South African female consumers' value perceptions and needs for traceability information on exotic crocodile leather accessories

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DISSERTATION

Masters Degree in Consumer Science: Clothing and Retail Management

Supervisor: Professor Helena De Klerk (University of Pretoria)

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Die waardepersepsies van, en behoefte aan opspoorbare inligting ten opsigte van eksotiese krokodilleerbykomstighede by Suid-Afrikaanse vroueverbruikers

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DECLARATION

I, Lize Tinke Jansen van Rensburg, hereby declare that the dissertation for the Master's degree in Consumer Science: Clothing and Retail Management at the University of Pretoria, 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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Lize Tineke Jansen van Rensburg   Date

i

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ABSTRACT

South African female consumers' value perceptions and needs for traceability information on exotic crocodile leather accessories.

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This study explored South African female consumers' value perceptions as well as their needs for traceable information on exotic crocodile leather accessories. The Wiedmann, Hennigs and Siebels' Luxury Value Perception Scale (2007) and the Consumer Decision-making Process (Solomon & Rabolt, 2004:354) served as conceptual framework for the study.

A questionnaire was distributed across South Africa and completed by willing participants. All participants were South African citizens, females of varyin g cultural backgrounds, including: African, Caucasian, Indian, Asian and Coloured individuals. The Consulta Research (Pty) Ltd used their extensive database of female consumers for sampling purposes. They managed to collect three hundred and thirty seven (337) completed and usable questionnaires. The Spearman's Correlation Coefficient, descriptive statistics, as well as exploratory factor analysis were used for data analysis.

The results indicate that respondents to this questionnaire were not willing to pay market-related prices for exotic crocodile leather accessories. Findings of this study uncovered five

iii

luxury value perceptions as opposed to the four originally recognised by Wiedmann *et al.* (2007), namely Functional, Social, Financial, Individual gifts and Individual pleasure value perceptions.

Of these luxury value perceptions, respondents indicated that the functional value perception was the most important to them. Traceable intrinsic and extrinsic-related attributes which can have an impact on decision-making by consumers were also explored. Results indicate that respondents found intrinsic-related attributes moderately important when deciding to purchase an exotic crocodile leather accessory. With regard to extrinsic-related product attributes, results indicate that most respondents found these extrinsic-related attributes moderately important. The notable exception was the position brand-holders held on child labour, which was indicated as important by most respondents.

Results further indicated weak-positive, but statistically highly significant relationships between functional value perceptions and the importance of intrinsic-related as well as extrinsic-related information. Weak-positive, but statistically highly significant relationships were also conversely found between financial value perceptions and the importance of intrinsic and extrinsic-related information.

There was a weak but statistically highly significant relationship between the individual gift-value perception and the importance of extrinsic-related information as well as, conversely, a weak-positive statistically significant relationship between individual gift-value perceptions and the importance of intrinsic-related information.

Purchase intent is an important determinant when consumers make decisions. Research results for this study have, however, indicated that respondents had a weak purchase intent for exotic crocodile leather accessories. Most respondents reported that they would never, at any time, buy an exotic crocodile leather accessory. Neither would they at some stage have the intention to buy an exotic crocodile leather accessory, or have a purchase interest for an

iv

exotic crocodile leather accessory.

Finally, results show that there was a weak-positive, but statistically highly significant relationship between the importance of extrinsic-related product attributes and purchase intent.

Results of this study make positive contributions towards the decision-making of various role players within the exotic crocodile leather accessory industry. Role players such as farmers, manufacturers, distributers, retailers and marketers can all benefit from the results. Based on the results of this study, recommendations for industry and future research are made.

Keywords: Female luxury consumer; luxury exotic leather industry; exotic crocodile leather accessories; luxury value perceptions; intrinsic-related product attributes; extrinsic-related product attributes; purchase intent.

OPSOMMING

Die waardepersepsies van, en behoefte aan opspoorbare inligting ten opsigte van eksotiese krokodilleerbykomstighede by Suid-Afrikaanse vroueverbruikers

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Dié studie ondersoek Suid-Afrikaanse vroueverbruikers se waardepersepsies asook hul behoeftes aan navolgbare inligting oor eksotiese krokodilleerbykomstighede. Die Wiedmann, Hennigs and Siebels's Luxury Value Perception Scale (2007) en The Consumer Decision-making Process (Solomon & Rabolt, 2004:354) dien as die konseptuele raamwerk vir dié studie.

'n Vraelys is dwarsoor Suid-Afrika versprei en voltooi deur vrywillige deelnemers. Alle respondente was Suid-Afrikaanse burgers, vroue van 'n verskeidenheid etniese herkomste, waarby ingesluit: Afrikaan, Kaukasiese, Indiese, en kleurlingindividue. Consulta Research (Pty) Ltd het van hul uitgebereide databasis van vroueverbruikers in hul steekproef gebruik gemaak. Hulle het daarin geslaag drie om honderd sewe en dertig (337) voltooide en bruikbare vraelyste te bekom. Die Spearman's Correlation Coefficient se beskrywende statistiek en oorsigtelike faktore-ontleding is gebruik in die data-analiese.

Die bevindings dui daarop dat respondente op die vraelys nié bereid is om markverwante

pryse te betaal vir eksotiese krokodilleer-bykomstighede nie. Verdere bevindings in dié studie het vyf luukse waardepersies blootgelê, teenoor die vier aangedui deur Wiedmann *et al.* (2007), naamlik: Funksionele, Sosiale, Finansiële, Individuele geskenke, en Individuele plesierwaardepersepsies.

Van dié luuksewaardepersepsies het respondente aangedui dat die funksionele waardepersepsie vir hulle die belangrikste is. Opspoorbare en navolgbare intrinsieke of ekstrinsieke eienskappe wat 'n invloed kan hê op die besluitneming deur verbruikers was matig-belangrik in die besluitproses vir die aankoop van 'n eksotiese krokodilleer-bykomstigheid. Met betrekking tot ekstrinsieke produkeienskappe, dui resultate daarop dat respondente grootliks hierdie ekstrinsieke eieskappe ook as matig-belangrik geag het. Die opmerklike uitsondering is beleidstandpunte wat handelsmerkeienaars ten opsigte van kinderarbeid handhaaf en wat as belangrik deur respondente bejeën is.

Resultate dui verder daarop dat swak-positiewe, maar 'n statisties hoogs belangrike verband bestaan tussen fuksionele waardepersepsies en intrinsiek-verwante asook ekstrinsieke-verwante beskouings. Verder is ook aangedui dat hoogs belangrike verbande tussen finaniële waardepersepsies, individuele geskenkwaardepersepsies en die belangrikheid van intrinsieke en ekstrinsieke inligting teenwoordig is.

Daar was 'n swak, maar hoogs belangrike verband tussen die indivuele geskenk-waardepersepsie en die belangrikheid van ekstrinsieke-verwante inligting asook die omgekeerde statisties-belangrike, swak-positiewe verband tussen individuele geskenkwaarde-persepsies en die belangrikheid van intrinsiek-verwante inligting word beklemtoon.

Die aankoopvoorneme is 'n belangrike oorweging in verbruikers se besluitneming. Resultate in hierdie studie, dui egter daarop dat verbruikers 'n swak aankoopvoorneme vir eksotiese krokodilleerbykomstighede het. 'n Meerderheid van die respondente het aangedui dat hulle nooit 'n bykomstigheid van krokodilleer sal koop nie. Verder sal hulle in geen stadium enige

voorneme koester om 'n krokoldilleerbykomstigheid aan te skaf of belangstel om só 'n produk te bekom nie.

Laastens dui resultate op 'n swak-positiewe, maar statisties hoogsbetekenisvolle verband tussen die belangrikheid van ekstrinsieke produkeieskappe en koopvoorneme.

Resulate van dié studie maak 'n positiewe bydrae tot die besluitneming van verskeie rolspelers binne die eksotiese krokodilleer-industrie. Rolspelers soos boere, vervaardigers, verspreiders, handelaars en bemarkers kan almal baat vind by dié bevindings.

Sleutelwoorde: Vroueverbruiker van luukse bykomstighede; industrie vir luukse krolodilleerbykomstighede; luuksewaardepersepsies; intrinsieke produkeienskappe; ekstrinsieke produkeienskappe; aankoopvoorneme.

TABLE OF CONTENTS

CHAPTER 5

xiii

LIST OF FIGURES

LIST OF TABLES

CHAPTER 1

OVERVIEW OF THE STUDY

1.1   INTRODUCTION

Chapter one provides the background to the study and introduces the research problem. It further explains the conceptual framework, the methodology and the structure of the dissertation in brief.

1.2   BACKGROUND TO THE STUDY

The desire for luxury goods and items has been around for a long time and promises to be present for many years to come. To better grasp the concept of luxury, it is important to have a proper understanding of why consumers buy luxury goods, what they believe the concept of luxury entails, and how their perception of luxury value influences buying behaviour (Wiedmann, Hennigs & Klarmann, 2012).

Luxury products should by definition not be affordable to everyone and everyone should not own such items, as those items then could and would no longer be viewed as luxury goods (Wiedmann *et al.,* 2007). Tynan, Mckechnie and Chhuon (2010) delineate luxury as the demand for a product or service that ascends in coherence with income or in a larger proportion to higher income. Other aspects such as personal orientation, and functional and financial aspects should, however, also be considered (Wiedmann *et al.,* 2007).

Growth in the current global luxury goods market is slower but steadier than five years ago. International luxury survey companies report that the global luxury market grew by 7% in

1

2013 and slowed down to 5% in 2014 (D'Arpizio, Levato, Zito, & de Montgolfier, 2014). Bain and Company's 2016 overview by D'Arpizio, Levato, & Zito (2016) on the luxury market, reports that 2015 marked the beginning of a new and slower growth era in the luxury market, but with steady growth in the personal luxury goods market for 2016-2017, including leather accessories, such as handbags, purses shoes and waist bands.

According to a report by Price Waterhouse Coopers (PwC) (2013), Sub-Saharan Africa is one of the most rapidly growing luxury consumer sectors in the world. This is due to a rapidly growing middle class, coupled with the high level of urbanisation and a modern younger population. In an article by Wise(2014), Fazel Surtees, of the Surtee Group, adds that from a brand perspective, South Africa has become a valuable region in which to invest over the past 20 years. The South African market appears untapped, with significant potential not yet explored by international role players.

In an article by Deloitte (2014), Rodger George notes that Africa (including South Africa) provides a longer-term growth opportunity for luxury brands, as behaviour of consumers in the luxury goods segment requires that retailers develop a sophisticated, yet African approach when attempting to satisfy the increased demand within this segment (Deloitte, 2014). This can only be done if manufacturers, retailers and marketers understand the African, and in this case, the South African luxury consumer market's buying behaviour and the value perceptions that drive their purchase intent. The luxury goods market cannot be treated as a single global market. Luxury goods consumers across ages, market segments and countries have different value perceptions that drive their purchase intent for luxury items.

Wiedmann, Hennigs and Siebels (2009) proposed that a consumer's luxury value perceptions as well as motives for purchasing luxury goods, are tied not only to social factors such as displaying status and a desire to impress others, but these perceptions also depend on the nature of the financial, functional and individual utilities derived from the purchase of luxury goods. In an article for Unity Marketing, Danziger (2014) noted that affluent consumers of

2

today, with high levels of disposable income are becoming increasingly selective, pragmatic, demanding and careful with regard to what luxuries they buy and how much they spend. Consumers choose specific products because of the products' attributes that will provide certain consequences and will fit his or her personal value perceptions. From a marketing perspective, it is important to give the consumer enough information regarding the attributes or features of the product that she can use as indicators that the product will meet personal value perceptions. This does not only include external product features such as price or brand name, but specifically regarding luxury products of which consumers have little knowledge and experience, or that are not regularly bought. Those attributes include information on intrinsic product features, such as the materials used. Globally, consumers are becoming not only more aware, but also more concerned about various social and environmental issues linked to the product supply chain (Shen, Wang, Lo & Shum, 2012). They do not only want to know how the product was manufactured, but also where the materials were sourced from as well as the circumstances under which the product was manufactured. Although all these issues may not ultimately affect the product's final quality, they are important product features that should also meet the consumer's personal luxury value perceptions.

1.3   PROBLEM STATEMENT

The South African exotic leather industry forms part of the South African luxury market. South Africa produces two types of exotic leathers, namely ostrich and crocodile leather. These leathers are considered scarce and exclusive, coupled with their high-quality characteristics and uniquely aesthetic appearance. They are considered highly sought-after raw materials for the manufacturing of luxury products (specifically accessories) for the international goods industry, as well as for the South African affordable luxury goods segment.

3

There is an increasingly worldwide awareness of the environmental, social, economic and animal welfare impact of product manufacturing practices. Exotic Leather South Africa (ELSA) is a non-profit organisation, responsible for developing best practice industry standards and benchmarks for improving the long-term sustainability of the industry. Consumers of luxury goods expect the retailer to be responsible for the integrity of the complete supply chain. This is a relatively new phenomenon. Whereas this can be done at a basic level, luxury goods retailers cannot certify and control individual producers at ground level. This creates new opportunities for Exotic Leather South Africa which aims to ensure that their industry participants have management plans which ensure sustainability of the industry and the traceability of products. Moe (1998) refers to traceability as the ability of tracking a product batch and the history of that product throughout the whole production chain or a partial section of the production chain. Exotic Leather South Africa's aim is to implement an efficient system of traceability that could assist retailers and consumers in identifying quality South African crocodile and ostrich leather accessories, and provide them with traceability information that could assist them in making a purchase that will fit their personal luxury value perceptions (ELSA, 2017).

Very little is known about South African luxury consumers and specifically the luxury value perceptions that drive their purchase intent for luxury products; in this instance, exotic crocodile leather accessories, such as handbags and purses. It is further not known what information they rely on and would want to have in order to be able to identify a quality exotic leather product – in this case a quality exotic crocodile leather handbag or purse.

The purpose of this study is therefore to determine South African female consumers' luxury value perceptions and needs for traceable information on exotic crocodile leather accessories that could play a role and have an influence on their purchase intent.

1.4   JUSTIFICATION

Very little is known about South African luxury consumers and their purchase intent for exotic leather products. This specifically pertains to accessories, important luxury value perceptions that drive their purchase intent for exotic leather accessories, as well as the product information that they deem important when buying these products. This study aims to provide South African exotic leather producers, manufacturers, retailers and marketers with market information that could assist them in manufacturing, branding and marketing products that would meet an important market segment's luxury value perceptions, as well as providing them information that could assist them in making an informed purchase decision. This could ultimately be beneficial to the whole South African exotic leather industry.

1.5   LITERATURE REVIEW

An in-depth and comprehensive literature review is covered in Chapter 2 and Chapter 3 and includes all relevant concepts of the study.

1.5.1 The global luxury market

In an article for Bain & Company by D'Arpizio *et al.* (2014), this global luxury market can be divided into nine segments of which the personal goods segment is the biggest. Exotic leather products, such as exotic leather accessories form part of this segment. D'Arpizio and Levato (2014) further divide this market into seven key luxury consumer segments, namely the Conservative, Opinionated, Disillusioned, Hedonist, Omnivore, Wannabe and Investor. Amed *et al.* (2017), noted in their combined report on the 2017 State of Fashion (for McKinsey & Company and Business of Fashion), that the luxury fashion segment (including accessories) grew by less than 1% in 2016, while the so-called affordable luxury segment

5

outperformed all other segments with the highest growth of more than 3%. The luxury market can, however, not be treated as one global market as luxury consumers across ages, segments and countries have varying value perceptions that drive their purchase intent (Amed *et al.,* 2017). Chapter 2 provides more information on the global luxury market.

1.5.2 The South African luxury goods market

Euromonitor International (2015) indicates that the growth of luxury goods in South Africa remains steady, despite a weakened rand. The distribution of luxury goods within South Africa is generally still limited to specific malls or areas where luxury goods consumers make purchases (Wise, 2014). Destination shopping has also become a recent trend in South African retail, resulting in the upgrade of properties and malls which in recent years have seen existing malls expand and upgrade their properties to establish trendy new spaces for big-league luxury brands (Wise, 2014). Sub-Saharan Africa has shown significant economic growth with a real gross domestic product averaging at 5.5% growth over the past decade (Hodgson, 2014).

According to an article by Wise (2014), analysts at the UK-based New World Wealth, state that Africa is home to approximately 165 000 dollar millionaires, 49 000 in South Africa and 15 700 in Nigeria. According to an Article in The Sunday Times by Govender (2017), South Africa had 40 400 high-net-worth individuals and 2 130 dollar multimillionaires in 2016. In an article by Deloitte (2014), Rodger George notes that Africa (including South Africa) provides a longer-term growth opportunity for luxury brands. Chapter 2 also provides further insight into the South African luxury market.

1.5.3 The South African exotic leather industry

The exotic leather industry in South Africa is primarily driven by the hides of two species: that of the Nile crocodile as well as ostrich hide. Trade in these hides forms part of the South

6

African luxury goods market. According to an article by Iwuoha (2015) for Smallstarter, internationally more than one million exotic crocodile hides are sold annually. These are legally supplied from approximately thirty countries around the globe (including South Africa). The Nile crocodile remains a popular choice due to the boneless nature of its stomach area. Asian countries demand high volumes of Nile crocodile hides, while more than 100 000 hides are also supplied annually to Europe by Africa (Iwuoha, 2015).

To sustain and establish acceptable industry standards and criteria regarding the industry in the long term in South Africa, Exotic Leather South Africa (ELSA) (a non-profit organisation) was established and supported by The Department of Trade and Industry (DTI). ELSA aims to identify opportunities that have presented themselves due to the growth of the international market, as well as to overcome challenges that the local exotic leather industry faces (ELSA, 2017).

The global demand for exotic leather is growing, but with less than satisfactory compliance to rules and regulations, the survival of the species for the purposes of exploiting them for the luxury leather goods trade, could be under threat. It is important that South Africa's exotic leather industry adopts universal standards to setting itself apart from competing countries. A detailed discussion of the South African exotic leather industry is further included in Chapter 2.

1.5.4 The luxury consumer

The current luxury market cannot be treated as one global market. Luxury goods consumers across ages, segments and countries have different value perceptions that drive their purchase intent for luxury items (Amed *et al.,* 2017). In an article for Bain & Company by D'Arpizio and Levato (2014), the global luxury consumer market can be divided in two macro-segments: the True Luxury and Premium-to-Luxury groups. True Luxury goods consumers consistently spend money on personal luxury products, while Premium-to-Luxury consumers

tend to go for the so-called affordable luxury products. D'Arpizio and Levato (2014) note that 40% of luxury goods purchased worldwide are for gifting, and that Chinese consumers are the most generous. According to Euromonitor International (2016), China has since 2012 been the country with the highest outbound expenditure in the world, overtaking the US and Germany. Chinese tourists spend the greatest portion of their budgets on shopping. In an article for Unity Marketing, Danziger (2014) noted that affluent consumers with high levels of disposable income are becoming increasingly selective, pragmatic, demanding and careful with regard to what luxuries they buy and how much they spend. Chapter 3 provides a concise overview of today's luxury consumer.

1.5.5 Luxury value perceptions

In an attempt to facilitate the understanding of luxury consumers and value perceptions that drive their purchase intent for luxury products and experiences, various researchers (Vigneron & Johnson, 2004; Wiedmann *et al.,* 2007) have developed models that can be used to study and segment the luxury consumer market. Wiedmann *et al.* (2009) proposed that a consumer's luxury value perceptions as well as motives for purchasing luxury goods are not only tied to social factors such as displaying status and a desire to impress others, but these perceptions also depend on the nature of the financial, functional and individual utilities derived from the purchase of luxury goods. Wiedmann *et al.* (2007, 2009) proposed a multidimensional value perception model, consisting of four values: financial, functional, individual and social. Antecedent constructs are then linked to each of these first-order latent variables, which indicate the different dimensions of each latent variable. This luxury value model is fully addressed in Chapter 3.

1.5.6 The concept of traceability

Locally and internationally, consumers are becoming not only more aware, but also more concerned about various social and environmental issues linked to the product supply chain (Shen *et al.,* 2012). They do not only want to know how the product was manufactured, but also where the materials were sourced as well as the circumstances under which the product was manufactured. As in the case of many other theoretical concepts, many different definitions for traceability can be suggested, all with similarities and slight differences (this concept is extensively defined in Chapter 3). Smith *et al.* (2005) state that traceability should serve as a tool to affirm ownership of an animal, to determine the lineage of the animal; to ensure compliance with farming rules and regulations. Regattieri, Gamberi and Manzini (2007) in turn, state that the concept of traceability can be applied to all kinds of supply chains, and therefore a common theoretic thread regarding traceability and its characteristics can be recognised amongst most industries. Regattieri, Gamberi and Manzini (2007) provide four pillars as guidelines for the implementation of a traceability system and comprise: product identification, data to trace, product routing and traceability tools, as can be seen in Figure 3.4.

Should information regarding the supply chain be accurate, timely, complete and consistent, information about the products through the supply chain can significantly reduce operating costs and increase the productivity of a business. Another benefit of traceability is that the safety of a product is increased by means of a traceability system by knowing exactly where a product is from, knowing the exact origin of its components, and knowing all history that could be known regarding the manufacturing and processing of a product. With an efficient tracing system is it possible to have a prospective product recall (for safety and quality), and effective research into what caused the problems (Regattieri *et al.,* 2007). A detailed explanation of the concept of traceability with special attention to the South African crocodile leather supply chain is included in Chapter 3.

1.6   THEORETICAL PERSPECTIVE

A social cognitive perspective has been chosen as theoretical point of departure for this study. Social cognition serves as an 'umbrella', to incorporate various thought processes that are relevant to human interactions (Bagozzi, Gurhan-Canli & Priester, 2007:37). According to Baron, Branscombe and Byrne (2008:76), social cognition is the study of the manner in which individuals interpret, analyse, remember and use information about the social world. Cognition is further defined by Honderich (1995:138) in Bagozzi *et al.* (2007:37) as "the domain of representational states and processes … involved in thinking … using a language, guiding and controlling behaviour". With regard to consumer behaviour, the assumption is that consumers are active thinkers and participants in the selection of products and services (Bagozzi *et al.,* 2007:1).

Fiore and Kimle (2010:45) state that products (in this case crocodile leather accessories) should therefore communicate a message of reality to consumers (for example belonging to a certain social group), while also providing enjoyment in the mind of the consumer. Individuals develop cognitive structures in order to make sense of their surroundings (Van Overwalle, 2009). An individual's mind uses cognitive strategies that reduce information-overload and makes sense of human social life. These cognitive strategies can also be referred to as mental shortcuts and should provide an efficient way of processing social information that should be relatively accurate. In addition to cognitive filters, individuals often make use of schemata (organized collections of beliefs and feelings about something) to change or distort incoming information to better shape and comprehend the social world (Baron, Branscombe & Byrne, 2008:78).

Chapter 4 gives an overview of the assumptions of a social cognitive perspective, followed by a discussion on consumer decision-making and the concept of purchase intent, which according to Spears and Singh (2004), can be defined as an individual's conscious plan to make an effort to purchase a brand or product. In addition to this, Hawkins and

10

Mothersbaugh (2010:265) define purchase intent as antecedents that trigger and direct consumers to acquire certain products or services. Eagly and Chaiken (1993:168) refer to intention as "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour". Purchase intent is therefore personal action tendencies that relate to a brand or product.

1.7 THE CONCEPTUAL FRAMEWORK

A representation of the conceptual framework is illustrated in Figure 1.1. This conceptual framework schematically represents the relevant constructs as identified in literature and serves as a tool to guide the study. The conceptual framework illustrates the luxury value perceptions and the consumers need for traceable information on exotic crocodile leather accessories. This framework further attempts to illustrate that decision-making could be influenced by luxury value perceptions, traceable intrinsic and extrinsic-related product attributes, as well as purchase intent. It further reasons that luxury value perceptions may influence traceable intrinsic and extrinsic-related product attributes, and also correlates with a consumer's intention to purchase. This conceptual framework serves as visual guide to illustrate the objectives and sub objectives of the study. A comprehensive discussion of the conceptual framework may be found in Chapter 5.
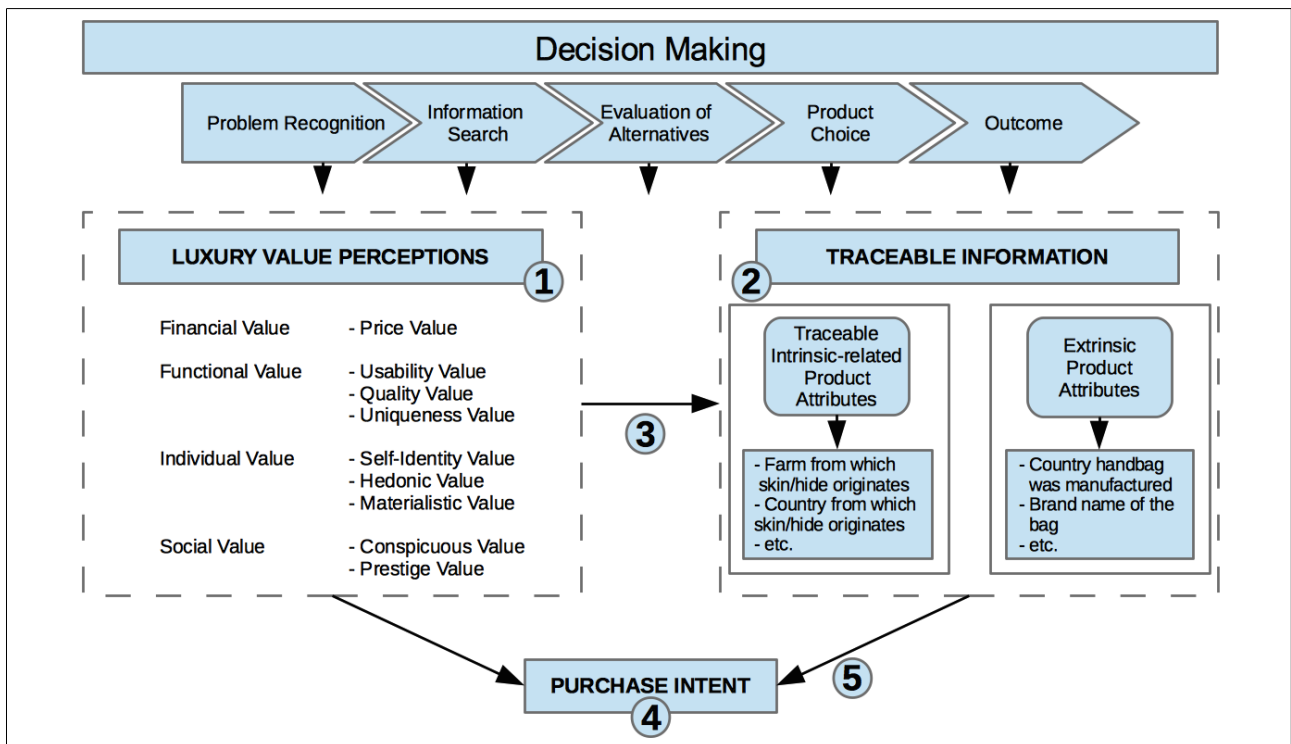
Figure 1.1   : The conceptual framework

Source   : Researcher's own construct

1.8   RESEARCH AIM AND OBJECTIVES

The aim of this study was to explore South African female consumers' luxury value perceptions and their needs for traceability information on exotic crocodile leather accessories. Luxury value perceptions include dimensions such as financial value, functional value, individual value, and social value (Wiedmann *et al.,* 2007). The traceability information further relates to the consumers' need for intrinsic- and extrinsic-related product attributes.

Objective 1:   To determine the luxury value perceptions that play a role in the South African female exotic leather consumers' purchase decision.

Subobjective 1.1:	To determine the relevance of functional value perceptions that play a role in the South African female exotic leather consumers' purchase decision.
Subobjective 1.2:	To determine the relevance of individual value perceptions that play a role in the South African female exotic leather consumers' purchase decision.
Subobjective 1.3:	To determine the relevance of social value perceptions that play a role in the South African female exotic leather consumers' purchase decision.
Subobjective 1.4:	To determine the relevance of financial value perceptions that play a role in the South African female exotic leather consumers' purchase decision.
Objective 2:	To establish the level of importance of traceable quality indicators that play a role in the South African female exotic leather consumers' purchasing decision.
Subobjective 2.1:	To establish the level of importance of intrinsic-related quality indicators that play a role in the South African female exotic leather consumers' purchasing decision.
Subobjective 2.2:	To establish the level of importance of extrinsic-related indicators that play a role in the South African female exotic leather consumers' purchasing decision.
Objective 3:	To determine the relationships between the importance that the South African female exotic leather consumer attaches to

13

traceable quality indicators and her luxury value perceptions.

Objective 4:   To determine female South African consumers' intent to purchase exotic leather accessories.

Objective 5:   To determine the relationships between the importance the South African female exotic leather consumer attaches to traceable quality indicators and her purchase intent.

1.9   RESEARCH METHODOLOGY

1.9.1 Research design

A cross-sectional approach was applied to this study. Salkind (2012:253), refers to such a study as investigating several groups of people at one point in time. With that said, the study included females of eighteen years of age and older, of all cultural backgrounds and with varying levels of disposable income above a limited amount. A quantitative research design was further implemented for this study. The research design was exploratory, descriptive and correlational in nature. This was done by means of an electronically dispersed questionnaire which included questions that were mostly closed-ended in nature. The study at hand formed part of a larger study, and four sections within the larger study applied to this specific investigation. The four sections that applied were: demographic and background information, consumer luxury value perceptions, intrinsic and extrinsic-related traceable product information, and purchase intent. Data from these sections was evaluated by means of calculations done with the assistance of a qualified statistician.

1.9.2 Unit of analysis

The units of analysis for this study were females 18 years of age and older, from all over

14

South Africa, earning a household income before deductions of R25 000 or more per month. Ethnicity was not restricted to a specific population group.

1.9.3 Sampling method

A convenience sampling method was used for this study. Sampling was simply done by selecting cases at hand and continuing with this process until the sample was the correct size (Strydom & Venter, 2000:207). A limitation of convenience sampling could be that it stands a good chance of being biased, given certain groups are better represented within certain areas of a city than others. This group then stands the chance of being overrepresented in the sampling frame (Grinnell & Unrau, 2008; Strydom, 2011:232).

The Consulta survey panel managed to collect 337 feasible questionnaires during April 2016. The survey company has access to a database of willing participants from all over South Africa who meet the basic criteria for the study. Special precautions were taken to ensure the accuracy of the selection of individuals who formed part of the sample. The data collection method proved beneficial, and data was easily and quickly accessible.

1.9.4 Measuring instrument

A structured electronic questionnaire was used for data collection. The questionnaire consisted of closed-ended multiple choice questions. In order to measure luxury value perceptions, Wiedmann *et al's.* (2007) luxury value perception scale was implemented by means of a four-point Likert-type scale. To measure the importance of intrinsic and extrinsic-related traceable product information, a five-point self-developed Likert-type scale was used. An adapted scale by Spears and Singh (2004) was used to measure purchase intent.

15

1.10   DATA ANALYSIS

Before data collection commenced, the questionnaire was pilot-tested to eliminate any mistakes such as grammatical errors or ambiguity within the questions. After correcting minor errors, data collection took place. With the raw data retrieved, the quantitative data collection stage was concluded. Data processing was then done electronically and numerically by means of a Microsoft Excell spreadsheet. The raw data was coded by entering it into the Microsoft Excell spreadsheet and further processed with the assistance of a qualified statistician. Data was then checked and preliminary findings could be examined. With further assistance by the statistician, data was further refined by making use of descriptive as well as inferential statistics.

1.11   PRESENTATION AND STRUCTURE OF THE RESEARCH

Chapters 2 and 3 : *Literature review*

These chapters provides background information on the luxury market – globally and in South Africa. The background information is then followed by an extensive literature review and evaluates existing knowledge and enables a proper understanding of all relevant concepts relating to the study.

Chapter 4: *Theoretical perspective*

The applicable theoretical perspective, referred to as the social cognitive perspective, is included in Chapter 4. It reflects on the research using critical thinking and assists in determining how the thought pattern of an individual leads to personal perceptions and behaviour. This chapter also includes steps followed by consumers when making decisions regarding the purchase of goods, and outlines the purchase intent of consumers.

Chapter 5: *Research design and methodology*

In this chapter, the methodology applied to the study is discussed. The conceptual framework is covered, followed by the objectives of the study. This chapter provides the framework for the research design and approach; how data is gathered and how it will be analysed. Ethical aspects such as confidentiality and trustworthiness are also introduced in this chapter.

Chapter 6: *Results and discussions*

This chapter presents an explanation of the data analysis based on the objectives of the study, with each objective discussed separately.

Chapter 7: *Conclusions, contributions, evaluation, limitations and recommendations of the study.*

This chapter concludes with the findings in accordance with the objectives of the study. It assists in establishing the actual contribution of the research. The evaluation of the study, limitations and recommendations are also reviewed in this chapter.

17

CHAPTER 2

LITERATURE REVIEW: THE LUXURY MARKET

2.1 INTRODUCTION

The first focus of this literature review is aimed at obtaining background knowledge on the international luxury market by defining all relevant concepts, as well as obtaining a better understanding of various luxury consumers. The second section of the review is concerned with the relatively untapped South African luxury market and the potential it holds. Finally, the third section of the review provides insight into background information on the South African exotic leather industry, as well as relevant industry role players.

2.2 THE GLOBAL LUXURY MARKET

Luxury lifestyle for some has been around for a long time and promises to continue for many years to come. In order to better grasp the concept of luxury, it is of important to have a proper understanding of why consumers buy luxury goods, what they believe luxury is, and how their perception of luxury value influences buying behaviour (Wiedmann *et al.,* 2012). To achieve this, the term luxury must be defined properly. The word is used quite loosely in everyday language, but various definitions exist and can all be considered in order to gain a better understanding of the term.

Luxury products should by definition not be affordable to everyone and everyone ought not to own them, as they could and would then no longer be viewed as a luxury (Wiedmann *et al.,* 2007). Kapferer (2015) defines luxury as beauty, and states that it is art that has been applied to something functional. Kapferer(2015) further states that luxury goods provide

pleasure and flatter all senses simultaneously. Tynan *et al.* (2010) further state that the concept of luxury should be judged by consumers, as that is where 'ordinary' ends, and actual 'luxury' starts. Luxuries are all things unneeded, and should be interpreted in accordance with the standards of society or a specific group of individuals (Tynan *et al.,* 2010). Tynan *et al.* (2010) therefore delineate luxury as the demand for a product or service that ascends in coherence with income or in a larger proportion to high income. Other aspects such as personal orientation, functional and financial aspects should, however, also be considered (Wiedmann *et al.,* 2007).

The growth of the global luxury market today is slower but steadier than five years ago. International luxury survey companies report that the global luxury market grew by 7% in 2013 and then slowed down to 5% in 2014 (D'Arpizio *et al.,* 2014). The reason for this slow but steady growth, according to D'Arpizio *et al.* (2014), was that the global economy is still recovering from the financial crisis in 2008. The United States and Japan were the largest markets for luxury goods and although Japan's consumers mostly purchase luxury products locally, these markets still helped the luxury goods industry to grow and recover since the financial downfall (Deloitte, 2016). The United States remained the largest luxury market. The country accounted for approximately 25% of the global sales of luxury goods and recovered and grew the fastest during the post-recession period (Deloitte, 2016). Japan, being in the past one of the best performing markets globally, went into recession in 2014 following a big tax increase that resulted in declining consumer spending and business investment. However, by early 2015, the Japanese economy was out of recession and growth was starting to accelerate again (D'Arpizio *et al.,* 2014; Deloitte, 2016). Europe is recovering from the recession of 2012. Despite the economic downfall and sociopolitical pressure, Europe showed a positive increase of 2% in luxury goods sales in 2014, largely relying on international tourists (D'Arpizio *et al.,* 2014; Deloitte, 2016). Italy, France, Germany, the United Kingdom and Spain were all part of the top ten luxury markets in the world. Italy and Germany followed the second largest luxury market, Japan (Deloitte, 2016). China was

19

fifth in line in the luxury market because of slow and negative growth of minus 1% at constant exchange rates in 2014 (D'Arpizio *et al.,* 2014; Deloitte, 2016). The main reason for this negative trend was because the manufacturing segment had been influenced by the decrease in international growth and demand (Deloitte, 2016; Luxury Daily, 2016).

In an article for Bain & Company by D'Arpizio *et al.* (2014), the global luxury market can be divided into nine segments of which the personal goods segment (including accessories such as shoes and handbags) is the biggest (Figure 2.1). Exotic leather products, such as exotic leather accessories form part of this segment.
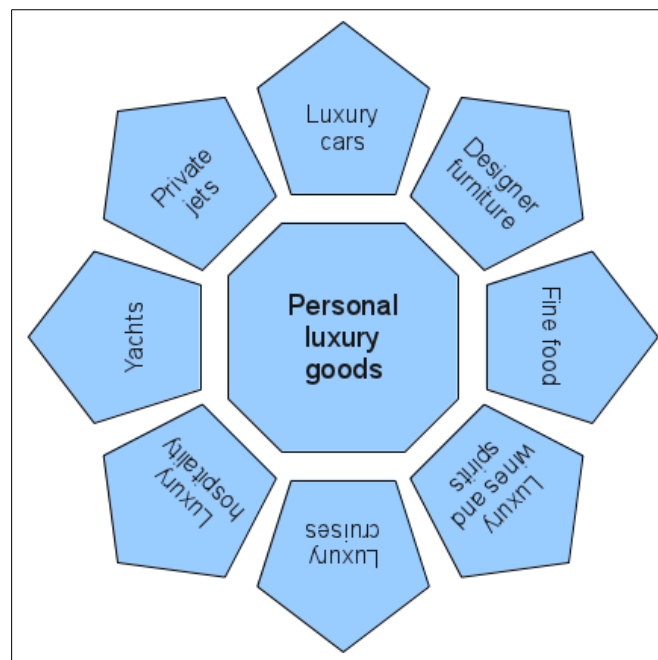
Figure 2.1   : Nine luxury market segments

Source   : D'Arpizio *et al.* 2014

D'Arpizio and Levato (2014) further divide this market into seven key luxury consumer segments, namely the Conservative, Opinionated, Disillusioned, Hedonist, Omnivore, Wannabe and Investor segments. Conservatives are from mature mainstream European and American markets, followed by China. They are typically individuals in their fifties with a

20

h i g h penetration of Generation X. They prefer multibrand stores and one-to-one relationships with assistance. Gifting is important and they are highly price sensitive. Partners' and friends' approval is important to them, and they therefore feel more at ease in buying big-name brands.

Opinionated consumers are educated, mainly the Chinese followed by Western European Union and United States consumers. They are around 40 years old with a good penetration of Generation Y. They shop frequently during a season and prefer to buy luxury items in their home town/country. They are connoisseurs of luxury goods and have the highest brand awareness. They are brand-loyal, but expect superior in-store service and are strongly influenced by social networks.

Disillusioned luxury goods consumers are detached luxury "survivors". They are baby-boomers who live in mature markets, shop rarely and preferably in their home town. They prefer big historically established and iconic brands. They are not interested in following trends and prefer products that last. Hedonists love luxury items and to show them off. They need the approval of others, are not brand-loyal, but purchase a range from big names to emerging fashion icons. They are strongly influenced by advertising.

The Omnivore luxury consumer is a curious and compulsive shopper. They are mainly Chinese consumers of between 30 and 40 years. This is the youngest segment. Gifting plays an important role and they often shop abroad during vacations. They like to spend money on personal goods, have a low sensitivity for advertising, but are strongly influenced by social networks.

Wannabes are value hunters. They are mostly females from the US and European middle-class. They are impulsive shoppers and prefer the more affordable big brands. They are not brand-loyal and rely on friends for new fashion information.

Investors are the rational actors of the luxury market. They come from mature markets and

21

plan every purchase. Hard luxury is important and they go for quality and durability. The product is more important than the brand, and they are more loyal to big accessible brands.

Amed *et al.* (2017) noted in their combined report on the 2017 State of Fashion (for McKinsey & Company and Business of Fashion), that the luxury fashion segment (including accessories) grew by less than 1% in 2016, while the so-called affordable luxury segment outperformed all other segments with the highest growth of more than 3%. The luxury market can however not be treated as one global market as luxury consumers across ages, segments and countries have varying value perceptions that drive their purchase intent (Amed *et al.,* 2017). The only way to successfully tap into the luxury market is by understanding the buyers, their purchasing and consumption behaviour, as well as the value perceptions that drive their purchase intent.

2.3   THE SOUTH AFRICAN LUXURY MARKET

Euromonitor International (2015) indicates that growth of luxury goods sales in South Africa remains steady despite a weakened rand. Constant growth was also brought on by tourists who visited South Africa, as they take advantage of the weak rand, coupled with their country of origins' strong exchange rate in relation to the Rand (Euromonitor International, 2015).

The distribution of luxury goods within South Africa is generally limited to specific malls or areas where luxury goods consumers make purchases (Wise, 2014). To add to this, luxury outlets in South Africa are mostly limited to specific brands or stores selling a specific brand, with the exception of certain luxury beauty and personal care products such as perfume, sold by various retailers (Euromonitor International, 2015). In South Africa, the Surtee Group plays host to many luxury fashion brands including Burberry, Giorgio Armani, Hugo Boss, Paul Smith, Lacoste and Versace, among others (Wise, 2014). Examples of South African

22

luxury outlets are the V&A Waterfront in Cape Town as well as Sandton City in Johannesburg (Euromonitor International, 2015). The V&A Waterfront aims to boost its image of luxury with the "Platinum Mile", and Sandton City aims to achieve the same with its "Diamond Walk", playing host to major luxury brands such as Cartier (Wise, 2014). Cavendish Square and Hyde Park Corner in Johanesburg have also been known to cater to the luxury goods consumer in South Africa. Destination-shopping has become a recent trend in South African retail, resulting in the upgrade of properties and malls which in recent years have seen existing malls expand and upgrade their properties to establish trendy new spaces for big-league luxury brands (Wise, 2014).

According to the Price Waterhouse Coopers' (PwC) (2013) report, Sub-Saharan Africa is one of the most rapidly growing luxury consumer areas in the world. This is due to a rapidly growing middle-class coupled with the high level of urbanisation and youthful population. In an article by Wise (2014), Surtees adds that from the brand perspective, South Africa has become a valuable region to invest in over the past 20 years. The South African market appears untapped, with significant potential not yet occupied by international role players.

Sub-Saharan Africa has shown great economic growth with the real gross domestic product averaging at 5.5% growth over the past decade. The impressive rate of growth shown by Sub-Saharan Africa greatly contradicts that of the early 1990s, and has caught the attention of international businesses. To add to this, Africa is an appealing option to brands following the 2008 to 2009 recession, given the market is still somewhat unfathomed and favourable opportunities become available to companies which struggle in developed marketplaces (Hodgson, 2014). According to African Business Magazine(2013) the World Wealth report by Capgemini reported that the number of high net-worth individuals in Africa grew by 9.9% in 2012, 0.7% higher than that of the world average. African growth was second only to North America (African Business Magazine, 2013).

Wise (2014) reports that according to analysts at the UK-based New World Wealth, Africa is

23

home to approximately 165 000 dollar millionaires, including 49 000 from South Africa and 15 700 from Nigeria. More specifically, 23 400 dollar millionaires can be found in Johannesburg and 9 000 in Cape Town. The latest statistics are however outlined in an Article in The Sunday Times by Govender (2017) and points out that South Africa had 40 400 high-net-worth individuals and 2 130 dollar multimillionaires in 2016. To add to the South African development, the rate of female employment in South Africa resulted in an increased number of women who contribute to the economy. The increase in female employment and financial success now increases the number of women who can afford luxury goods. Significant sales of luxury watches and accessories are linked with higher employment among females (Euromonitor International, 2015).

In an Article by Deloitte (2014), Rodger George notes that Africa (including South Africa) provides a longer-term growth opportunity for luxury brands, as the behaviour of consumers in the luxury segment requires these retailers to develop a sophisticated, yet African approach when attempting to satisfy the increased demand within this segment (Deloitte, 2014). This can only be done if manufacturers, retailers and marketers understand the African, and in this case, the South African luxury consumer market's buyingbehaviour and the value perceptions that drive their purchase intent.

2.4   THE SOUTH AFRICAN EXOTIC LEATHER INDUSTRY

The exotic leather industry in South Africa is primarily driven by the hides of two species: that of the Nile crocodile and ostrich hide. The South African exotic leather industry forms part of the South African luxury market. This study is primarily focussed on the South African exotic crocodile leather industry.

According to an article by Iwuoha (2015) for Smallstarter, internationally more than one million exotic crocodile hides are sold annually. These are legally supplied from

24

approximately thirty countries around the globe (including South Africa). Two-hundred-and-fifty thousand of these hides are annually supplied by Africa. In Africa, these hides are used for the manufacturing of various exotic crocodile leather accessories for the international luxury market and are largely supplied by Zimbabwean, Zambian and South African crocodile farmers. The Nile crocodile remains a popular choice due to the boneless nature of its stomach area. Asian countries demand high volumes of Nile crocodile hides, while more than 100 000 hides are annually supplied to Europe by Africa. With regard to the African continent, South Africa acts as the primary supplier of Nile crocodile hides to international markets. South Africa is host to approximately eighty registered crocodile farms, with a turnover of $12-16 million. These farms supply more than 80 000 hides annually to international markets (Iwuoha, 2015).

To sustain this continuously growing industry in South Africa, Exotic Leather South Africa (ELSA) (a non-profit organisation) was established. The Department of Trade and Industry (DTI) supported this initiative by appropriating R51 million to the initiative over the first three years since its conception to form part of the Government's Competitive Improvement Program. The reasoning behind the establishment of this cluster was to establish acceptable industry standards and criteria to sustain this industry in the long term. This cluster aspired to put sufficient information technology systems in place within this industry, to support role players in the establishment of measures of quality control and to meet the requirements of the international luxury goods industry. Furthermore, the establishment of standards that ensure the best use of resources as well as the establishment of a proper system of accreditation would see to it that national requirements are met, international best practices are firmly put in place, and requirements of retailers and consumers are met. In addition to the commercial benefits, higher growth and quality of hides could be attained only by conducting scientific research. ELSA aims to identify opportunities that have presented themselves due to the growth of the international market and to overcome challenges the local exotic leather industry faces. ELSA further aims to sustain growth within the

25

international luxury market by distinguishing itself from international competitors. To sustain global competitiveness, various interventions with regard to the development of skills and technology, sharing of resources as well as the process of incubation, will be implemented (ELSA, 2017).

Globally, consumers have become increasingly aware of the manner in which natural resources are utilised. Environmental, social and economic factors as well as the welfare of animals, have become significant considerations to consumers with increased international awareness in recent years. ELSA includes the importance of ethical, sustainable and traceable sourcing policies and procedures and aims to set itself apart from other producing countries in order to maintain this growing industry (ELSA, 2017). For this study it is important to consider the possibility that the circumstances under which an exotic crocodile leather has been farmed, culled and luxury accessories manufactured, play a significant role in the minds of consumers and their decisions whether or not to purchase. It is therefore important that South African manufacturers of exotic crocodile leather accessories adhere to the benchmarks developed by ELSA, to attain standardised quality and ethical practices across the board.

According to the Responsible Ecosystems Sourcing Platform (RESP) (2014), the South African exotic leather industry could be an important role player within the economy, but has barriers to development such as improper benchmarking and efficiency. Sub-standard traceability is still a barrier to the growth and development of this industry. The global demand for exotic leather is growing, but with less than satisfactory compliance to rules and regulations, the survival of the species for utilising it for this trade could be threatened. It is therefore of important that South Africa's exotic leather industry adopts universal standards to set itself apart from competing countries.

26

2.5   SUMMARY

The global luxury market is an ever expanding one, and is most likely here to remain. The desire for luxury lifestyles has been around for a long time and promises to continue for many years to come. To better grasp the concept of luxury, it is important to have a proper understanding of why consumers buy luxury items, what they believe luxury is, and how their perception of luxury value influences buying behaviour.

In an article for Bain & Company by D'Arpizio *et al.* (2014) this global luxury market can be divided into nine segments of which the personal goods segment is the biggest (Figure 2.1). Exotic leather products, such as exotic leather accessories form part of this segment. Amed *et al.* (2017) noted in their combined report on the 2017 State of Fashion (for McKinsey & Company and Business of Fashion), that the luxury fashion segment (including accessories) grew by less than 1% in 2016, while the so-called affordable luxury segment outperformed all other segments with the highest growth of more than 3%. The luxury market can, however, not be treated as one global market as luxury consumers across ages, segments and countries have varying value perceptions that drive their purchase intent (Amed *et al.,* 2017). Consumers of luxury products across age groups, segments and countries have different value perceptions that drive their purchase intent for luxury items. The only way to successfully tap into the luxury market is by understanding the buyers – their purchasing and consumption behaviour as well as the value perceptions that drive their purchase intent.

According to the Price Waterhouse Cooper (PwC) (2013) report, Sub-Saharan Africa (including South Africa) is one of the most rapidly growing luxury consumer areas in the world. This is due to a rapidly growing middle class coupled with the high level of urbanisation and youthful population. This will require luxury goods retailers to develop a sophisticated but uniquely African approach to reach and satisfy the growing demand for luxury goods in this segment.

27

The exotic leather industry in South Africa is primarily driven by the hides of two species, namely that of the Nile crocodile as well as ostrich hide. The South African exotic leather industry forms part of the South African luxury market. This study is primarily focussed on the South African exotic crocodile leather industry. Globally, consumers have become increasingly aware of the manner natural resources are utilised. Environmental, social and economic factors as well as the welfare of animals have become significant considerations to consumers with increased international awareness in recent years. It is important that South Africa's exotic leather industry adopts universal standards in order to adhere to luxury consumers' environmental, social and economic demands.

CHAPTER 3

LITERATURE REVIEW: THE LUXURY CONSUMER

3.1 INTRODUCTION

This chapter starts with a short overview on the nature of today's luxury consumer, followed by a discussion on luxury value perceptions that could drive consumers' purchasing behaviour. In the third part, the concept of traceability is delineated.

3.2 LUXURY CONSUMER

The Boston Consulting Group (2015) clusters the global luxury consumer market into eight segments of which three segments account for almost 50% of the market. These are the Absolute Luxurer, the Mega Citier and the Experiencer. For these segments, quality and exclusivity are not negotiable, while off-price and low-entry price are seen as disaffection triggers (Figure 3.1).
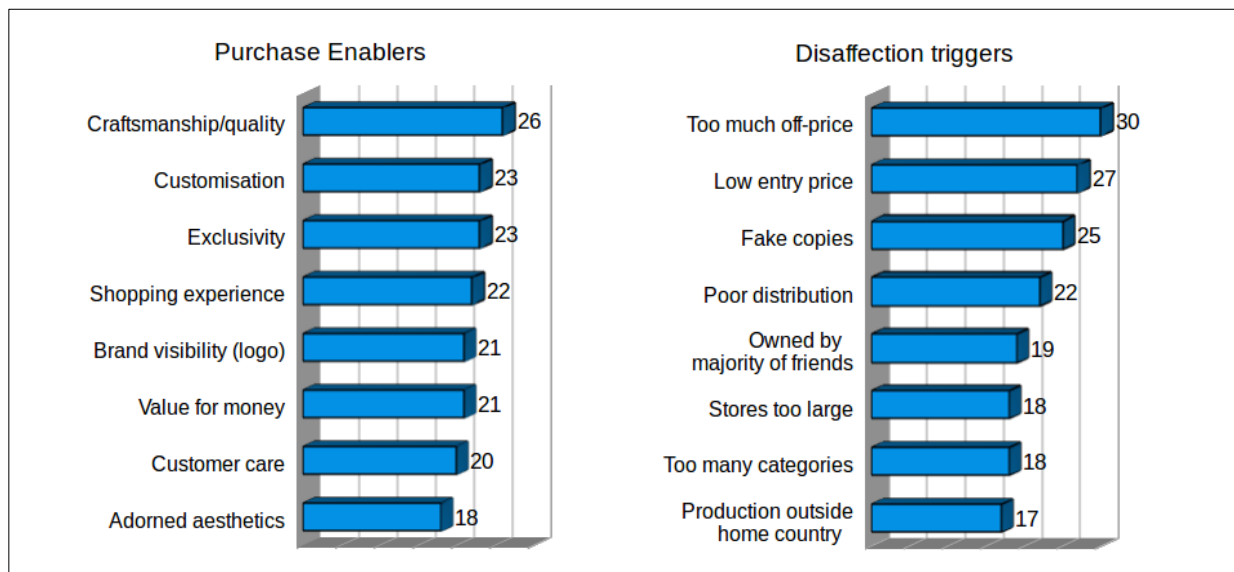
Figure 3.1   : Purchase enablers and disaffection triggers

Source   : Boston Consulting Group (2015)

In an article by D'Arpizio and Levato (2014) for Bain & Company, the global luxury consumer market is divided in two macro-segments: the True Luxury and Premium-to-Luxury group. True Luxury consumers consistently spend on personal luxury products, while Premium-to-Luxury consumers tend to go for the so-called affordable luxury products (which is also the luxury category that is now growing the fastest (Figure 3.2).

30
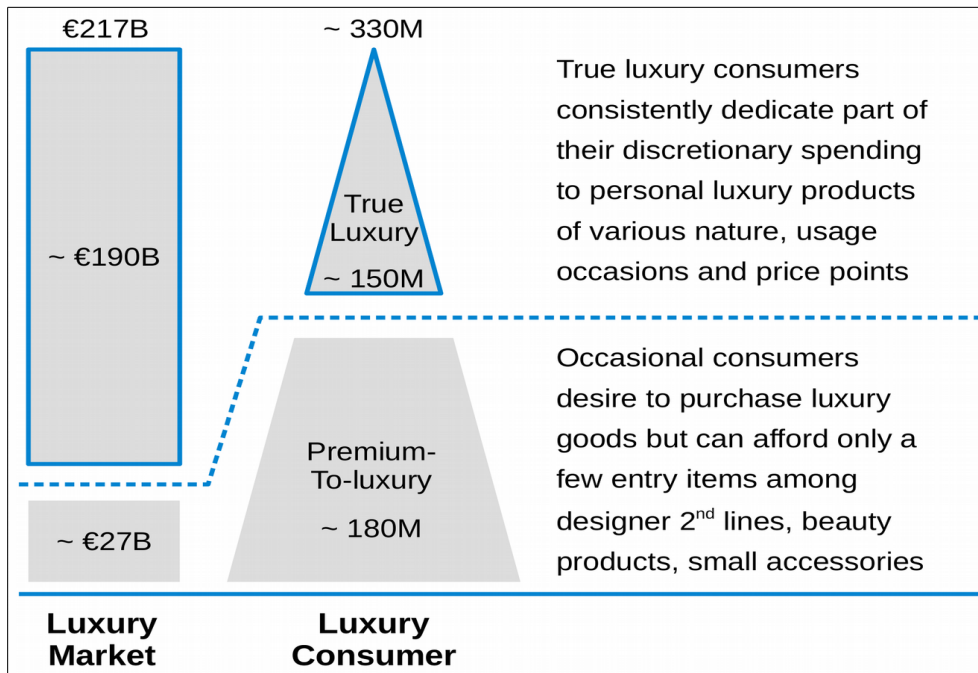
Figure 3.2   : Two macro-segments of consumers

Source   : D'Arpizio and Levato (2014)

D'Arpizio and Levato (2014) note that 40% of luxury purchases worldwide are for gifting, and that the Chinese consumers are the most generous. Generation X consumers (34-48 years) are at the top of their careers and the top spenders. Baby Boomers (49-67 years) are the top generation in nearly all the segments and they behave totally different from the younger generation-Y group. While Baby Boomers go for exclusivity, quality and personal taste, generation-Y consumers go for status, brand and people's approval. It is clear the luxury market cannot be treated as one global market and consumers of luxury goods across ages, segments and countries have different value perceptions that drive their purchase intent for luxury. China's luxury consumers, are for example, looking for something beyond the shopping experience. According to the Fung Business Intelligence Centre (2015), Chinese consumers' attitudes towards the consumption of luxury goods are changing. Affordable luxury lifestyles are therefore on the rise. Chinese consumers have strong preferences for

shopping for luxury goods when traveling. According to Euromonitor (2016), China has since 2012 been the country with the highest outbound expenditure in the world, overtaking the US and Germany. Chinese tourists spend the major part of their travelling budget on shopping.

In an article for Unity Marketing by Danziger (2014), it is noted that affluent consumers with high levels of disposable income are becoming increasingly selective, pragmatic, demanding and careful with regard to what luxuries they buy and how much they spend. These consumers are diverting to less premium brands. Wealthy individuals are starting to buy items that give them 'bragging rights' to how smart a shopper he or she is, as opposed to conspicuous consumption and status symbols that proclaim their wealth. The only way to successfully tap into the luxury market is therefore by understanding the buyers – their purchasing and consumption behaviour, as well as the value perceptions that drive their purchase intent.

3.3   LUXURY VALUE PERCEPTIONS

In an attempt to aid the understanding of consumers of luxury goods, and specifically the value perceptions that drive their purchase intent for luxury products and experiences, various researchers (Vigneron & Johnson, 2004; Wiedmann *et al.,* 2007) have developed models that could be used to study and segment the luxury consumer market.

Wiedmann *et al.* (2007, 2009) proposed that a consumer's luxury value perceptions as well as motives for purchasing luxury goods are tied not only to social factors, such as displaying status and a desire to impress others, but these perceptions also depend on the nature of the financial, functional and individual utilities derived from the purchase of luxury goods. Wiedmann *et al.* (2007, 2009) proposed a multidimensional value perception model, consisting of four values: Financial, Functional, Individual and Social

32

(Figure 3.3). Antecedent constructs are then linked to each of these first-order latent variables, which indicate the different dimensions of each latent variable.
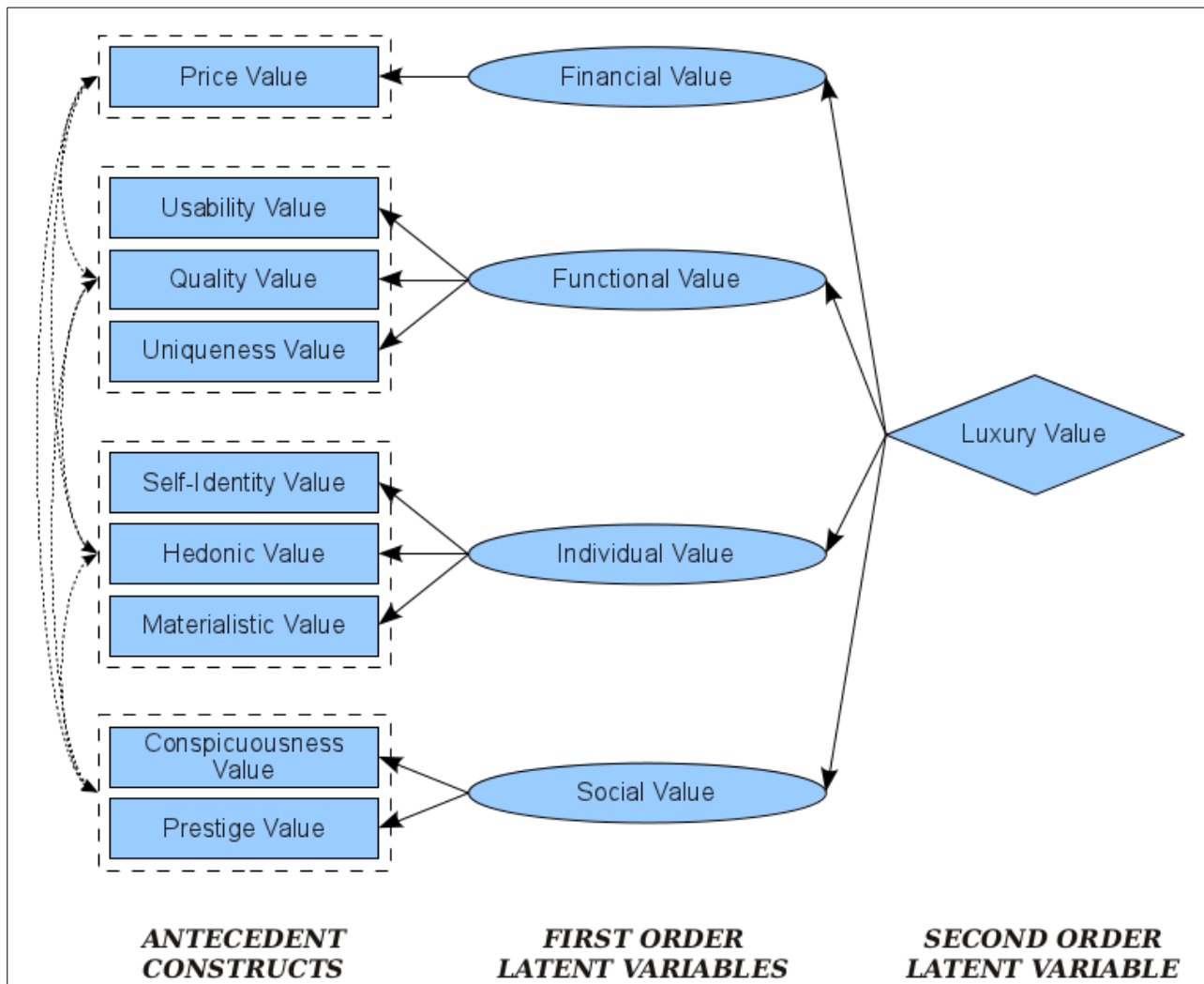
Figure 3.3   : Luxury value perceptions

Source   : Wiedmann *et al.* (2007)

3.3.1   Financial Value

Financial value deals with all monetary considerations to be made by the consumer and include price, resale, discount and investment (Wiedmann *et al.,* 2007, 2009, 2012; Hennigs, Wiedmann & Klarmann*,* 2012).

3.3.1.1 Price Value

It has been noted that the price of a luxury item bares a close relationship to the perception of quality by the prospective consumer (Wiedmann *et al.,* 2012). This can also be referred to as prestige pricing, which illustrates a perception of high quality or status and may make certain products or services more desirable to the consumer.

Some goods are deemed to be luxurious due to the sentimental value associated with them. An example of this is the purchase of art – the price of which is influenced by what is termed as investment value. It is necessary to distinguish between objective price and perceived price. Objective price is the actual price of an item and the perceived price is the price determined largely by the consumer's perception (Wiedmann *et al.,* 2007, 2009).

The consumer of exotic crocodile leather accessories would likely be willing to pay a premium price for these products if an exotic crocodile leather accessory suggests quality, due to its high price.

3.3.2 Functional Value

The functional dimension of luxury value, refers to qualities such as uniqueness, usability and quality (Hennigs *et al.,* 2012; Wiedmann *et al.,* 2007, 2009, 2012).

3.3.2.1 Usability Value

A product is designed to achieve a certain goal or fill a need as the core benefit. Usability is based on the needs of the consumer and the properties of the product, in this case, exotic crocodile leather accessories. It is necessary to distinguish between the subjective and objective evaluation of usability, based on the judgement of the consumer (Wiedmann *et al.,* 2007, 2009).

With regard to exotic crocodile leather accessories, value relating to usability could play an

important role as the main purpose of this accessory (a purse for example), is the item's usefulness and practical usage value.

3.3.2.2 Quality Value

Due to the high price tickets of luxury goods, it goes without saying that superior quality should go hand in hand with these products. Consumers may by default associate a high price with superior quality and therefore put their trust in a well known luxury brand. A luxury brand could provide consumers with a sort of confidence that serves as reassurance that they are buying the "correct" product, by making a purchase from what customers perceive as being the "right brand" (Wiedmann *et al.,* 2007, 2009).

Consumers of exotic crocodile leather accessories might automatically choose a well-known and trusted brand, assuring them of quality as well as a status symbol. A challenge that up-and-coming retailers might face is that their brands are not as well-known and therefore do not yet have a perception and/or reputation for quality in the minds of consumers. This is despite the unknown brand being of outstanding or even higher quality at a competitive price. Traceable information that could assure the consumer of impeccable quality, should therefore be available.

3.3.2.3 Uniqueness Value

In many cases luxury is based on rarity and therefore everyone can't have, or obtain a specific luxury product. This assumption can in many cases increase a consumer's desire to own the product. Should the product or brand also be perceived as exclusive and expensive, the product becomes more valuable (Wiedmann *et al.,* 2007, 2009).

Crocodile leather is unique in its natural patterning, which immediately adds exclusivity to every item. Furthermore, the fact that a unique and scarce product is perceived as being more valuable to consumers, could count in favour of smaller, less known retailers or brands.

35

An unknown brand could market itself as highly exclusive or as "the next big thing". The product or brand could potentially be viewed as extremely exclusive due to everyone not yet being very familiar with the product – given that only the select few can afford or have access to it. With regard to the South African crocodile leather industry, the uniqueness and scarcity of a brand that is not very well known, could initially be used as an advantage by adapting a marketing approach. The exclusivity of exotic crocodile leather accessories should therefore count in favour of the local crocodile leather industry.

3.3.3 Individual Value

The individual dimension of luxury value addresses personal aspects such as self-identity, hedonism and materialism (Wiedmann *et al.,* 2007, 2009, 2012; Hennigs *et al.,* 2012).

3.3.3.1 Self-Identity Value

A definite link exists between the self-image of an individual and her image or view of a product. Consumers may typically use a product to establish symbolic meaning into their own identity, or alternatively, consumers may use the product to support or develop their identity (Wiedmann *et al.,* 2007, 2009).

Considering that consumers of luxury crocodile accessories are usually affluent, and simultaneously consider the kind of product (luxury crocodile accessories) prestigious, one could assume that luxury goods consumers may use expensive items such as those accessories to assist with the development of self-identity.

3.3.3.2 Hedonic Value

In addition to functional value, some products add emotional value to consumers and may have symbolic, impalpable benefits, such as aesthetic beauty, excitement and sensory pleasure (Wiedmann *et al.,* 2007, 2009).

Crocodile accessories are mainly manufactured for their distinct and unique appearance. Owning such a product may arouse in the consumer an emotion of pleasure and a feeling of being special.

3.3.3.3 Materialistic Value

There is not yet agreement between researchers on a single definition for materialism. Materialism can however be described as the level of importance that material possessions have in an individual's life (Wiedmann *et al.,* 2007). It can therefore be said that the more important possessions are to an individual, the more apparent the priority will be to own such items. A materialistic individual will, as a result, spend high amounts of time and energy with product and purchase-related considerations (Wiedmann *et al.,* 2007, 2009).

Consumers of luxury goods usually have adequate amounts of disposable income to release back into the economy. The materialistic individual would likely spend much of her disposable income on luxury goods (in some cases on exotic crocodile leather accessories), with these goods playing a significant role in these consumers' lifestyles and image.

3.3.4 Social Value

The social dimension of luxury, refers to the tendency of consumers to purchase a luxury product based on conspicuousness and prestige value. Considerations are based on the product being recognised within the consumer's social group (Wiedmann *et al.,* 2007, 2009, 2012; Hennigs *et al.,* 2012).

3.3.4.1 Conspicuous Value

Conspicuous value of luxury goods has been closely related to the importance of consumers to gain social status. Research has shown that the probability of luxury products used in public being conspicuous, would be higher than those used in private (Wiedmann *et al.,*

37

2007, 2009).

Individuals tend to engage in conspicuous consumption when purchasing expensive items to gain social status (Tynan *et al.,* 2010). There are two interpersonal results of conspicuous consumption namely the "snob effect" and the "bandwagon effect" (Tynan *et al.,* 2010; Hudders, 2012). The first occurs when a specific luxury item consumer can afford a certain product, and others can not (Hudders, 2012). Consequently, demand for a product decreases as sales increase – "snobs" generally wish to be differentiated from the masses in terms of consumption (Tynan *et al.,* 2010). The "bandwagon effect" occurs when demand for a product increases due to conspicuous consumers imitating the buying behaviour of their social reference group (Tynan *et al.,* 2010; Ko & Megehee, 2012). This occurs when consumers buy goods because other consumers do. These consumers compare themselves (or material possessions they own or do not own) with other wealthy consumers and would therefore likely seek out popular luxury brands (Hudders, 2012).

One could argue that a luxury crocodile accessory is not meant to be "hidden" or used only in private and, to the contrary, should be on display for others to see. Therefore, the owner of exotic crocodile leather accessories would be displaying overall wealth as well as status when using such a product in public.

3.3.4.2 Prestige Value in Social Networks

Prestige value relates to the consumer distinguishing him or herself from individuals who do not adhere to a lifestyle of luxury. By conforming to the "luxury lifestyle", a person in effect gains membership symbolically of such a prestige group (Wiedmann *et al.,* 2007, 2009).

To better understand the luxury consumer and her way of thinking and interpreting information, it is important to have a proper understanding of the way in which this consumer relies on values and how she segments these values in her mind to assist with the final purchasing decision. Consumer values relating to the traceability of exotic leather

38

accessories, could be recognised amongst most of these values discussed. A consumer might, for instance, be willing to pay a higher premium for the accessory if that means she would then be assured of appropriate and ethical manufacturing practices. The assurance of quality and uniqueness brought on by a proper system of traceability could further gain the approval of consumers, ensuring that they have a unique product. It could be important to note that although luxury consumers could share certain characteristics, these consumers remain unique individuals with different personalities, aspirations and goals.

3.4   THE CONCEPT OF TRACEABILITY

Consumers choose specific products because of the products' attributes that will provide the consumers with certain outcomes that will fit their personal value perceptions. From a marketing perspective, it is important to give the consumer enough information regarding the attributes or features of the product that she can use as indicators that the product will meet her personal value perceptions. This does not only include external product features such as price or brand name, but specifically with regard to luxury products that consumers have little experience of, or are not regularly bought, it also includes information on intrinsic-related product features as in the case of crocodile leather accessories, aspects such as where the hide comes from and how the product was manufactured. Globally, consumers are becoming not only more aware, but also more concerned about various social and environmental issues linked to the product's supply chain (Shen *et al.,* 2012). They do not only want to know how the product was manufactured, but also where the materials were sourced from as well as the circumstances under which the product was manufactured. This includes aspects such as the sourcing of raw materials such as leather and other exotic hides (Amed *et al.,* 2017), the creation of pre- and post-consumer waste and the fair treatment of the workers within the supply chain. Although all these issues may not ultimately affect the product's

39

final quality, they are important extrinsic-related product features that should also meet the consumer's personal luxury value perceptions.

3.4.1 Defining Traceability

As in the case of many other theoretical concepts, different definitions for traceability can be suggested. For this review, the term is dissected to gain a proper understanding of the terminology.

Traceability as the ability of tracking a product batch and the history of that product throughout the whole production chain, or merely a section of the production chain(Moe, 1998; Schwägele, 2005). Jansen-Vullers, Van Dorp and Beulens (2003) refer to the definition provided by the APICS Dictionary. APICS has a more strategic or logistic approach when defining traceability and dissects this definition from two angles. Firstly, APICS refers to traceability as the ability of pinpointing goods constantly, and secondly, being able to trace back significant components (e.g. parts, processes and materials) involved in the assembling or manufacturing via lot or serial number (Jansen-Vullers *et al.,* 2003).

Regattieri *et al.* (2007) mention that the International Organisation for Standardisation's (ISO) definition for traceability with regard to food and nutrition (this was supported by the EC regulation 178/2002), is the ability to trace and follow food, feed, food producing animals or ingredients, through all stages of production and distribution (Regattieri *et al.,* 2007). Traceability is further described as the ability to identify farm animals and their products according to their origin in as much detail as needed(Smith, Belk, Scanga, Sofos & Tatum, 2000; Smith *et al.,* 2005;). Sparks (2002) defines traceability as the ability to follow and record the history and origin of food products. Sparks (2002) further mentions that all procedures and practices that have had an impact on a product should be tracked and should be available for purchasers and participants of the supply chain to see. Smith et *al.* (2005) state that traceability should serve as a tool to affirm ownership of the animal,

40

establish the lineage of the animal, to improve taste, to ensure that food is safe, and to ensure compliance with rules and regulations. Evidently, a multitude of different definitions for traceability exist, mostly with slight differences, but all with certain similarities.

According to Regattieri *et al.* (2007) the concept of traceability can be applied to all kinds of supply chains, and therefore a common theoretical thread regarding traceability and its characteristics can be recognised amongst most industries. To implement a system for traceability, one would need some guidelines. Regattieri *et al.* (2007) provide four pillars as the base of a traceability system. These pillars are: (1) product identification, (2) data to trace, (3) product routing, and (4) traceability tools. Figure 2.3 shows a complete framework of these pillars of product traceability (Regattieri *et al.,* 2007).
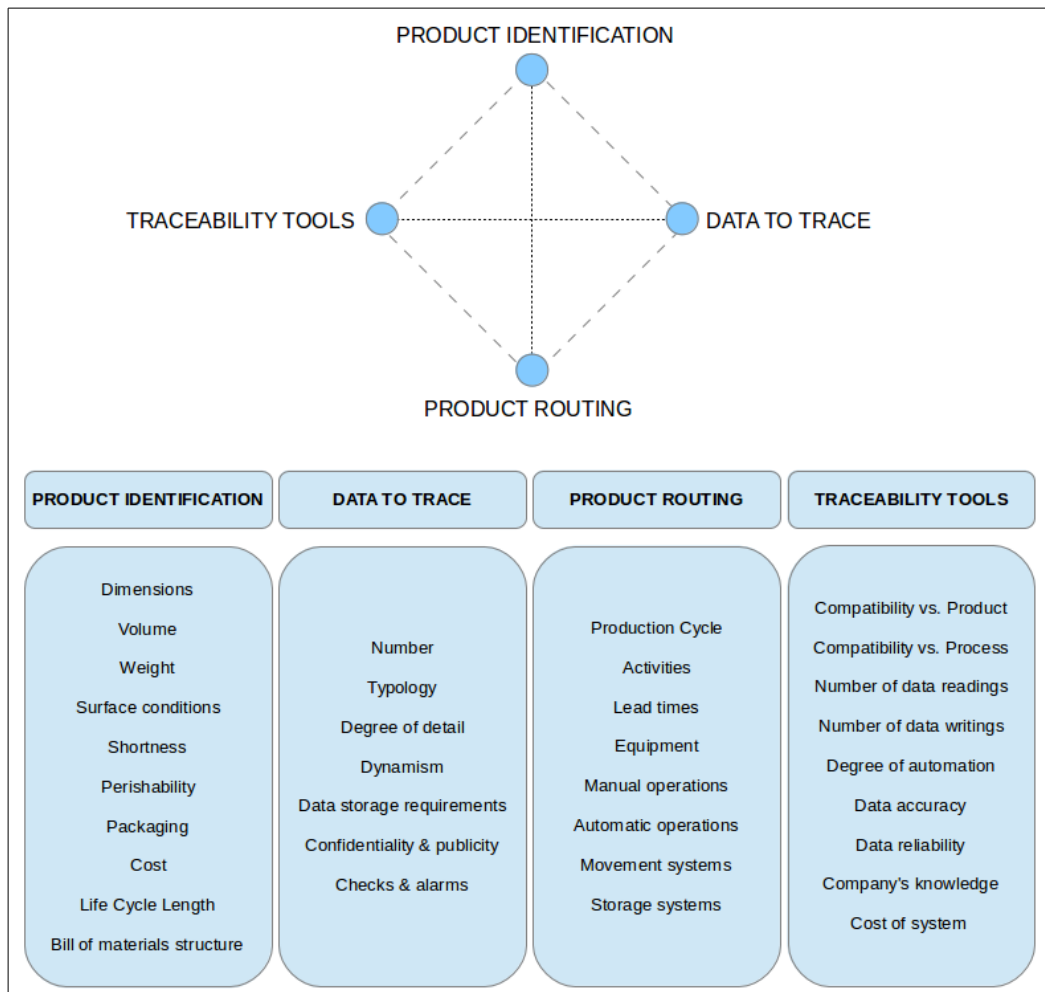
Figure 3.4   : A complete framework of the pillars of product traceability

Source   : Regattieri *et al.* (2007)

Product identification is an important pillar as it refers to the characteristics relating to the appearance of a product or thing such as volume, weight, dimensions and, packaging. Other aspects to consider are mechanical properties and the duration of the product's life cycle (Regattieri *et al.,* 2007). The bill of material (BOM) structure should also be considered. BOM refers to the total number of components a certain product is comprised of (Regattieri *et al.,* 2007). When attempting to trace a product, it could become challenging depending on the type of product. A large proportion of small, "traced" components in the finished product, for example, result in different problems versus a single "traced" raw material that

42

is divided into several "traced" sub-components (Regattieri *et al.,* 2007).

The second significant pillar of traceability relates to "data to trace". This relates to the information characteristics that the system must deal with (Regattieri *et al.,* 2007), while the third pillar of traceability, namely "product routing" considers the construction and manufacturing process, analysing the "life cycle" of the product that is being constructed or fabricated, transported and stored (Regattieri *et al.,* 2007). The amount of time to produce a product from start to finish, all pieces of apparatus needed, the level of automation and other factors play an important role in a traceability system. Technical solutions that best suit a product can be used within a traceable system, such as alphanumerical code, bar code, or Radio Frequency Identification (RFID) (Regattieri *et al.,* 2007). The fourth and final pillar is associated with data accuracy and reliability where price is a crucial aspect taken into account (Regattieri *et al.,* 2007). All these pillars have an impact on the traceability of an exotic crocodile leather accessory as hide, lining, structural components such as yarn and zippers, other enclosures, and embellishments should be traceable. Furthermore, details on all information and logistics involved in bringing an exotic crocodile leather accessory into the hands of retailers (such as manufacturing, storage and logistics) are valuable characteristics of traceability to be acknowledged.

Cheng and Simmons (1994), Steele, (1995) as well as Töyrylä (1999) acknowledge four role players of traceability: (1) The physical integrity of the lot i.e. the manner in which the physical size of the lot is maintained, can determine the exactness of traceability. (2) Data collection which considers both lot-tracing records and movements as well as process data records. (3) Product identification and process linking, as well as (4) reporting to retrieve or recover data from the system also considered traceability role players (Cheng & Simmons, 1994; Steele, 1995; Töyrylä, 1999; Jansen-Vullers *et al.,* 2003).

It can be concluded that traceability doesn't come down to one simple definition and that the word can be interpreted from many angles. For this study, regarding the traceability of

exotic crocodile leather accessories, many of these definitions would suffice. Sparks' (2002) definition particularly stands out and when altered slightly, suits the specific topic. When slightly adjusted, the definition reads as follows: "The Traceability of exotic crocodile leather products is the ability to follow and document the origin and history of crocodile leather products; from the core, genetic properties of the animal all the way into the hands of the consumer. Tracing involves pointing out all procedures and practices that have impacted the life of the crocodile leather product, and is recorded and available for the final consumer or any other participant of the supply chain" (Sparks, 2002 in Smith *et al.,* 2005:178).

3.4.2 Importance of Traceability

Traceability holds many benefits for the producer, consumer and retailer. Benefits include optimisation of the supply chain, product safety and market advantages (Regattieri *et al.,* 2007). Should information regarding the supply chain be accurate, timely, complete and consistent, information about the products through the supply chain can significantly reduce operating costs and increase the productivity of a business (Regattieri *et al.,* 2007). Another benefit of traceability is that the safety of a product is increased by means of a traceability system, by knowing exactly where a product is from, knowing the exact origin of its components, and knowing all history that could be known regarding the manufacturing and processing of a product (Regattieri *et al.,* 2007). Only with an efficient tracing system is it possible to have a prospective product recall (for safety), and effective research into what caused the problems (Regattieri *et al.,* 2007). Saunders (2004) supports this by mentioning that it protects livestock. He refers especially to the US and factors such as bio-terrorism which promote consumer confidence and add value to supply chain management.

The luxury product consumer now has an increased understanding and knowledge of impacts regarding the use of natural resources. Factors such as environmental, social and economic effects, as well as animal welfare are increasingly being considered by consumers. Consumers

44

now expect global luxury brands to be well informed about their own supply chains. Paramount elements of the supply chain include the ethical aspects mentioned, namely traceability and transparency in procedures used during manufacturing (Van As, 2013).

Consumers and brands might not immediately realise the importance or extent to which they could benefit from a proper system of traceability until they in fact acquire the relevant knowledge. In brief, the relevance of traceability could firstly be justified by factors such as the surveillance and elimination of foreign animal diseases. A proper system of traceability could facilitate the determination of origin or ownership as well as prevent or minimise theft.

Being able to establish a 'footprint' of any given produced product can be a helpful and important benefit to businesses globally. The ability to establish where a certain product originally originates from and through which processes it has been before ending up in the hands of the consumer, can be very beneficial to the consumer and producer for reasons which will be explored in the following section. By attending to the reasons or motivations for traceability, the value perception of a prospective client plays an important role. Sheth, Newman and Gross (1991) mention that consumption value explains why individual consumers do or don't purchase certain products. Furthermore, Sheth *et al.* (1991) mention that consumption by luxury consumers doesn't solely depend on the display of status, success and impressing others, but also on the financial, functional and individual aspects of the brand (Sheth *et al.,* 1991; Wiedmann *et al.,* 2009). Kim, Forsythe, Gu and Moon (2002) additionally state that the needs of consumers are influenced by consumers' value systems. The purchasing decision of a prospective consumer therefore relies largely on the values of consumers. Underlying parallels of these important values can be observed in the text to follow. As stated previously, the fundamental principles of traceability can be applied to many products and industries, with minor adjustments depending on the specific product.

3.4.2.1 Traceability to determine origin and ownership, and to prevent or minimise theft and misinterpretation of animals and meat

Historically, farmers have identified their animals using marks, notches, brands and tags to minimise and prevent theft of animals. This also serves as evidence that certain livestock is the property of a specific owner. However, according to the South African government, it is mandatory to mark livestock. Should the animal be lost, stolen or found (such as cattle, sheep, goats and pigs) it could be identified and related to the owner. In addition, such animals must be registered (as well as the specific mark used) at the Department of Agriculture, Forestry and Fisheries. According to the South African Government, animals can be marked with no more than three characters, letters or symbols to indicate ownership. Marking can be done by means of branding with an iron, freeze branding or tattooing (South African Government, 2015).

3.4.2.2 Traceability for surveillance and elimination of foreign animal diseases

The marking and identification of livestock have been applied in the United States for many years to regulate and to limit the spread of animal-related diseases. Some US health plans include an animal identification component which requires animals to be marked and identified before trade takes place between states (Smith *et al.,* 2005).

Weimers (2000), introduced a theory to act as a tool to assist with the elimination of Foreign Animal Diseases. Firstly, the crucial components for an identification system to function successfully are a numbering system, a database, an identification method and a way to gather and pass along data. Secondly, it is proposed that the optimal method of "individual animal and transaction identification" consists of exclusive records of individual animals, identifying the specific herd and place that the specific animal is originally from, the particular "group" that the specific animal was divided into at the location identified previously, the identification of transactions, and finally any other locations where the animal

46

may have been between its birthplace and where it is passing (Weimers, 2000; Smith *et al.,* 2005).

To track down diseases and prevent them from spreading and contaminating other areas and livestock, a proper traceability system must be in place. In South Africa, this is possible as crocodiles are mostly bread and raised on crocodile farms, and a proper database and crocodile numbering system can be kept updated.

3.4.2.3 Traceability for bio-security protection of the national livestock population

Although terrorist activity has not been as apparent in South Africa in recent years, as for instance in the United States, awareness and insight regarding bio-security should remain something to acknowledge when dealing with the topic of traceability. According to the United States Plant Health Inspection Service and the United States Department of Agriculture (APHIS-USDA), a proper system of traceability may improve the bio-security of animals (Smith *et al.,* 2005). According to Reuters (2001), an analyst, Peter Chalk stated that the US food supply chain is extremely exposed and vulnerable to a possible terrorist attack and that such an attack could have horrifying effects on the US economy as well as on the overall confidence that consumers have in the US food system (Reuters, 2001; Smith *et al.,* 2005). Agnosco, 2003 (in Smith *et al.,* 2005), states that the US has become increasingly concerned about and aware of Foreign Animal Diseases (FAD) and has therefore expressed an increased interest in traceability. Traceability would make it possible to isolate and contain a possible outbreak as soon as possible (Agnosco, 2003 in Smith *et al.,* 2005).

Smith (2001) mentions that the most efficient way of preventing bio-terrorism on US animal agriculture is to have a proper functioning system for traceability in place to limit the magnitude of the problem. Should there be a need, the United States Department of Homeland Security (USDHS) would then be able to utilise recorder traceability information in order to deal with the problem.

Hibbert (2005) suggests five measures that can be taken by the US to prevent possible bio-terrorism. These principles can also be considered for South African exotic crocodile leather industry. The measure suggestions include "cross-checking", proper border control (of outbound hides), as well as post- import routing of a product (Smith *et al.,* 2005; Hibbert, 2005).

3.4.2.4 Traceability for compliance with requirements of international customers

Saunders (2004) stated that an increased amount of pressure is being applied by agencies for traceability and identification systems. The World Organisation for Animal Health (Fr: Office International des Epizooties - OIE) aims to have all countries agree on specific codes and standards, with traceability as the most important key element (Saunders, 2004; Smith *et al.,* 2005). Souza-Monteiro and Caswell (2004) established that harmony of traceability systems could reduce disagreement among markets, and that transactions would become more transparent. However, differences among certain regions could still occur and therefore be problematic. Another reason for it being beneficial towards ensuring that all markets incorporate traceability measures is, that competitiveness among markets won't be jeopardised. Countries which incorporate strict measures of traceability might lose markets to those countries which don't enforce strict traceability measures. This is due to the fact that a country that does not implement a system of traceability, incurs less costs than a country that does, and is therefore able to produce a cheaper product. Traceability can become a real possibility globally, should all countries enforce it, ensuring the safety and security of consumers (Souza Monteiro & Caswell, 2004; Smith *et al.,* 2005). Should all role players in the South African crocodile leather industry adopt an accredited traceability system across the board, competitiveness among markets can be maintained and illegal trade kept to a minimum locally. However, a standardised traceability system of exotic crocodile leather accessories as an international benchmark is the optimal outcome, which may be reached in years to come (ELSA, 2017).

48

3.4.2.5 Traceability for improvement of supply-side management, distribution/delivery systems and inventory controls

Electronic coding systems (such as barcodes and the innovative Radio Frequency Identification) can help to facilitate the consolidation of the food supply system (Smith *et al.,* 2005). As technology improves over time, existing technology becomes more affordable. Therefore, traceability "tools" become more affordable for companies to incorporate in business (Smith *et al.,* 2005). This technology may enable buyers to oversee internal supply flow. In another instance, technology such as this can serve as a link between suppliers and buyers, resulting in ease of re-ordering. With regard to the South African crocodile leather industry, many methods of tagging and identification of crocodiles can be proposed. Bouwman and Cronje (2016) proposed marking crocodiles in the wild and in captive by colour. They propose marking the first single crest scute ridges on the tail of the Nile Crocodile. Each scute is assigned a unique number according to colour variations. According to Bouwman and Cronje (2016), when 359 crocodiles were used for a survey, no duplicates were found and it did not change with age. Some scutes however went missing over time. By incorporating a proper system of identification of individual crocodiles, livestock can be controlled more effectively and more concise information can be supplied to consumers or any other industry stakeholders.

3.4.2.6 Traceability to facilitate value-based marketing

According to Drovers Feeder Management (1999), the National Cattlemen's Beef Association suggested in 1999 that a National Cattle Identification System with information regarding cattle (or in our case the Nile crocodile), containing particular records of specified animals from birth to death should be implimented. The goal being the establishment of "value-based marketing". The aim of this proposition was to escalate the level of profitability by being able to establish which animals have been the healthiest, which show the best levels of growth, and which animals produce best quality animal products, such as milk and eggs. By

49

applying a similar strategy to the South African crocodile industry, information regarding growth, illnesses and other noteworthy factors can be tracked and utilised by the industry (Smith *et al.,* 2005). By having such a system in place, the South African crocodile leather industry (especially farmers involved in crocodile trade) and other participants can keep track of the best and healthiest crocodiles produced. They can also track genetically related illnesses and growth, which can eventually have a consequential effect on overall profits.

3.4.2.7 Traceability to facilitate value-added marketing

According to Smith *et al.* (2005), consumers have increasingly put thought into the manufacturing of food products. This pattern of thinking can of late be applied to most industries. Smith *et al.* (2005:187) add to this by mentioning a change in the pattern of thought of consumers in recent years, and further mention a supporting quotation by Elaine Lipson of Ms. Magazine (Food System Insider, 2004:7) stating: "What's for dinner?"... is just too simple a question for anyone to ask these days. The question has instead turned into "What's for dinner...where did it come from...who grew it...and did they use toxic and persistent pesticides or genetic modification?". Saunders (2004) in Smith *et al.* (2005:187) adds to this by stating that "People want to know where their food came from, and if there's some authenticity or familiarity, that's safer in people's minds".

When applied to the crocodile leather industry, certain parallels could be drawn as the consumers of luxury goods might also raise important questions which may influence their decision to purchase. These questions are related to the identity of the particular farmer, whether any unauthorised or harmful substances were used during production and whether any unlawful conduct had taken place during the production, of skins or accessories.

3.4.2.8 Traceability to isolate the source and extent of quality control and safety problems

According to Gledhill (2002), meticulous traceability measures limit the chance of a particular problem getting out of hand (specifically food producers in this instance) and

50

being isolated as soon and as effectively as possible (Gledhill, 2002). With regard to the exotic crocodile leather industry, contagious diseases could be tracked, stopped and kept under control before spreading. These measures should be put into place to protect the health of the public and keep damage to the economy to a minimum (Gledhill, 2002).

It is important to be able to isolate a problem, regardless of the product, before anything gets out of control and ultimately market share is reduced or lost. John Hayes of the McDonald's Corporation stated in 2004 that the corporation aimed to have a minimum of 10% of all beef purchased traceable from farm to table (Reuters, 2004). This goal was to contain a problem within 48 hours, by being able to communicate a problem to the customer (Reuters, 2004).

Furthermore, traceability could be viewed as being a double-edged sword by some American producers of poultry and livestock. The positive side assists with the identification of unacceptable or substandard products, while the negative side of the sword is that some manufacturers could be exposed for making use of poor quality products or for taking part in improper practices (Smith *et al.,* 2005). Finally, Marchant (2002) stated that those who fail to meet increased demands for food safety and quality, run the risk of being marginalised in the marketplace in a consumer-driven market.

3.4.2.9 Traceability to minimise product recalls and make crisis management protocols more effective

Chilton (2004) stated that product recalls can be complex and are mostly complaints based on faulty merchandise. Through proper management of such a dilemma, companies can turn around this misfortune. Traceability and lot-coding are crucial components of the recall process (Smith *et al.,* 2005). According to Gledhill (2002), a quicker, more efficient and exact system for food traceability could have a positive impact on the amount of product recall. It would allow a manufacturer to instantaneously address the problem within the supply chain

and bring forward possible solutions to the given problem.

Gledhill (2002) further mentions that traceability needs to be altered in accordance with the product or animal dealt with. The author essentially states that the more substantial the size of the animal, the more substantial the level of traceability required. As mentioned previously, certain comparisons could be drawn among all products with regard to traceability. For this study, the traceability of crocodile products had less to do with the meat, than the hide. Although Gledhill (2002) focuses primarily on the traceability of food products, many of the same principles could be applied to the skins of the Nile crocodile.

3.4.3 Traceability within the crocodile leather supply chain

Literature on crocodile farming is very scarce. In the past, crocodiles were often killed intentionally as they were associated with danger (Bolton, 1989). Today, however, there is concern across the board to preserve and protect this animal from extinction. Commercial trade in crocodile hides has grabbed the attention of stakeholders worldwide. Concern is expressed globally, given that interest in these hides could encourage criminal trade activity (Bolton, 1989). Strict protocol must be followed to prevent this from occurring. Due to potential illegal activity, captive breeding becomes increasingly attractive from a conservation point of view (Bolton, 1989). According to an article in the Bloomberg Business Week, each crocodile skin now needs a certificate proving it complies with measures protecting endangered species and to combat the potential illegal trade (Kew & Roberts, 2013).

All crocodiles lay hard-shelled eggs. On average, a female might lay 40 eggs per annum over a forty-year reproductive span. Many eggs never hatch due to the occurrence of floods or presence of predators. Losses usually occur prior to hatching or a few months after. Incubation takes between 9 and 13 weeks, a timeframe that varies in accordance with the incubation temperature and species. An interesting aspect of incubation is that the sex of a

crocodile can be determined by regulating the temperature. Eggs incubated above 34 degrees Celsius produce males, while eggs incubated at 30 degrees Celsius and below produce females (Bolton, 1989). This is valuable information, given male crocodiles provide larger skins and therefore generate larger profits.

The collection of eggs for captive rearing is called "ranching" as opposed to "farming", which refers to eggs produced in captivity. Captive breeding is often established steadily as an extension to "ranching", so that some crocodiles are kept for future breeding instead of being harvested (Bolton, 1989).

Manufacturers and industry role players are mainly interested in parts of the crocodile hide that are not "ossified" (skin with no bones in it). Only this skin component with its small softer scales can be used to manufacture luxury goods (Bolton, 1989), while the rest is used for lower quality products. Most of the valuable hide comes from the belly, flanks and neck of the animal.

Crocodiles are mostly fed on chicken and vitamin-fortified oils to improve the quality of their hides. Crocodiles need to be "housed" in a calm environment so that they are not stressed or frightened (Bolton, 1989). Proper care of the animals promote growth, while a calm living environment also reduces the risk of damage to the hides (Kew & Roberts, 2013).

According to Stefan van As, the owner of the Le Croc breeding farm, the crocodiles from this farm are stunned twice and then their brains incapacitated with a needle after cutting a nape into the neck. When skinning the animal, attention is given to not damaging the hide, whilst simultaneously adhering to health regulations. The hide is scraped clean with a blunt object to minimise the chances of damage. In addition to scraping, salt is applied to the moist hide. The salt is used to draw water from the skin and acts as preservative. A second salting is applied later to preserve and cure the skin. After the second salting, the hide is folded in at the flanks and rolled up from top to bottom. This bundle is stored in a cool, but

53

not freezing environment before it is finally sent to the tannery (Bolton, 1989).

Crocodile hides go through extensive tanning processes after initial preservation. During a pretanning phase, the salted crocodile skins are soaked to remove excess salt and dispose of any unnecessary protein. Soaking should be done properly as it could be harmful to the hide if done for too long or too short a period. Different parts of the hides are soaked differently, depending on the type of hides (softer hide sections versus ossified parts). The next step consists of an extension to the scraping and fleshing done previously, followed by de-scaling. Descaling takes place for roughly two days. Hides are placed in a container (for example a rotating drum), and treated with chemicals to prepare the hide for bleaching. After the process of descaling has been completed, deliming starts. This occurs when skins are partially neutralised, usually done with ammonium salts for about 12 to 14 hours. After the deliming process, a bating phase follows. Enzymes in a bath react with protein in the hide which result in the hides reaching a certain level of softness, pliability and elasticity. Bleaching then takes place in two stages within a revolving drum. Potassium permanganate is used in the first stage and sodium bisulphate in the second (each stage doesn't last more than an hour). The final stage of the pretanning process is called pickling. Pickling is once again conducted in an acid bath with synthetic or mineral tanning agents. The softer hides are pickled within two days, while ossified hide sections could take a few days longer to remove bone particles (Bolton, 1989).

After this extensive pretanning process, tanning may commence. Chrome salts are used to achieve the most accurate and uniform results from one batch to another. Chrome tanning is done in drums and takes two to three days. Upon completion of this stage, the hides have lost much of their original colour. By the end of the process the hides are a pale blue colour called "wet blue stock". After being properly drained of excess moisture, the stock can be stored for months between plastic sheets. Tanned crocodile hides are then shaven to have the same overall thickness of less than 1 millimetre. The shaved hides are treated with sodium

bicarbonate in a drum for one hour (known as "sweetening") before hung on a rack in its damp condition. When shaving and neutralisation have been concluded, the hide's retanning is done with vegetable as well as synthetic tanning materials. The colour of the leather is relatively light after this stage. Hides are now lubricated in the drum for approximately one hour with synthetic fat liquors (Bolton, 1989).

Dyeing is a complex procedure. The leather is wetted again with the correct agent and then chemically prepared and dyed. Proper dyeing takes an immense amount of skill and competence.

During the final stage, the leather stock is finished. Many different techniques for finishing exist and should be employed, based on the type of crocodile skin (Bolton, 1989), while elements such as lining and other support textiles used in the manufacturing of the product, should also be considered. Enclosures such as studs, buttons and zippers can also form part of the functionality of the product as well as its aesthetic appeal to consumers. Crocodile accessories are highly exclusive, and it would not be out of the ordinary to find precious metal or gemstone embellishments attached to such luxury accessories.

In addition to the above supply-chain processes and activities that directly impact on the final product, there are also other issues that not necessarily directly impact on the final product, but are associated with the product and therefore become important issues that should also meet the consumer's value perceptions. This includes aspects such as the country-of-origin or country of manufacturing, as the entire accessory isn't necessarily from the same source, farm or country. This also comprises whether The Convention on International Trade in Endangered Species (CITES) regulations that aim to protect endangered species had been adhered to, and whether child labour was used or illegal labour practices were followed, whether animals were treated humanely, and whether care had been taken not to harm the environment.

55

Luxury Society (2016) calls the shift in consumer markets and changing definition of luxury as "The rise of the thoughtful luxurian", and notes that the luxury audience is becoming less interested in attaining status from labels or price tags. They are intelligent and curious and are demanding a story and an experience before they will consider a specific brand". Euromonitor International (2016) uses the term "Agnostic Shoppers" and states that these shoppers are intrigued by innovation around value. Brands should therefore keep in mind that consumers are less bothered about labels and demand value for their money. They are the "see now, buy now" generation who demand immediate information on a product. Getting the required information about intrinsic and extrinsic product features immediately at the point of sale, is important as that is the place where consumers are assisted and encouraged to make a choice that will meet their luxury value perceptions.

3.5   SUMMARY

Today's luxury consumers are intelligent, curious and demanding shoppers with different attitudes towards a lifestyle of luxury than three years ago. However, luxury product consumers across ages, segments and countries are not necessarily the same and different value perceptions drive their purchasing behaviour. The only way to successfully tap into the luxury market is therefore by understanding the buyers - their purchasing and consumption behaviour, as well as the value perceptions that drive their purchase intent.

Consumers choose specific products because of the products' attributes that will provide the consumer certain effects that will fit her personal value perceptions. From a marketing perspective, it is important to give the consumer enough information regarding the attributes or features of the product, so that she can use this as indicators that the product will meet her personal value perceptions. This does not only include external product features such as price or brand name, but specifically with regard to luxury products that consumers have little experience of, or which are not regularly bought, and also includes information on

56

intrinsic product features, such as, in the case of crocodile leather accessories, where the skin comes from and how the product was manufactured.

Traceability is viewed as an ability by which one may track a product batch and its history throughout the whole, or part, of a production chain from harvest through transport, storage, processing, distribution and sales, or internally in one of the steps in the chain, such as the production step. Traceability can hold many benefits for the producer, consumer and retailer. Information on traceable product features can promote consumer confidence, assist them in making the right choice that will meet their value perceptions, and adds value to supply chain management.

57

CHAPTER 4

THEORETICAL PERSPECTIVE

4.1   INTRODUCTION

A social cognitive perspective has been chosen as theoretical point of departure for this study. Social cognition serves as an 'umbrella' to incorporate various thought processes that are relevant to human interactions (Bagozzi *et al.,* 2007:37). According to Baron, Branscombe and Byrne (2008:76), social cognition is the study of the way in which individuals interpret, analyse, remember and use information about the social world. Cognition is further defined by Honderich (1995:138 in Bagozzi *et al.,* 2007:37) as "the domain of representational states and processes … involved in thinking … using a language, guiding and controlling behaviour". With regard to consumer behaviour, it assumes that consumers are active thinkers and participants in the selection of products and services (Bagozzi *et al.,* 2002:1). Fiore and Kimle (2010:45) state that products (in this case crocodile leather accessories) should therefore communicate a message of reality to consumers (such as belonging to a certain social group), while also providing enjoyment in the mind of the consumer. Individuals develop cognitive structures to make sense of their surroundings (Van Overwalle, 2009). An individual's mind makes use of cognitive strategies that reduce information overload and make sense of human social life.

These cognitive strategies can also be referred to as mental shortcuts and provide an efficient way of processing social information that is relatively accurate. In addition to cognitive filters, individuals often make use of schemata to change or distort incoming information to better shape and comprehend the social world (Baron, Branscombe & Byrne, 2008:78).

58

This chapter starts with an overview of the assumptions of a social cognitive perspective, followed by a discussion on consumer decision-making and the concept of purchase intent.

4.2   ASSUMPTIONS OF A SOCIAL COGNITIVE PERSPECTIVE

With regard to clothing and fashion products (including accessories), Kaiser (2016) outlines four basic assumptions of a social cognitive perspective.

Assumption 1: *Clues such as clothing and appearance are often used to simplify and make sense of social interactions.*

This assumption is based on the notion that reality is too intricate to grasp fully. Individuals therefore make use of certain mental shortcuts to deal with information. An individual may classify people and products by assessing a person or a product's appearance (Kaiser, 2016; Baron, Branscombe & Byrne, 2008:76) . For example, an affluent consumer of luxury crocodile leather accessories may be viewed as being wealthy and as being socially highly ranked. In the same manner, an exotic crocodile leather handbag may then be judged by the consumer as representing or denoting wealth.

Assumption 2: *People strive for some consistency and continuity in their appearance perceptions.*

Humans aim to preserve a sense of cognitive equilibrium. The extent to which an observer aims for consistency and balance in a situation would most likely be affected by the social context (Kaiser, 2016; Lindquist & Sirgy, 2006:108-109; Baron, Branscombe & Byrne, 2008:96). An exotic crocodile leather handbag could for example match a consumer's perceived lifestyle and status.

Assumption 3: *Humans seek and use aesthetic stimulation in their environment.*

Individuals desire a sense of fulfilment and stimulation when simultaneously striving for simplicity. Clothing (for this study, exotic crocodile leather accessories) could provide this stimulation, and as fashion continues to change, this stimulus will continue (Kaiser, 2016). An exotic crocodile leather handbag is therefore not only bought for its functionality, but rather for aesthetic stimulation and enjoyment.

Assumption 4: *Humans are motivated to explain social occurrences or outcomes in terms of people or situations.*

Heider (1958) in Kaiser, (2016) already mentioned in 1958 that individuals have a basic mental need for knowing why people themselves behave as they do, or why events play out as they happen. For this purpose, individuals assess external sources of information and do not merely rely on internal sources of information (Baron, Branscombe & Byrne, 2008:106). Buying an exotic crocodile leather handbag could, for example, be driven by a consumer's need to fit in with a specific social group or situation.

4.3   CONSUMER DECISION-MAKING

Luxury products, such as exotic leather accessories, are expensive products that most consumers do not buy daily, and therefore they may also not have sufficient knowledge on, that could assist them during the decision-making process. Over and above functionality, they may also have various other value perceptions that drive their purchase intent. This may not only clutter the decision-making process, but may also evoke the need for product information that could assist them in choosing an appropriate item that will fulfil their needs when using the product. It is therefore important for retailers and marketers to understand the decision-making process from the consumer's point of view.

4.3.1 Traditional versus fashion decision-making

Traditionally, researchers have approached consumer choice and judgement from a rational angle which could also be referred to as traditional decision-making. This kind of decision-making occurs when consumers calmly collect information and weigh positive and negative aspects of a product, comparing what they already know from their research and ultimately making an informed decision (Solomon & Rabolt, 2004:353).

The purchase of fashion goods (in this case exotic crocodile leather accessories) on the other hand, is often not based on a genuine need, and is also not necessarily essential to human survival. For some consumers shopping for clothing or fashion items serves as recreation and in many cases a way of escaping reality for a moment. Nevertheless, the consumer of fashion goods generally goes through some sort of a process of evaluation after spotting an item that would potentially fulfil his or her apparent needs. The different steps of the fashion and traditional decision making are illustrated in Figure 4.1 (Solomon & Rabolt, 2004:352).
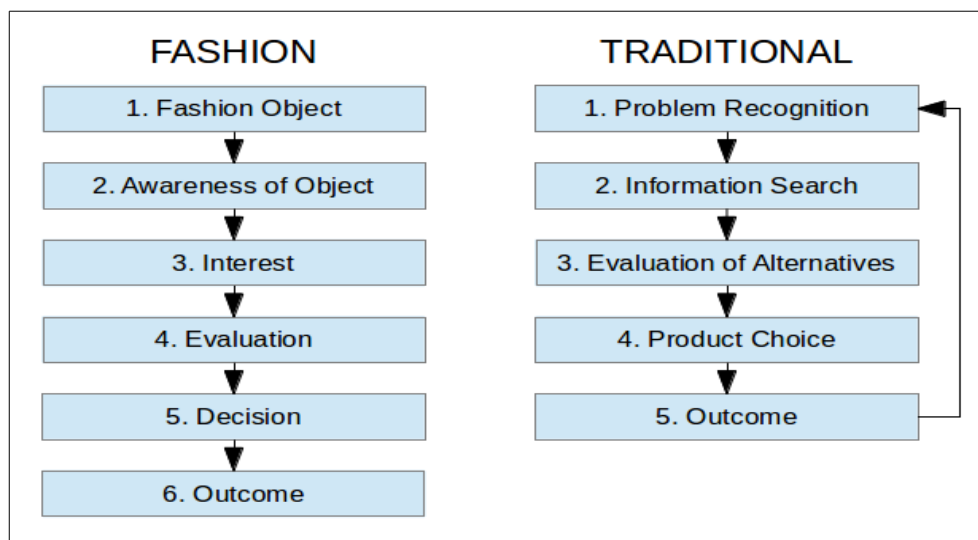
Figure 4.1 : Stages in fashion and traditional decision-making

Source : Solomon and Rabolt (2004:354)

61

The first step in the traditional decision-making process is when the consumer becomes aware of a specific need or recognises a problem that needs to be solved. This is then followed by the consumer seeking for information on the product or product category, followed by an evaluation of alternatives, product choice and post-purchase experience of the product. According to Solomon and Rabolt (2004: 352-354), the fashion decision-making process slightly differs from the traditional decision-making process in that the consumer spots a fashion object or becomes aware of it, gets interested in the product, evaluates the product, decides on, and experiences the product thereafter. The main difference lies, therefore, in the fact that during the fashion decision-making process, the consumer usually does not deliberately and extensively search for information on the specific product, and although the product is evaluated, it is not necessarily to the same extent compared to alternatives.

Although exotic leather accessories are fashion products, they are expensive and in many cases not familiar to the consumer, while the need for them is not only related to the product's functionality, but driven by various other value perceptions of consumers (Wiedmann *et al.,* 2007). One would therefore expect the luxury consumer to adopt a more traditional decision-making manner that also includes more intense information research and comparing alternatives.

4.3.2 Types of consumer decisions

According to Solomon and Rabolt (2004:354), the level of consumer decision-making can be divided into three broad categories: habitual decision-making or routine response behaviour, limited problem-solving, and extensive problem-solving (Figure 4.2). Extensive problem-solving is usually associated with merchandise being quite expensive. These more expensive products are usually not purchased on a regular basis and a large amount of customer involvement is associated with these less common expensive products (Solomon & Rabolt,

62

2004:355). This extended method of problem-solving usually complies with many of the characteristics of the traditional model for decision-making as much time and consideration go along with such a decision (Cant, Brink & Brijball, 2006).
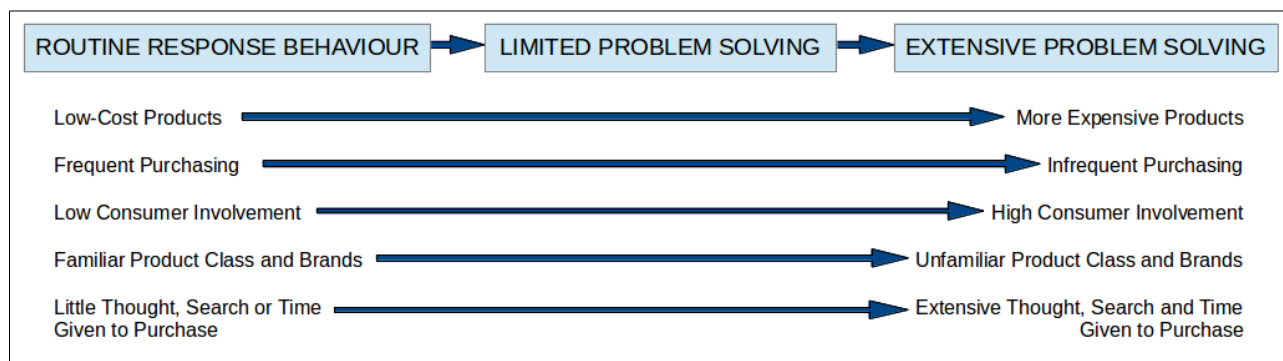
Figure 4.2 : Continuum of buying-decision behaviour

Source : Solomon and Rabolt (2004:354)

The second type of decision-making is referred to as "limited problem-solving". This type of decision-making is associated with consumers taking far less consideration in deciding on a product as opposed to extended problem-solving. Consumers instead make use of mental short cuts to decide on a product and don't make use of extensive techniques to solve problems (Solomon & Rabolt, 2004:355). A consumer with no financial constraints and who is familiar with a specific brand might, for example, adopt this style when purchasing an exotic leather accessory.

The third type of decision-making is called habitual decision-making or routine response behaviour, with the consumer not necessarily even realising that he or she has made an actual purchase decision (Solomon & Rabolt, 2004:355). Routine response behaviour is associated with low risk and involvement, and the consumer is most likely not putting much thought, effort and time into his or her purchase decision. The type of product involved is such a case, is usually not as expensive, and quite common in terms of brand (Cant *et al.,*

63

2006). This would typically not apply to the consumers of exotic leather crocodile accessories.

It is difficult to assign the consumer of luxury crocodile leather accessories to a specific category of decision-making, as even individuals from the superrich community differ with regard to financial constraints as well as to how often these products are bought. One would, however, expect a more extensive type of decision-making, as an exotic leather accessory is not only expensive, but also involves various important value perceptions that need to be considered. Therefore, more information sources are also needed to be consulted for the consumer to make the final decision.

4.3.3 Heuristics: Mental shortcuts

Consumers often don't have the time and energy to apply extensive problem-solving to all decisions made daily. For this reason, consumers usually revert to certain mental rules or heuristics to assist with decision-making. Cognitive miser, is a term used to refer for a person who doesn't want to indulge in any mental effort when deciding (Yurchisin & Johnson, 2010:70). Some consumers therefore depend on some form of product signal that one could easily identify visually and which signifies quality merchandise (Solomon & Rabolt, 2004:367). To add to this, consumers often form opinions or mental shortcuts regarding products, companies and retailers even without being sufficiently knowledgeable with regard to the important characteristics of these products, retailers or companies. Brand names, brand image as well as the country-of-origin of an item could serve as important heuristics (Yurchisin & Johnson, 2010:70-71). Therefore, decisions consumers make might not be totally based on the correct product information (Solomon & Rabolt, 2004:367). Consumers of luxury crocodile leather fashion accessories might also conform to certain product biases as they might, by default, support a large fashion house as opposed to a small local company, due to their "*trusting*" a certain brand. Instead of resorting to mental shortcuts,

64

traceable information on a product's intrinsic and extrinsic attributes could assist the consumer in making an appropriate choice.

4.4   PURCHASE INTENT

According to Ajzen and Fishbein (1980:41) in Bagozzi *et al.* (2002:69), intention refers to the likelihood that an individual intends to do something. Spears and Singh (2004) define purchase intent as an individual's conscious plan to make an effort to purchase a brand or product. In addition to this, Hawkins and Mothersbaugh (2010:265) define purchase intent as antecedents that trigger and direct consumers to acquire certain products or services. Eagly and Chaiken (1993:168) refer to intention as "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour". Purchase intent therefore comprises personal action tendencies that relate to a brand or product.

Purchase intent exists because of a need that can possibly be satisfied (Ajzen, 1991) and that signifies that a consumer is motivated to deliberately make an effort to carry out a purchase behaviour in the interest of satisfying a specific need (Spears & Singh, 2004). Purchase intent may lead to, and is often a good indicator of purchase behaviour (Ajzen, 1991; Hung *et al.,* 2011). According to Bagozzi *et al.* (2002:71) actions are caused by intentions and it is therefore important to determine what influences intentions. These intentions are an extension of one's attitude. Motivation is the driving force behind purchase intent that spurs consumers to action, resulting in their purchasing or buying a product in the hope of satisfying a specific need or want driven by a specific value perception (Hawkins, Best & Coney, 2004:367; Solomon & Rabolt, 2004:111; Lindquist & Sirgy, 2006:235; Evans, Jamal & Foxall, 2009:6).

4.5 SUMMARY

The aim of this chapter was to present and explain the theoretical perspective employed within this study. Assumptions that apply to the social cognitive perspective, a consumer decision-making paradigm and mental shortcuts were outlined within this chapter. Background on the consumer's intention to purchase as a construct was also provided in this chapter. The information discussed in this as well as previous chapters was to formulate a conceptual framework (as depicted in Figure 1.1) for this study. Chapter 5 consists of a discussion and presentation of the research methodology and research design employed for this study.

CHAPTER 5

RESEARCH DESIGN AND METHODOLOGY

5.1 INTRODUCTION

The primary aim of this study was to explore South African female consumers' needs for traceable information as well as their value perceptions regarding exotic crocodile leather accessories. This chapter introduces the research methodology used to delineate the research objectives of the study. Firstly the conceptional framework as well as the research objectives and subobjectives will be discussed, after which the chapter comprises the following sections which describe how the objectives would be achieved: (1) the research design, (2) the research methodology which consists of sampling (unit of analysis criteria and sampling method), the data collection method, the measuring instrument and data analysis, (3) measures to ensure quality of data (validity and reliability), and (4) the ethical issues.

5.2 CONCEPTUAL FRAMEWORK AND OBJECTIVES

5.2.1 Conceptual Framework

The theory in the literature review and the objectives for this study were incorporated to formulate the conceptual framework as depicted in Figure 1.1.

Exotic crocodile leather accessories consist of traceable intrinsic-related attributes such as the farm from which the hide originates, the country from which the hide originates, food that the animal was fed, chemicals used during the tanning process, the circumstances under which the animal was farmed, the manner in which the animal was killed, and materials from

67

which the finishes (such as embellishments and enclosures) were manufactured, some of which can be traced. Additionally, traceable extrinsic-related product attributes are product characteristics that can appear on the handbag or product label such as the country where the handbag was manufactured, the brand name of the handbag, the country from which the brand originates, the brand's stance on environmental issues, the brand's stance on animal cruelty, the environmental policy of the brand, the social development policy of the brand, the conservation policy of the brand and the brand's stance on child labour – some of which can be traced. The evaluation of consumers' use of objective knowledge and their need to rely on traceable information (intrinsic-related and extrinsic-related product attributes) when choosing between alternatives and the decision regarding whether or not the product should be purchased, are contemplated.

Furthermore, value perceptions that play a role in consumer decision-making and possibly also in consumer needs for traceable information during the decision-making process, include financial (price), functionality (usability value, quality value, uniqueness value), individual (self-identity value, hedonistic value, materialistic value) and finally, social value (conspicuous value, prestige value) (Wiedmann *et al.,* 2007), as depicted in Figure 1.1.

68
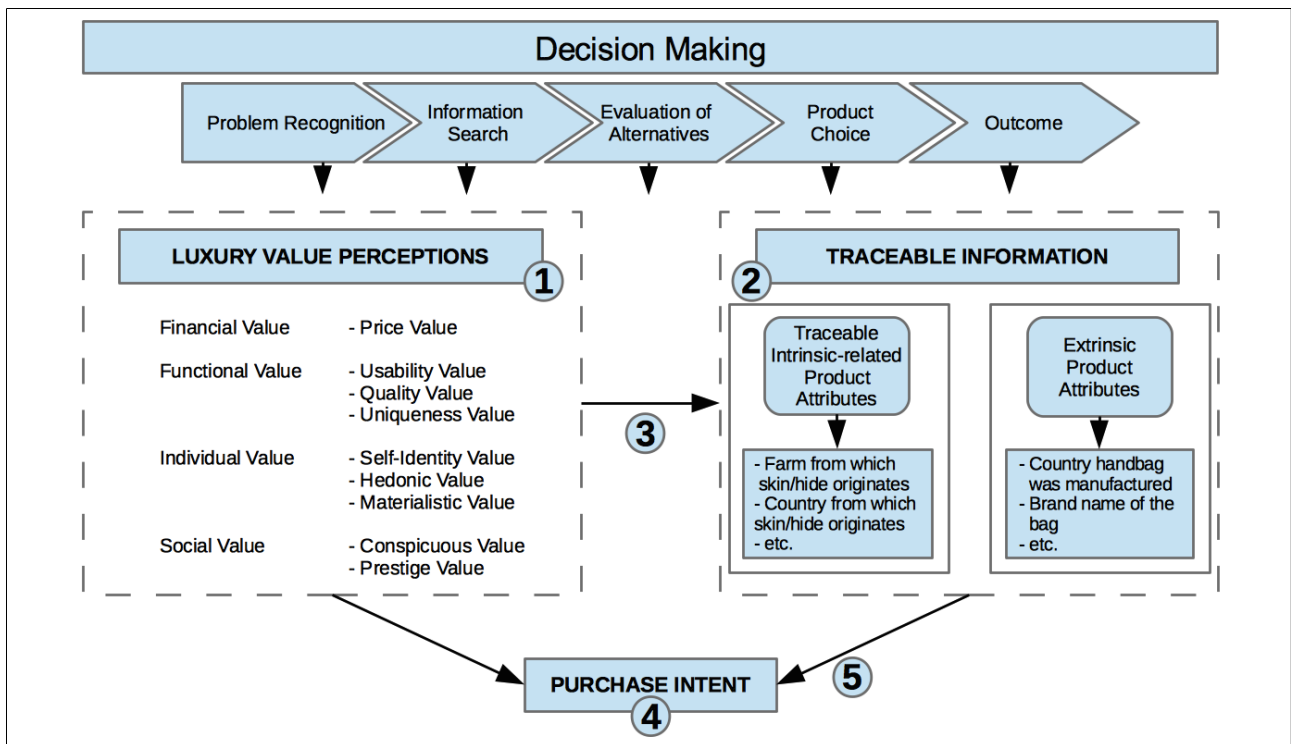
Figure 1.1   : The conceptual framework

Source   : Researchers own construct

5.2.2 Objectives

When considering the forgoing conceptual framework, the subsequent objectives and subobjectives were devised for this study.

Objective 1: To determine the luxury value perceptions that play a role in the South African female exotic leather consumers' purchase decision.

Subobjective 1.1: To determine the relevance of functional value perceptions that play a role in the South African female exotic leather consumers' purchase decision.

Subobjective 1.2: To determine the relevance of individual value perceptions that play a role in the South African female exotic leather consumers' purchase decision.

69

Subobjective 1.3:	To determine the relevance of social value perceptions that play a role in the South African female exotic leather consumers' purchase decision.
Subobjective 1.4:	To determine the relevance of financial value perceptions that play a role in the South African female exotic leather consumers' purchase decision.
Objective 2:	To establish the level of importance of traceable quality indicators, that play a role in the South African female exotic leather consumers' purchasing decision.
Subobjective 2.1:	To establish the level of importance of intrinsic-related quality indicators that play a role in the South African female exotic leather consumers' purchasing decision.
Subobjective 2.2:	To establish the level of importance of extrinsic-related indicators that play a role in the South African female exotic leather consumers' purchasing decision.
Objective 3:	To determine the relationships between the importance that the South African female exotic leather consumer attaches to traceable quality indicators and her luxury value perceptions.
Objective 4:	To determine female South African consumers' intent to purchase exotic leather accessories.
Objective 5:	To determine the relationships between the importance the South African female exotic leather consumer attaches to traceable quality indicators and her purchase intent.

70

5.3 RESEARCH DESIGN

According to Babbie (2013:112), "a research design involves a set of decisions regarding what topic is to be studied among what population with what research methods for what purpose...".

A quantitative research design was chosen for this study that was also exploratory, descriptive and correlational in nature and was done by means of a questionnaire. Exploratory research is done to gain a better understanding of a situation, phenomenon, community or individual (Blaikie, 2000). Descriptive research, in turn, paints a picture of the specific details of a situation, social setting or relationship (Kreuger & Neuman, 2006:23), whereas correlational research focusses on the importance of the relationship between different variables. A questionnaire was dispersed and electronically completed by respondents. This data was then evaluated by means of calculations done with the assistance of a qualified statistician. A cross-sectional approach was applied to this study, as Salkind (2012:253) refers to such a study as investigating several groups of people at one point in time. With that said, the study included females of all cultural backgrounds, of ages 18 and older, and with various levels of disposable income.

5.4 METHODOLOGY

5.4.1 Sampling

A sample comprises of elements of the population that are considered for actual inclusion in the study. A sample is a means to understand a facet of the entire population. Furthermore, a sample could be a small fraction of the total set of objects, events or persons that together consist of the subject of a study (Strydom & Venter, 2000:199).

5.4.1.1 Unit of analysis

Rubin and Babbie (2005:138) define a unit of analysis as "people or things whose characteristics social researchers observe, describe and explain" (Fouche & De Vos, 2011:93). The units of analysis for this study were females of 18 years and older, from all over South Africa, and who earned a household income before deductions of R25 000 or more per month. When setting gender, age and household income aside, other demographic elements such as cultural background were not restricted to a specific population group. It would therefore be beneficial to the South African crocodile leather industry to have sufficient knowledge regarding this target consumer to cater for the female luxury consumer's requirements, and to ultimately maximise local profits in future.

5.4.1.2 Sampling method

A convenience sampling method was used for this study. This convenience sampling method forms part of the non-probability sampling methods and can also be referred to as accidental sampling. Sampling was simply done by selecting cases at hand, and continuing with this process until the sample was the correct size (Delport & Roestenburg, 2011:207). Monette, Sullivan and DeJong (2005:145-146) as well as Rubin and Babbie (2005:245) state that convenience sampling is conducted by sourcing willing participants who are closest and most easily accessible (Strydom & Delport, 2011:391). The size of the total population is not known and the chance of selecting a specific person is also not known due to information on the population size or the members of the population not being disclosed (Gravetter & Forzano, 2003:118; Strydom & Delport, 2011:391; Salkind, 2012:87). The Consulta Research (Pty) Ltd managed to collect 337 feasible questionnaires during April 2016 which contributes to the validity of the study. The Consulta Research (Pty) Ltd has access to a database of willing participants from all over South Africa who meet the basic criteria for the study, and therefore special attention was given to ensure the accuracy of the selection of the individuals who formed part of the sample. The data collection method proved to be

72

beneficial, and data was therefore easily and quickly accessible.

A limitation of convenience sampling could be that it has a good chance of being biased, given that certain groups will be better represented in certain areas of a city than others. This group therefore stands the chance of being overrepresented in the sampling frame (Grinnell & Unrau, 2008:355; Strydom, 2011:232).

5.4.2 Data collection

The survey method was used for this study. An electronic questionnaire was used to gather data (included in Addendum A). Electronic questionnaires are beneficial, as data is directly captured into a database, which reduces the risk of making mistakes, while a paper trail consisting of raw data is eliminated in the process (Delport & Roestenburg, 2011:189-190). Existing scales were used in the questionnaire that have been tested in previous studies with some being adjusted to achieve the objectives for this study.

The survey was administered by the Consulta Research (Pty) Ltd during April 2016, providing the researcher with valid and usable data. To filter out individuals who did not meet the criteria to participate in the study, respondents were asked certain demographic questions which had the function of eliminating those who were not of the applicable age (18 years and older) and income group (earn a household income before deductions of R25 000 or more).

Before completing the survey, willing participants were informed about what the study, and more specifically, the questionnaire entailed. Respondents were informed that the questionnaire aimed to gain insight with regard to the understanding of consumer buying behaviour when shopping for leather products. The cover letter of the questionnaire stipulated that it would take participants approximately five minutes to complete the questionnaire and that they stood the chance of winning a Fossil leather handbag valued at

73

R1 500, should they partake in the study. Respondents were informed that they could complete the questionnaire on their computer, smartphone, tablet or on the Consulta Panel dashboard. Respondents were thanked for their willingness to participate in the study and assured that all information obtained would be kept strictly confidential. Respondents were also assured throughout that there were no right or wrong answers, and that information regarding demographics were merely used for statistical purposes and would at no time be shared with a third party.

5.4.3 Measuring instrument

According to Delport and Roestenburg (2011:190), it is important to decide on the nature of the questionnaire and what information should be obtained. The measuring instrument used for the collection of data was a self-administered questionnaire which consisted of four sections. It is important to note that the study at hand forms part of a larger study and that the following sections A, B, C and D of this study form part of the larger study mentioned.

Section A: *Demographics and background information*

The first section was related to the demographics of the target consumer and comprised of questions related to age, citizenship, level of monthly income before deductions and cultural background. Respondents were also asked which fashion information sources they used and what they would spend on exotic crocodile leather accessories.

Section B: *Consumer Luxury Value perceptions*

The second section of the questionnaire dealt with luxury value perceptions that were measured by using the luxury value perception scale of Hennigs *et al.* (2012). This scale has been tested in 10 countries (Hennigs *et al.,* 2012). Cronbach's Alphas reflected the internal consistency and therefore the reliability of the scale (Hennigs *et al.,* 2012). In the original scale, questions were presented as a 5-point Likert-type scale with Cronbach's alphas of

74

α=0.61 (financial value), α=0.70 (functional value), α=0.88 (individual value) and α=0.85 (social value).

Statements were made so that respondents could rate their personal luxury value perception with regard to their Functional, Individual, Social and Financial value perceptions. Four statements measured Functional value perceptions, three statements measured Financial value perception, seven statements measured the Individual value perception and finally, seven statements measured the Social value perceptions of the respondents. In this study, a four-point Likert – type scale was used (1=Strongly disagree, 2=Disagree, 3=Agree, 4=Strongly agree).

Section C: *Intrinsic and Extrinsic-related traceable product information*

The third section of the questionnaire dealt with intrinsic and extrinsic-related traceable information. Respondents could rate how important (or unimportant) they rated the traceable product attributes. These attributes were divided into intrinsic and extrinsic-related attributes. Seven statements measured the intrinsic-related traceable product attributes, whereas nine statements measured extrinsic-related traceable attributes. A five-point Likert-type scale was used as measuring tool (1=Of no importance, 2=Somewhat important, 3=Moderately important, 4=Important, 5=Extremely important).

Section D: *Purchase intent*

The fourth section of the questionnaire focussed on establishing consumers' purchase intent. Statements were made for respondents to rate their intention to purchase. Three statements measured purchase intent, with respondents' answers being measured on a five-point Likert-type scale. Three of the five statements originally implemented by Spears and Singh (2004) were used for this study. These statements proved to be internally acceptable with the original scale's Cronbach's alphas of a 0.97 and a percentage variance of 0.86.

5.4.4 Operationalisation

Table 5.1 depicts the operationalisation of all relevant concepts measured as well as how they would be measured.

TABLE 5.1: OPERATIONALISATION

Objectives	Concepts	Dimensions	Indicator measuring	Statistical analysis
Objective 1: To determine the luxury value perceptions that play a role in the South African female exotic leather consumers' purchasing decision.	Functional Individual Social Financial	Usability Quality Uniqueness - Self-identity Hedonic Materialistic - Conspicuous Prestige - Price	Hennigs *et al's.* (2012) luxury value perception scale = 4-point Likert scale: 1= strongly disagree to 4= strongly agree.	Percentages Means Cronbach alphas
Objective 2: To establish the level of importance of traceable quality indicators that play a role in the South African female exotic leather consumers' purchasing decision.	Intrinsic-related quality indicators. Extrinsic-related quality indicators.	Design Textile Construction Finishes - Country of origin Country of manufacturing Brand name Store reputation Environmental issues Dimensions to be finalized with crocodile industry	Self-developed 5-point Likert scale: 1= of no importance to 5=extremely important	Percentages Means
Objective 3: To determine the relationships between the importance that the South African female exotic leather consumer attaches to traceable quality indicators and her luxury value perceptions.	Intrinsic and extrinsic quality indicators versus Functional, Individual, Social and Financial value perceptions	Intrinsic and extrinsic quality indicators versus Functional, individual, social and financial value perceptions.		Spearman's rank-order Correlation
Objective 4: To determine female South African consumers' intent to purchase exotic leather accessories.			5-point Likert scale: 1= Never to 5=Definitely	Adopted from Spears and Singh (2004)
Objective 5: To determine the relationships between the importance the South African female exotic leather consumer attaches to traceable quality indicators and her purchase intent.	Intrinsic and extrinsic quality indicators versus purchase intent.	Intrinsic and extrinsic quality indicators versus purchase intent.		Spearman's rank-order Correlation

5.4.5 Data analysis

Coding was done electronically and numerically by means of a Microsoft Excel spreadsheet. Raw data was entered into the spreadsheet and further processed with the assistance of a qualified statistician. After raw data had been captured, the quantitative data collection stage was completed.

Descriptive statistics include calculating frequencies, percentages, standard deviation and means (Salkind, 2012:163). The mean is referred to by Salkind (2012:163) as a set of results divided by the number of results during the quantitative data collection stage, with the standard deviation in turn referring to the average amount individual results vary from the mean (Salkind, 2012:163). According to Salkind (2012:166), the larger the standard deviation, the more variable the set of scores are. Tables, graphs and charts were used to illustrate, better understand and interpret the results.

Inferential statistics, such as Cronbach's alphas and the Spearman's correlation coefficient were calculated to test the correlation between different concepts. Cronbach's alphas were used measure how consistently an item measures an underlying construct (Salkind, 2012:120). According to Hair, Anderson, Tatham and Black (1998) as well as Malhotra and Peterson (2006), a Cronbach's alpha of $\alpha > 0.6$ is regarded as acceptable.

The Spearman rank-order correlation coefficient is a measure of the linear relationship between two variables when only ordinal data is accessible. The Spearman rank-correlation coefficient ranges from -1.0 to +1.0, which indicates that positive results close to 1.0 reveal a strong relationship between rankings (as one rank increases, the other increases), whereas rank correlations near -1.0 express a strong yet negative relationship between rankings (as one rank decreases, the other increases) (Anderson, Sweeney & Williams, 2003:780-781).

5.5   MEASURES TO ENSURE THE QUALITY OF DATA

Before conducting research, the researcher must make sure that measuring tools consist of acceptable levels of validity and reliability.

5.5.1 Validity

Validity in this study consisted of two parts, firstly whether the instrument (questionnaire) properly measured the concept in question and whether the concept was measured precisely (Delport, 2000:166). Babbie and Mouton (2001:122) add that validity is the level to which a measure portrays the real meaning of the considered concept. Furthermore, Walliman (2006:204) distinguishes between internal and external validity, stating that internal validity should be reflected by the impact of controlled variables, whereas external reliability refers to being able to generalise, to compare and to relate findings to other findings beyond the experimental situation. Validity can further be subdivided into content validity, face validity, criterion validity and construct validity (Delport, 2000:167).

Content Validity

According to Salkind (2012:124), content validity is the most straightforward form of validity, as it indicates the degree to which the instrument represents everything that it is derived from. This form of validity is in turn referred to by Babbie and Mouton (2001:123) as the extent to which a measure covers the range of meanings that is included within the concept.

A thorough literature study was done where all concepts were defined and conceptualised. The instrument was developed using the conceptual framework, the objectives identified for the study, as well as the consultation of previous studies that made use of the same concepts and scales. The questionnaire was extensively reviewed by the supervisor and a qualified statistician to eliminate any vague or unclear matters with regard to research questions. To ensure this, a pilot study was undertaken among a small number of willing participants, to

be sure that respondents participating in the actual study would understand and not misinterpret questions. According to Babbie (2013:256), it is more beneficial to ask individuals to complete the questionnaire, as opposed to merely reading through and fine-combing it for inaccuracies. This is due to individuals participating in the pilot study who could easily identify ambiguous questions which might not initially, when reading through these questions, have appeared to be unambiguous (Delport & Roestenburg, 2011:195). Therefore, two objectives are aimed at being accomplished by means of a pilot study before the dispersion of questionnaires. This was to estimate how long it would take to complete a questionnaire, and secondly to determine that the questionnaire consisted of content and face validity.

Face Validity

Certain researchers argue that face validity is not a method of validation, as it focusses on what the instrument "*appears*" to measure, instead of what it "*really*" measures. Face validity is concerned with the face value of the measurement procedure (Delport & Roestenburg, 2011:173). Validity was established by working closely with the research supervisor and referring to previous research and theory regarding all concepts that were measured.

Criterion Validity

Criterion validity relates to the degree to which the questionnaire determines present performance as well as how well it predicts future performance (Salkind, 2012:124). This form of validity is evaluated when scores or results on an instrument are analysed (Delport, 2000:167). According to Delport and Roestenburg (2011:175), it is essential for this form of validation to determine that there should be one or more criteria with which to compare results. Furthermore, criterion validity was established by using scales that were previously tested. These scales were based on conceptual models that had previously been tested by

Construct Validity

The final tool for establishing validity is construct validity. Construct validity is believed to be the most difficult, as it determines the extent to which an instrument measures theoretical constructs (Delport, 2000:167). According to Salkind (2012:125-126), this form of validity establishes whether the questionnaire is related to underlying variables and this should be done by establishing the validity of the underlying concepts. A comprehensive literature review was compiled to establish a proper understanding of concepts, after which the questionnaire was constructed accordingly. The constructs included in the instrument are: consumer luxury value perceptions, intrinsic and extrinsic-related traceable quality indicators, as well as respondents' intention to purchase. An operationalisation (Table 5.1) was constructed to illustrate objectives, what these objectives measure, and how they are measured. For this study, the measuring instruments have been proven to measure the various dimensions of an acknowledged theoretical model and to further eliminate errors, a qualified statistician was worked with closely to ensure that an appropriate questionnaire was assembled. When making use of previously tested scales and measuring instruments which have proven to be successful in the past, construct validity could be established.

5.5.2 Reliability

Reliability is referred to as the way in which a certain approach is tested repeatedly, and results having recurring outcomes, when tested repeatedly (Babbie & Mouton, 2001:119). Delport (2000:168) further states that the consistency of results depend on the level of reliability of the instruments used. The reliability of the study was ensured by means of conducting a pilot study and by consulting a qualified statistician and the study leader to ensure that the questionnaire was fine-combed and free of any errors. The questionnaire was checked by the supervisor as well as a qualified and experienced statistician.

- A comprehensive literature review was conducted to properly define and understand concepts to be tested. This was done to eliminate any ambiguity or obscurity.

- The instrument was reviewed by the study leader, a qualified statistician, as well as fellow students before dispersion of the questionnaire to willing participants.

- The criteria with regard to the unit of analysis partaking in the study were met.

- Reliability was ensured by evaluating the results of similar questions (purposefully included) that were alternated within the questionnaire, in order to determine whether similar results were attained. Ambiguous questions were removed from the questionnaire.

- The pilot study established whether participants understood, misinterpreted or misread any questions in the questionnaire, and whether instructions were clear to them.

- The Cronbach's alphas were used to determine the reliability of scales after data collection had been completed.

- Participation in the study occurred on a strictly voluntary basis. Participants were in no way intimidated or manipulated to partake in the completion of the questionnaire or answer questions in a specific manner.

- A cover letter which stated the purpose of the study, accompanied the questionnaire.

5.6   ETHICS

According to Strydom (2011:113), research should be built on a foundation of trust, acceptance, cooperation and well accepted conventions and expectations among all parties

82

involved. Honesty was maintained throughout, and other authors' work was referenced to avoid plagiarism. Along with this, a plagiarism form was completed in which the researcher declared that the work was the researcher's own.

Constantly attending to ethical issues throughout the study was a primary concern. The anonymity of the participant was at no point compromised. Participants took part in the study on a strictly voluntary basis and participants could at any stage withdraw from the study. Members of the Consulta Survey Panel who were responsible for the dispersing of, and collecting completed questionnaires, were briefed before the actual questionnaires were sent out.

A research proposal as well as the questionnaire to be used was submitted to the University of Pretoria's Faculty of the Natural and Agricultural Sciences' ethics committee before the actual dispersion of questionnaires took place and once approved, data was collected. Interpreted data was checked by the study leader to eliminate any possible form of bias. Limitations of the study were stated within the research and no results were at any point tampered with or changed. Findings and conclusions of the study were written and captured objectively and assembled according to requirements stipulated by the University of Pretoria's Faculty of the Natural and Agricultural Sciences.

5.7   SUMMARY

The purpose of this chapter was to outline the methods and research strategy used for this study. A questionnaire was developed and dispersed which aligned with the research objectives. The results as well as the statistical analyses obtained from this study are described in the chapter that follows, after which the results are discussed and interpreted.

83

CHAPTER 6

RESULTS AND DISCUSSIONS

6.1 INTRODUCTION

This chapter consists of the results of the study. The results are reviewed in accordance with the research objectives. Firstly, the four luxury value perceptions are discussed and delineated according to Financial, Functional, Individual and Social luxury value perceptions. Secondly, the importance of different intrinsic and extrinsic-related traceable product attributes in the minds of consumers is weighed and discussed. The third objective aims to determine the correlation(s) between the importance of traceable information (intrinsic and extrinsic -related product attributes) and the luxury value perceptions of female consumers. Lastly, the respondents' purchase intent was measured as well as the correlation between the importance of traceable information (intrinsic and extrinsic-related product attributes) and purchase intent. For the purpose of this study, three-hundred-and-thirty-seven (N = 337) valid questionnaires were electronically completed by willing participants. The necessary data was obtained by making use of Consulta, a survey company, specialising in the circulation and collection of data.

6.2 DEMOGRAPHIC AND OTHER DESCRIPTIVE CHARACTERISTICS OF THE SAMPLE

Components such as demographics and other essential attributes are explored and delineated to interpret the sample in the following section. All participants of this study were female and South African citizens.

6.2.1 Age distribution

For this study, respondents of eighteen years and older were questioned. According to data gathered from the questionnaires, the majority of participants (58.46%) ranged between the ages of thirty-six and fifty-five (see figure 6.1). This was followed by participants who ranged between the ages twenty-six and thirty-five (18.99%). A third were individuals who ranged between the ages of fifty-six and sixty-five (16.91%). Participants older than sixty-five formed the second-smallest group (3.56%) and finally individuals between eighteen and twenty-five years of age formed the smallest group (2.08%).

The majority of respondents were within an age bracket where families usually experience an increased level of financial freedom and independence, enabling the female consumer to indulge in luxury spending more often. These individuals could also be part of larger social networks such as a corporate environment (consisting of colleges and clients), as well as friends and family who might all serve as valid motivators for luxury spending.
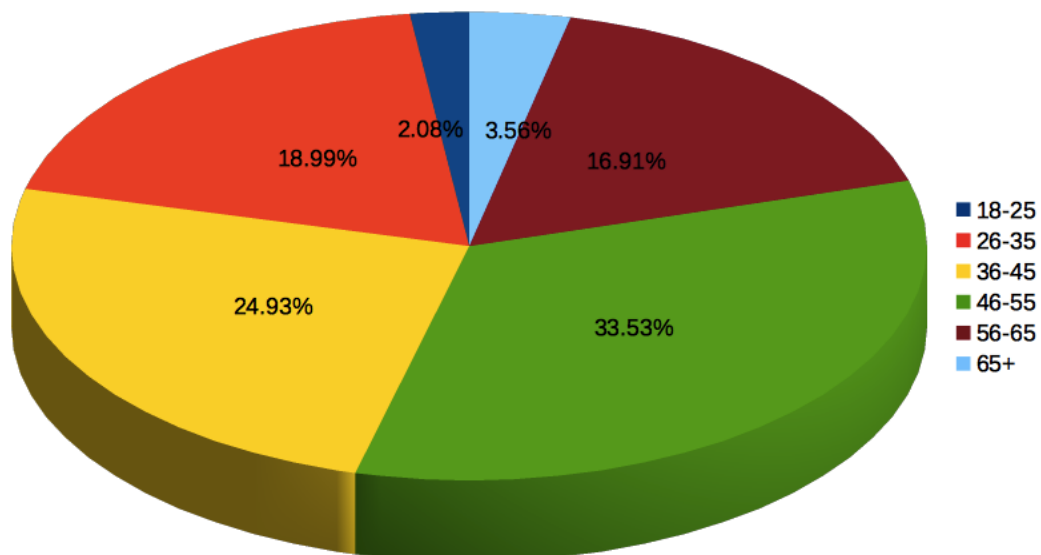
Figure 6.1: Age distribution of respondents (N=337)

6.2.2 South African citizenship

All respondents (N=337) were South African citizens, as the study deals with the value perceptions and needs for traceable information regarding exotic crocodile leather accessories of female South African luxury consumers, and not with participants of foreign countries.

6.2.3 Distribution of cultural backgrounds

Figure 6.2 indicates that the vast majority of individuals participated in the questionnaire were Caucasian (69.73%). Fourteen point two percent (14.24%) of the participants were African, 6.23% of participants were coloured, 5.64% were Indian and 0,89% Asian. Regrettably, 3.27% of the individual respondents indicated that they preferred not to respond to the question with a specific answer.
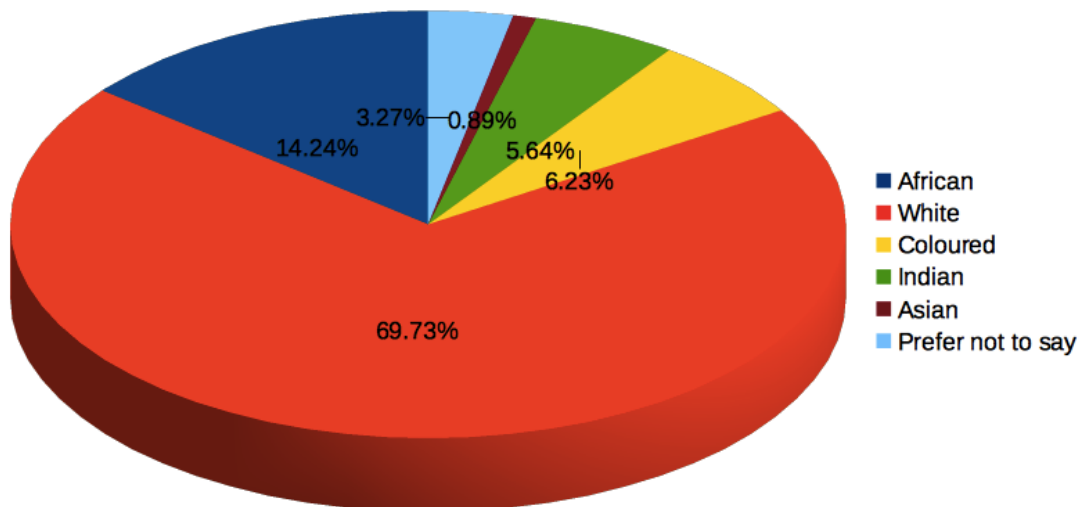
Figure 6.2: Ethnicity distribution of respondents (N=337)

6.2.4 Income distribution

Figure 6.3 illustrates the monthly household income before deductions. It is clear that the

majority of the respondents (31.75%) earned between R25 001 and R 40 000 before deductions, 22.55% of respondents had a household income of R 40 001 to R 60 000, 19.88% of households earned R60 001 to R100 000 and 6.83% of respondents earned a household monthly income before deductions of R 100 001 or more. Regrettably, 18.99% of respondents chose not to divulge this information.
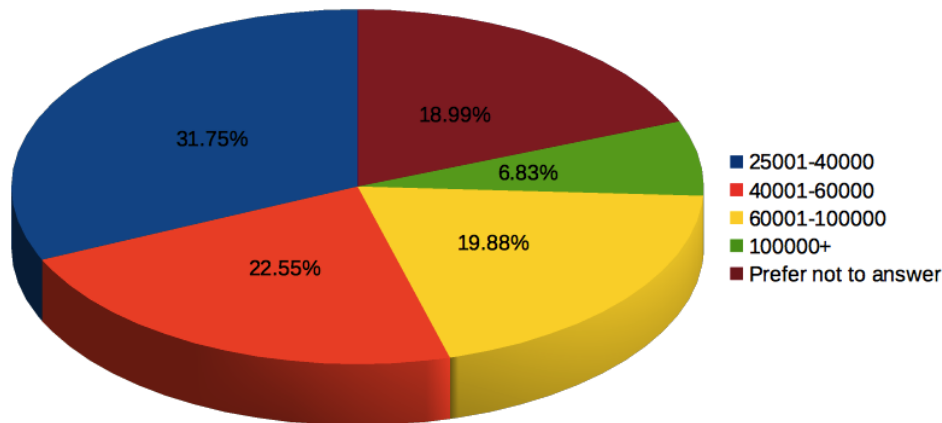
Figure 6.3: Monthly household income of respondents (N=337)

6.2.5 Consumer willingness to spend income on crocodile leather accessories

6.2.5.1 Crocodile leather handbags

The greater majority of the respondents (54.90%) indicated that they would spend between R1 001 and R5 000 on a genuine crocodile leather handbag, although there is an extremely scarce chance that consumers would find a crocodile leather handbag with such a price tag. Just over sixteen per cent (16.02%) of responders indicated that they would only spend R200 or less on such a bag, and in addition to this, 16.02% (3.27+12.76%) of participants indicated that they would be willing to pay between R201 and R1 000.

Only 4.2% of respondents indicated that they would be willing to pay between R10 001 and R20 000, and finally the smallest number (0.6%) of consumers were willing to pay between R20 001 and R50 000.
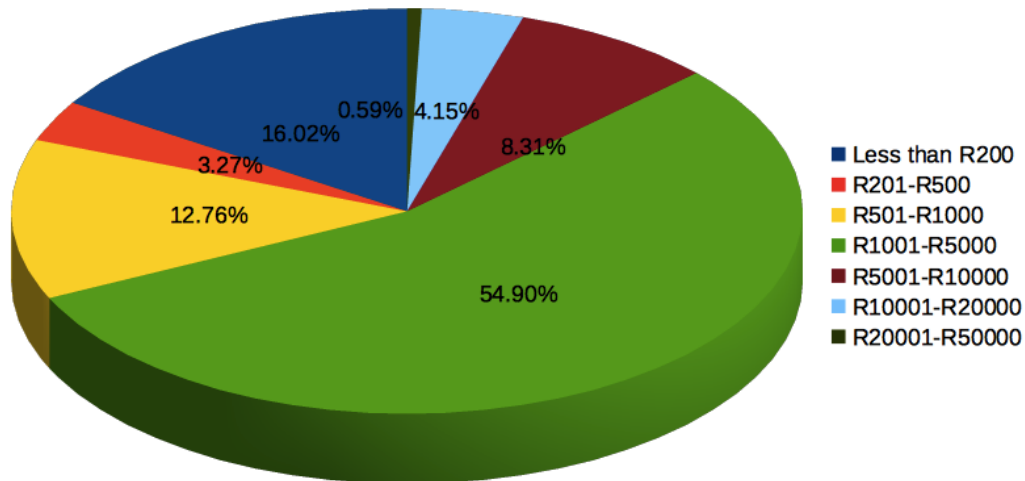
Figure 6.4: Consumer willingness to spend income on crocodile handbags (N=337)

6.2.5.2 Crocodile leather purses

In the case of crocodile leather purses, nearly a third (32.94%) of the respondents indicated that they would be willing to pay between R 1 001 and R 5 000 for a crocodile leather purse. Thirty point two seven percent of respondents (30.27%) indicated that they would pay between R501 and R1 000. A minuscule 2.37% of respondents specified that they would be willing to pay a higher premium of between R5 001 and R10 000 for a crocodile leather purse.

88
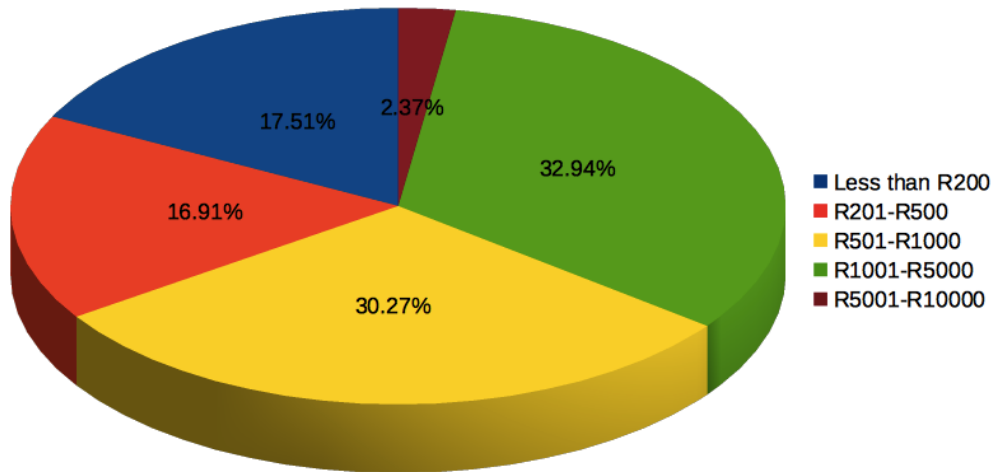
Figure 6.5: Consumer willingness to spend income on crocodile purses (N=337)

6.2.6 Fashion information source

Respondents were not restricted to choosing a single source of information and could select more than one option if they wished to. When asking respondents which source(s) of information they mostly use to become knowledgeable on the latest fashion and accessories, twenty (20) respondents indicated that they didn't make use of any of the information sources. One-hundred-and-fifteen (115) respondents stated that they relied on friends as a source of information, whereas one-hundred-and-seventeen (117) indicated that social media such as Twitter, Facebook and Instagram served as information sources. Fashion magazines evidently remain a popular method of information, as one-hundred-and-sixty-one (161) respondents indicated that this was a preferred method of obtaining information. The second most popular source of information proved to be the Internet, with one-hundred-and-seventy-two (172) respondents indicating that they rely on this for information. Finally, the most sought after method of information collection with regard to the latest fashion and accessories on the market was in-store displays. Two-hundred-and-forty-seven (247)

respondents stated that they preferred to gather information by visiting stores and experiencing the product in real life, by doing so, all five senses could be utilised at once.
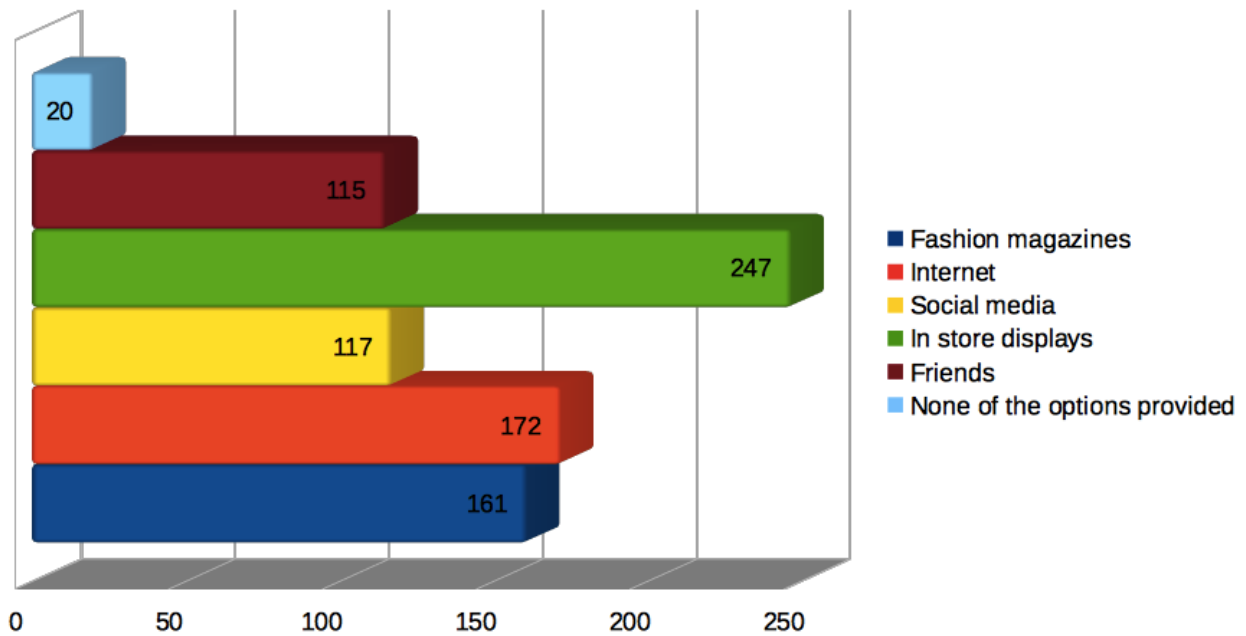
Figure 6.6: Fashion information sources (N=337)

6.2.7 Travel abroad

When referring to figure 6.7, it can be seen that the majority of the respondents (63.51%) never travel abroad or seldom do so. Individuals who indicated that they go abroad once a year came to just over a quarter of the participants at 26.11%. Individuals who indicated that they leave the country twice a year took up 7.12% of the sample, and those who travel more than twice a year came to 3.26%. Travelling abroad on a regular basis could broaden the knowledge of the person travelling, as she could become knowledgeable with regard to international pricing of luxury goods as well as quality standards of these luxury items.

90
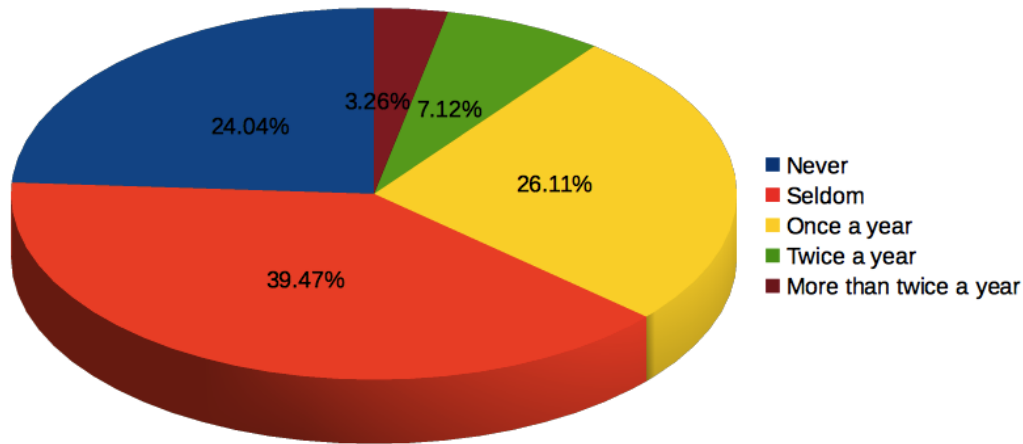
Figure 6.7: Overseas travel habits (N=337)

6.3   RESULTS OF OBJECTIVE 1

Objective 1: To determine the luxury value perceptions that play a role in the South African female exotic leather consumers' purchase decision.

Respondents were requested to rate how important they view certain value perceptions by making use of a four-point Likert-type scale. The scale gave the respondents the option to "strongly disagree" (1), "disagree" (2), "agree" (3) or to "strongly agree" (4). Respondents were required to respond to 21 questions.

6.3.1   Discussion of factor analysis

The outcome of the initial factor (Table 5.1) analysis identified five factors instead of the four factors of the original scale. One item, V9, "Few people own a true luxury product", did not load on any factor and was omitted for further analysis. Factor loadings equal or greater than 0.50 are generally considered practically significant (Trochim, 2005). Some of the items had lower than 0.50 loadings. The factors were identified by using Eigenvalues >1 to identify

91

the number of factors. Reliability was subsequently tested by means of Cronbach Alpha values which was also used to decide which item to retain, followed by calculation of the percentage of variance among the factors. Cronbach alpha values of 0.84, 0.63, 0.84, 0.52, 0.83, indicated internal consistency within the factors.

All seven factors of Hennigs *et al's.* (2012) social value perception scale assembled as factor one in this study, named Social. All four items of the original functional scale assembled as factor two in this study, named Functional. Item 9 of the original financial scale, as explained, was omitted for further analysis. The remaining three items assembled as factor four in this study, named Financial. The Hennigs *et al.* (2012) scale's individual factor divided into two factors in this study. V10, V25 and V29 assembled as factor three in this study, named Individual Gifts, while V13, V14, V19 and V20 assembled as factor five, named Individual Pleasure. It is noteworthy that in their first attempt to cluster luxury value perceptions, Wiedmann *et al.,* (2009) had nine factors in their individual value dimension, one of which was "Self-directed Pleasure" and another, "Self-gift Giving".

The means of the five factors vary between 2.10 and and 3.20 with acceptable standard deviations between 0.47 and 0.65. The percentage variance explained is 57.80%, which is also acceptable. The following were applied for purpose of interpretation of the means (M):

- M = ≥ 3.50   :   Very important/very strong value perceptions

- M = ≥ 3 < 3.5   :   Important value perceptions

- M = ≥ 2 < 3   :   Weak value perceptions

- M = ≥ 1< 2   :   Not important value perception

	Statement	Factor1 Social	Factor 2 Functional	Factor 3 Individual: Gifts	Factor 4 Financial	Factor 5 Individual: Pleasure
V22	It is important to know what others think of people who use certain luxury brands or products.	0.84				
V21	I like to know what luxury brands and products make good impressions on others.	0.76				
V26	I am interested in determining what luxury brands/products I should buy to make good impressions on others.	0.65				
V16	I pay attention to what types of people buy certain luxury brands or products.	0.64				
V15	To me, my friends' perceptions of different luxury brands or products are important.	0.58				
V8	It is important that others have a high opinion of how I dress and look.	0.47				
V28	If I were to buy something expensive, I would worry about what others would think of me.	0.38				
V12	I place emphasis on quality assurance over prestige when considering the purchase of a luxury brand/product.		0.88			
V11	The superior product quality is my major reason for buying a luxury brand/product.		0.59			
V18	I am inclined to evaluate the substantive attributes and performance of a luxury product rather than listening to the opinions of others.		0.35			
V24	A luxury brand/product that is preferred by many people but that does not meet my quality standards, will never enter into my purchase consideration.		0.31			
V25	I view luxury brand/product purchases as gifts for myself to celebrate an occasion that I believe is significant to me.			-0.83		
V29	As a whole, I may regard luxury brands/products as gifts that I buy to treat myself.			-0.81		
V10	I view luxury brand/product purchases as gifts for myself to celebrate something that I do and feel excited about.			-0.63		
V23	A luxury product cannot be sold in supermarkets.				0.54	
V27	Luxury products are inevitably very expensive.				0.48	
V17	Truly luxury products cannot be mass-produced.				0.40	
V14	Purchasing luxury clothing makes me feel good.					-0.77
V19	Wearing luxury clothing gives me a lot of pleasure.					-0.62
V13	I derive self-satisfaction from buying luxury products.					-0.59
V20	When I am in a bad mood, I may buy luxury brands/products as gifts for myself to alleviate my emotional burden.					-0.30
	Mean	2.09	3.18	2.88	2.91	2.62
	SD	0.54	0.47	0.65	0.54	0.65
	% Variance explained (Total:57.80%)	28.40	11.50	7.00	6.10	4.80
	Cronbach Alpha	0.84	0.63	0.84	0.52	0.83
	Eigenvalues	6.20	2.50	1.30	1.30	1.10

93

TABLE 6.2: LUXURY VALUE PERCEPTIONS OF RESPONDENTS (N=337)

Construct		Statement in questionnaire	Strongly disagree(%)	Disagree(%)	Agree(%)	Strongly agree (%)	Missing (%)	STRONGLY DISAGREE+DISAGREE (%)	AGREE+STRONGLY AGREE(%)	Mean	Standard deviation
Functional	V11	The superior product quality is my major reason for buying a luxury brand/product	2.40	7.40	55.90	34.00	0.30	9.80	89.90	3.22	0.68
	V12	I place emphasis on quality assurance over prestige when considering the purchase of a luxury brand/product	0.90	5.30	52.70	40.80	0.30	6.20	93.50	3.34	0.62
	V18	I am inclined to evaluate the substantive attributes and performance of a luxury product rather than listening to the opinions of others	2.10	8.60	65.70	23.40	0.30	10.70	89.10	3.11	0.63
	V24	A luxury brand/product that is preferred by many people but that does not meet my quality standards, will never enter into my purchase consideration	5.30	13.90	50.00	30.50	0.30	19.20	80.50	3.06	0.81
AVERAGE			**2.68**	**8.80**	**56.08**	**32.18**	**0.30**	**11.48**	**88.25**	**3.18**	**0.47**
Individual/gifts	V10	I view luxury brand/product purchases as gifts for myself to celebrate something that I do and feel excited about	4.40	16.30	59.50	19.50	0.30	20.70	79.00	2.94	0.73
	V25	I view luxury brand/product purchases as gifts for myself to celebrate an occasion that I believe is significant to me	5.00	21.90	55.90	16.90	0.30	26.90	72.80	2.85	0.76
	V29	As a whole, I may regard luxury brands/products as gifts that I buy to treat myself	6.20	18.00	60.70	14.80	0.30	24.20	75.50	2.84	0.75
AVERAGE			**5.20**	**19.00**	**58.70**	**17.07**	**0.30**	**24.20**	**75.77**	**2.88**	**0.65**
Individual/pleasure	V13	I derive self-satisfaction from buying luxury products	9.80	25.40	50.30	14.20	0.30	35.20	64.50	2.69	0.83
	V14	Purchasing luxury clothing makes me feel good	6.20	23.40	53.80	16.30	0.30	29.60	70.10	2.80	0.78
	V19	Wearing luxury clothing gives me a lot of pleasure	3.60	22.50	57.10	16.60	0.30	26.10	73.70	2.87	0.72
	V20	When I am in a bad mood, I may buy luxury brands/products as gifts for myself to alleviate my emotional burden	25.70	44.70	23.10	6.20	0.30	70.40	29.30	2.10	0.86
AVERAGE			**11.33**	**29.00**	**46.08**	**13.33**	**0.30**	**40.33**	**59.40**	**2.62**	**0.65**
Social	V8	It is important that others have a high opinion of how I dress and look	13.30	31.10	43.80	11.50	0.30	44.40	55.30	2.54	0.87
	V15	To me, my friends' perceptions of different luxury brands or products are important	19.80	56.80	18.60	4.40	0.30	76.60	23.00	2.08	0.75
	V16	I pay attention to what types of people buy certain luxury brands or products	25.70	44.10	24.00	5.90	0.30	69.80	29.90	2.10	0.85
	V21	I like to know what luxury brand and product make good impressions on others	18.30	52.40	24.90	4.10	0.30	70.70	29.00	2.15	0.76
	V22	It is important to know what others think of people who use certain luxury brands or products	21.90	59.50	15.40	3.00	0.30	81.40	18.40	1.99	0.70
	V26	I am interested in determining what luxury brands/products I should buy to make good impressions on others	26.30	58.90	10.70	3.80	0.30	85.20	14.50	1.92	0.72
	V28	If I were to buy something expensive, I would worry about what others would think of me	25.70	65.40	6.80	1.80	0.30	91.10	8.60	1.85	0.61
AVERAGE			**21.57**	**52.60**	**20.60**	**4.93**	**0.30**	**74.17**	**25.53**	**2.09**	**0.54**
Financial	V17	Truly luxury products cannot be mass-produced	1.80	20.70	53.30	24.00	0.30	22.50	77.30	3.00	0.72
	V23	A luxury product cannot be sold in supermarkets	3.00	37.30	39.60	19.80	0.30	40.30	59.40	2.77	0.80
	V27	Luxury products are inevitably very expensive	1.50	23.70	49.70	24.90	0.30	25.20	74.60	2.98	0.74
AVERAGE			**2.10**	**27.23**	**47.53**	**22.90**	**0.30**	**29.33**	**70.43**	**2.91**	**0.54**

6.3.2 Functional value perceptions

This factor consisted of four items which reflected the importance respondents placed on superior product quality, the emphasis placed on quality assurance over prestige, the consumer's inclination to evaluate the substantive attributes and performance rather than listening to the opinion of others, and finally the importance of consumers' own quality standards in their purchase behaviour.

Results indicated that aspects relating to the functionality (mean=3.18) of a luxury product are viewed by respondents as important ($M = \geq 3 < 3.5$). Respondents specifically emphasised the importance of the assurance of quality, rather than prestige when considering the purchase of a luxury product (V12; mean= 3.34). Superior product quality is also a major consideration to these consumers when buying a luxury product (V11; mean= 3.22). Respondents further indicated that they would be more inclined to consider the attributes and performance of luxury products, rather than listening to the opinion of others (V18; mean=3.11), and finally they indicated that they wouldn't purchase a luxury product, if in their opinion the quality was substandard even though it is preferred by many (V24; mean=3.06).

6.3.3 Individual value perceptions

In this study, the original Individual factor split into two factors, namely Individual Pleasure and Individual Gifts.

6.3.3.1 Individual pleasure

This factor consisted of four items which reflected the importance that respondents placed on self- satisfaction when buying a luxury product, on purchasing luxury clothing that makes them feel good, on wearing luxury clothes because of the pleasure they experience when wearing these items, and on buying a luxury product to get rid of an emotional burden.

95

Results indicate that with regard to aspects that relate to pleasure experienced due to the use of luxury products, respondents in this study reported a weak value perception (mean=2.62; M = ≥ 2 < 3), especially relating to their wearing luxury goods to feel better (V19; mean=2.87), purchasing luxury goods to feel good (V14; mean=2.80), to derive self-satisfaction when buying these products (V13; mean=2.69), and to alleviate the emotional burden of a foul mood by buying luxury products for oneself (V20; mean=2.10).

6.3.3.2 Individual gifts

This factor consisted of three items which reflected the view of respondents regarding potentially different reasons for them to purchase luxury goods for themselves, whether it be to celebrate oneself after achieving something, to celebrate an occasion that is significant to the respondent, or to serve as a personal treat to the respondent.

Results showed that respondents expressed a weak individual gift value perception (M = ≥ 2 < 3, mean=2.88), specifically relating to consumers buying gifts for themselves as a means of celebrating something (V10; mean=2.94), or a means of celebrating a significant occasion (V25; mean=2.85) and finally, to purchase a luxury item as a personal treat. This once again did not result in being an important value perception by respondents, but rather a weak one (V29; mean=2.84).

6.3.4 Social value perceptions

This factor consisted of seven items relating to the opinion of others with regard to how respondents dress and look, what others think of people who buy and wear certain brands, what others will think of respondents when they buy something expensive, and what the opinion of the respondent's peers or friends are on certain brands or products when purchased. The respondents' perception on who purchases which brands or products, which brands or products make a good impression and what they, as respondents, should

96

personally purchase to make a good impression, was also considered.

Results indicated that respondents again expressed a weak social value perception (M = ≥ 2 < 3, mean=2.09). The importance of others having a high opinion of how respondents look (V8; mean=2.54), to have knowledge of which luxury brands or products make good impressions on others (V21; mean=2.15), to be knowledgeable on which kind of individuals buy what luxury brands or products (V16; mean=2.10), and the importance of perceptions of peers or friends with regard to luxury brands (V15; mean=2.08), were all rated as of little importance by respondents.

It is significant to note specifically what others think of people who use certain brands (V22; mean= 1.99), to buy to make a good impression on others (V26; mean=1.92), and others' opinion of a respondent when she buys a luxury product would worry her (V28; mean=1.85), were not viewed as important by the respondents (M = ≥ 1< 2).

6.3.5 Financial value perceptions

This factor consisted of three items which reflected the importance respondents placed on financial aspects regarding a luxury product. Respondents had opinions on factors such as luxury items being mass-produced, being available in regular retail outlets such as supermarkets, and inevitably being very expensive and these were emphasised.

Results show that financial aspects reflecting a financial value perception of luxury products were overall expressed by respondents as less important and therefore a weak value perception (mean=2.91).

6.4 RESULTS OF OBJECTIVE 2

Objective 2: To establish the level of importance of traceable quality indicators that play a role in the South African female exotic leather consumers' purchasing decision.

Respondents were requested to rate how important they viewed certain traceable information when making a crocodile leather purchase decision. This was done by making use of a five-point Likert-type scale. The scale gave the respondents the option to state that this information was "of no importance" (1), "somewhat important" (2), "moderately important" (3), "important" (4) or "extremely important". Respondents were required to respond to 16 questions.

The following applied for the purpose of interpretation of the means (M):

- M= < 2   :   Of no importance

- M= ≥ 2 < 3   :   Of little importance

- M= ≥ 3 < 4   :   Moderately important

- M= ≥ 4 < 5   :   Important

- M= ≤ 5   :   Extremely important

In Table 6.3, participants' views of the importance of different intrinsic and extrinsic-product related attributes are portrayed.

TABLE 6.3: INTRINSIC RELATED AND EXTRINSIC-RELATED PRODUCT ATTRIBUTES (N=337)

Construct		Statement in questionnaire	Of no importance(%)	Somewhat important(%)	Moderately Important(%)	Important(%)	Extremely Important(%)	Missing(%)	SOMEWHAT IMPORTANT+MODERATELY IMPORTANT(%)	IMPORTANT+EXTREMELY IMPORTANT(%)	Mean	Standard deviation
Intrinsic	V30	The farm the skin originates from.	33.40	14.80	17.50	21.30	12.70	0.30	32.30	34.00	2.65	1.45
	V31	The country the skin originates from.	26.00	15.10	15.70	26.90	16.00	0.30	30.80	42.90	2.92	1.45
	V32	Food that the animal was fed	42.30	10.90	15.70	20.40	10.40	0.30	26.60	30.80	2.45	1.46
	V33	Chemicals used during the tanning process.	22.50	15.40	19.50	22.80	19.50	0.30	34.90	42.30	3.01	1.44
	V35	The circumstances under which the animal was farmed	16.60	11.20	12.40	26.00	33.40	0.30	23.60	59.40	3.49	1.47
	V36	How the animal was killed	21.30	6.80	13.00	20.70	37.90	0.30	19.80	58.60	3.47	1.56
	V44	Materials that enclosures and finishes were manufactured of (e.g. real diamonds, silk, gold).	10.40	16.90	24.30	28.70	19.50	0.30	41.20	48.20	3.30	1.25
AVERAGE			**24.64**	**13.01**	**16.87**	**23.83**	**21.34**	**0.30**	**29.89**	**45.17**	**3.04**	**1.12**
Extrinsic	V34	The country where the handbag was manufactured.	18.60	15.10	20.70	29.30	16.00	0.30	35.80	45.30	3.09	1.35
	V37	The brand name of the handbag	23.70	20.10	23.70	20.10	12.10	0.30	43.80	32.20	2.77	1.34
	V38	The country where the brand originates from (country-of-origin)	21.90	18.60	24.30	19.50	15.40	0.30	42.90	34.90	2.88	1.37
	V39	The brand's stance on environmental issues.	9.80	8.90	17.20	23.70	40.20	0.30	26.10	63.90	3.76	1.33
	V40	The brands' stance on animal cruelty.	8.00	7.70	12.10	21.90	50.00	0.30	19.80	71.90	3.99	1.29
	V41	Environmental policy of the brand	9.50	7.70	15.10	26.60	40.80	0.30	22.80	67.40	3.82	1.30
	V42	Social development policy of the brand	14.80	12.70	23.70	24.00	24.60	0.30	36.40	48.60	3.31	1.36
	V43	Conservation policy of the brand	10.10	9.20	17.20	25.40	37.90	0.30	26.40	63.30	3.72	1.33
	V45	The brand's stance on child labour	7.70	8.60	6.80	21.00	55.60	0.30	15.40	76.60	4.09	1.29
AVERAGE			**13.79**	**12.07**	**17.87**	**23.50**	**32.51**	**0.30**	**29.93**	**56.01**	**3.49**	**1.00**

6.4.1 Intrinsic-related product attributes

The intrinsic-related construct consists of a set of items that measured the importance of attributes that can theoretically be called intrinsic-related attributes of exotic leather accessories, and that can be traced.

Results on these attributes show that it was moderately important (mean=3.04, M= ≥ 3 <

4) for the respondents to have this information when deciding to purchase an exotic crocodile leather accessory, specifically on how the animal was farmed (V35; mean =3.49) and killed (V36; mean=3.47), as well as what materials and closures were used (V44; mean=3.30) and what chemicals were used in the tanning process (V33; mean=3.01). It was for the respondents of little importance to know what the animal was fed (V32; mean=2.45), the country from which the hide originate (V31; mean= 2.92) or the farm from which the skin originated (V30; mean=2.65). Rather big standard deviations, however, indicate a rather big fluctuation in answers. It is further significant to note that more than half of the respondents indicated that it is important and extremely important to have information of the circumstances under which the animal was farmed (59.4%) and how the animal was killed (58.6%).

6.4.2 Extrinsic-related product attributes

The extrinsic-related construct consisted of a set of items that measured the importance of attributes which can theoretically be termed the extrinsic-related attributes of the product either added to the product, such as brand name or information which can be made available.

Results regarding extrinsic-related product attributes indicated that respondents mostly found it moderately important (mean=3.49, M=$\geq$ 3 < 4). However, respondents found a brand's stance on child labour to be important (V45; mean=4.09), where 76.60% of respondents rated this as important or extremely important. The brand's stance on animal cruelty (V40; mean=3.99), the environmental policy of the brand (V41; mean=3.82), the brand's stance on environmental issues (V39; mean=3.76), the conservation policy of the brand (V43; mean=3.72), the social development policy of the brand (V42; mean=3.31) and lastly, the country in which a handbag was manufactured (V45; mean=3.09), were viewed as moderately important by respondents. Two attributes were viewed as of little importance,

100

namely the country from which the brand originates (V38; mean=2.88) and the brand name of the luxury handbags (V37; mean=2.77) (only 34.90% found the former to be important, or extremely important and only 32.20% stated that the latter was important or extremely important).

On average, participants found extrinsic-related product attributes more important than intrinsic attributes. Fifty-six per cent (56%) of participants viewed extrinsic-related product attributes as important or extremely important (mean=3.49), whereas 45.2% of participants found intrinsic-related product attributes important or extremely important (mean = 3.04).

6.5   RESULTS OF OBJECTIVE 3

Objective 3: To determine the relationships between the importance that the South African female exotic leather consumer attaches to traceable quality indicators and her luxury value perceptions.

A Spearman's correlation was used to determine the relationship between the importance of intrinsic and extrinsic-related traceable information and the various luxury value perceptions. Results show that there were weak-positive, but statistically highly significant relationships between functional value perceptions and the importance of intrinsic-related (r=0.163, P=0.003, N=337) as well as extrinsic-related information (r=0.190, P=0.000, N=337). A weak positive, but statistically highly significant relationships was also found between financial value perceptions and the importance of intrinsic (r=0.144, P=0.008, N=337) and extrinsic-related information (r=0.197, P=0.000, N=337). There was a weak but statistically highly significant relation between the Individual-gift value perception and the importance of extrinsic-related information (r=0.143, P=0.008, N=337) and a weak-positive statistically significant relationship between individual-gift value perceptions and the importance of intrinsic-related information (r=0.141, P=0.01, N=337).

TABLE 6.4: CORRELATION BETWEEN TRACEABLE QUALITY

INDICATORS AND LUXURY VALUE PERCEPTIONS (N=337).

Correlations		Intrinsic traceable information	Extrinsic traceable information
Social	r	0.064	0.074
	P	0.241	0.173
	N	337	337
Functional	r	0.163	0.190
	P	**0.003	**0.000
	N	337	337
Individual Gift	r	0.141	0.143
	P	*0.01	**0.008
	N	337	337
Individual personal pleasure	r	0.073	0.098
	P	0.179	0.073
	N	337	337
Financial	r	0.144	0.197
	P	**0.008	**0.000
	N	337	337
*Correlation significant at the 0.05 level (2 tailed)			
**Correlation significant at the 0.01 level (2 tailed)			

6.6   RESULTS OF OBJECTIVE 4

Objective 4: To determine female South African consumers' intent to purchase exotic leather accessories.

Table 6.5 presents the findings from section D of the questionnaire with question V46 to V48 exploring the female respondents' purchase intent for luxury exotic leather accessories. A five-point Likert-type scale was used ranging from "never" and "maybe","not sure", "probably" and "definitely".

The following applied to the interpretation of the means (M).

- M = ≥ 4.5   :   Strong purchase intent

102

- M = ≥ 3.5 < 4.5   :   Above average purchase intent

- M = ≥ 2 < 3.5   :   Weak purchase intent

- M = ≤ 2   :   Very weak – no purchase intent

TABLE 6.5: MEANS AND STANDARD DEVIATION FOR PURCHASE INTENT

Construct		Statement in questionnaire	Never(%)	Maybe(%)	Not sure(%)	Probably(%)	Definitely(%)	Missing (%)	Mean	Standard dev
	V46	At some point buy an exotic crocodile accessory	31.70	24.00	18.60	20.70	4.70	0.30	2.43	1.26
Purchase Intent	V47	At some point have the intention to buy an exotic crocodile leather accessory	31.70	23.40	17.50	21.30	5.90	0.30	2.46	1.29
	V48	At some point have a purchase interest for an exotic crocodile leather accessory	32.00	23.10	17.80	18.90	8.00	0.30	2.48	1.32
AVERAGE			**31.80**	**23.50**	**17.97**	**20.30**	**6.20**	**0.30**	**2.46**	**1.29**

Results show that respondents in this study had a weak purchase intent for exotic crocodile leather accessories with a mean of 2.46, although the standard deviation was quite large (1.29).

The majority of the respondents reported that they would never at any time buy an exotic crocodile leather accessory (31.70%), (mean=1.26), or at any time have the intention to buy an exotic crocodile leather accessory (31.7%), (mean=1.29), or at some point have a purchase interest for an exotic crocodile leather accessory (32.00%), (mean=1.32).

Only 4.70% of the respondents indicated that they would at some time 'definitely' buy an exotic crocodile leather accessory, 5.90% at some point have the intention to 'definitely' buy

103

an exotic crocodile leather accessory, and 8.00% at some point 'definitely' have a purchase interest for an exotic crocodile leather accessory. It is however encouraging that a substantial percentage of respondents might in future at some point buy an exotic crocodile accessory (24.00%+18.60%+20.70%=63.30%) or at some point have the intention to buy an exotic crocodile leather accessory (23.40%+17.50%+21.30%=62.20%), or at some point, have a purchase intent for an exotic crocodile leather accessory (23.10%+18.80%+18.90%=60.80%).

6.7   RESULTS OF OBJECTIVE 5

Objective 5: To determine the relationships between the importance the South African female exotic leather consumer attaches to   traceable quality indicators and her purchase intent.

A Spearman's correlation test was used to determine the relationship between the importance of intrinsic and extrinsic-related traceable information and purchase intent for exotic leather accessories.

Results show that there was a weak positive, but statistically highly significant relationship between the importance of extrinsic-related product attributes and purchase intent (r=0.217, P=0.000, N=337).

TABLE 6.6: CORRELATION BETWEEN TRACEABLE QUALITY INDICATORS -AND PURCHASE INTENT (N=337).

Correlations		Intrinsic traceable information	Extrinsic traceable information	Purchase intent
Intrinsic traceable information	r	1.000	0.217	-0.105
	P	.	0.000	0.055
	N	337	337	337
Extrinsic traceable information	r	0.217	1.000	0.052
	P	*0.000	.	0.338
	N	337	337	337
Purchase intent	r	-0.105	0.052	1.000
	P	0.055	0.338	.
	N	337	337	337
*Correlation significant at the 0.01 level (2 tailed)				

104

6.8   DISCUSSION AND INTERPRETATION

The purpose of this study was to determine and explore female South African consumers' value perceptions and need for traceable information on exotic leather crocodile accessories.

To obtain a better understanding of the complexity of consumer values, one can refer to the meaning of values. Gutman (1997) differentiates between goals and values by stating that goals are what it is we want, and values in turn why we want this. Sheth *et al.* (1991), in turn, state that a consumer's consumption value is the reason for a consumer choosing to purchase or not to purchase a certain product, why she chooses one product over another, and why she chooses a certain brand over another. Previous researchers have determined that values are instrumental in analysing luxury consumption (Wiedmann *et al.,* 2007).

Although Wiedman *et al's.* (2009, 2012, 2013) scale measures four dimensions, five value perceptions have been identified in the current study, namely, functional, individual gift, individual pleasure, social and financial value. Functional value presented itself as important in this study. This dimension of luxury is associated with the basic utilities or benefits that serve as drivers of consumer-based luxury value. Sheth *et al.* (1991) support this by stating that an item attains functional value when it consists of important functional, utilitarian or physical attributes. Furthermore, functional value can be subdivided into three constructs, namely the quality, uniqueness and usability of the product (Wiedmann *et al.,* 2007). A consumer associates a luxury product with impeccable quality and is therefore reassured that by purchasing these goods, more value would be derived from this product (Aaker, 1991 in Wiedmann *et al.,* 2007).

One of the most pertinent needs among consumers is the need for impeccable quality of luxury goods (Bian & Moutinho, 2009; Truong & McColl, 2011). Dubois, Laurent and Czellar (2001) support this by stating that respondents strongly associate quality with luxury and ultimately suggest that the two are synonymous.

105

However, prospective consumers who want to purchase a product, evaluate quality differently. Consumers are in many cases not properly informed on methods of judging quality. In many cases consumers therefore tend to make a purchase decision without due consideration of key factors that play a role in quality which can ultimately lead to customer dissatisfaction (Brown & Rice, 1998; De Klerk & Lubbe, 2010).

With regard to the classification of attributes of exotic crocodile leather accessories, one could organise them as either intrinsic or extrinsic. Extrinsic-related attributes relate to aspects such as brand-name, price, the country from which the product originates, the country in which the accessory was manufactured, as well as environmental issues. Quality is primarily influenced by intrinsic product attributes. These attributes relate to aspects such as the design of the crocodile leather accessory, the textile, namely crocodile skin, the quality of construction of the accessory, as well as finishes used such as embellishments and enclosures. None of these intrinsic attributes can change without physically changing the product itself (De Klerk & Lubbe, 2010). A link can therefore be drawn between the performance of a product and its intrinsic-related properties (Godey *et al.,* 2012). Therefore, if a consumer values quality, it is imperative for her to be knowledgeable on various intrinsic attributes.

Exotic crocodile leather accessories are however not items purchased daily and it is consequently not realistic to expect of prospective consumers to have a full understanding or to be extensively knowledgeable on different quality factors. There is however, a direct link between a product, in this case crocodile leather accessories' intrinsic attributes and other intrinsic-related attributes such as the food the animal was fed, the country from which the hide originates and how the animal was farmed. These are all traceable attributes that (if available) the consumer can use as an indication of the quality of the product, should she not have the objective knowledge to evaluate that at the point of purchase.

Respondents of this study regarded it as only moderately important to have traceable

106

information on intrinsic-related product attributes. Unfortunately, the respondents in this study did therefore not know how important traceable information on intrinsic-related attributes is, and therefore regarded traceable intrinsic-related information such as what the animal was fed, the country from which the hide originated, and the farm from where the crocodile originates as of little importance (M=≥2<3), although this information can be an indication of the quality of the leather.

Respondents in this study regarded information on traceable extrinsic-related product attributes as only moderately important, although information on some extrinsic-related attributes can be used as an indication of the product's quality, should the consumer not have objective knowledge on how to evaluate the quality. Information on brand-name and country of origin that could be an indication of the authenticity of the leather, was only regarded as of little importance by respondents. Information on the brand's stance on child labour (mean=4.09), on animal cruelty (mean=3.99) and on environmental issues (mean=3.82) was regarded as more important by respondents. Such information does not have an impact on the functionality of the product, but can be important for consumers with strong social and individual value perceptions (which was not the case in this study).

In this study, results indicated that the majority of the respondents had overall weak Financial, Social and Individual value perceptions regarding exotic crocodile leather accessories, except Functionality which was regarded as an important luxury value perception by the respondents. Results indicated that respondents found both intrinsic and extrinsic-related attributes only moderately important. A Spearman's correlation was used to determine the correlation between the importance of these intrinsic and extrinsic-related traceable information and luxury value perceptions. It came to the fore that there was a highly significant positive (although weak) relationship between the important functional value perception of respondents, and the importance that they placed on traceable intrinsic-related and extrinsic-related attribute information. Results further indicated that a weak-

positive, but statistically highly significant relationship exists between Individual gift value perception and the importance of extrinsic-related information, as well as a weak-positive statistically but significant relationship between individual-gift value perceptions and the importance of intrinsic-related information.

Hawkins and Mothersbaugh (2010) define purchase intent as antecedents that trigger and direct consumers to acquire certain products or services. Eagly and Chaiken (1993) in turn, refer to purchase intention as "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour". Motivation is the driving force behind purchase intent that spurs consumers to action, resulting in their purchasing or buying a product in the hope of satisfying a specific need or want (Hawkins *et al.*, 2004:367; Solomon & Rabolt, 2004:111; Lindquist & Sirgy, 2006:235; Evans *et al.*, 2009:6). Results indicate that respondents have a weak purchase intent for exotic crocodile leather accessories with most indicating that they would never at any time buy an exotic crocodile leather accessory, at any time have the intention to do so, or have purchase interest for such an accessory. The fact that so many respondents were, however, not sure about their purchase intent, or if they might in future consider buying an exotic crocodile leather accessory, should encourage the crocodile leather industry and motivate manufacturers and retailers to provide these consumers with information that could convince them that such a purchase would in fact meet their important functional value perceptions.

A Spearman's correlation was additionally used to determine the relationship between the importance of intrinsic and extrinsic-related traceable information and purchase intent for exotic crocodile leather accessories. Results showed a weak positive but highly significant relationship between the importance of extrinsic-related traceable information and the respondent's purchase intent for exotic crocodile leather accessories, indicating that information on traceable extrinsic-related product attributes, could impact positively on respondents' purchase intent.

6.9   SUMMARY

This chapter analysed the responses given by respondents in the survey. Results of this study indicated that the majority of the respondents had overall weak value perceptions regarding exotic crocodile leather accessories, except Functionality which was regarded as an important luxury value perception by the respondents. Overall, results indicated that respondents found both intrinsic and extrinsic-related attributes only moderately important, except the brand's stance on child labour which was viewed as an important attribute to respondents. Further, more than half of the respondents indicated that it is important and extremely important to have information regarding the circumstances under which the animal was farmed and how the animal was killed. A Spearman's correlation was used to determine the relationship between the importance of intrinsic and extrinsic-related traceable information and various luxury value perceptions. Results showed a weak positive but statistically highly significant relationship between functional value perceptions and the importance of intrinsic and extrinsic-related information. A weak positive but statistically highly significant relationship between financial value perceptions and the importance of intrinsic and extrinsic-related information was further found. A weak but statistically significant relationship was found between Individual-gift value perception and extrinsic-related information as well as a weak positive but statistically significant relationship between Individual-gift value perception and Intrinsic-related information. A Spearman's correlation was again employed to measure the correlation between the importance of intrinsic and extrinsic-related traceable attributes and a consumer's purchase intent for exotic crocodile leather accessories. Results showed a weak positive, but statistically highly significant relationship between the importance of extrinsic-related traceable attributes information and purchase intent. Results also indicated that respondents have a weak purchasing intention for exotic crocodile leather accessories.

Chapter 7 of this document will consist of conclusions based on the results of the study. It will firstly point out both the theoretical and managerial contributions of the study, and

109

comprise an evaluation of the study. Finally, the study will point out the limitations and make recommendations for future research.

CHAPTER 7

CONCLUSIONS, CONTRIBUTIONS, EVALUATION, LIMITATIONS AND RECOMMENDATIONS OF THE STUDY

7.1 INTRODUCTION

This chapter consists of conclusions that can be drawn with regard to the results of the study at hand. Theoretical and managerial contributions are highlighted, whereafter the research is evaluated and limitations and recommendations are outlined.

7.2 CONCLUSIONS

The purpose of this study was to determine South African female consumers' luxury value perceptions and needs for traceable information that play a role in their purchase intent for exotic crocodile leather accessories. The survey was conducted by the Consulta Survey Panel with a sample consisting of 337 participants who met the criteria for participation. A quantitative approach was taken along with a cross-sectional research design for descriptive and exploratory purposes. All respondents were female and were older than eighteen years, with the majority (58.46%) of these respondents ranging between the ages of thirty six and fifty five years of age. The majority of the respondents who took part in the study were Caucasian (69.73%). Just over half (50.74%) of the respondents earned a monthly household income before deductions of R25 001 to R60 000. When considering respondents' willingness to spend money on luxury crocodile leather accessories, it can be concluded that these respondents were not willing to pay market-related prices. Most (54.90%) of the respondents were only willing to pay between R1 001 and R5 000 for an exotic crocodile leather handbag,

111

while 63.21% indicated that they would only be willing to pay between R501 and R5 000 for an exotic crocodile leather purse. Furthermore, respondents indicated that their preferred method for acquiring fashion information, is by making use of in-store displays. More than half (63.51%) of the respondents indicated that they do not travel abroad regularly.

Although the Wiedmann *et al.* (2007) scale measures four identified luxury value perceptions that drive luxury goods consumers' purchase intent, five value perceptions (functional, financial, social, individual pleasure and individual gifts) were identified in the current study, indicating that different consumer markets may perceive the value of luxury products differently. It can be concluded that only the functional luxury value perception was identified as a strong value perception which most probably plays an important role in the exotic leather accessory purchasing behaviour of female participants in this study. Functional value relates to aspects such as the quality of a product, the usability thereof, as well as the uniqueness of the product. Consequences can be experienced while using the product and be influenced by primarily the intrinsic-related attributes of the product in this case the quality of the leather and finishes, the specific design and skilful craftsmanship. To ensure that the product, in this case the exotic leather accessory, will indeed satisfy strong quality, usability and uniqueness needs while the product is in use, and thereby also meet these females' functional value perceptions, it is important that these consumers have adequate knowledge of the product's intrinsic-related attributes to be able to evaluate and compare alternatives in order to make the best purchase decision. Exotic leather accessories are expensive products not regularly bought resulting in most consumers then only having poor or no knowledge of the products, leaving them in the dark as to how to evaluate intrinsic-related attributes that will influence the behavioural characteristics, such as its quality. Traceable intrinsic- and extrinsic-related attribute information can however successfully be used by consumers as functionality indicators, should they lack the personal knowledge to evaluate the product.

It can be concluded that the respondents in this study unfortunately did not realise the importance of most traceable intrinsic and extrinsic-related information of exotic leather accessories. In most cases, they felt that the information was of very little or any importance when buying an exotic leather accessory, except for the brand's stance on child labour and animal cruelty. This indicates an ignorant consumer with possibly no or very little knowledge of the product.

This study only tested for relationships and not for causality. Only a weak-positive, but statistically highly significant relationship was found between the strong functional value perceptions of the respondents and the value that they attached to traceable intrinsic and extrinsic-related information of exotic leather accessories. A weak-positive but statistically highly significant relationship between financial value perceptions and the importance of intrinsic and extrinsic-related information was further found. A weak but statistically significant relationship was found between Individual-gift value perception and extrinsic related information as well as a weak positive but statistically significant relationship between Individual-gift value perception and Intrinsic-related information.

Respondents in this study only expressed a weak intent for purchasing exotic leather accessories, although a substantial number of respondents indicated that they were not sure, they might in the future have such an intent, or probably would have an intent to buy an exotic leather accessory. Only a weak-positive, but statistically highly significant relationship was found between the value that the respondents put on traceable intrinsic and extrinsic related information on exotic leather accessories and their purchase intent for these products.

7.3 CONTRIBUTIONS OF THE STUDY

7.3.1 Theoretical contributions

Findings of this study contribute to existing literature in the field of luxury products. Wiedmann *et al.* (2007) developed and tested a scale with four luxury value perceptions. Wiedmann *et al.* (2007) further stated that this model with four value perceptions could present itself as a platform for additional recognition of market segments relating to different luxury consumers across cultures and countries (Wiedmann *et al.*, 2007). This study confirmed Wiedmann *et al's.* (2007) four identified value perceptions, although the individual value perception split into two sections in this study, namely Individual-gifts and Individual-pleasure. The fact that the model divided into five dimensions for this study (namely Individual-gifts and Individual-pleasure) highlights the fact that different individuals aren't necessarily similarly oriented with regard to luxury goods consumption (Hirschman & Holbrook, 1982; Richins & Dawson, 1992; Vigneron & Johnson, 2004). Therefore, due to cultural contradictions, differences in consumer behaviour occur between cultures, but also between consumers within one country.

7.3.2 Managerial contributions

Results of this study have definite implications for almost the total exotic leather value chain, including manufacturers, retailers and marketers of exotic leather accessories.

Superior quality is an indispensable characteristic associated with luxury goods and is used in many cases to create a perception of value and luxury. Consumers often revert to luxury products due to their associating them with impeccable brand quality, and therefore they experience more value from the product. Female consumers in this study expressed strong Functional value perceptions with regard to exotic leather accessories, indicative of a need for product characteristics such as superior quality, usability and uniqueness. These consumers,

114

therefore, put a high value on a product which would remain beautiful for a long time, which is durable, versatile, not one of a range, but a unique fashion accessory. This adds a responsibility to farmers/producers of exotic leather hides to farm and further prepare and tan skins in such a way that they can ensure the highest quality products for manufacturers of exotic leather (crocodile) accessories. Manufacturers can then ensure that these characteristics are present in their products with superior quality, genuine and excellently tanned leather, high quality finishes, skilful designing and perfect craftsmanship, instead of a mass- produced product.

From a retail and marketing point of view, retailers and marketers should keep important consumer value perceptions in mind when marketing their products, but also to ensure that the products that they sell, will meet the high functionality standards of specific consumer groups. Many consumers most likely do not have objective knowledge of exotic products, due to their not buying these products on a regular basis, and therefore they would not be knowledgeable on how to evaluate and compare these products. They are also likely unaware of external information sources (such as traceable intrinsic- and extrinsic-related product information) that they apply use to evaluate a specific product to be able to make the best choice. This adds an obligation to exotic leather producers and manufacturers of exotic leather products to make this information regarding their products available in such a way that the consumer can understand and use the information. It also places a responsibility on retailers to ensure that their sales staff have adequate knowledge of their products, as well as have the ability to provide product information to be able to assist consumers during the purchase decision-making process. Informative marketing campaigns could attract the attention of possible future luxury goods buyers, with their realising that the specific product or brand has the potential to satisfy an important need, while meeting their important value perceptions.

7.4   EVALUATION OF THE STUDY

It is necessary to evaluate the study and to identify certain limitations to eliminate obstacles for future research endeavours. The research strategy for this study was descriptive as well as exploratory. Descriptive research is aimed at achieving a specific goal in research, whereas in the case of exploratory research, the researcher aims to make herself familiar with basic facts and to sketch a picture of a given situation. These strategies are fitting, as no research has thus far been conducted with regards to South African female consumers' luxury value perceptions, as well as their need for traceable intrinsic and extrinsic-related information of exotic crocodile leather accessories.

To ensure objectivity within the study, a quantitative research design was used. Furthermore, due to this study being new in South Africa, it was wise to make use of a well established scale which can be used to measure various concepts referred to as a Likert-type scale. The Likert-type scale was designed to be less time-consuming and is the most popular type of attitude assessment scale (Salkind, 2012:143). This scale illustrates how respondents express their attitudes or additional feedback by making use of ordinal level categories. By making use of these established scales, a structured questionnaire was developed to measure constructs such as consumer value perceptions, the need for traceable product attribute information (intrinsic and extrinsic-related attributes) and the consumer's intention to purchase. These constructs were extensively discussed in the literature review and illustrated in the conceptual framework. Three-hundred-and-thirty-seven (N=337) questionnaires were completed among willing participants, and every respondent who participated in the study, did so voluntarily.

The statistical analysis of results was conducted by a qualified statistician. Quantitative data assisted the researcher in remaining objective throughout the process of interpretation of results. Results of similar studies, the findings of other researchers as well as information collected that presented itself in the literature review, were considered when interpreting and

116

discussing results.

7.4.1 Quality of the data

7.4.1.1 Validity

Validity is referred to by Babbie (2013:146), as the extent to which a measure represents the concept considered (Delport & Roestenburg, 2011:172). Furthermore, Salkind (2012:123) points out that validity refers to what the test actually measures, and what it needs to measure and that the terms such as truthfulness, accuracy, authenticity, genuineness and soundness are all synonymous with validity. The following different types of validity were observed in the questionnaire:

Content validity: To ensure the content validity of this instrument, a conceptual framework was constructed in Chapter Four (Figure 1.1), which illustrated all the relevant concepts represented in the instrument. The literature review in Chapters Two and Three also had the function of familiarising the researcher with all the relevant concepts, as well as testing those concepts. Previous studies have made use of similar concepts which assisted with the construction and development of the questionnaire.

Face validity: When developing the questionnaire, existing and previously tested scales were used with Cronbach's alphas higher than $\alpha > 0.5$, thus ensuring internal reliability. Furthermore, the instrument was pilot-tested by a small number of willing participants to verify that scales measured what they intended to measure, after which the instrument was adjusted accordingly in order meet all research objectives.

Criterion validity: Criterion validity was established by introducing more than one question in the instrument that tested the same construct. This is done by comparing the scores of the instrument with external criteria that are believed to measure the concept (Delport & Roestenburg, 2011:174). By making use of previously tested and used scales

117

within the questionnaire, one can establish criterion validity as these results can be compared to previous research results with similar scales.

Construct validity: As mentioned previously, an extensive literature review was completed to gain a proper understanding of the content of the literature, and to ensure that all concepts were entirely covered. An operationalisation Table was included in Chapter Five (Table 5.1), illustrating all relevant concepts that were measured as well as how they were measured. Established scales as well as measuring instruments which have successfully been implemented in previous research, were incorporated in this study. Finally, results could be linked to theory as well as previous results, which indicates that the instrument was successful.

7.4.1.2 Reliability

To ensure legitimacy of results, reliability thereof must be established. According to Delport and Roestenburg (2011:177), something could be labelled as reliable if it performs in the future as it did in the past. Furthermore, reliability arises when a test is done more than once and results end up being the same repeatedly (Delport & Roestenburg, 2011:177; Salkind, 2012:115). The following was implemented to establish reliability:

- As mentioned previously, well established scales were used. With regard to scales relating to luxury value perception, the Cronbach's alphas of the scales were evaluated.

- More than one question was asked within the questionnaire with regard to specific objectives. These questions presented correlations with one another.

- In most cases questions were closed-ended, improving the likelihood of objectivity. These results were then scored and numerically coded.

- Questions that could cause any kind of confusion among respondents were removed, in order to prevent inaccuracy of results.

- The questionnaire was reviewed by the research supervisor as well as a qualified statistician, to ensure that the correct concepts were covered and that questions were structured correctly.

- The method of completion of the questionnaire was standardised so all respondents completed it within the same conditions, to maintain consistency of the results.

- Questions were not posed in a manner that they could be interpreted as too difficult or too easy, as such results would not be a true and accurate representation.

- Respondents who took part in this study did so entirely on a voluntary basis and no attempt whatsoever was made to pursue any given respondent to answer in a certain way or provide the researcher with biased or swayed information.

- A cover letter was attached to the questionnaire which indicated the purpose of the study.

- Standard numerical coding was used and obtained with the assistance of a qualified statistician.

7.4.2 Achievement of the objectives of the study

As stated in the research problem in the first chapter of this study, five objectives along with their various subobjectives were identified. This was done after the completion of the literature review and conceptual framework (Figure 1.1). Objectives and sub-objectives were

119

discussed extensively in the literature review and formed part of questions in the structured questionnaire. After results had been obtained, findings were then systematically broken down and interpreted in accordance with the objectives and sub-objectives. The results indicated valuable correlations with the various research objectives. It was possible for the researcher to make future recommendations to researchers based on results, interpretations and conclusions.

7.5   LIMITATIONS OF THE STUDY

The main aim of this study was to establish female consumers' value perceptions and needs for traceable information on exotic crocodile leather accessories. Results, interpretations and conclusions indicate that this aim was achieved. Unfortunately, every study has limitations, and by bringing these limitations to light, future researchers might benefit by overcoming these limitations early on in their research.

The results do provide the researcher with evidence on the value perceptions of female consumers, the importance of traceable intrinsic and extrinsic-related information and purchase intent. However, the results were obtained via non-probability convenience sampling. Limitations of this specific study was that the sample was primarily Caucasian and female. It is therefore important that findings cannot be fully attributed to all South African citizens, as no males took part in the study, while females participating in the study were primarily Caucasian. A convenience sample was used with the limitation that the results can not be generalised to the broader South African population.

7.6   RECOMMENDATIONS FOR FUTURE STUDIES

As mentioned previously, a convenience non-probability sampling method was used for data collection which limited the generalisation of data gathered. To improve this, a larger sample

could be selected, and this can be done by means of probability sampling (although difficult to execute and costly). Probability sampling entails each person in the population having the same chance of being selected, which ensures accuracy of the sample even before research has been conducted. By conducting research by means of a probability sampling method, a more accurate diverse South African female sample could be selected. Another recommendation which could ensure the accuracy of results, would be to especially focus on specific market segments and simply include high-level socio-economic individuals within the sample after conducting demographic sifting.

When conducting future research, differences among various market segments should be explored by conducting research on specific cultures, by studying specific high-income (socio-economic) groups, and by introducing more men into the study to determine possible differences between different genders.

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131

ADDENDUM A:

Questionnaire

What influences your leather buying behaviour?

It's a leather kind of thing

Dear Helena

This one is for the ladies! Are you the kind of *"Fashionista"* who believes less is more or do you like to be known for your flamboyant fashion accessories? No matter your personal style, if you fancy leather, then this academic study is for you.

Did you know?

"The leather industry generates more than $53.8 billion US dollar worldwide each year."

In this short 5 minute study, we are interested in understanding your **buying behaviour** when shopping for leather products. Do you take the origin of the leather into consideration or do you perhaps find the brand name to be the deciding factor?

Up for grabs?

By completing this study, you stand a chance of be awarded with a **FOSSIL leather handbag valued at R1500!**

Click here to start

Remember that you can also complete the questionnaire on your Smartphone or tablet and even

133

find it on your ConsultaPanel dash! Please be assured that all information will be kept confidential, so get started ASAP!

Ciao for now,

The ConsultaPanel Team

Chat to us here
Unsubscribe from this research project
Unsubscribe fron the ConsultaPanel
Our Awards Policy and T's & C's

Welcome to the "What influences your leather buying behaviour?" questionnaire.

Ladies, we are excited to hear your views and opinions regarding fashion!

After all *"Give a girl the right shoes and she can conquer the world",* as Marilyn Monroe once said.

We look forward to conquering all of these unanswered questions with your help!

Thank you again for your willingness to participate, please click *"Next"* to start the questionnaire.

(End of Page 1)

Seeking Information.

Where do you seek information about the newest fashions in accessories?

You may choose more than one.

○ Fashion magazines (Elle, Harper, etc.)

○ Internet

○ Social media (Facebook, twitter, etc.)

○ In-store displays

○ Friends

○ Other (please specify) _____

(End of Page 2)

135

Travel Overseas.

How often do you travel overseas?

○ Never

○ Seldom

○ Once a year

○ Twice a year

○ More than twice a year

(End of Page 3)

Section B: Statements.

Now please share your opinions with us regarding luxury brands and/or products.

Please think carefully and indicate how strongly you agree or disagree with the following statements:

Please note the that there are no right or wrong answers.

	Strongly disagree	Disagree	Agree	Strongly agree
It is important that others have a high opinion of how I dress and look	○	○	○	○
Few people own a true luxury product	○	○	○	○
I view luxury brand/product purchases as gifts for myself to celebrate something that I do and feel excited about	○	○	○	○
The superior product quality is my major reason for buying a luxury brand/product	○	○	○	○
I place emphasis on quality assurance over	○	○	○	○

136

prestige when considering the purchase of a
luxury brand/product

I derive self-satisfaction from buying luxury products	○	○	○	○
Purchasing luxury clothing makes me feel good	○	○	○	○
To me, my friends' perceptions of different luxury brands or products are important	○	○	○	○
I pay attention to what types of people buy certain luxury brands or products	○	○	○	○
Truly luxury products cannot be mass-produced	○	○	○	○
I am inclined to evaluate the substantive attributes and performance of a luxury product rather than listening to the opinions of others	○	○	○	○
Wearing luxury clothing gives me a lot of pleasure	○	○	○	○

(End of Page 4)

Section B: Statements.

Please think carefully and indicate how strongly you agree or disagree with the following statements:

Please note the that there are no right or wrong answers.

	Strongly disagree	Disagree	Agree	Strongly agree
When I am in a bad mood, I may buy luxury brands/products as gifts for myself to alleviate my emotional burden	○	○	○	○

137

I like to know what luxury brand and product make good impressions on others	○	○	○	○
It is important to know what others think of people who use certain luxury brands or products	○	○	○	○
A luxury product cannot be sold in supermarkets	○	○	○	○
A luxury brand/product that is preferred by many people but that does not meet my quality standards will never enter into my purchase consideration	○	○	○	○
I view luxury brand/product purchases as gifts for myself to celebrate an occasion that I believe is significant to me	○	○	○	○
I am interested in determining what luxury brands/products I should buy to make good impressions on others	○	○	○	○
Luxury products are inevitably very expensive	○	○	○	○
If I were to buy something expensive, I would worry about what others would think of me	○	○	○	○
As a whole, I may regard luxury brands/products as gifts that I buy to treat myself	○	○	○	○

(End of Page 5)

Section C: Statements.

Now let's focus on leather products, specifically a crocodile leather handbag. Even if you have no intention of buying a crocodile leather product, please imagine that you someday might and answer the following questions:

How important would the following information be for you when you have to decide which crocodile leather handbag to purchase?

Please indicate the level of importance for the following statements:

138

	Of no importance	Somewhat important	Moderately important	Important	Extremely important
The farm the skin originates from	○	○	○	○	○
The country the skin originates from	○	○	○	○	○
The food that the animal was fed	○	○	○	○	○
The chemicals used during the tanning process	○	○	○	○	○
The country where the handbag was manufactured	○	○	○	○	○
The circumstances under which the animal was farmed	○	○	○	○	○
How the animal was killed	○	○	○	○	○
The brand name of the handbag	○	○	○	○	○
The country where the brand originates from (country-of-origin)	○	○	○	○	○
The brand's stance on environmental issues	○	○	○	○	○
The brand's stance on animal cruelty	○	○	○	○	○
Environmental policy of the brand	○	○	○	○	○
Social development policy of the brand	○	○	○	○	○
Conservation policy of the brand	○	○	○	○	○

Materials that enclosures and finishes were manufactured of (e.g. real diamonds, silk, gold).	○	○	○	○	○
The brand's stance on child labour	○	○	○	○	○

(End of Page 6)

Section D: Statements.

Please indicate in each case, your intention to buy at some point or another an affordable, exotic, crocodile leather accessory:

I will...

	Never	Maybe	Not sure	Probably	Definitely
At some point buy an exotic crocodile leather accessory	○	○	○	○	○
At some point have the intention to buy an exotic crocodile leather accessory	○	○	○	○	○
At some point have a purchase interest for an exotic crocodile leather accessory	○	○	○	○	○

(End of Page 7)

Section E.

Please indicate the degree of knowledge you have with regards to crocodile leather by selecting one of the options below:

140

○ A great deal

○ Quite a lot

○ A little

○ Hardly anything

○ Nothing

(End of Page 8)

Section F.

Please answer the following questions as best as you can by selecting an option below:

	True	Not sure	False
South Africa is known for its crocodile leather	○	○	○
Crocodile leather should regularly be conditioned	○	○	○
Country-of–origin is the most important indicator of the quality of crocodile leather products	○	○	○
A semi-gloss crocodile skin handbag is less durable than a high-gloss bag	○	○	○
Finished crocodile leather products are only imported to South Africa	○	○	○
Beeswax will harm crocodile leather products	○	○	○
Crocodile leather should never be cleaned with a damp cloth	○	○	○
No stitched joints on a crocodile skin briefcase is an indicator of high-quality genuine crocodile leather	○	○	○
The natural crocodile design on genuine crocodile leather is more regular than on stamped leather	○	○	○
Brand name is the only indicator of genuine crocodile leather	○	○	○

Section G.

Please indicate the level of importance of each of the following statements, that could play a role in your decision to buy or not to buy a specific exotic crocodile leather handbag:

	Of no importance	Somewhat important	Moderately important	Important	Extremely important
That the country-of-origin be given	○	○	○	○	○
That the country-of origin is an Eastern country	○	○	○	○	○
That the country of origin is a Western country	○	○	○	○	○
That the handbag was made in South Africa	○	○	○	○	○
That the handbag was imported	○	○	○	○	○
That the handbag was made in a Western country	○	○	○	○	○
That the handbag was made in an Eastern country	○	○	○	○	○

(End of Page 10)

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21. **What is the maximum amount that you are willing to spend on:**

An authentic/genuine crocodile leather handbag? _____

An authentic/genuine crocodile leather purse? _____

(End of Page 11)

Demographics

You're almost at the end. Please do not skip this section, our researchers live for statistical titbits and this information is very important for the analysis of this study.

Demographics are used for statistical purposes only, under no circumstances will your personal details be shared with any third party.

Please complete / confirm your demographics below.

17. **Are you a South African Citizen?**

○ Yes

○ No

Age category. **Which age category applies to you?**

Please select the option that contains your current age.

○ < 18 Years Old

○ Between 18 Years and 25 Years Old

○ Between 26 Years and 35 Years Old

○ Between 36 Years and 45 Years Old

○ Between 46 Years and 55 Years Old

○ Between 56 Years and 65 Years Old

○ > 65 Years Old

Please specify your ethnicity. **Please specify your ethnicity:**

○ African

○ Asian

○ Coloured

○ Indian

○ White

○ Other

○ Prefer not to say

Monthly household income. **Please specify your monthly household income before deductions:**

○ R1 - R1000

○ R1001 - R2500

○ R2501 - R4000

○ R4001 - R6000

○ R6001 - R8000

○ R8001 - R11000

○ R11001 - R16000

○ R16001 - R25000

○ R25001 - R40000

○ R40001 - R60000

○ R60001 - R100000

○ R100001 and more

○ Prefer not to answer

(End of Page 12)

145

ADDENDUM B:

Plagiarism Declaration

146

UNIVERSITY OF PRETORIA
FACULTY OF NATURAL AND AGRICULTURAL SCIENCE
DEPARTMENT OF CONSUMER SCIENCE

The Department of Consumer Science places specific emphasis on integrity and ethical behaviour with regard to the preparation of all written work to be 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 fulfil 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 does not 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 of consumer science, the

147

declaration below 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)	**Lize Tineke Jansen van Rensburg (Née Le Roux)**
Student number	25004035
Subject of the work	**South African female consumers' value perceptions and needs for traceability information on exotic crocodile leather accessories.**

Declaration

1. I understand what plagiarism entails and am aware of the University's policy in this regard.

2. I declare that this Dissertation (e.g. essay, report, project, assignment, dissertation, thesis, etc) 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 _____

148