothing.		Men that spend more of their monthly income on their clothing generally also has a higher clothing involvement across all four dimensions of clothing involvement compared to men that spend less of their monthly income on clothing.	Since men that spend more on their clothing display a higher clothing involvement, in order to target the men that are more likely to spend more on their clothing it is important for retailers to focus on the important clothing involvement aspects such as purchase involvement.
5. To investigate and describe the relationship between South African men's clothing involvement and their store patronage when buying their own clothing.		South African men that wear formal/ semi-formal clothing to work purchase clothing more frequently and prefer shopping from branded/ male specific/ specialty store types display a higher clothing involvement.	Apparel retailers that fall into the category of branded/ male specific/ specialty stores should focus more on men's clothing involvement as these customers that generally make more frequent clothing purchases also display a higher clothing involvement in their clothing purchases.

Objective	Sub-objectives	Findings	Recommendations
6. To investigate and describe the relationship between the amount of money spent on work wear by South African men and their store patronage.		South African men that purchase clothing less frequently also spend less on their clothing compared to men that purchase clothing monthly. The majority of men that spend less than 5 % of their monthly income on clothing prefer to purchase their clothing from department stores, while men that spend more than 10 % of their monthly income on clothing prefer branded/ male specific/ specialty stores.	Branded/ male specific/ specialty stores are generally more expensive than general clothing retailers therefore it makes sense that men that purchase from the more expensive stores also have a higher monthly expenditure on their clothing. This will assist retailers to identify specific groups of males as their target market.

In attempt to understand this fast growing consumer group of men this study helps to fill a gap of knowledge that is lacking and should definitely further be explored. This is a fast growing emerging market that should be studied more as information is lacking especially with relation to products such as clothing.

Based on this study there are various recommendations made for future research to either expand this study or build onto this existing research. Topics related to male clothing and involvement of clothing can definitely be built on and studied more in the apparel industry.

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ADDENDUM A: PLAGIARISM DECLARATION

UNIVERSITY OF PRETORIA
FACULTY: Agriculture
DEPARTMENT: Consumer Science

The Department of Consumer Science places specific emphasis on integrity and ethical behaviour with regards to the preparation of all written work submitted for academic evaluation.

Although academic personnel will provide you with information regarding reference techniques as well as ways to avoid plagiarism, you also have a responsibility to fulfill in this regard. Should you at any time feel unsure about the requirements, you must consult the lecturer concerned before you submit any written work.

You are guilty of plagiarism when you extract information from a book, article or web page without acknowledging the source and pretend that it is your own work. In truth, you are stealing someone else's property. This doesn't only apply to cases where you quote verbatim, but also when you present someone else's work in a somewhat amended format (paraphrase), or even when you use someone else's deliberation without the necessary acknowledgement. You are not allowed to use another student's previous work. You are furthermore not allowed to let anyone copy or use your work with the intention of presenting it as his/her own.
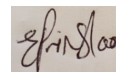
Students who are guilty of plagiarism will forfeit all credit for the work concerned. In addition, the matter can also be referred to the Committee for Discipline (Students) for a ruling to be made. Plagiarism is considered a serious violation of the University's regulations and may lead to suspension from the University.

For the period that you are a student at the Department Consumer Science, the under mentioned declaration must accompany all written work to be submitted. No written work will be accepted unless the declaration has been completed and attached.

I (full names):   **Esti Prinsloo**
Student number: **24072029**
Subject of the work: **South African male consumers' involvement in their clothing purchases**

Declaration
1.   I understand what plagiarism entails and am aware of the University's policy in this regard.
2.   I declare that this dissertation is my own, original work. Where someone else's work was used (whether from a printed source, the internet or any other source) due acknowledgement was given and reference was made according to departmental requirements.
3.   I did not make use of another student's previous work and submitted it as my own.
4.   I did not allow and will not allow anyone to copy my work with the intention of presenting it as his or her own work.

SIGNATURE

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ADDENDUM B: O'CASS' (2000) SCALE OF MEASUREMENT FOR INVOLVEMENT IN CLOTHING PURCHASE DECISIONS

Four involvement measures

Product involvement	Results
Fashion Clothing means a lot to me	0.81
Fashion Clothing is a significant part of my life	0.86
I have a very strong commitment to Fashion Clothing that would be difficult to break	0.85
I consider Fashion Clothing to be a central part of my life	0.84
I think about Fashion Clothing a lot	0.81
For me personally Fashion Clothing is an important product	0.87
I am very interested in Fashion Clothing	0.84
Some individuals are completely involved with Fashion Clothing, attached to it, absorbed by it. For others Fashion Clothing is simply not that involving. How involved are you with Fashion Clothing?	0.84
Fashion Clothing is important to me	0.90
Fashion Clothing is an important part of my life.	0.91
I would say Fashion Clothing is central to my identity as a person	0.83
I would say that I am often pre-occupied with Fashion Clothing	0.82
I can really identify with Fashion Clothing	0.84
I am very much involved in/with Fashion Clothing	0.87
I find Fashion Clothing a very relevant product in my life	0.88
I pay a lot of attention to Fashion Clothing	0.89

Purchase decision involvement	
Making purchase decisions for Fashion Clothing is significant to me	0.88
Some individuals become completely involved or engrossed in making purchase decisions for Fashion Clothing. For others, purchase decisions for Fashion Clothing are not that involving. How involved do you feel in making purchase decisions for Fashion Clothing?	0.77
I think a lot about my choices when it comes to Fashion Clothing	0.82
I place great value in making the right decision when it comes to Fashion Clothing	0.77
Purchase decisions for Fashion Clothing are very important to me	0.86
Making a purchase decision for Fashion Clothing requires a lot of thought	0.67
I attach great importance to purchasing Fashion Clothing	0.85
I like being involved in making purchases of Fashion Clothing	0.78
The purchase of Fashion Clothing is important to me	0.87
Purchasing Fashion Clothing is significant to me	0.85

Consumption involvement	
The feeling of self-fulfillment I get from wearing Fashion Clothing is significant	0.80
I feel a sense of personal satisfaction when I wear Fashion Clothing	0.79
Wearing Fashion Clothing is one of the most satisfying and enjoyable things I do	0.81
I like to think about wearing Fashion Clothing	0.79
I often become pre-occupied with wearing Fashion Clothing	0.77
Wearing Fashion Clothing is important to me	0.87
Wearing Fashion Clothing means a lot to me	0.89
Wearing Fashion Clothing is a significant part of my life	0.87

Advertising involvement	
Ads about Fashion Clothing are of no concern to me	0.74
I pay a lot of attention to ads for Fashion Clothing	0.84
Some individuals become completely involved, absorbed or engrossed in ads for Fashion Clothing. For others, ads for Fashion Clothing are simply not that involving. How involved do you feel in ads for Fashion Clothing?	0.85

Ads about Fashion Clothing are relevant to me	0.86
Ads about Fashion Clothing are important to me	0.83
Ads about Fashion Clothing are interesting to me	0.85
Some individuals are completely involved or absorbed by in any information about Fashion Clothing. For others information on Fashion Clothing is not at all involving. How involved are you in information about Fashion Clothing?	0.83
I have little or no interest in ads for Fashion Clothing	0.67

ADDENDUM C: MEASURING INSTRUMENT FOR MALE

CONSUMERS' CLOTHING INVOLVEMENT

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences

Faculty of Natural and Agricultural Sciences

Department of Consumer Science

13 March 2015

RESEARCH PROJECT: MALE CONSUMERS' SHOPPING BEHAVIOUR

Dear respondent

This research project forms part of my Master's studies at the University of Pretoria in the field of Consumer Science Clothing Management.   It will take approximately **15 minutes** of your time to complete this questionnaire that aims to get some insight into the apparel shopping behaviour of male consumers. All information in the demographic section of this questionnaire should please be provided, but you need not disclose your name anywhere. Your anonymity will be respected and your information will therefore be treated as strictly confidential. Please answer the questions carefully and give your honest opinion throughout as there is no right or wrong answers. Your willingness to participate will be greatly appreciated and information from this study can be used to create more user friendly apparel retail environments for male consumers!

For any further enquiries, please do not hesitate to contact me.

Thank you for your participation!

Esti Prinsloo

082 388 0158

prinsloo.esti@gmail.com

Questionnaire

Section A PLEASE TELL US MORE ABOUT YOURSELF. Answer **every question** and mark the relevant answer with an **X**											Respondent number:			Office use	
														V0	
1. What is your age (years)	Younger than 21	1	Between 21 and 29	2	30, up to 44	3	45, up to 59	4	60 and older	5				V1	
2. What is your marital status?	Single, never married	1	Common law partner	2	Married	3	Separated or divorced	4	Widowed	5				V2	
3 What is your approximate total monthly HOUSEHOLD INCOME before tax reductions? (Joint income of partners/spouses)	Less than R5000	1	R5000 or more, but less than R10 000	2	R10 000 or more, but less than R15 000	3	R15 000 or more, but less than R25 000	4	R25 000 or more	5				V3	
4. What is your highest level of education?	Lower than Grade 12	1	Grade 12	2	Grade 12 + diploma or degree	3	Post graduate	4						V4	

5. What is the dress code in your work environment? Please mark ONLY ONE relevant answer with an **X**											Office use	
Very casual/ Informally with little difference to my leisurewear	1	Casual yet neat and respectable	2	Semi-Formal (no tie)	3	Formal (with tie)	4	I wear a set uniform	5			5.1	

Section B 6. Clothing spending patterns : Please answer **every question** by marking the relevant answer with an **X**											Office use	
1. How much of your monthly income do you spend on clothing for yourself on average?	Less than 5%	1	5 % - 10 %	2	Up to 15%	3	Up to 20%	4	More than 20 %	5	V6.1	
2. How frequently do you purchase clothing for yourself	Weekly or more frequently	1	Monthly	2	Every 2 to 3 months	3	With change of season	4	Less frequently, as required	5	V6.2	

Section C 7. Clothing decision involvement: This section investigates your involvement with your own clothing decisions. Please respond to every statement by indicating your answer with an **X**	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree	Office use	
1. I am very much involved in/with clothing	1	2	3	4	5	V7.1	
2. Ads about clothing are interesting to me	1	2	3	4	5	V7.2	
3. I feel a sense of personal satisfaction when I wear fashion clothing	1	2	3	4	5	V7.3	
4. For me personally clothing is an important product	1	2	3	4	5	V7.4	
5. The purchase of clothing is important to me	1	2	3	4	5	V7.5	
6. Clothing means a lot to me	1	2	3	4	5	V7.6	
7. Purchase decisions for clothing are very important to me	1	2	3	4	5	V7.7	
8. I like to think about wearing fashionable clothing	1	2	3	4	5	V7.8	
9. Clothing is a significant part of my life	1	2	3	4	5	V7.9	
10. I like being involved in making purchases of clothing	1	2	3	4	5	V7.10	
11. I think a lot about my choices when it comes to clothing	1	2	3	4	5	V7.11	
12. Wearing fashionable clothing is important to me	1	2	3	4	5	V7.12	
13. Purchasing clothing is significant to me	1	2	3	4	5	V7.13	
14. I have a very strong commitment to clothing that would be difficult to break	1	2	3	4	5	V7.14	
15. I pay a lot of attention to ads for clothing	1	2	3	4	5	V7.15	
16. Wearing fashionable clothing means a lot to me	1	2	3	4	5	V7.16	

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17. I think about clothing a lot	1	2	3	4	5	V7.17	
18. I am very interested in clothing	1	2	3	4	5	V7.18	
19. I have little or no interest in ads for clothing	1	2	3	4	5	V7.19	
20. I would say clothing is central to my identity as a person	1	2	3	4	5	V7.20	
21. I can really identify with clothing	1	2	3	4	5	V7.21	
22. Ads about clothing are important to me	1	2	3	4	5	V7.22	
23. I often become pre-occupied with what to wear	1	2	3	4	5	V7.23	
24. I pay a lot of attention to clothing	1	2	3	4	5	V7.24	
25. Ads about clothing are relevant to me	1	2	3	4	5	V7.25	

Section D

Office use

8. **Store preferences :** Please answer every question concerning your clothing store preferences by marking the relevant answer to EVERY statement with an **X** **8.1 When shopping clothes for myself, I mostly prefer to shop from the following type of store:**

Department store e.g. Woolworths, PicknPay, Makro	1	Male specific retailers e.g. Markhams, Uzzi	2	General clothing retailers e.g. Edgards, Truworths, Cape Union Mart	3	Branded clothing retailers e.g. Pringle, Soviet, Guess, Old Khaki	4	Speciality stores e.g. Heeren 2000, Elegant, Ben Scherman	5	Internet web-sites e.g. Spree.com, Superbalist, Zando, Old Khaki on-line	6	V8.1

Section E

9. **Shopping inclination:** Please answer every question by marking the relevant answer with an **X**

	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree	Office use	
1. I usually buy only the things I need	1	2	3	4	5	V9.1	
2. I admire people who own expensive possessions (such as homes, cars and clothes)	1	2	3	4	5	V9.2	
3. I try to keep my life simple, as far as possessions are concerned	1	2	3	4	5	V9.3	
4. Buying things gives me a lot of pleasure	1	2	3	4	5	V9.4	
5. My life would be better if I owned certain things that I don't currently have	1	2	3	4	5	V9.5	
6. The things I own say a lot about how well I'm doing in life	1	2	3	4	5	V9.6	
7. I like to own things that impress people	1	2	3	4	5	V9.7	
8. I like a lot of luxury in my life	1	2	3	4	5	V9.8	
9. I have all the things I really need to enjoy in life	1	2	3	4	5	V9.9	

Section F

10. **Complexity of clothing decisions:** Please answer every question by marking the relevant answer with an **X**

How complex (difficult) is it for you to make clothing decisions in general?

	Strongly disagree	Somewhat disagree	Neither disagree nor agree	Somewhat agree	Strongly agree	Office use	
1. I find it difficult to choose/ combine the right clothes to wear	1	2	3	4	5	V10.1	
2. I find it difficult to do my own (clothes) shopping	1	2	3	4	5	V10.2	

Thank you for your participation

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

ETHICS COMMITTEE

Faculty of Natural and Agricultural Sciences

20 May 2015

Prof AC Erasmus

Department of Consumer Science

University of Pretoria

Pretoria

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Dear Prof Erasmus

EC150512-009 South African male consumers' involvement in their clothing purchases

Your application has been submitted in provisionally approved by the NAS Ethics Committee

Kind regards

Prof NH Casey

Chairman: Ethics Committee

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