



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA
Faculty of Natural and Agricultural Sciences

**The relevance of ethical value perceptions and supply chain information to
international tourists considering purchasing exotic leather products**

Dalien Zietsman

DISSERTATION

M Consumer Science: Clothing Management

Supervisor: Prof HM de Klerk

November 2017



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**Die rol van etiese waardepersepsies en inligting aangaande die
voorsieningsketting in internasionale toeriste se aankoopbesluit
vir eksotiese leerprodukte**

Dalien Zietsman

VERHANDELING

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Studieleier: Prof HM de Klerk

November 2017

**The relevance of ethical value perceptions and supply chain information to
international tourists considering purchasing exotic leather products**

by

Dalien Zietsman

Dissertation submitted in fulfilment of the requirements for the degree

M Consumer Science: Clothing Management

in the

Department of Consumer Science

Faculty of Natural and Agricultural Sciences

UNIVERSITY OF PRETORIA

November 2017

DECLARATION

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

.....

Signed: Dalien Zietsman

.....

Date

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I would like to dedicate this dissertation to my father, Nic, who is no longer with us, but who will always be in our hearts; and my mother, Martie, who thinks I am cooler and smarter than I actually am. Thank you both for always believing in me and forming me into who I am today.

To God, who I now know has always carried me: *“Where you see only one set of footprints, it was then that I carried you.”*

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Arielle Viljoen: without you I might have been off my rocker a long time ago. Thank you for all the chats and words of encouragement, especially towards the end. I cannot wait for us to walk over that stage together. We need to go drink that wine and reminisce.

My husband, Paul, who I am sure is even more ecstatic about me completing my degree than I am. He has been very patient for the past seven years, while I embarked on this journey from beginning to end. From now on, we will spend our weekends in our new garden and do the things time did not allow us to do.

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“Ken Hom in alles wat jy doen en Hy sal jou die regte pad laat loop” – Spreuke 3:6 (1983).

ABSTRACT

The relevance of ethical value perceptions and supply chain information to international tourists considering purchasing exotic leather products

By

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Supervisor: Prof HM de Klerk

Department: Consumer Science

Degree: M in Consumer Science: Clothing Management

With this study the researcher investigated the sustainable luxury value perceptions, supply chain information needs, and purchasing intent of American and Chinese tourists for South African manufactured luxury exotic leather products. Online survey data was collected from 1 043 individuals from American (518) and Chinese (525) decent. A non-probability convenient sample method was followed for data collection purposes. A self-administered questionnaire based on the works of Hennigs, Wiedmann, Klarmann and Behrens (2013c) and Cervellon and Shammas (2013) was used to test individuals' sustainable luxury value perceptions. A self-developed scale tested the need for supply chain information. Purchasing intent was determined based on the research of Spears and Singh (2004). Data analysis consisted of descriptive and inferential statistics with correlation coefficient determination between constructs. The findings confirmed the "sustainable excellence" perception conceptualised by Hennigs *et al.* (2013c). It was furthermore found that only slight differences existed between American and Chinese consumers sustainable luxury value perceptions. Furthermore, it was found that American and Chinese consumers had a strong need for supply chain information relating to luxury exotic leather products, with a clear distinction existing between their operational and originality supply chain information needs. The findings showed that consumers from both nationalities had a high intention to purchase luxury exotic leather products when visiting South Africa. In addition, significant correlations were found between American and Chinese consumers' sustainable luxury value perceptions, their supply chain information needs, and purchasing intent. Various exotic leather industry stakeholders, such as crocodile and ostrich farmers, tanneries, product designers, manufacturers, retailers, and marketers, can benefit from the findings of this study, to position their products competitively.

Keywords: luxury exotic leather, luxury exotic leather products, sustainable luxury value perceptions, sustainable excellence, supply chain information, purchasing intent, international tourist, luxury consumer

OPSOMMING

Die rol van etiese waardepersepsies en inligting aangaande die voorsieningsketting in internasionale toeriste se aankoopbesluit vir eksotiese leerprodukte

Deur

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Met hierdie studie het die navorser gepoog om die volhoubare luukse waardepersepsies, voorsieningsketting-inligtingbehoefte en koopvoornemens van Amerikaanse en Sjinese toeriste vir Suid-Afrikaans vervaardigde, luukse, eksotiese leerprodukte te ondersoek. 'n Elektroniese opname het data van 1 043 individue van Amerikaanse (518) en Sjinese (525) oorsprong ingesamel. 'n Nie-waarskynlikheidsgeskikte steekproefmetode is gevolg vir data-insamelingsdoeleindes. 'n Selfgeadministreerde vraelys gebaseer op die werke van Hennigs, Wiedmann, Klarmann en Behrens (2013c) en Cervellon en Shammas (2013) is gebruik om individue se volhoubare luukse waardepersepsies te toets. Om die behoefte aan voorraadketting-inligting te toets is 'n selfontwikkelde skaal gebruik. Aankoopvoorneme is bepaal gebaseer op die navorsing van Spears en Singh (2004). Data-ontleding het bestaan uit beskrywende en inferensiële statistieke met korrelasiekoëffisiënt-bepaling tussen konstrunkte. Die bevindinge bevestig die persepsie van volhoubare uitnemendheid soos voorgestel deur Hennigs *et al.* (2013c). Daar is verder bevind dat daar slegs geringe verskille bestaan tussen Amerikaanse en Sjinese verbruikers se volhoubare luukse waardepersepsies. Verder is gevind dat Amerikaanse en Sjinese verbruikers 'n sterk behoefte het aan verskaffingsketting-inligting rakende luukse, eksotiese leerprodukte. 'n Onderskeid is ook gevind tussen operasionele en oorspronklikheidsverskaffingsketting-inligtingsbehoefte. Die bevindinge toon dat verbruikers van beide nasionaliteite 'n hoë voorneme het om luukse, eksotiese leerprodukte te koop tydens hulle besoek aan Suid-Afrika. Daarbenewens is beduidende korrelasies gevind tussen Amerikaanse en Sjinese verbruikers se volhoubare luukse waardepersepsies, hul

voorsieningsketting-inligtingbehoefte en aankoopvoornemens. Verskeie belanghebbendes in die eksotiese leerbedryf, soos krokodil en volstruisboere, looierye, produkontwerpers, vervaardigers, kleinhandelaars en bemarkers, kan baat vind by die bevindinge van hierdie studie om produkte meer mededingend te posisioneer.

Sleutelwoorde: luukse eksotiese leer, luukse eksotiese leerprodukte, volhoubare luukse waardepersepsies, volhoubare uitnemendheid, voorsieningsketting-inligting, aankoopvoorneme, internasionale toeris, luukse verbruiker.

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CHAPTER 1 – THE STUDY IN PERSPECTIVE

1.1 INTRODUCTION

The first chapter discusses the background and justification of the study, as well as the problem statement, the aim and objectives of the study and the methodology applied. In addition, a chapter layout is provided to guide the reader in a logical fashion through the study conducted.

1.2 BACKGROUND

An explicit definition of luxury is difficult to agree on, with the *Oxford Thesaurus* (2008: 401) describing luxury as “*a great comfort and extravagance; something unnecessary but very pleasant*”. However, many authors concur that luxury product attributes include premium prices (Bauer, Von Wallpach & Hemetsberger, 2011; Sjostrom, Corsi & Lockshin, 2016), exclusivity of products (Atwal & Williams, 2009; Bauer *et al.*, 2011; Sjostrom *et al.*, 2016), uniqueness, and quality (Atwal & Williams, 2009; Tynan, McKechnie & Chhuon, 2010). The luxury market is considered one of the fastest growing consumer product categories in the world (Deloitte, 2014; Deloitte, 2015), even during economic hardship (PWC, 2012a). D’Arpizio and Levato (2014) state that there are nine significant global luxury markets, namely personal luxury goods (which is considered to be the core of the luxury market and which also includes exotic leather products), luxury hospitality, luxury cruises, fine food, fine wines and spirits, designer furniture, cars, yachts, and private jets. Furthermore, consumer markets can be divided into more mature traditional markets, such as America and emerging markets, including Asian countries such as China (Airaghi, 2015).

Authors such as D’Arpizio, Levato, Zito and De Montgolfier (2014) and Airaghi (2015) state that touristic spending drives a sizable portion of luxury consumption, as a wider luxury product assortment is made available at more affordable prices, with consumers longing to take home memories to cherish and share, thereby purchasing souvenirs and foreign gifts (Saayman & Saayman, 2012). After successfully hosting the 2010 FIFA World Cup, South Africa experienced a growth in both tourism and profile (PWC, 2012b), becoming a choice destination for luxury shopping tourism (Stanlib, 2015). International tourists’ shopping behaviour can be separated into either tourism shopping, which relates to expenditure on products in a foreign country, excluding daily consumables; and shopping tourism, where tourists visit a country with the intent of buying specific

products (Saayman & Saayman, 2012). Shopping tourists can be divided further into planned, impulse, or experiential shoppers (Meng & Xu, 2012), shoppers or non-shoppers, and frequent or infrequent shoppers (Park, Reisinger & Noh, 2010).

Wiedmann, Hennigs and Siebels (2009) identified four consumer luxury value perceptions that are unique to the luxury market and directly influence the luxury consumer's divergent needs as the driving force behind their luxury purchasing intentions, namely social value (conspicuousness and prestige), individual value (hedonism, materialism, and self-identity), financial value (price), and functional value (quality, usability, and uniqueness). These luxury value perceptions affect consumers' intentions to obtain a luxury product (Hung, Chen, Peng, Hackley, Twisakul & Chou, 2011), with possible cultural differences between developed Western markets and emerging Eastern markets (Shukla, 2012; Oe, Yamaoka, Liang & Sunpakit, 2015). Furthermore, Wiedmann *et al.* (2009) state that although these four luxury value perceptions can be considered universal among luxury consumers, each value perception will not be similarly conceptualised. Luxury products are considered to be handmade under the best conditions by talented artisans with passion and time, and are meant to last a lifetime (Kapferer & Michaut-Denizeau, 2015). However, although these practices are reconcilable with ethical and sustainable practices, Girón (2014) notes that worldwide the concern about traceability and sustainability is on the rise, based on respect for both society and the environment (Achabou & Dekhili, 2013). Therefore, the question is raised whether sustainable luxury can shift from conspicuous to conscientious. Cervellon and Shammass (2013) and Hennigs, Wiedmann, Klarmann and Behrens (2013c) argue that sustainable values can be compatible with luxury values and suggest that sustainable luxury values are driven by the four latent luxury value perceptions, namely social, individual, financial, and functional luxury value perceptions. However, differences with regard to the importance of each of these values might exist between cultures. In addition, luxury products are not regularly purchased, therefore consumers' knowledge about luxury products might be limited. By integrating sustainability and transparency into the fashion supply chain, luxury products can incorporate social and environmental responsibility without compromising on design and quality (Girón, 2014), but by actually adding value to the product item (Tynan *et al.*, 2010). Therefore, by making certain value chain information available to the consumer, the consumer can be sure that the product will meet important sustainable luxury value perceptions, thereby enhancing positive luxury purchasing behaviour and increasing purchasing intent.

1.3 PROBLEM STATEMENT

Exotic Leather SA (a non-profitable sub-national industry cluster) was founded by the Department of Trade and Industry to establish a sustainable, world-class exotic leather (ostrich and crocodile) industry in South Africa (Cape Cobra, 2013; Exotic Leather SA, 2016; University of Pretoria, 2016). Part of Exotic Leather SA's aim is to address consumers' increased awareness relating to environmental, social, and animal welfare impacts, by putting emphasis on supply chain transparency, and ethical and sustainable sourcing policies and procedures, with relation to exotic leather products (Exotic Leather SA, 2016), such as ostrich and crocodile. The South African exotic leather industry can be considered part of the luxury market, specifically the personal luxury goods segment. Exotic leather products are expensive and are mostly aimed at the international and tourist market, while having to compete with international luxury products. According to the 2016 South African Tourist Index, approximately 236 000 international tourists visited South Africa during the first three months of 2016. In addition, consumers experience uncertainty during the decision-making process with relation to acting ethically responsible when making a sustainable luxury purchase (Shaw & Shiu, 2003). This is even more so when having to consider a controversial product made from animal skin, such as crocodile or ostrich. Therefore, Exotic Leather SA's (Benchmarking Sustainability) only chance to differentiate themselves from other international exotic leather luxury products is to provide the tourist with whatever important traceability and sustainable supply chain information they may need to ensure that the product will meet the international consumers' sustainable luxury value perceptions, which can then lead to a more positive purchasing intent for South African exotic leather products. For example, a tourist with high functional sustainable luxury value perceptions would most possibly like to know how and where the exotic leather for the product they are considering had been sourced, in addition to being confident that the product is authentic (Hassan, Shaw, Shiu, Walsh & Parry, 2013). However, cultures may differ with regard to their luxury value perceptions as well as their sustainability concerns, and may also not have the same traceability information needs. Furthermore, the South African exotic leather industry is not familiar with the international tourists' supply chain information needs, or their luxury value perceptions with relation to exotic leather products. Hence, the purpose of this study is to determine international tourists' (specifically from Western and Eastern countries) sustainable luxury value perceptions and the relevance of supply chain information in their purchasing intent for luxury exotic leather products manufactured in South Africa.

1.4 JUSTIFICATION

The findings from this research may be of importance to the South African exotic leather industry, as valuable information regarding two tourist groups that regularly visit South Africa can be used to determine which sustainable luxury value perceptions drive their purchasing intent for exotic leather products. Furthermore, relevant supply chain information, which is valuable to manufacturers, retailers, and marketers, is identified and can be made available to international consumers, which will enable them to make more informed purchasing decisions. Although this study was conducted within the South African context, in respect of the exotic leather industry, international tourists were chosen as the target population for data collection purposes. The information gathered can be used to correctly position South African exotic leather products within the luxury market for these consumers. The study also gained insight into the relevance of supply chain information and transparency needs of international consumers, thereby determining the type of information to be made available to them, as well as to establish South African exotic leather products as a country-of-origin heuristic within the international market. It is also clear from the literature consulted that limited research exists on sustainable luxury value perceptions and supply chain transparency, especially regarding the global exotic leather industry. The results of this study can therefore be used as a starting point for future studies.

1.5 LITERATURE REVIEW

1.5.1 Luxury value perceptions

Schiffman and Kanuk (2010: 175) defined perception as *“the process by which an individual selects, organises, and interprets stimuli into a meaningful and coherent picture of the world”*. From this each individual consumer forms their own perception of their concept of the self (Kaiser, 1985: 147). This self-perception is closely related to the products consumers will be inclined to purchase, as only products which relate to the individual’s concept of the self will result in a purchase being made (Schiffman & Wisenblit, 2015: 110). Luxury purchases are driven by four latent luxury value perceptions, namely social, individual, financial, and functional value (Wiedmann, Hennigs & Siebles, 2007; Wiedmann *et al.*, 2009), which were found to be homogenous between cultures, although the importance attributed to each value might differ (Wiedmann *et al.*, 2009).

1.5.2 The luxury consumer, ethics, and supply chain transparency

Ethical awareness within the luxury market is gaining more awareness and concern from consumers (Shaw & Shui, 2003), especially among millennial consumers (Nielsen, 2015, 2016; Credit Suisse, 2017; Quartz, 2017). This creates a need for more information relating to the sourcing of raw materials, manufacturing processes used, social and ethical aspects related to the product, and the creation of waste. As consumers do not purchase luxury products on a regular basis, it is important to ensure relevant supply chain information to be made available to them to assist their decision-making process.

1.5.3 Sustainable luxury value perceptions

Cervellon and Shammass (2013) developed a sustainable luxury value model which included three value categories, namely eco-centred values (not doing harm and doing good); ego-centred values (hedonism, durability, health, youthfulness, and guilt-free pleasures); and socio-cultural values (conspicuousness, a sense of belonging, and national identity). Furthermore, Hennigs *et al.* (2013c) conceptualised a luxury value-based sustainable model named "Sustainability Excellence". They proposed that consumers evaluate the ethical value of luxury products based on the four luxury value perceptions, namely social, individual, financial, and functional.

1.6 THEORETICAL PERSPECTIVE

1.6.1 The decision-making process

Consumers' progress through the various stages of the consumer decision-making process, with the decision to make a purchase regarded as a response to an identified problem or need, evaluating alternatives before making a final decision (Schiffman & Kanuk, 2010: 478; Solomon & Rabolt, 2004: 352). When considering a fashion purchase, which can be purely emotionally driven, consumers' feelings and mood can furthermore influence their purchasing decisions (Solomon & Rabolt, 2004: 352). According to Solomon and Rabolt (2004: 352), the fashion decision-making model can be illustrated in six stages, namely the fashion object, awareness of the fashion object, interest in the fashion object, evaluation of the fashion object, followed by the final decision, and outcome. The final choice of a fashion item can furthermore be influenced by extrinsic-related attributes, relating

to evaluative criteria such as price, brand, and store image; and intrinsic-related attributes, which include product style, colour, textile, quality, and care (Solomon & Rabolt, 2004: 365). In addition, fashion and luxury choices may have social consequences, thereby prompting consumers to do a more extensive external search before making a final decision, as the perceived risks are high, with possible negative repercussions (Solomon & Rabolt, 2004: 352). Therefore, it is important to make as much information relating to the supply chain available to the consumer, to enable the consumer to make informed and satisfactory decisions.

1.6.2 Luxury purchasing intent and behaviour

When confronted with a luxury purchase decision, the individual will be influenced not only by their perception of the product item, but also by a variety of other factors and motivations that will directly influence their purchasing behaviour. Vigneron and Johnson (1999) indicated that luxury products are considered as extreme and high-end involvement products, which are infrequently purchased and require a higher level of interest and knowledge.

Purchasing intent is considered as the intention to obtain a product, rather than actually possessing the product (Hung *et al.*, 2011), with variations between consumers' value perceptions and their influence on purchasing intent, as cross-cultural differences exist between the criteria used for the evaluation during the decision-making process (Solomon & Rabolt, 2004: 365). As a result, luxury purchasing intent will only turn into a purchase after evaluating the product and consequences of the purchase, leaving the individual with the feeling of assurance that he/she has made a good decision (Amatulli & Guido, 2011).

1.6.3 Types of consumer decisions

Consumers' decision to purchase is influenced by the individual's luxury value perceptions and cultural background, the product attributes, and the consumer's level of product knowledge during the decision-making process. Furthermore, the type of decision will also influence the final outcome of the decision-making process, as not all consumer decision-making circumstances will require the same degree of information search (Schiffman & Kanuk, 2010: 478), but will also depend on the type of decision to be made and the amount of effort needed to make the purchasing decision (Solomon & Rabolt, 2004: 352). According to Solomon and Rabolt (2004: 354), and Schiffman and Kanuk (2010: 478), three levels of information search exist, namely routine response behaviour, limited problem

solving, and extensive problem solving. In addition, information is also sourced from an internal and external search, and will be influenced by the consumer’s personal beliefs and value system (Solomon & Rabolt, 2004: 357).

1.7 CONCEPTUAL FRAMEWORK

The following conceptual framework was developed for this study, alongside the background of the literature review:

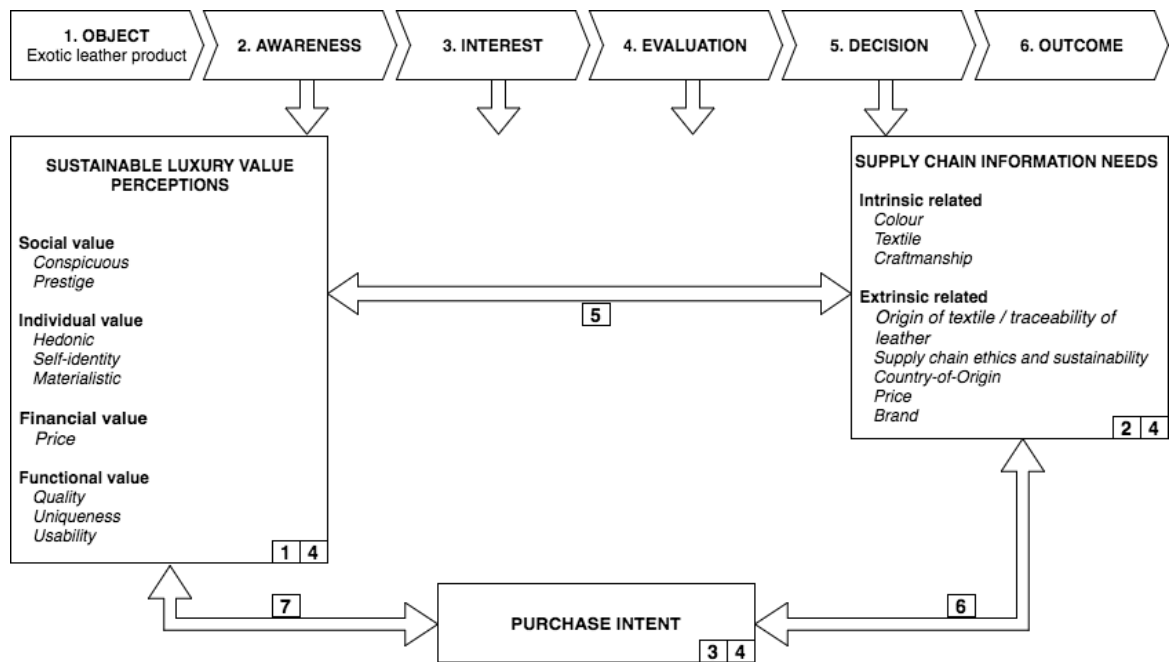


FIGURE 1.1: CONCEPTUAL FRAMEWORK

The schematic representation of the conceptual framework, as seen in Figure 1.1, illustrates the consumer decision-making process, with relation to the international shopping tourist, when considering an exotic leather product, such as crocodile or ostrich. From the literature, factors that influence sustainable luxury purchasing intent have been identified, namely culture, sustainable luxury value perceptions (social, financial, functional, and individual value) and supply chain information needs (intrinsic- and extrinsic-related factors).

1.8 RESEARCH AIM AND OBJECTIVES

The purpose of this study is to determine international tourists' (specifically from Western (USA) and Eastern (China) countries) sustainable luxury value perceptions and the relevance of supply chain information on their purchasing intent for exotic leather accessories.

In order to address the purpose of this study, the following objectives are proposed:

Objective 1:

To determine the importance of sustainable luxury value perceptions for American and Chinese tourists.

- **Sub-objective 1:** To determine the importance of social sustainable luxury value perceptions for American and Chinese tourists.
- **Sub-objective 2:** To determine the importance of individual sustainable luxury value perceptions for American and Chinese tourists.
- **Sub-objective 3:** To determine the importance of financial sustainable luxury value perceptions for American and Chinese tourists.
- **Sub-objective 4:** To determine the importance of functional sustainable luxury value perceptions for American and Chinese tourists.

Objective 2:

To determine the importance of intrinsic- and extrinsic-related exotic leather supply chain information for the American and Chinese tourist.

- **Sub-objective 1:** To determine the importance of intrinsic-related exotic leather supply chain information for the American and Chinese tourist.
- **Sub-objective 2:** To determine the importance of extrinsic-related exotic leather supply chain information for the American and Chinese tourist.

Objective 3:

To determine the American and Chinese tourists' purchasing intent for sustainable exotic leather products.

Objective 4:

To determine statistically significant differences between the American and Chinese tourists' sustainable luxury value perceptions, level of importance of traceability information and purchasing intent for sustainable luxury exotic leather products.

Objective 5:

To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and their supply chain information needs.

- **Sub-objective 1:** To determine the correlation between the American and Chinese tourists' social sustainable luxury value perceptions and their supply chain information needs.
- **Sub-objective 2:** To determine the correlation between the American and Chinese tourists' individual sustainable luxury value perceptions and their supply chain information needs.
- **Sub-objective 3:** To determine the correlation between the American and Chinese tourists' financial sustainable luxury value perceptions and their supply chain information needs.
- **Sub-objective 4:** To determine the correlation between the American and Chinese tourists' functional sustainable luxury value perceptions and their supply chain information needs.

Objective 6:

To determine the correlation between the American and Chinese tourists' supply chain information needs and purchasing intent.

Objective 7:

To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and purchasing intent.

- **Sub-objective 1:** To determine the correlation between the American and Chinese tourists' social sustainable luxury value perceptions and purchasing intent.
- **Sub-objective 2:** To determine the correlation between the American and Chinese tourists' individual sustainable luxury value perceptions and purchasing intent.
- **Sub-objective 3:** To determine the correlation between the American and Chinese tourists' financial sustainable luxury value perceptions and purchasing intent.
- **Sub-objective 4:** To determine the correlation between the American and Chinese tourists' functional sustainable luxury value perceptions and purchasing intent.

1.9 RESEARCH METHODOLOGY

1.9.1 Research design

A descriptive quantitative research design was used to develop a self-administered questionnaire (De Vos, Strydom, Fouché & Delpont, 2011: 251) to address the objectives set for this study. The questionnaire was electronically distributed to American and Chinese consumers, who met the requirements for participation in the study, by an international consumer research company, Qualtrics.

1.9.2 Sample and sampling method

The target population for this research consisted of both male and female international tourists from America and China, aged 25 years and older, who have visited South Africa in the past 5 years or have the intention of visiting South Africa within the next 5 years. American and Chinese tourists frequently visits South Africa and is therefore considered as a possible target market. A non-probability, convenience sampling method was used (Maree, 2013: 177) to find the selected target population. Qualtrics translated the original English questionnaire into Mandarin and Cantonese, before distributing the survey to suitable respondents. Data collection commenced in January 2017 and was concluded in March 2017. In total, 1 043 usable questionnaires were collected, with 518 questionnaires completed by American respondents and 525 questionnaires completed by Chinese respondents.

1.9.3 Measuring instrument

A self-administered questionnaire was used as measuring instrument (Addendum A). The questionnaire consisted of nominal scales, as well as statements with 5-point Likert scale responses. The questionnaire was divided into six sections (Sections A–F), with sections A, C, D and F relating to this study, as the questionnaire assisted two simultaneous studies, contributing information to international tourists' luxury consumption of exotic leather products manufactured in South Africa. Information obtained included demographic and psychographic information (Section A), supply chain information needs (Section C), sustainable luxury value perceptions (Section D), and purchasing intent (Section F) with relation to American and Chinese consumers. Intrinsic- and extrinsic-related

attributes were measured in section C with a self-developed 5-point Likert scale. In section D participants' sustainable luxury value perceptions were tested with a 5-point Likert scale, based on Hennigs *et al.*'s (2013c) "Sustainability Excellence" luxury value model. An adapted version of Spears and Singh's (2004) purchasing intent scale was used to test participants' sustainable purchasing intent for exotic leather products. A 5-point Likert scale was also used within this section.

1.10 DATA ANALYSIS

The completed quantitative data sets were captured and coded by Qualtrics, by assigning numerical values to each variable and category. Responses were converted into an Excel data sheet and SPSS was used for statistical analysis. Descriptive statistics, such as percentages, frequencies, means, and standard deviations were calculated. In addition, inferential statistics included factor analysis and Cronbach's alphas. Pearson's correlation coefficient was used to test the significance of the relationship between variables (De Vos *et al.*, 2011: 96; Maree, 2013: 215). Levene's Test for Equality of Variance was used to determine statistical differences between American and Chinese respondents' purchasing intent, sustainable luxury value perceptions and needs for supply chain information.

1.11 ELIMINATION OF ERROR

The researcher attempted to ensure the quality of the data collected through the validity and reliability of the measuring instrument. Validity was increased by measuring sustainable luxury value perceptions (Cervellon & Shammas, 2013; Hennigs *et al.*, 2013c) and purchasing intent (Spears & Singh, 2004) with theoretical frameworks and scales used in previous studies. Reliability was established by using a professional consumer research company, Qualtrics, which ensured that standardised conditions were maintained during the collection of the data. Furthermore, Cronbach's alpha was calculated to test the reliability of the data collected.

1.12 ETHICS

Before commencing with the data collection phase of this study, the researcher submitted a research proposal, including the questionnaire, to the Ethics Committee within the Faculty of Natural and Agricultural Science, at the University of Pretoria, for review and approval. Ethical procedures as set

out in the *'Code of Ethics for Scholarly Activities'* were also adhered to throughout the course of this study. Furthermore, participation was voluntary and anonymous, with no risk to participants. Respondents were informed about the purpose of the study before commencing with the questionnaire, and data was kept confidential.

1.13 CHAPTER LAYOUT

The dissertation will be presented in six chapters, which will follow each other sequentially as follows:

Chapter 1: The study in perspective

This chapter presented the introduction, background, justification, problem statement, and objectives of the study.

Chapter 2: Literature review

Chapter 2 presents the literature relevant to consumers' luxury value perceptions, the global and Southern African luxury markets, the role of tourism and cultural differences in these luxury markets, as well as the South African exotic leather market, and sustainability and ethical concerns surrounding a controversial luxury product such as crocodile skin accessories.

Chapter 3: Theoretical framework

Within Chapter 3, the consumer's decision-making process and purchasing intent are discussed, and a conceptual framework to the study is introduced.

Chapter 4: Research design and methodology

Chapter 4 provides the research methodology used for this study.

Chapter 5: Research results

Within Chapter 5, the findings, analysis, interpretations and the data are discussed.

Chapter 6: Conclusions, implications, and recommendations

The last chapter presents the final conclusions, recommendations, and limitations of the research conducted.

CHAPTER 2 – LITERATURE REVIEW

THE LUXURY MARKET

2.1 INTRODUCTION

The one market sector that continued to flourish despite various economic fluctuations, and that more than tripled in less than 20 years (D'Arpizio & Levato, 2014) is the luxury goods sector. This market is consistently growing, as even after the 2009 recession spending in the luxury products sector increased (PWC, 2012a) and fared better than any other consumer product categories, attracting various investors to this resilient sector (Deloitte, 2014). This increasing pattern of consumption is largely due to consumers having a larger disposable discretionary income available, while also being willing to spend more on luxury products (Husic & Cicic, 2009).

This chapter starts with a definition of the concept of luxury, followed by a discussion of the global luxury market, after which the role of tourism within the luxury market and the South African luxury market is considered. The chapter is closed with a discussion of the luxury consumer and their ethical and supply chain needs.

2.2 DEFINING LUXURY

An explicit definition of what can be regarded as luxury or luxury products is nearly impossible to agree on. According to the *Oxford Mini Dictionary and Thesaurus* (2008: 401), luxury is defined as a “*great comfort and extravagance; something unnecessary but very pleasant*”, with Webster’s (as cited by Wiedmann *et al.*, 2009) defining luxury as “*non-essential items or services that contribute to luxurious living; an indulgence or convenience beyond the indispensable minimum*”. These definitions indicate that luxury products or services are usually considered as unnecessary and excessive and are generally viewed as expensive, but are also quite unique, aesthetically pleasing, and emotionally satisfying. However, according to literature, various other traditional attributes need to be taken into consideration when attempting to define the concept of luxury. These traditional attributes include elements such as *uniqueness and quality* (Atwal & Williams, 2009; Tynan *et al.*, 2010); *exclusivity and brand awareness* (Atwal & Williams, 2009; Bauer *et al.*, 2011; Sjostrom *et al.*, 2016); as well as *price* (Bauer *et al.*, 2011, Sjostrom *et al.*, 2016). These characteristics link together, as unique and rare

products are usually regarded as exclusive and therefore expensive (Urkmez & Wagner, 2015). Vigneron and Johnson (1999) acknowledge that these subjective intangible benefits obtained from luxury goods, which extend beyond their functional utility, add social status and distinction. Loureiro and De Araújo (2014) agree with this statement and add that luxury goods have been associated with satisfying non-essential desires through exclusivity, power and wealth, which imply “good taste”, and allow individuals to distinguish themselves from others. “New” luxury concepts are, however, emerging and giving new meaning to consumers’ perception of what is to be considered luxury. New luxury products and services are regarded as possessing higher levels of quality and aspiration than other goods in the category (Atwal & Williams, 2009), and add an experiential attribute to the list (Tynan *et al.*, 2010). In addition, different consumers perceive luxury in different ways, depending on culture and their concept of luxury (Park *et al.*, 2010), as well as the mood and experience of the consumer (Wiedmann *et al.*, 2009). Similarly, items that might have been regarded as luxury products in the past, may no longer be regarded as such, as the perception of luxury is subject to change, even among individuals with similar backgrounds (Urkmez & Wagner, 2015).

2.3 THE GLOBAL LUXURY MARKET

Before characterising luxury markets a distinction has to be made between a luxury brand and what can be regarded as a luxury market. A luxury brand is related to the label or name of the product retailer or manufacturer, as well as the physical properties and trademarks associated with the brand product, such as the widely recognisable interlocking C’s of Chanel, whereas a luxury market comprises the product and/or consumer segments.

2.3.1 Types of luxury markets

The luxury industry comprises of nine segments, namely *personal luxury goods*, which is the largest segment of the nine; *luxury cars*; *luxury cruises*; *yachts*; *private jets*; *designer furniture*; *luxury hospitality*; *fine food*; and *fine wines and spirits* (D’Arpizio *et al.*, 2014). The personal luxury market segment is further divided into three market segments, which are *absolute luxury*, as the highest price segment with tightly controlled production and exclusive product distribution strategies. *Aspirational luxury*, which only markets to major locations to keep product distribution selective, while still imposing high prices, with the last segment related to the personal luxury market segment described as *accessible luxury*, with premium prices, industrial manufacturing and a wider high-street

wholesale presence (PWC, 2012a). Each of these markets holds a different appeal to the various types of luxury consumers.

2.3.1.1 Traditional markets

Traditional markets can be described as old, mature markets (Airaghi, 2015) consisting of mostly Western individual societies, which place emphasis on self-actualisation to remain consistent with individual style (Amatulli & Guido, 2011). Consumers in traditional markets, such as the United States, place a higher value on money, stability, wellness, family, locally sourced and manufactured, and ethical products, while regarding status as less important when making luxury purchases (Carr, 2013). In addition, traditional market consumers also require both service and product quality, with relation to shopping experience, innovation and direct interaction (PWC, 2012a).

2.3.1.2 Emerging markets

The main emerging markets are referred to as BRICS, an acronym for the current five fastest growing emerging luxury markets, namely Brazil, Russia, India, China, and South Africa. These emerging luxury markets value luxury more than other regions of the world, especially in relation to traditional markets. Furthermore, emerging markets place a high value on status, money, family, stability, the environment, and convenience (Carr, 2013). This suggests that consumers in emerging markets will mostly purchase only luxury products that are easily recognisable by reference groups, while avoiding less conspicuous products (Shukla, 2012). As a collective society, emerging Eastern markets place a higher value on displaying affluence (Amatulli & Guido, 2011). Although consumers from different market segments differ in relation to perception and value due to cultural divergence, globalisation has led to consumer profiles looking more or less the same.

2.3.2 Luxury trends

An assortment of consumer trends is shaping the luxury industry. Therefore, to keep up and stay relevant, luxury products need to be innovative and reinvent themselves. Recent trends that have been identified are changes in trajectory, where consumers value intrinsic-related values such as quality, exclusivity, timelessness, and craftsmanship more than extrinsic-related values, which include brand visibility and aesthetics. Country-of-origin effects, or the “Made in” label, are still

regarded as an important value with regard to product leadership. An omnichannel retailing experience is gaining momentum (Deloitte, 2016), as social media and an online presence are growing, with word of mouth being regarded as a reliable source for product information (Achille, 2015). In addition, the globalisation of luxury is expanding the spending power of consumers in emerging markets, as an international presence and easier means of travel are making it seemingly effortless to acquire previously unattainable products (Deloitte, 2016). Another trend that is gaining momentum is value chain interaction, as luxury brands are increasingly acquiring ownership of raw material suppliers, product-manufacturing artisans, distributors and marketing managers in an effort to ensure brand-appropriate quality and service levels, whereby brand heritage is protected (Deloitte, 2014).

Atsmon, Pinsent and Sun (2010) identified further trends that will shape the luxury industry. These trends are the desire for the exceptional, such as timeless design and custom-made products; the hunt for value, with relation to quality and price; the search for meaning, which refers to the desire to become more responsible consumers in relation to environmental, social and ethical issues; and online migration, as omnichannels are becoming increasingly important. Similarly, consumers are also gaining new customer value perceptions, such as experiential value, and are transitioning from 'having' to 'being', relating more with meaningful products and experiences than with conspicuous products (Carr, 2013). In addition, the millennial consumer is also becoming an important element for consideration, as these consumers demand not only experience and access to information, but also more sustainable and ethical products (Deloitte, 2016). These trends, however, pose quite a few challenges to luxury brands, as it is difficult to retain product and image integrity, while attempting to satisfy constantly changing consumption behaviours.

2.3.3 Challenges in the luxury industry

As briefly noted, consumption patterns are constantly being adjusted according to current trends through globalisation, while still also being measured against social and cultural background. This impression of luxury consumption therefore poses quite a few challenges to modern luxury brands, products, and markets. The most pertinent challenges to the luxury industry today include ubiquity versus exclusivity, as luxury products are becoming more accessible to consumers through the global democratisation of brands by penetrating more international markets and online retail, as well as the rise in counterfeit products. With the escalating increase in social media, consumers also now have a new platform to voice their opinions and experiences with regard to luxury products, while also

giving brands the opportunity to utilise these platforms as a storytelling medium. However, it requires a lot of skill from brand marketing managers to communicate product heritage, exclusivity and authenticity through these online mediums. Another challenge is the concept of fast fashion, as luxury designs are considered classic and timeless, with the fast fashion phenomenon churning out premium to low-cost designs at a fraction of the manufacturing cost (Deloitte, 2014). This poses a further challenge for the luxury industry, as luxury products are made up of fancy packaging, expensive promotions and exclusive store locations, as well as higher quality items (Dubois & Duquesne, 1993). According to Davies, Lee and Ahonkhai (2012), luxury consumers experience a phenomenon referred to as *'the fallacy of clean luxury'*, where consumers disassociate unethical practices, with relation to the social and environmental issues, from the sourcing and production of luxury items, as the assumption is made that luxury products and brands will not participate in these kinds of activities. However, luxury consumers are becoming increasingly more aware of the concept of sustainability and ethical practises within the luxury sector, with consumers prioritising traceability as a value added factor, to determine the social and environmental cost of their purchase (Girón, 2014). The recently reported slowdown in growth of the Chinese luxury market, which was previously regarded as the fastest growing luxury market sector (Roberts, 2016), also has enormous implications for the future trends of luxury consumption.

2.3.4 Growth within the luxury market

As previously mentioned, the luxury product sector continues to grow at a slow but sustainable pace. This growth is mostly due to the rise in high net worth individuals, as well as the global growth of gross domestic product (GDP) (Park *et al.*, 2010), with the fastest growing category being accessories, followed by apparel, hard luxury, and beauty (D'Arpizio *et al.*, 2014). Growth in these categories are led by emerging markets, as consumer preferences towards luxury accessories and travel are increasing (PWC, 2012a; Deloitte, 2017), which in turn stimulates the demand for luxury goods. Travelling for the purpose of purchasing and consuming luxury products and services is a fast growing segment within the tourism industry (Park *et al.*, 2010; Deloitte, 2017). Within the South African luxury market, these global trends and challenges are experienced more or less the same.

2.3.5 The role of tourism in the luxury market

D'Arpizio *et al.* (2014) emphasise that luxury spending does not always take place at home, but is currently also driven by touristic spending. Airaghi (2015) and Deloitte (2017) add that around 50% of

luxury consumption happens in foreign countries, as a wider product assortment is made available there, and at more affordable prices. In addition to this, tourism to South Africa has multiplied over the past couple of years, with the country becoming one of the most popular tourist destinations in the world. When referring to tourists' shopping behaviour, it must be stated that two relevant concepts exist, namely *tourism shopping*, which is related to expenditure on products in a foreign country, exclusive of daily consumables, and *shopping tourism*, where tourists visit a country with the specific goal of buying products that are unavailable or difficult to find in their home country, either for personal consumption or to resell it for profit (Saayman & Saayman, 2012). Luxury tourism goods are classified into four groups, the first being *shelter*, relating to extravagant accommodation. Next is *sustenance*, which includes gourmet food and fine wines and spirits. The third group is associated with *leisure*, including various sporting and entertainment events, and the last classification is *clothing or apparel*, which refers to personal luxury items such as designer fashions, beauty products and perfume, watches and jewellery, as well as leather products (Park *et al.*, 2010). When crossing national borders, cultural differences frequently cause divergence in consumer behaviour.

Touristic consumers can be classified according to the significance attributed to the shopping experience. First are *frequent or great shoppers*, who actively enjoy shopping. Secondly, *infrequent or non-shoppers*, who are consumers that do not enjoy shopping at all, with the last group as *sometimes or neutral shoppers*, since these consumers shop only because they have to (Park *et al.*, 2010). Furthermore, touristic consumers' purchasing behaviour may deviate from their usual purchasing pattern, with most shopping abroad considered impulse buying (Jones, 2015b), as the time spent travelling is regarded as something out of the ordinary, with consumers being stimulated by the unique environment and an assortment of unusual products. While travelling, consumers usually also want to take home memories to cherish and share, thereby purchasing souvenirs and foreign gifts (Saayman & Saayman, 2012) as well as products pertaining to the history, culture and heritage of the destination (Deloitte, 2015). Therefore, the nature of tourist shopping behaviour is regarded as a mixture of *planned shopping behaviour*, where the consumer identified a need before even reaching their destination and have actively acquired the necessary information to make an informed decision; *impulsive shopping behaviour*, which is regarded as an unintentional action to satisfy hedonic needs and where the consumer is stimulated within a specific setting to make an instant purchase, without completing all the stages within the decision-making process; and *experiential shopping behaviour*, where consumers seek emotional satisfaction through hedonic pleasure, where the shopping experience is as important to the tourist as the product to be purchased (Meng & Xu, 2012).

2.4 THE SOUTH AFRICAN LUXURY MARKET

The South African luxury market has become extremely competitive in relation to other emerging markets (Shabalala, 2013), and it is expected that this economic growth will be consistent, due to local spenders as well as tourists taking advantage of travelling to South Africa (Wise, 2014; Euromonitor, 2017a). The majority of luxury products are sold in upmarket shopping malls such as the Diamond Walk located in Sandton City, Johannesburg and the V&A Waterfront in Cape Town (Business in South Africa, n.d.), with Johannesburg being home to the highest concentration of millionaires in Africa (Skade, 2015). Although regarded as Africa's most sophisticated economy (PWC, 2012b), South Africa has long been suffering from political and labour unrest, under-investment, high inflation rates and declining commodity prices, as well as utility issues, such as load shedding (Deloitte, 2015; Euromonitor, 2017a). Furthermore, the South African currency is considered extremely unstable, with high unemployment rates tormenting the country (PWC, 2012b). It is important to understand that the overall South African perception is that international brands deliver better quality products when compared to local products. This is predominantly due to an established product heritage that has been built through the years, making it especially difficult for local luxury product brands to enter the market and compete with international product brands (Business in South Africa, n.d.). Local apparel industries are reasonably developed and are regarded as one of the top-ten sources of employment within South Africa. However, this sector is under extreme pressure due to its reliance on imported raw materials, as the numbers of locally sourced materials are low. Similarly, South Africa is better established as an offset for luxury products, rather than being regarded as a supplier. In contrast, South Africa is a key supplier of precious metals and gems, as well as ostrich leather, although mainly limited to these two niche specialist sectors within jewellery and exotic leather. However, with the rise in both national and international competitors, giving consumers a wider range of luxury products to choose from, consumers are starting to vote with their wallets by placing pressure on companies to become more active in their social responsibility roles, by demanding sustainable and ethically sourced and manufactured products (PWC, 2012b). When looking at the Living Standards Measure (LSM), which divides South Africans into 10 groups according to their standard of living, with 10 as the highest and 1 as the lowest group (Parumasur & Roberts-Lombard, 2012: 86), a definite shift can be seen in the black population towards the higher LSMs, ranging from 7 to 10 (Moorad, 2014).

South African consumers are described as informed, as they have a firm understanding of the inherent quality of products (Wise, 2014), with their demands in line with global fashion brands and trends. In addition, the South African market continues to be aspirational in terms of brand and

product choice, despite facing economic challenges, which threaten their disposable income. Previously disadvantaged communities are gaining access to better job opportunities that are resulting in a steady growth in income and an increased demand for luxury products (Business in South Africa, n.d.). Newcomers to the South African luxury market include the steadily expanding black middle class, which can be regarded as highly aspirational and exhibit potential luxury spending (PWC, 2012b; Euromonitor, 2017a), as they are influential and driven to succeed (Parumasur & Roberts-Lombard, 2012: 69). This upwardly mobile black middle class is locally referred to as “Black Diamonds” and is highly motivated to express their affluence through luxury consumption (Steinfeld, 2015). Furthermore, South African women are slowly but steadily growing the local luxury market by adopting global fashion trends (Skade, 2015). This growth is supported by the increasing number of women reaching higher education qualifications, gaining access to better professions, executive positions and larger discretionary income. Although lifestyle changes have a direct influence on luxury product offerings, accessories such as luxury handbags and luggage are expected to endure as one of the largest luxury product categories sustained by women (Business in South Africa, n.d.). Although local consumers’ desire towards luxury products is increasing, many markets depend on touristic luxury consumption, and not just on local consumers’ spending patterns (D’Arpizio *et al.*, 2014).

South Africa is an attractive shopping destination for tourists to capitalise on as a result of South Africa’s unique product offerings and weak economy (Wise, 2014). According to the 2016 South African Tourist Index, approximately 236 000 international tourists from overseas visited South Africa during the first three months of 2016. Of these, 36 000 tourists came from North America, while 25 000 came from Asia. In contrast, luxury products have become somewhat expensive to local consumers, as retailers escalate prices due to import costs and the struggling economy (Business in South Africa, n.d.; Euromonitor, 2017a). After successfully hosting the 2010 FIFA World Cup, South Africa has experienced an increase in both tourism and profile (PWC, 2012b), becoming a choice destination for luxury shopping (Stanlib, 2015; Euromonitor, 2017a).

2.4.1 The South African luxury exotic leather industry

The South African exotic leather industry forms part of the personal goods segment of the luxury market. Within the exotic luxury leather sector, South Africa is well known for its ostrich (*Struthio camelus australis*) leather and products, having pioneered in the 1860s, and being regarded as an established producer and exporter of ostrich hides (Cooper, 2001), with South African

slaughterhouses and tanneries supplying approximately 75% of the global skins (Luxury Daily, 2016). Most ostrich skins are tanned locally before being exported to various countries, where the distinctive and supple quill pattern leather is manufactured into wallets, purses, handbags, boots, belts, and more, and with the thinner hides from younger birds used to produce garments (Cooper, 2001). Recently, however, the export of finished and semi-finished crocodile skins and exotic leather luxury products began to prosper (Davis, 2014), with approximately 1.5 million crocodilian skins being legally exported per year from about 30 countries (Crocodile Specialist Group, 2016). This growth is for the most part due to fashionable luxury consumers, who demand pristine products from luxury brands, as a crocodile leather handbag can cost up to 10 times more than a similar leather handbag (Kew & Roberts, 2013). According to the South African Crocodile Farmer's Association (SACFA), there are approximately 80 registered crocodile farmers in South Africa, exporting 90% of skins manufactured to fashion houses in Europe and Japan, with only 10% sold locally (Van Rooyen, 2012), which amounts to about 80 000 skins per year being exported (Mendal, 2012). It is therefore important to pressure South Africa into becoming a global leader in the crocodile industry, not only with regard to exporting raw skins, but also to manufacture and export finished products, which have a lot more added value and are therefore much more profitable. Not only will this stimulate the economy, but it will also encourage job creation within the local crocodile industry (University of Pretoria, 2015). Nile crocodile (*Crocodylus niloticus*) skins, with their boneless underbellies, are produced in South Africa, Zimbabwe and a few other African countries, with only a few local crocodile skin tanneries that can increase local manufacturing opportunities. Internationally, commercial crocodile farming is strictly regulated by the Convention on International Trade in Endangered Species (CITES), which aids in safeguarding the decreasing crocodile populations from being hunted to extinction for their skins (Mendal, 2012) and is administered by the United Nations Environment Programme (UNEP). Protected species are classified into three separate groups (Appendix I, II and III), according to their extinction threat level and trade controls, with live specimens, parts of the animals or products manufactured from these animals requiring an original and valid CITES certificate, issued by the CITES Management Authority. The appropriate certificate must specify the country-of-origin, the scientific animal name, importing/exporting licence number, as well as the details of the agency facilitating the transaction (Gleni, 2016). Locally, the South African National Standard of Crocodiles in Captivity regulates crocodile husbandry, as compiled by the South African Bureau of Standards (SABS) (IOL, 2012).

In 2013 the South African Department of Trade and Industry (dti) officially approved and supported the formation of *Exotic Leather South Africa* (ELSA). This cluster undertakes activities aimed at establishing a sustainable, ethical and fully traceable, world-class exotic leather industry within South

Africa, with members made up of various value chain stakeholders including raw material suppliers, tanners, manufacturers, SMMEs, designers and retailers, and with the University of Pretoria as its research and technology partner. Although structured as a non-profit Cluster Company, the cluster receives financial support from the South African Government for its development of the Clothing Textile and Leather sector as part of the Industrial Policy Action Plan (IPAP). International collaborations with the Reptile Skin Working Group of The Responsible Ecosystems Sourcing Platform (RESP), set up by the United Nations Conference on Trade and Development (UNCTAD), has also been established (Cape Cobra, 2013). With the formation of ELSA, crocodile leather will be included as part of the main focus, in addition to ostrich and other forms of exotic leather. Finished ostrich and especially crocodile leather products such as handbags, purses and belts are expensive. As only a small percentage of South African consumers can afford these products, the South African exotic leather industry targets its finished products at international markets and international tourists visiting South Africa.

2.5 THE LUXURY CONSUMER

2.5.1 Luxury consumer segments

Various international consumer survey companies as well as researchers have developed different ways to profile different consumer segments. D'Arpizio and Levato (2014) divide luxury consumers into two categories, the first being *true luxury consumers* who account for almost 90% of the total luxury market value and who consistently spend part of their discretionary income on personal luxury items, with the second segment being *occasional consumers* who have a strong desire to purchase luxury products, but can only afford a few entry items and small accessories. This segment is aspiring true luxury consumers and could reach that status over the next few years, as their income and spending increase.

According to Holt, Quelch and Taylor's (2004) segmentation, global consumers can be divided into *global citizens* who evaluate luxury products according to the brand's success as an indicator of quality and innovation, but also put a high value on the brand's social responsibility contributions, such as minimising environmental impact, worker rights, and consumer health. The next segment relates to *global dreamers*, who only see brands as quality products and easily buy into myth-telling, without being concerned about the brand's social responsibility actions. The third segment, referred to as *global agnostics*, do not base their purchase decisions on a brand's global attributes, but

evaluate the product on the same level as they would evaluate local brands. The last segment, according to Holt *et al.* (2014), is the *antiglobals*. These consumers disapprove of brands that advocate American values and do not trust international companies to act responsibly, thereby avoiding any transnational products.

Consumers can also be divided into various key consumer profiles, based on their luxury product consumption patterns. Seven consumer profiles to describe luxury consumers have been identified by D'Arpizio and Levato (2014), with global luxury consumers falling into at least one of these profile groups, regardless of social and cultural background. The first consumer profile is described as *conservative*, as these consumers "buy it safe". This profile group is the largest and includes mainstream consumers who buy hard luxury and functional items, such as electronics. They find gifting to their significant others important and value their reference group for approval and suggestions. This group is also highly price sensitive, although they would easily buy big name brands. The next group are referred to as *opinionated*, with these consumers making up more than half of the top luxury market. They are educated consumers, with an appetite for accessories, such as leather goods, experience, and technology. These consumers also have the highest level of brand and product awareness and are influenced by social networks. The *disillusioned* consumer is regarded as a detached luxury "survivor" that prefers big heritage and iconic brands, does not follow trends and pays more attention to what they buy, as products must last for at least more than one season. Disillusioned consumers prefer exit-to-luxury leather and beauty products, as well as experience-based services such as gourmet foods. The *hedonist* love luxury and love showing it off, although they sometimes experience unmet aspirations, which leads to cognitive dissonance. This consumer group also needs strong approval from reference groups, thus leading them to purchase big brands that are easily recognisable, but not necessarily high quality products, reinforcing their feelings of cognitive dissonance. The next consumer group is referred to as the *omnivore*, as these consumers want it all. They are highly opinionated, curious and compulsive, as they feel the more the better, and are also regarded as the most enthusiastic group. They prefer hard and personal luxury items, such as designer wear. These consumers only buy items that are in season and place a strong value on gifting, while being strongly influenced by social networks. The *wannabe* is a value-hunter fashionista that purchases entry-price items and participates in shopping-driven experiences. This group is highly price sensitive, while also being quite compulsive. In contrast to the wannabe is the *investor*, who is regarded as the most rational group of luxury consumers. They tend to buy long lasting leather goods, travel experiences, and cars. These consumers have a strong product-rather-than-brand-approach and follow consumer referrals rather than being influenced by advertisements and social media. Even though consumer profiles can be regarded as a "globalised" set of attributes,

consumer markets can still be divided further into demographic profiles, which are influenced by generation, culture and nationality.

According to generational data, Baby Boomers comprise the largest part of the luxury market, with an appetite for luxury leather goods. Generation X are top spenders on hard luxury, as they are at the top of their careers, while Generation Y buys more online items, as touch-and-feel is not a necessary driver to this generation, in contrast to the Baby Boomers (D'Arpizio & Levato, 2014). Younger generations are starting to move into the luxury segment and have more disposable income than ever before, while also displaying totally different shopping behaviour in comparison with previous generations (Luxury Daily, 2015). In comparison with the other generations, Millennials value memories and experiences more than physical products, with brands having to create an experience with them to encourage them to buy luxury items (Roberts, 2016). Furthermore, millennial consumers are regarded as the most sustainability conscious generation thus far, and are even willing to pay more for products that are ethically and sustainably sourced (Nielsen, 2015, 2016; Credit Suisse, 2017).

When looking at luxury consumer nationalities, various luxury markets stand out. One of the largest and fastest growing markets is the Chinese, which is the top nationality, with the third largest consumer base and second largest spending. Throughout the literature, various differences as well as similarities were found between cultures, with the most apparent contrast between traditional and emerging markets (Shukla, 2012). By comparison, consumers from established traditional markets place a higher value on the quality (Park & Reisinger, 2009; PWC, 2012a) and ethical aspects of a luxury product, with a lesser emphasis on status (Carr, 2013), whereas consumers from the emerging BRICS markets are more conspicuous (Shukla, 2012) and aware of status (Carr, 2013) as the consumption of luxury products enhances social position and prestige (Park & Reisinger, 2009). Furthermore, Western societies are more individualistically orientated, with Eastern societies having a more collective culture (Amatulli & Guido, 2011), therefore placing a higher value on social relationships and gift giving (Park & Reisinger, 2009). Chinese consumers have also been found to be spending abroad three times more than what they would spend locally (D'Arpizio *et al.*, 2014).

Although consumers differ in luxury consumption behaviour due to various aspects, there are numerous similarities as well. Hennigs, Wiedmann, Klarmann, Strehlau, Godey, Pederzoli, Neulinger, Dave, Aiello, Dontivo, Taro, Táborecká-Petrovičová, Rodríguez Santos, Jung and Oh (2012) note that, although cultural differences may cause differences within luxury consumption behaviour, homogeneous behaviour might be displayed when consumers are confronted with certain purchase

situations. As is the case with every-day consumption, consumers' luxury consumption behaviour is driven by their luxury value perceptions and the consequences that they expect the luxury product will provide for them. These consumer value perceptions may differ between cultures and countries but also within a specific country or culture. It is therefore of utmost importance for marketers and retailers to also determine the specific value perceptions that drive their target market's luxury consumption behaviours.

2.5.2 Luxury value perceptions

Perception, as defined by Schiffman and Kanuk (2010: 175) is "*the process by which an individual selects, organises, and interprets stimuli into a meaningful and coherent picture of the world*". From this viewpoint, individuals further form a perception of their self-concept as a global perception of who they are and the type of products that are consistent with this image of the self (Kaiser, 1985: 147). This comprehension of the self is a combined result of an individual's background and experience, with many products having a symbolic value that relates to this perceived image of the self (Schiffman & Wisenblit, 2015: 110). Consumers' perceptions of their selves are therefore more often than not related to the purchasing of products and services, as consumers are inclined to purchase items that are consistent with their self-image. Furthermore, consumers will not only purchase and consume products that relate to their self-image, but they will also avoid brands and products that do not correspond to this image (Schiffman & Wisenblit, 2015: 110). In addition, Schiffman and Kanuk (2010: 166) note that an interrelationship exists between individuals and their possessions, as these possessions can be seen to either confirm or extend their self-images. As a result, consumers can derive subjective intangible benefits from luxury items that reach farther than only functional utility (Vigneron & Johnson, 1999).

Consumers' value perceptions can be either personal-oriented or interpersonal-oriented. According to Dubois and Duquesne (1993), many consumers purchase goods for their symbolic value, which can be regarded as an extreme form of expressing one's own values. On the one hand, personal-oriented perceptions are thus related to the *hedonic effect*, which has a perceived emotional and self-actualisation value with emphasis being placed on the consumer's own thoughts and feelings towards the product and not on price as an indicator of prestige. Hedonic consumers therefore seek personal fulfilment through luxury purchases and consumption, by evaluating products for their emotional benefits, rather than their functional and economic value. On the other hand, personal-oriented perceptions relate to the *perfectionism effect* with consumers relying on their own

perceptions of what they regard as quality and price acting as a further affirmation and reassurance (Vigneron & Johnson, 1999; Vigneron & Johnson, 2004).

Interpersonal-oriented perceptions within luxury consumption is related to status seeking and appearance awareness, and is employed by individuals to make statements about themselves by creating identities or by implying to belong to certain social groups (Atwal & Williams, 2009). Perceived values and motivations related to interpersonal-oriented prestige seeking consumers are first the *Veblen effect*, which refers to the perceived conspicuous value, with price as an indicator of prestige, where consumers want to make an impression on others. Next is the *snob effect*, referring to the perceived uniqueness value, where price is perceived as an indicator of exclusivity. Snob consumers are also early adopters, seeking to acquire unique and limited products before the masses. Once an item becomes accessible to a wider consumer base, the snob will abandon the consumption of the product item, as the perceived uniqueness value of the item will no longer be justified. Following this is the *bandwagon effect*, where consumers have a perceived social value, perceiving price as less important as an indicator of prestige, but placing a higher value on the image created to others while consuming the product. This image is influenced by the individual's desire to either conform to a specific social group and/or to be distinguished from another social group, and may also differ depending on the situation or environment in which the individual finds him-/herself (Vigneron & Johnson, 1999). This type of motivation for purchasing luxury products is, however, declining within traditional markets, with a rise in consumption among emerging markets, such as China and Russia (Atwal & Williams, 2009). Additionally though, all consumers perceive the legitimacy of luxury as highly valuable, exceptional (Loureiro & De Araújo, 2014), of good quality and "worth the money" (Bauer *et al.*, 2011). However, when considering these personal and interpersonal perceptions towards luxury consumption, it can be assumed that different individuals will have different perceptions of luxury value in relation to the same brand or product (Wiedmann *et al.*, 2009).

In the experience economy of today, experiences capture consumers by creating memorable occasions that emotionally connect them to the product (Grigorian & Peterson, 2014) by emphasising interactivity and creativity (Atwal & Williams, 2009). To achieve this experiential tendency, products will need to amplify the essence of luxury products into physical, interactive, and tangible experiences that supplement the product on offer. Luxury brands need to develop and invest in "luxury experiences" (Euromonitor, 2016). Two aspects that focus on this are the *hyper-reality of the experience* on the one hand, where a blur between the real and unreal is produced in a simulated environment and becomes realer than real; while on the other hand the focus falls on the

image of the experience, as society consumes imagery and not necessarily what the image represents.

Various researchers have tried to understand consumers' luxury value perceptions and have developed different models that explain the concept of luxury value perception (Choo, Moon, Kim & Yoon, 2012; Brun & Castelli, 2013; Doss & Robinson, 2013; Shukla, Singh & Banerjee, 2015; Sun, D'Alessandro & Johnson, 2016). The Luxury Value Perception Model of Wiedmann *et al.* (2007, 2009) is widely acknowledged. From the results of their cross-industry and cross-cultural study, Hennigs, Wiedmann and Klarmann (2013a) confirmed Wiedmann *et al.*'s (2007, 2009) four universal consumer luxury value perceptions that drive consumers' luxury purchasing behaviour, namely financial, functional, individual and social value perceptions (*Figure 2.1*).

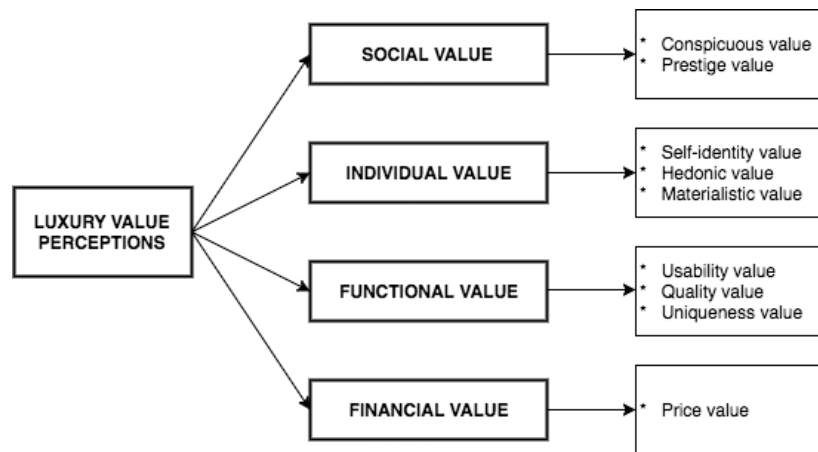


FIGURE 2.1: DIMENSIONS OF LUXURY VALUE PERCEPTION (Wiedmann *et al.*, 2007, 2009; Hennigs *et al.*, 2012, 2013a)

The *financial dimension* relates to the monetary value of a product and the price paid to obtain the specific luxury product (Hennigs *et al.*, 2013a). The *functional dimension* relates to benefits obtained by purchasing a luxury product, such as quality, usability and uniqueness (Hennigs *et al.* 2012, 2013a). Consumers with strong functional value perceptions expect a luxury product to offer superior quality related to other products (Choo *et al.*, 2012; Brun & Castelli, 2013; Shukla *et al.*, 2015) and to be perceived as exclusive and rare (Hennigs *et al.*, 2013a; Roux, Tafani & Vigneron, 2017). The *individual dimension* includes personal issues such as hedonism (also conceptualised as *experiential value* by Shukla *et al.* (2015) and Sun *et al.* (2016)), materialism, and self-identity (Hennigs *et al.*, 2012, 2013a). Luxury goods may therefore carry a certain emotional value for some consumers (Choo *et al.*, 2012; Brun & Castelli, 2013; Loureiro & Araújo: 2014). Materialistic value can be described as the degree to which possessions play a central role in the life of a consumer (Hennigs

et al., 2012, 2013a). Sun *et al.* (2016) note materialism particularly among Asian consumers and emerging economies. Self-identity value can be defined as the way in which an individual perceives him-/herself (Hennigs *et al.*, 2012, 2013a). The *social dimension* relates to the value that consumers obtain by purchasing a luxury product that is socially acceptable and recognised. The antecedents to social value include conspicuousness value and prestige value. Conspicuous consumption relates to consuming higher priced or status goods in order to convey a message of status and wealth to others (Hennigs *et al.*, 2012, 2013a; Roux *et al.*, 2017). Prestige value relates to a consumer's need to use luxury goods for their exclusivity (Brun, 2017; Tong, Su & Xu, 2017).

To be able to build long-term relationships with customers, even during demanding economic climates, luxury products must embrace a value co-creation process to ensure that consumers from different markets perceive sufficient value in their luxury products to compensate for the high prices charged (Tynan *et al.*, 2010). In addition, value creation must focus on personalised product experiences created by the collaborative efforts of brand communities, shareholders and suppliers, by adding value not only during the decision-making process and point of purchase, but also throughout product consumption. Furthermore, the co-creation of value increases the financial, functional, individual, and social value perceptions of individuals by enhancing exclusivity, recognition, and prestige (Tynan *et al.*, 2010), as these represent value to both the consumer and significant others (Wiedmann *et al.*, 2009).

2.5.3 The luxury consumer and ethics

Ethical awareness has an impact on consumers' value perceptions of a product, especially within the luxury market (Shaw & Shiu, 2003). Globally consumers are becoming not only more aware, but also more concerned about various social and environmental issues linked to the fashion supply chain (Shen, Wang, Lo & Shum, 2012), especially among millennial consumers (Nielsen, 2015, 2016; Credit Suisse, 2017; Quartz, 2017). This includes the use of hazardous chemicals, CO₂ emissions, the sourcing of raw materials such as precious metals and stones, as well as leather and other exotic skins (Business of Fashion, 2016), the farming and slaughter of these animals for their skins and fur (Gibson, 2014), the creation of pre- and post-consumer waste (Joung & Park-Poaps, 2011), the fair treatment of the workers within the supply chain (Shaw & Shiu, 2003; Hassan *et al.*, 2013), and corporate social responsibility (CSR) initiatives (Achabou & Dekhili, 2013). Despite the fact that within the luxury product supply chain, when compared to fast fashion (Joy, Sherry, Venkatesh, Wang & Chan, 2012), the sourcing of raw materials, production processes and employment practices, for the

most part, exhibit responsible efforts (Wiedmann, Hennigs & Klarmann, 2012) (with luxury products placing a high emphasis on authenticity, quality, artisanal craftsmanship (Joy *et al.*, 2012), aesthetics, and exclusivity (Achille, 2015)), luxury consumers are still demanding supply chain transparency and ethics, as individuals are concerned about the consequences of their purchases (Beard, 2008; Shen *et al.*, 2012). Cervellon and Shamma (2013) refer to sustainable luxury as an oxymoron, with Achabou and Dekhili (2013) supporting this statement, as sustainability is based on respect for both the environment and society, whereas luxury is regarded as being wasteful, superficial and careless. Sustainability can be defined as the preservation of the world's assets, whether they are economic, environmental or social in nature, while consuming so as to ensure that future generations may have a quality of life where they can meet their needs with the world's resources (Kapferer & Michaut-Denizeau, 2015).

There are many factors that influence consumers' ethical concerns and not all consumers' behaviour and purchasing intent for specific products are to the same extent influenced by such concerns (Steg, Perlaviciute, Van der Werff & Lurvink, 2014; Paco & Rodrigues, 2016). Many socio-demographics (Luchs & Mooradian, 2012; Cervellon & Shamma, 2013; Yadav & Pathak, 2016) as well as personal values (Cordano, Welcomer, Scherer, Pradenas & Parade, 2011; Gifford & Nilsson, 2014; Manchiraju & Sadachar, 2014; Steg *et al.*, 2014; Paco & Rodrigues, 2016) play a role in consumers' ethical concerns. It has also been found in previous studies that ethical considerations are significantly less important in the decision-making process for luxury goods (Davies *et al.*, 2012; Achabou & Dekhili, 2013; Streit & Davies, 2013; Kapferer & Michaut-Denizeau, 2015; Han, Seo & Ko, 2017), to the extent that the question can be asked whether strong luxury values are compatible with sustainable values. There is, however, a mind shift today amongst marketers and researchers towards considering sustainability as complementary to luxury (Cervellon & Shamma, 2013; Hennigs *et al.*, 2013c; Kapferer & Michaut-Denizeau, 2015).

2.5.3.1 Sustainable luxury values

From their research, Cervellon and Shamma (2013) developed a sustainable luxury value model. In this model, they identified three value categories which each has an influence on consumer's social and individual motives when considering purchasing sustainable luxury products. The first category is *eco-centred values*, encompassing not doing harm (which includes actions such as not supporting animal testing and cruelty, and supporting fair trade initiatives) and doing good (by giving back to communities through philanthropic actions). Next are *ego-centred values*, which include hedonism

(deriving personal pleasure from the products being consumed, as for example contributing to the slow food movement or local artisanal traditions), durability (which is regarded as the most important value within sustainable luxury, with the emphasis on quality and an attention to detail, which makes the product withstand the test of time, thereby also enhancing its financial value), health and youthfulness (by reducing health risks when using safer and less harmful substances that are more sustainable, such as vegetable extracts to tan leather), and guilt-free pleasures (by consuming sustainable products without feeling guilty because they are for example more expensive). The last category is *socio-cultural values*, such as conspicuousness (having others notice that you support environmental and socially responsible products), a sense of belonging (belonging to a certain social group that can afford to purchase expensive sustainable and bespoke items), and national identity (where the emphasis is placed on the heritage and craftsmanship associated with specific cultures and countries).

Based on the widely acknowledged Luxury Value Perception Model of Wiedmann *et al.* (2007, 2009), Hennigs *et al.* (2013c) developed a conceptual luxury value-based sustainable model, called “Sustainability Excellence” (Figure 2.2). They conceptualise sustainability excellence as the consumer’s overall sustainable luxury value perception “driven by the consumer’s subjective expectations and individual perceptions of luxury value” (Hennigs *et al.*, 2013c), and propose that consumers evaluate the ethical value of luxury products based on four luxury values, namely financial, functional, social, and individual. *Financial-driven sustainability* relates to the fact that luxury products are associated with endurance and scarcity. They do not sway with the latest fashion fads and is meant to keep for a lifetime. *Functional-driven sustainability* relates to the superior quality and durability associated with luxury products. Quality and durability are at the heart of sustainable luxury.

Individual sustainability value relates to the consumer’s personal orientation. Many luxury consumers are concerned about social and environmental issues and demand value chain transparency. In buying a sustainable luxury product consumers feel good and not guilty. *Social-driven sustainability value* relates to the fact that possessing a sustainable luxury product assists the luxury consumer to gain elite experience and prestige due to the product that was manufactured and traded without letting others suffer. Prestige and status are therefore gained based on the product being genuine luxury and not a counterfeit. By comparison, the Hennigs *et al.* (2013a) and Cervellon and Shamma (2013) models complement each other.

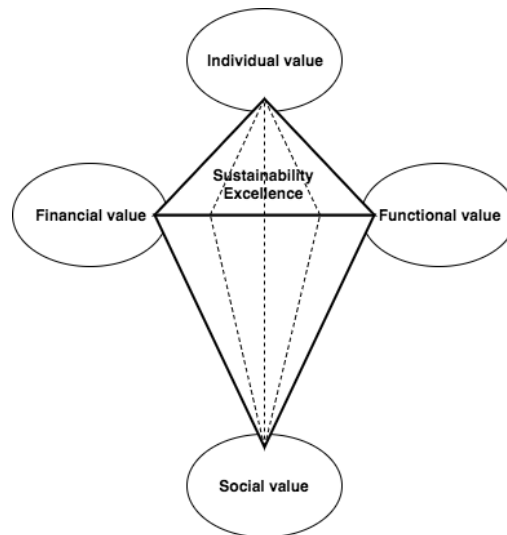


FIGURE 2.2: SUSTAINABLE LUXURY VALUE MODEL (Hennigs *et al.*, 2013c)

2.5.3.2 Supply chain transparency

When considering ethical luxury products, consumers frequently experience knowledge, evaluation and choice uncertainties (Hassan *et al.*, 2013), as acting ethically responsible heightens the complexity of luxury product decision-making (Shaw & Shiu, 2003). Even though consumers are willing to pay more for ethical products (Shen *et al.*, 2012), various factors, such as ambiguity, conflict, complexity and credibility may cause uncertainty in the consumer. This may lead to *delayed purchases*, as the consumer feels unsure of the ethical implications of the proposed product. Uncertainty may also *compromise beliefs*, since an unethical purchase might be made, when having to trade-off between traditional luxury values and sustainable luxury values. This may in turn result in *negative emotions*, such as frustration, helplessness (Hassan *et al.*, 2013), and guilt (Atsmon *et al.*, 2010). Uncertainty in ethical consumer choice usually originates from a conflict between ethical considerations and moral tension, which is caused by one or more of the following factors, namely *complexity*, referring to an information overload, with consumers having to take into consideration, for example, fair trade, country-of-origin, the use of animals, and/or organic products, while also having to choose from various producers, each addressing different ethical aspects, thereby leading consumers to experience less confidence when considering ethical products. The next factor that can lead to uncertainty is *ambiguity*, which is caused by a lack of information, with ethical policies being either too vague or completely lacking the appropriate ethical information, thus making it difficult for the consumer to come to a rational conclusion about the product's ethical authenticity. The third factor responsible for causing uncertainty is *conflict*, where the trade-off between the product's

ethical attributes and the individual's ethical values creates an uncertainty in evaluation, as the consumer struggles to decide which aspects are the most important to focus on to be consistent when making ethical product choices, such as deciding to rather purchase products from poorer countries or to support local producers. The last factor influencing uncertainty is *credibility*, where consumers express concerns about the authenticity and trustworthiness of the ethical information shared by manufacturers, thereby making it difficult to make effortless ethical decisions regarding product reputation (Hassan *et al.* 2013).

Uncertainty can, however, be addressed by co-adding unique experiential values to acquire and expand product knowledge (Atwal & Williams, 2009), with product and supply chain information able to fill in any information gaps (Hassan *et al.*, 2013). Product knowledge is considered to have two components, the first is *familiarity*, which represents the early stages of learning and is measured in low, medium or high levels of familiarity; this influences the extent of an individual's external information search with regard to product planning, which is either acquired through product exposure or by searching for information in advance. The second is *expertise*, where consumers are not likely to search for any further information, but rely on recalling internal information already gained to make a routine or limited problem solving decision (Gursoy, 2003). Through supply chain transparency and with adequate ethics-related information available, consumers can make the necessary trade-off associated with the related perceived values and product attributes, therefore making better choices when selecting ethical luxury products. Hence, as an example, the assumption can be made that a consumer with high functional luxury values would regard traceability information as sufficient to make an informed decision with regard to both the ethical aspects of the product and its durability.

Exotic leather such as crocodile, alligator, emu, and ostrich has reached staple status within the luxury fashion industry and is no longer regarded as only a fashion trend (Belleau, Marquette & Summers, 2004), with crocodile leather gaining momentum with an increase in demand for handbags and other accessories (Mendal, 2014). Despite the fact that crocodile farming has saturated the market with superior quality skins, thereby deterring poaching and the exploitation of wild crocodiles (Crocodile Specialist Group, 2016), while promoting the conservation of the species (Mendal, 2012; Moyle, 2013), and international trade being closely regulated by CITES (Mendal, 2012; Gleni, 2016), with the Nile Crocodile listed on Appendix II (Revol, 1995; Gleni, 2016), the use of animal products within fashion is still considered to be controversial with relation to leather, but even more so in the case of fur, with animal rights groups continually and actively protesting against these practices as being considered inhumane and cruel (Belton & Clinton, 2007; Jones, 2015a). However, captive

rearing and managed culling is regarded as a balanced and sustainable use of crocodiles, with various supply chain stakeholders involved, including the crocodile farmers, slaughterhouses, tanners, skin traders and leather manufacturers (Thorbjarnarson, 1999). Cultural differences, however, exist between consumers' sustainable luxury value perceptions with regard to what can be considered as controversial products, and which practices are deemed acceptable (Cervellon & Shamma, 2013). It is therefore of the utmost importance to supply consumer segments with the supply chain information that they need in order to decide whether a specific product will meet their sustainable luxury values.

2.6 SUMMARY

From the literature, it is clear that luxury consumers possess certain value perceptions that drive both their decision-making and luxury product purchasing behaviour. It is also evident that luxury consumers, and in this case international tourists, differ with regard to their cultural background when it comes to value perceptions and shopping behaviour. With ethical and sustainable behaviour as important determinants when purchasing controversial products, such as exotic leather products, it is expected that consumers will be more aware and concerned with the social and environmental impact of the product, throughout the supply chain. It is also apparent that tourists differ in relation to the importance they assign to shopping, with some tourists enjoying shopping, whereas others preferring not to shop at all, and some tourists shopping only because they have to. Some tourists also find it important to plan their shopping experiences ahead, searching for relevant products and information, thereby making informed decisions even before visiting the country; whereas other shopping behaviour might include impulsive shopping; or souvenir shopping, which can be either planned or impulsive. These variations in shopping behaviour have vast implications for the South African exotic leather industry, as South African exotic leather products are mostly aimed at the international tourist, thereby making it clear that in order to manufacture and market these products to the relevant target market, the South African exotic leather industry will need to strongly take the above into consideration when manufacturing and marketing exotic leather products that would suit the international tourists' sustainable luxury value perceptions and their need for supply chain information. Unfortunately very little, if anything, is known about the luxury value perceptions and need for supply chain information of international tourists visiting South Africa. This raises the question of how this problem should be addressed. In Chapter 3 the consumer decision-making process will be explained as point of departure for this study.

CHAPTER 3 – THEORETICAL PERSPECTIVE

3.1 INTRODUCTION

This study adopted a social-cognitive perspective as point of departure. Consumer decision-making was chosen as theoretical perspective for the study. A social-cognitive perspective assumes that consumers are confronted with many products and stimuli and therefore have to find ways to organise all the information. They therefore need to go through a decision-making process that can be complex, especially in the case of new products that they are not familiar with and that they do not buy regularly. They are, however, influenced during the decision-making process by various internal and external factors, such as their value perceptions – in the context of this study, by their luxury and sustainability value perceptions. Within this chapter the consumer decision-making process is discussed with special attention to the information search, and the evaluation and identification of alternatives stages. This is followed by a discussion of types of consumer decisions. The chapter ends with a summary.

3.2 THE DECISION-MAKING PROCESS

The traditional 5-stage decision-making model (problem recognition, information search, evaluation of alternatives, product choice, and outcome) (Figure 3.1) can be applied to most purchasing scenarios, since the decision to make a purchase is a response to an identified problem, where the individual evaluates two or more alternatives before coming to a final decision (Schiffman & Kanuk, 2010: 478; Solomon & Rabolt, 2004: 352).

The fashion decision-making process starts with the fashion product being displayed somewhere. The consumer then becomes aware of the product and shows interest in it, whereafter it is evaluated. A decision then needs to be made before the actual purchase can be made (Solomon & Rabolt, 2004: 352). Although the fashion decision-making model differs from the phases within the traditional decision-making model, the basic framework of the model remains the same, with the consumer identifying a problem or need, before embarking on an information search and the evaluation of possible alternatives, after which a final decision is made.

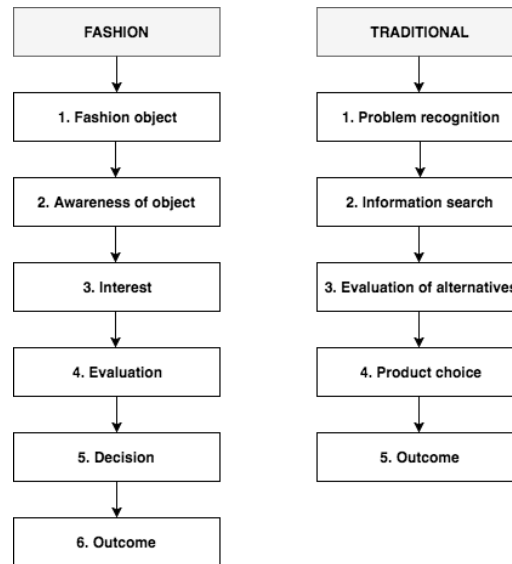


FIGURE 3.1 DECISION-MAKING PROCESS (Solomon & Rabolt, 2004: 353)

3.2.1 Problem or need recognition

During the problem recognition stage the consumer becomes aware of a certain fashion object, which in turn creates a need or problem that triggers the decision-making process (Schiffman & Kanuk, 2010: 484; Solomon & Rabolt, 2004: 356). Fashion objects are mostly acknowledged through opportunity recognition, with the individual being exposed to different and varying quality items, with these items simply adopted upon exposure. Although problem recognition is a natural process, marketing efforts can also stimulate a particular need through the creation of *primary demand*, where consumers are encouraged to acquire a product, irrelevant of the brand chosen, or *secondary demand*, where consumers prefer one brand over another for the same product category (Solomon & Rabolt, 2004: 357).

3.2.2 Information search

Once a specific need has been identified, a pre-purchase search is initiated to gather adequate information to resolve the problem and make a decision. Most consumers start with an *internal search* for information, through the recollection of past experiences and combing through stored memory of a product and possible alternatives. If the information gathered through the internal search process is not sufficient, the consumer will also embark on an *external search*, to supplement

his/her knowledge with information gained from social reference groups, marketing efforts, such as advertisements and store displays, and through Internet searches (Solomon & Rabolt, 2004: 357; Schiffman & Kanuk, 2010: 485). Consumers can also gain further knowledge through the act of shopping (Schiffman & Kanuk, 2010: 485) or browsing, and by staying up to date with current trends in the marketplace (Solomon & Rabolt, 2004: 357). Because both fashion and luxury choices have social consequences, consumers tend to do a more extensive external search before making a purchase decision, as the perceived social and psychological risks are high, with possible negative repercussions (Solomon & Rabolt, 2004: 352; Parumasur & Roberts-Lombard, 2012: 258). It is therefore, specifically with regard to expensive products and products that are not bought on a regular basis, of the utmost importance that the necessary information is available to consumers in order for them to make a decision that could meet any important value perceptions.

3.2.3 Product evaluation and identification of alternatives

While gathering product information, possible alternatives to satisfy the consumer's need are identified, with most of the decision-making effort occurring during this phase (Solomon & Rabolt, 2004: 362). Consumers evaluate products in order to decide whether the product will, when it is used, provide them with the consequences that they expect and in the end will meet their specific important value perceptions. These consequences can be tangible or intangible. In the case of luxury products it includes consequences such as quality, durability, uniqueness, status, prestige, etc, which need to meet social, individual, financial and functional value perceptions. These consequences are provided by the product's intrinsic and extrinsic features (Brown & Rice, 2014:39). *Intrinsic product features* are those features that cannot be altered without altering the product as well. It includes all materials, the design, manufacturing processes, and finishes. *Extrinsic features* include aspects such as brand name, price, country-of-origin, whether the product was manufactured in a sustainable manner without harming the environment people and animals, etc. In the case of expensive luxury products that are not regularly bought and of which the consumer most probably not have sufficient knowledge to be able to evaluate specifically the intrinsic features, it is very important that enough information regarding the total value chain be provided in order to assist the consumer to make an informed decision.

3.2.4 Product choice and decision

Once the consumer feels that he/she has gained enough insight and all relevant options have been identified, a product choice must be made. According to Solomon and Rabolt (2004: 365), this final choice of a fashion item is influenced by evaluative criteria such as price, brand, and store image (*extrinsic-related attributes*), as well as the product's style, colour, textile, quality, and care (*intrinsic-related attributes*). Further criteria mentioned by the authors include the consumer's individual style, the usefulness or functionality of the product, and on some occasions the country-of-origin, depending on the product item.

Throughout the entire decision-making process, the consumer is influenced by various factors, such as culture, individual luxury value perceptions, personal preference and needs, product knowledge, and the attributes of the product considered. These factors have an impact on the consumer's purchasing intent, by resulting in a final decision to either abandon the purchase, to postpone the purchase, or to follow through by acquiring the product, after which a post-purchase evaluation of the purchase will follow, which in turn will affect any future purchases (Solomon & Rabolt, 2004: 365; Schiffman & Kanuk, 2010: 498).

3.3 LUXURY PURCHASING INTENT AND BEHAVIOUR

During the luxury purchasing decision-making process, the consumer will be influenced not only by their perception of the product item and the values attributed, but also by an assortment of other factors and motivations that may have a direct effect on their purchase behaviour. Consumer motivation can be defined as the wants, needs, drives, and desires that lead an individual to make a specific purchase. Furthermore, these motivations can be psychological, physiological, or environmentally driven and create a state of tension that drives the individual to attempt to reduce or eliminate this tension (Parumasur & Roberts-Lombard, 2012: 167). In fact, the individual may also decide to do nothing and to not make the purchase, even after going through the entire purchase decision-making process (Schiffman & Kanuk, 2010: 499).

According to Vigneron and Johnson (1999), luxury products are considered as extreme and high-end involvement decision-making, as luxury products are infrequently purchased and require higher levels of interest and knowledge, while also having to strongly relate to the individual's self-concept. In addition, Amatulli and Guido (2011) note that two main categories for luxury product consumption

can be described. Firstly, are *internal motivations*, that are subjective and reserved and relate to self-reward, as well as personal-oriented perceptions and individual values; and secondly are *external motivations*, which signal wealth, while relating to interpersonal-oriented perceptions and social values. Furthermore, purchasing intent is also dependent on *internalised luxury*, which is usually motivated by cultural and personal values, aesthetic pleasure, taste, and individual style, while also representing self-respect and self-confidence; and *externalised luxury* which is conceptualised through a display of wealth, social positioning, an imitation of admired individuals, and/or a competitive spirit.

Although various authors have attempted to describe and define luxury purchasing intent, which is the intention to obtain a luxury product, rather than actually possessing the product (Hung *et al.*, 2011), and the differences in consumer value perceptions and their influence on purchasing intent, several findings show a clear difference between the developed Western markets and the emerging Eastern markets, as culture remains a highly influential factor (Shukla, 2012; Oe *et al.*, 2015), since cross-cultural differences exist between the evaluative criteria used during the decision-making process (Solomon & Rabolt, 2004: 365). In an effort to establish perceptions and values relative to luxury products, various attributes are identified and assigned that relate to luxury items such as *quality* (innovation relating to choice of materials); *craftsmanship* (associated with time, but also tradition and know-how); *design* (elegance and sophistication); and *aesthetic value*; all relating to the psychological aspects of the product, rather than the functional aspects, as there is a clear progression towards the intangible and experiential values of luxury items. Furthermore, it is found that individuals in a more developed market consume luxury items for self-fulfilment motives, such as personal pleasure, while also conveying lifestyle and personality messages to others (Amatulli & Guido, 2011).

In addition to the attributes assigned, several antecedent factors that influence luxury purchasing intent have been identified by Oe *et al.* (2015) namely *celebrity endorsement*, which seems to have a significant influence on purchasing intention and includes royal family and celebrity influence, as well as event influence, such as Fashion Week; *social influence*, whereby the individual gains not only social identity and enhances their own self-concept, but also gains status and prestige within a society; and *design and quality*, which includes good design, customer service, and product quality. The results showed that from an emerging Eastern market point of view, social influence has the biggest impact on a collective society, followed by design and quality, with celebrity endorsement having almost no impact. In contrast, the findings for a developed Western market might differ. Hung *et al.* (2011) furthermore adds *luxury brand perception* (according to Vigneron & Johnson's Brand

Luxury Index) and *vanity* (excessive concern for personal appearance and achievement) to the list of antecedent factors influencing consumers' luxury purchasing intentions. On the whole, a consumer's luxury purchasing intent will only turn into a purchase after taking into consideration the consequences of the purchase, with the feeling of assurance that they had made a good decision (Amatulli & Guido, 2011).

3.4 TYPES OF CONSUMER DECISIONS

From the above, it is clear that the decision to make a purchase may be influenced by the consumer's luxury value perceptions and cultural background, the product's attributes, the consumer's level of product knowledge during the decision-making process, and the consumer's frequency of shopping. In addition, however, the type of consumer decision may also influence the final outcome of the decision-making process. Schiffman and Kanuk (2010: 478) mention that not all consumer decision-making circumstances require the same degree of information search, but rather depend on the type of consumer decision to be made, and are characterised by the amount of effort needed during the decision-making process (Solomon & Rabolt, 2004: 352).

Figure 3.2 presents three levels of information search, namely routine response behaviour, limited problem solving, and extensive problem solving (Solomon & Rabolt, 2004: 354; Schiffman & Kanuk, 2010: 478; Parumasur & Roberts-Lombard, 2012: 257). *Routinised response behaviour* can also be referred to as habitual decision-making, as consumers usually have prior knowledge from experience with the product category, and therefore have an established set of criteria with which to evaluate the product (Schiffman & Kanuk, 2010: 479). These routine decisions are made with little or no conscious effort, with a minimum amount of time spent on making commonplace purchase decisions. This level of decision-making usually takes place when considering purchasing low-cost products, familiar products, or frequently purchased product items, where the consumer gives the product little thought (Solomon & Rabolt, 2004: 355; Parumasur & Roberts-Lombard., 2012: 257). *Limited problem solving* is based on an established set of evaluation criteria (Schiffman & Kanuk, 2010: 479), with consumers using heuristics or mental shortcuts, such as price, beliefs about a brand or market, and country-of-origin, to distinguish between product items, without having to search for new information with every purchase (Solomon & Rabolt, 2004: 355; Parumasur & Roberts-Lombard, 2012: 258). Last on the continuum is *extensive problem solving*, a strategy which is applied when considering more expensive and high-risk products, such as exotic leather accessories. This level of problem solving corresponds with the traditional decision-making model (Solomon & Rabolt, 2004:

355) and requires an extensive search of product information for the consumer to establish a set of criteria with which to evaluate the product considered (Schiffman & Kanuk, 2010: 479; Parumasur & Roberts-Lombard, 2012: 258). Information is sourced from both an *internal search* (memory) and an *external search* (outside sources), and will be influenced by the consumer's personal beliefs and value system (Solomon & Rabolt, 2004: 357).

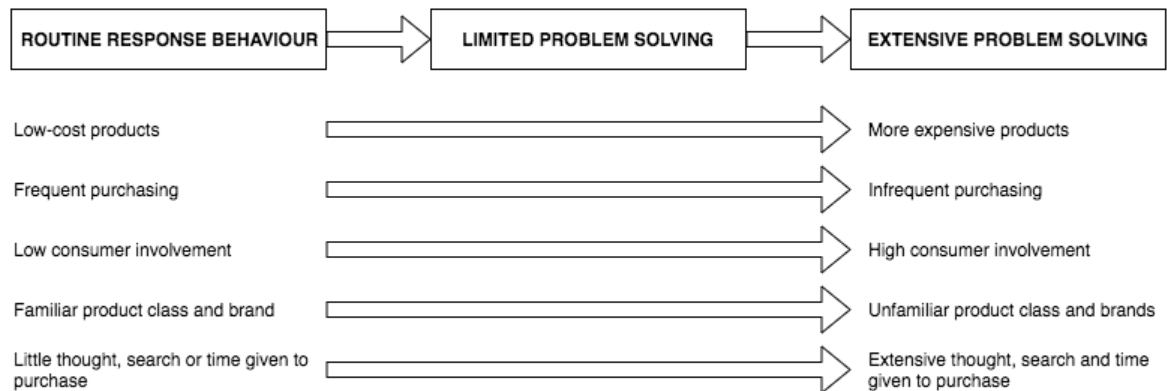


FIGURE 3.2: A CONTINUUM OF BUYING DECISION BEHAVIOUR (Solomon & Rabolt, 2004: 354)

From the literature and with regard to shopping tourism, the judgement can be made that most international tourists, when considering making an exotic leather luxury purchase, will plan their purchase by consulting various sources of information, to gain the proper insights and knowledge about the product attributes (Gursoy, 2003) before making a final decision. Furthermore, some international tourists can also be considered as impulsive or experiential shoppers (Meng & Xu, 2012), with impulsive shoppers relying on product label information to make a satisfactory purchase decision (Hassan *et al.*, 2013), and experiential shoppers seeking emotional satisfaction and hedonic pleasure from the shopping experience (Meng & Xu, 2012). Therefore, suitable supply chain and product information must be made available, via the relevant channels, catering to the different types of international tourists, to equip the consumer to make an acceptable purchase decision.

3.5 SUMMARY

Within this chapter the elements of the theoretical framework for this study were explored. The decision-making process was discussed by highlighting the various steps the consumer follows when having to make a purchasing decision. Luxury purchasing intent and behaviour were also discussed to identify the motivations behind luxury product purchases. Lastly, various types of consumer decision-

making were explored, to better understand the amount of effort that will be required from the consumer to make a final decision relating to exotic leather products.

CHAPTER 4 – RESEARCH DESIGN AND METHODOLOGY

4.1 INTRODUCTION

Chapter 4 focuses on the methodological aspects and design of the research. Within this chapter the conceptual framework, objectives identified, research design, sampling strategy, data collection and questionnaire design, as well as data analysis and ethical procedures will be outlined.

4.2 CONCEPTUAL FRAMEWORK

The following conceptual framework was developed for this study, alongside the background of the literature review:

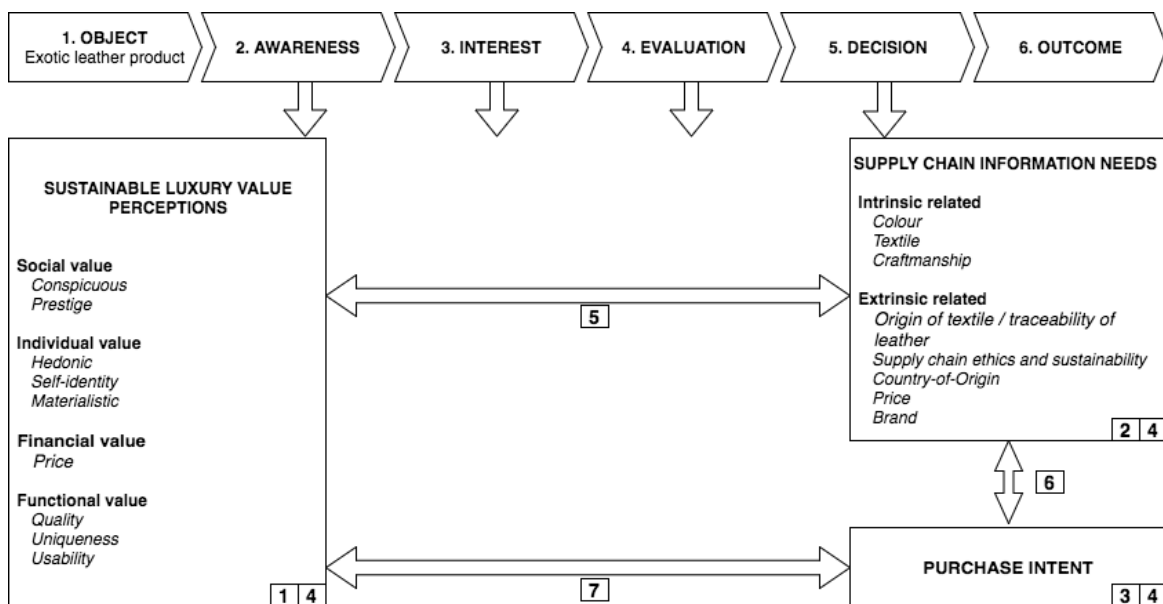


FIGURE 4.1: CONCEPTUAL FRAMEWORK

The schematic representation of the conceptual framework, as seen in Figure 4.1, illustrates the consumer decision-making process, with relation to the international shopping tourist, when considering an exotic leather product, such as crocodile or ostrich. From the literature, factors that may influence sustainable luxury purchasing intent have been identified, namely culture, sustainable

luxury value perceptions (social, financial, functional, and individual value) and supply chain information needs (intrinsic- and extrinsic-related factors).

4.3 RESEARCH OBJECTIVES

The purpose of this study was to determine international tourists' (specifically from Western (USA) and Eastern (China) countries) sustainable luxury value perceptions and the relevance of supply chain information on their purchasing intent for exotic leather accessories.

The following objectives were identified:

Objective 1:

To determine the importance of sustainable luxury value perceptions for American and Chinese tourists.

- **Sub-objective 1:** To determine the importance of social sustainable luxury value perceptions for American and Chinese tourists.
- **Sub-objective 2:** To determine the importance of individual sustainable luxury value perceptions for American and Chinese tourists.
- **Sub-objective 3:** To determine the importance of financial sustainable luxury value perceptions for American and Chinese tourists.
- **Sub-objective 4:** To determine the importance of functional sustainable luxury value perceptions for American and Chinese tourists.

Objective 2:

To determine the importance of intrinsic- and extrinsic-related exotic leather supply chain information for the American and Chinese tourist.

- **Sub-objective 1:** To determine the importance of intrinsic-related exotic leather supply chain information for the American and Chinese tourist.
- **Sub-objective 2:** To determine the importance of extrinsic-related exotic leather supply chain information for the American and Chinese tourist.

Objective 3:

To determine the American and Chinese tourists' purchasing intent for sustainable exotic leather products.

Objective 4:

To determine statistically significant differences between the American and Chinese tourists' sustainable luxury value perceptions, level of importance of traceability information and purchasing intent for sustainable luxury exotic leather products.

Objective 5:

To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and their supply chain information needs.

- **Sub-objective 1:** To determine the correlation between the American and Chinese tourists' social sustainable luxury value perceptions and their supply chain information needs.
- **Sub-objective 2:** To determine the correlation between the American and Chinese tourists' individual sustainable luxury value perceptions and their supply chain information needs.
- **Sub-objective 3:** To determine the correlation between the American and Chinese tourists' financial sustainable luxury value perceptions and their supply chain information needs.
- **Sub-objective 4:** To determine the correlation between the American and Chinese tourists' functional sustainable luxury value perceptions and their supply chain information needs.

Objective 6:

To determine the correlation between the American and Chinese tourists' supply chain information needs and purchasing intent.

Objective 7:

To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and purchasing intent.

- **Sub-objective 1:** To determine the correlation between the American and Chinese tourists' social sustainable luxury value perceptions and purchasing intent.
- **Sub-objective 2:** To determine the correlation between the American and Chinese tourists' individual sustainable luxury value perceptions and purchasing intent.
- **Sub-objective 3:** To determine the correlation between the American and Chinese tourists' financial sustainable luxury value perceptions and purchasing intent.
- **Sub-objective 4:** To determine the correlation between the American and Chinese tourists' functional sustainable luxury value perceptions and purchasing intent.

4.4 RESEARCH DESIGN

For the purpose of this study, a descriptive, quantitative approach was followed to develop a non-experimental survey (De Vos *et al.*, 2011: 251) whereby Western and Eastern consumers' sustainable luxury value perceptions were determined. A quantitative approach is more objective, thereby limiting research bias, which gave the researcher the opportunity to assess respondents' sustainable luxury value perceptions, supply chain information needs, and purchasing intent through the collection of numerical data to determine and describe the correlation and relationships between these variables (Maree, 2013: 145). This can also be described as correlational research (De Vos *et al.*, 2011: 96). A structured survey, in the form of a self-administered questionnaire, was used in order to obtain the information required to reach the objectives of this study (De Vos *et al.*, 2011: 96).

4.5 METHODOLOGY

4.5.1 Sampling

4.5.1.1 Unit of analysis

The target population for this research comprised of both male and female international tourists, from Western (USA) and Eastern (China) countries, aged 25 years and older, who had visited South Africa during the past 5 years, or intended to visit South Africa in the next 5 years. Due to the difficulty in finding the selected population group, convenience sampling, which is a non-probability sampling method, was used (Maree, 2013: 177).

4.5.1.2 Sampling method

The sampling and questionnaire distribution was done by Qualtrics, which is an international consumer research company, who located the respondents, translated the English questionnaire into Mandarin and Cantonese, and managed the online survey. This enabled the researcher to reach the hard-to-reach population (Qualtrics, 2016), while ensuring that only respondents who met the criteria for the study completed the survey, and also reduced bias intervention. A total of 1 043 completed questionnaires were returned, with 518 questionnaires completed by American

respondents and 525 questionnaires completed by Chinese respondents. The sampling process commenced in January 2017 and was concluded in March 2017.

4.5.2 Data collection

4.5.2.1 Data collection

For this study, a survey design was used to acquire data, with a self-administered questionnaire as the data collection method. This method was chosen, since an e-survey, which addresses the objectives of the study, could be distributed electronically to participants to complete online, at a time of their choosing. This online method of participation also ensures a higher degree of anonymity (Hung & Law, 2010; Dainesi & Goldbaum, 2012; Alam, Khusro, Rauf & Zaman, 2014), is less expensive and less time consuming, thereby contributing to better participation and feedback, to ensure highly reliable and valid scores (Maree, 2013: 147). De Vos *et al.* (2011: 188) and Maree (2013: 157) further comment that a quantitative survey design reduces researcher bias and intervention. Information explaining the purpose of the study and clear instructions were included in the questionnaire. Completed and submitted feedback was regarded as consent from the participant to participate in the study.

4.5.2.2 Measuring instrument

A structured questionnaire (Addendum A) that assisted two simultaneous research studies was developed, with four sections (Sections A, C, D & F) pertaining to this study. The self-administered questionnaire was developed in the English language by the researcher and was translated by the consumer research company Qualtrics into Mandarin and Cantonese, to ensure ease of completion for the Chinese respondents. The questionnaire was divided into six sections, with only Sections A, C, D and F relevant to this study.

Section A made use of nominal scales to measure respondents' demographic variables, such as age, gender, nationality, intention to visit/or visited South Africa, and knowledge on South Africa as a producer of exotic leather products. Section C included a self-developed 5-point Likert scale (1 = Not important; 5 = Extremely important) to explore the importance of supply chain and traceability information needs (Hassan *et al.*, 2013), with relation to *intrinsic-related attributes* (colour, textile,

craftsmanship, etc.) and *extrinsic-related attributes* (price, origin of leather/traceability, supply chain information needs with relation to ethics and sustainability, country-of-origin, etc.) as evaluative criteria during the fashion decision-making process (Han & Terpstra, 1988; Solomon & Rabolt, 2004: 365), when considering exotic leather products, such as crocodile and ostrich. The scale in Section D was developed to measure sustainable luxury value perceptions, with specific relation to exotic leather products, such as crocodile and ostrich leather. A 5-point Likert scale (1 = Strongly disagree; 5 = Strongly agree) was developed based on the work of Hennigs *et al.* (2013c). Hennigs *et al.* (2013c) reasoned that their original four latent luxury value perceptions of their Luxury Value Perception model, namely social, individual, financial, and functional luxury value perceptions translate into a “sustainability excellence”/ “sustainable luxury value” and that consumers evaluate the ethical performance of luxury products based on the four luxury dimensions, namely social, individual, financial, and functional (Table 4.1).

TABLE 4.1: SELF-DEVELOPED QUESTIONS TESTING SUSTAINABLE LUXURY VALUE EXPLAINED

LUXURY VALUE PERCEPTION	SELF-DEVELOPED QUESTIONS FOR SUSTAINABLE LUXURY VALUE
SOCIAL	<ul style="list-style-type: none"> • I will only buy a luxury exotic leather brand if others approve of the brand’s anti-animal cruelty policy. • It is important to me that the luxury exotic leather products that I buy should signal a specific prestigious country of manufacturing. • Others should notice my support of sustainably manufactured and environmentally friendly products.
INDIVIDUAL	<ul style="list-style-type: none"> • Just owning an environmentally friendly exotic leather product would make me feel special. • An ethically made luxury exotic leather product would make me feel good about myself. • Buying a handmade exotic leather product from a heritage manufacturer will make me feel good.
FINANCIAL	<ul style="list-style-type: none"> • It is worth paying more for a sustainably manufactured luxury exotic leather product that will last longer. • It is worth paying more for a luxury exotic leather product that was manufactured without harming the environment. • It is worth paying more for a luxury exotic leather product that not everybody can afford.
FUNCTIONAL	<ul style="list-style-type: none"> • Sustainable manufacturing would ensure for me a quality luxury exotic leather product. • Unique exotic leather products should have been manufactured in an eco-friendly manner. • Manufacturers of luxury exotic leather products should ensure durability in the product and environment.

Section F measures purchasing intent by making use of a 5-point Likert scale (1 = Never; 5 = Definitely) based on Spears and Singh’s (2004) purchasing intent scale.

4.5.3 Operationalisation of questionnaire

TABLE 4.2: OPERATIONALISATION

OBJECTIVE 1: To determine the importance of sustainable luxury value perceptions for American and Chinese tourists					
SUB-OBJECTIVES	CONCEPT	DIMENSIONS/INDICATORS	INDICATOR MEASURING	RELATIVE QUESTIONS	STATISTICAL ANALYSIS
1.1 To determine the importance of social sustainable luxury value perceptions for American and Chinese tourists.	Social	Conspicuous Prestige	Hennigs <i>et al.</i> 's (2013c) sustainable luxury value perception model: 5-point Likert scale anchored by: 1 = Strongly disagree 5 = Strongly agree	V11.4, V11.10, V11.12	<ul style="list-style-type: none"> • Factor analysis • Cronbach's alpha • Means • Standard Deviations
1.2 To determine the importance of individual sustainable luxury value perceptions for American and Chinese tourists.	Individual	Hedonic Self-identity Materialistic		V11.3, V11.6, V11.8	
1.3 To determine the importance of financial sustainable luxury value perceptions for American and Chinese tourists.	Financial	Price		V11.1, V11.2, V11.7	
1.4 To determine the importance of functional sustainable luxury value perceptions for American and Chinese tourists.	Functional	Quality Uniqueness Usability		V11.5, V11.9, V11.11	

OBJECTIVE 2: To determine the importance of intrinsic- and extrinsic-related exotic leather supply chain information for the American and Chinese tourist					
SUB-OBJECTIVES	CONCEPT	DIMENSIONS/INDICATORS	INDICATOR MEASURING	RELATIVE QUESTIONS	STATISTICAL ANALYSIS
2.1 To determine the importance of intrinsic-related exotic leather supply chain information for the American and Chinese tourist.	Intrinsic	Colour Textile Craftsmanship	Intrinsic- and extrinsic-related attributes Self-developed scale: 5-point Likert scale anchored by: 1 = Not important 5 = Extremely important	V10.5, V10.6, V10.15	<ul style="list-style-type: none"> • Factor analysis • Means • Standard Deviations • Cronbach's alpha
2.2 To determine the importance of extrinsic-related exotic leather supply chain information for the American and Chinese tourist.	Extrinsic	Origin of leather / traceability Supply chain ethics and sustainability Supply chain information needs Price Country-of-origin		V10.1, V10.2, V10.3, V10.4, V10.7, V10.8, V10.9, V10.10, V10.11, V10.12, V10.13, V10.14, V10.16, V10.17, V10.18	
OBJECTIVE 3: To determine the American and Chinese tourist's purchasing intent for sustainable exotic leather products					
	CONCEPT	DIMENSIONS/INDICATORS	INDICATOR MEASURING	RELATIVE QUESTIONS	STATISTICAL ANALYSIS
	Purchasing intent	Purchasing intent	Spears & Singh's (2004) purchasing intent scale: 5-point Likert scale anchored by: 1 = Strongly disagree 5 = Strongly agree	V13.1, V13.2, V13.3	<ul style="list-style-type: none"> • Means • Standard deviations

OBJECTIVE 4: To determine statistically significant differences between the American and Chinese tourists' sustainable luxury value perceptions, level of importance of traceability information and purchasing intent for sustainable luxury exotic leather products

	CONCEPT	DIMENSIONS/INDICATORS	INDICATOR MEASURING	RELATIVE QUESTIONS	STATISTICAL ANALYSIS
	Sustainable luxury value perceptions	Sustainable luxury value perceptions		V11.1, V11.2, V11.3, V11.4, V11.5, V11.6, V11.7, V11.8, V11.9, V11.10, V11.11, V11.12	<ul style="list-style-type: none"> Levene's test for equality of variances
	Supply chain information needs	Supply chain information needs		V10.1, V10.2, V10.3, V10.4, V10.5, V10.6, V10.7, V10.8, V10.9, V10.10, V10.11, V10.12, V10.13, V10.14, V10.15, V10.16, V10.17, V10.18	
	Purchasing intent	Purchasing intent		V13.1, V13.2, V13.3	

OBJECTIVE 5: To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and their supply chain information needs

SUB-OBJECTIVES	CONCEPT	DIMENSIONS/INDICATORS	INDICATOR MEASURING	RELATIVE QUESTIONS	STATISTICAL ANALYSIS
5.1 To determine the correlation between the American and Chinese tourists' social sustainable luxury value perceptions and their supply chain information needs.	Social	Social		V11.4, V11.10, V11.12 VERSUS V10.1, V10.2, V10.3, V10.4, V10.5, V10.6, V10.7, V10.8, V10.9, V10.10, V10.11, V10.12, V10.13, V10.14, V10.15, V10.16, V10.17, V10.18	<ul style="list-style-type: none"> Pearson correlation coefficient
	Supply chain information	Supply chain information			
5.2 To determine the correlation between the American and Chinese tourists' individual sustainable luxury value perceptions and their supply chain information needs.	Individual	Individual		V11.3, V11.6, V11.8 VERSUS V10.1, V10.2, V10.3, V10.4, V10.5, V10.6, V10.7, V10.8, V10.9, V10.10, V10.11, V10.12, V10.13, V10.14, V10.15, V10.16, V10.17, V10.18	
	Supply chain information	Supply chain information			

5.3 To determine the correlation between the American and Chinese tourists' financial sustainable luxury value perceptions and their supply chain information needs.	Financial Supply chain information	Financial Supply chain information		V11.1, V11.2, V11.7 VERSUS V10.1, V10.2, V10.3, V10.4, V10.5, V10.6, V10.7, V10.8, V10.9, V10.10, V10.11, V10.12, V10.13, V10.14, V10.15, V10.16, V10.17, V10.18	
5.4 To determine the correlation between the American and Chinese tourists' functional sustainable luxury value perceptions and their supply chain information needs.	Functional Supply chain information	Functional Supply chain information		V11.5, V11.9, V11.11 VERSUS V10.1, V10.2, V10.3, V10.4, V10.5, V10.6, V10.7, V10.8, V10.9, V10.10, V10.11, V10.12, V10.13, V10.14, V10.15, V10.16, V10.17, V10.18	

OBJECTIVE 6: To determine the correlation between the American and Chinese tourists' supply chain information needs and purchasing intent					
	CONCEPT	DIMENSIONS/INDICATORS	INDICATOR MEASURING	RELATIVE QUESTIONS	STATISTICAL ANALYSIS
	Intrinsic Purchasing intent	Intrinsic Purchasing intent		V10.5, V10.6, V10.15 VERSUS V13.1, V13.2, V13.3	<ul style="list-style-type: none"> Pearson correlation coefficient
	Extrinsic Purchasing intent	Extrinsic Purchasing intent		V10.1, V10.2, V10.3, V10.4, V10.7, V10.8, V10.9, V10.10, V10.11, V10.12, V10.13, V10.14, V10.16, V10.17, V10.18 VERSUS V13.1, V13.2, V13.3	

OBJECTIVE 7: To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and purchasing intent.					
SUB-OBJECTIVES	CONCEPT	DIMENSIONS/INDICATORS	INDICATOR MEASURING	RELATIVE QUESTIONS	STATISTICAL ANALYSIS
7.1 To determine the correlation between the American and Chinese tourists' social sustainable luxury value perceptions and purchasing intent.	Social Purchasing intent	Social Purchasing intent		V11.4, V11.10, V11.12 VERSUS V13.1, V13.2, V13.3	<ul style="list-style-type: none"> • Pearson correlation coefficient
7.2 To determine the correlation between the American and Chinese tourists' individual sustainable luxury value perceptions and purchasing intent.	Individual Purchasing intent	Individual Purchasing intent		V11.3, V11.6, V11.8 VERSUS V13.1, V13.2, V13.3	
7.3 To determine the correlation between the American and Chinese tourists' financial sustainable luxury value perceptions and purchasing intent.	Financial Purchasing intent	Financial Purchasing intent		V11.1, V11.2, V11.7 VERSUS V13.1, V13.2, V13.3	
7.4 To determine the correlation between the American and Chinese tourists' functional sustainable luxury value perceptions and purchasing intent.	Functional Purchasing intent			V11.5, V11.9, V11.11 VERSUS V13.1, V13.2, V13.3	

4.5.4 Data analysis

The completed questionnaires (1 043) were coded by assigning numerical values to each variable and category, of 1 (Not important/Strongly disagree) to 5 (Extremely important/Strongly agree).

Qualtrics converted the responses into an Excel data sheet, after which the statistical analysis commenced. The statistical package, SPSS, was used for statistical analysis in this study, to draw meaningful conclusions from the data collected through various graphical and numerical techniques.

The statistical analysis methods used included *descriptive statistics*, which refers to methods used to organise, summarise, and present data in a convenient and informative manner (Keller, 2005: 2). The descriptive statistics used included the determination of the frequency (De Vos *et al.*, 2011: 251), of the number of respondents and other demographical data related to American and Chinese respondents. The means and standard deviation (Maree, 2013: 19) of the sample were also determined, with means demonstrating the arithmetic average of the data sample (Maree, 2013: 187), and standard deviations indicating the spread of data around the calculated average (Maree, 2013: 19). The next mode of analysis included *inferential statistics*, which are statistical methods used to draw conclusions about certain characteristics of populations, based on the collected research sample data (Keller, 2005: 3). Inferential statistics used included exploratory factor analysis, with factor loadings equal to or greater than 0.40 considered as significant (Maree, 2013: 221). Factors were further subjected to reliability testing, by determining Cronbach's alpha (≥ 0.80 = moderate reliability; ≥ 0.90 = high reliability) (Maree, 2013: 216), eigenvalues, and percentage variance. Correlation research (Pearson's correlation coefficient) was used to determine the relationship between variables, as well as the significance and direction of the relationship (De Vos *et al.*, 2011: 96; Maree, 2013: 215). The symbol for the Greek letter p is used to represent this measure, which can be positive or negative ($-1, 0, +1$). Levene's Test for Equality of Variance was used to determine statistical differences ($p \leq 0.01$; $p \leq 0.05$) between the two groups. A significance value (p -value) is provided by the test. If p is greater than 0.05 ($p > 0.05$) the group variances can be treated as equal, thus no statistical differences between the two groups (Laerd Statistics, 2016).

4.6 QUALITY OF DATA

4.6.1 Validity

To ensure the quality and consistency of the data collected, the researcher made sure that the measurement instrument was valid and reliable (De Vos *et al.*, 2011: 172; Maree, 2013: 215). According to Maree (2013: 216), *validity* refers to the degree to which the instrument measures the phenomenon it is supposed to measure, as well as the accuracy of the measurement (De Vos *et al.*, 2011: 173). Various types of validity exist. With *face validity* the instrument appears to measure the concept it intends to measure. To assure face validity, the researcher used scales based on reputable researchers' conceptual theoretical models. *Construct validity* determines the degree to which the instrument successfully measures the theoretical construct and the relationship between variables (De Vos *et al.*, 2011: 173; Maree, 2013: 217). To ensure construct validity, the researcher attempted to understand the meaning of the various constructs, as well as the relationships between these constructs, to ensure a logical relationship between variables, by conducting a thorough literature review. Following this is *content validity*, which ensures that an adequate and representative sample of the concept is being measured (De Vos *et al.*, 2011: 173; Maree, 2013: 217). The researcher had to develop relevant questions relating to the phenomenon being studied. Last is *criterion validity*, which measures the correlation between the instrument and the construct, with a high correlation as an indication of a high degree of instrument validity, and a low correlation as an indication of a low degree of validity (De Vos *et al.*, 2011: 174; Maree, 2013: 217). Cronbach's alphas for the self-developed scales were satisfactory.

4.6.2 Reliability

Reliability is a prerequisite for validity and occurs when an instrument measures the same concept more than once, with the outcome remaining the same, thus indicating stability (De Vos *et al.*, 2011: 177). A reliable instrument is also repeatable and consistent, with correlations between variables demonstrating high Cronbach's alphas (Maree, 2013: 216). To increase the reliability of the measuring instrument, the researcher attempted to standardise the conditions under which respondents completed the questionnaire. Furthermore, standardised instructions were used. The scale was also pretested by the consumer research company, Qualtrics, to ensure reliability.

4.7 ETHICAL CONSIDERATIONS

Ethical aspects related to the study were taken into consideration as precautionary measures against misconduct (De Vos *et al.*, 2011: 115; Maree, 2013: 41; Creswell, 2014: 92). Ethical procedures, as stipulated by the University of Pretoria's '*Code of Ethics for Scholarly Activities*', were adhered to throughout the course of the study. Participation in the study was voluntary, with participants being able to discontinue participation at any time during the study, without any possible consequences. A cover letter informed participants of the purpose of the study, before they committed to answering the questionnaire. There were no cost or risks for the participants associated with this study, as the appointed research company distributed the questionnaire electronically. By completing and submitting the questionnaire, participants gave consent to participate in the study. Confidentiality was ensured by not placing any identifying information on the questionnaire, with responses being completely anonymous, and no information captured will be disclosed to any third parties. Before commencing the data collection phase, the researcher submitted a project proposal to the Ethics Committee within the Faculty of Natural and Agricultural Science, at the University of Pretoria, for review and approval of the proposed research.

4.8 SUMMARY

Within this chapter the research methods and procedures related to the study were discussed, with reference to the conceptual framework and the objectives of the study, the measuring instrument, collection of the data, and the analysis thereof. Quality and ethical considerations were also described. The next chapter deals with the results, statistical analysis, and findings of this study.

CHAPTER 5 – RESEARCH RESULTS

5.1 INTRODUCTION

Within this chapter, the researcher presents the research results through the design and method outlined in Chapter 4. The aim of the results was to provide solutions to the research problem and objectives identified in Chapter 1. Respondents were asked to willingly complete an online survey, which gathered information on purchases made/to be made during their visit to South Africa, as well as their knowledge on South Africa as a well-known producer of exotic leather products. Furthermore, sustainable luxury value perceptions, intrinsic- and extrinsic-related attributes associated with supply chain and traceability information needs, and purchasing intent were also measured.

5.2 DEMOGRAPHIC DATA

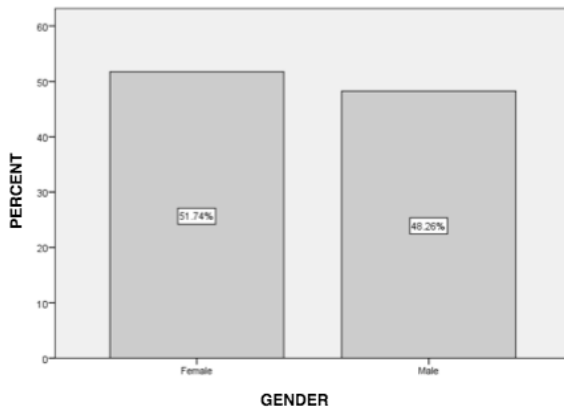
The population comprised 1 045 male and female international tourists, aged 25 years and older, of American (n = 518) and Chinese (n = 525) descent. Further criteria included that respondents had to have at least visited South Africa during the past 5 years, or had to intend to visit South Africa within the next 5 years. Demographic characteristics of respondents are presented in Table 5.1 and will subsequently be discussed.

TABLE 5.1: DEMOGRAPHIC PROFILE (N = 1 043)

DEMOGRAPHICS	AMERICAN (n = 518)		CHINESE (n = 525)	
	FREQUENCY	%	FREQUENCY	%
Gender				
Male	250	48.3	268	51.00
Female	268	51.7	257	49.00
Visited South Africa during past 5 years or intend to visit South Africa in the next 5 years				
Yes	518	100	525	100
Made a purchase or intend to make a purchase during visit				
Yes	502	96.9	512	97.50
No	16	3.1	13	2.50
Purchase made				
Accessories for self	413	36.4	406	33.30
Souvenir	366	32.2	458	37.50
Gifts	350	30.8	357	29.20
Other	5	0.4	-	-
South Africa known for exotic ostrich and crocodile leather products				
Yes	464	89.6	487	92.80
No	54	10.4	38	7.20

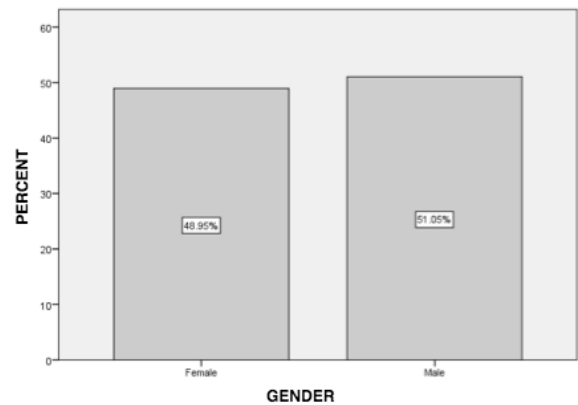
5.2.1 Gender

Both genders were well represented by both nationalities, with an evenly balanced distribution. The American sample comprised of 250 male (48.3%) and 268 female (51.7%) respondents (Figure 5.1), while the Chinese sample consisted of 268 male (51.0%) and 257 female (49.0%) respondents (Figure 5.2).



n = 518

FIGURE 5.1: GENDER DISTRIBUTION OF AMERICAN PARTICIPANTS

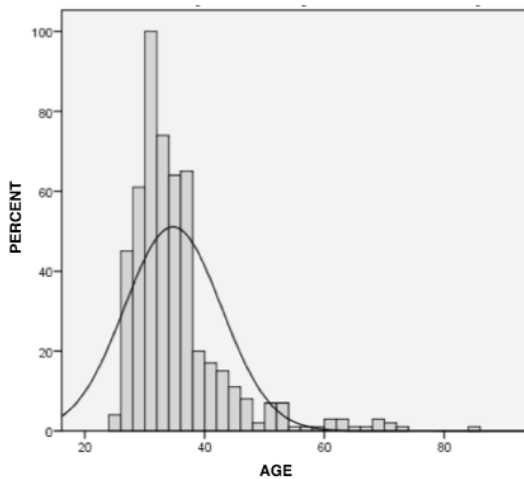


n = 525

FIGURE 5.2: GENDER DISTRIBUTION OF CHINESE PARTICIPANTS

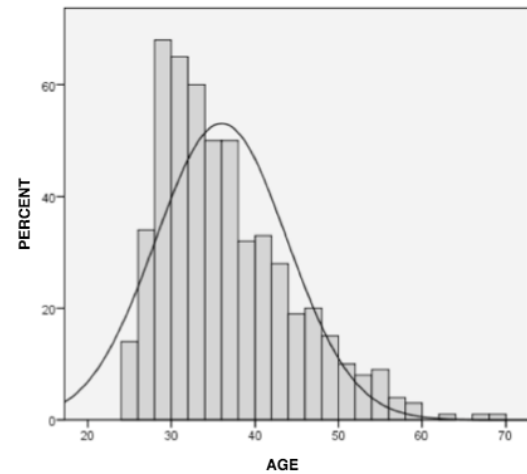
5.2.2 Age

Only participants aged 25 years and older were asked to complete the questionnaire, as most persons younger than 25 years do not have the financial capacity to travel to foreign destinations and take part in luxury shopping activities. The average age for the American participants was 34 years of age (Figure 5.3), with the Chinese participants having an average age of 36 years (Figure 5.4). Most respondents fell into the millennial age group.



n = 518

FIGURE 5.3: AGE DISTRIBUTION OF AMERICAN PARTICIPANTS

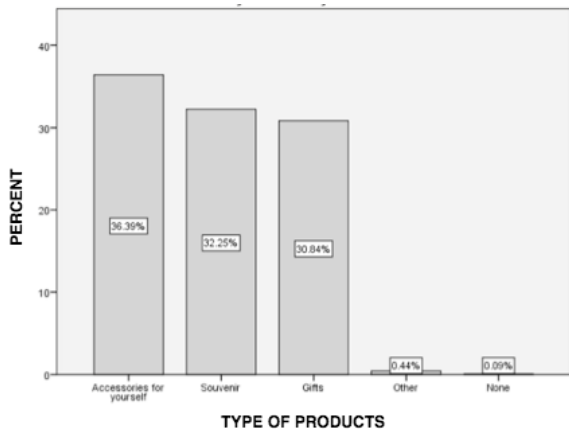


n = 525

FIGURE 5.4: AGE DISTRIBUTION OF CHINESE PARTICIPANTS

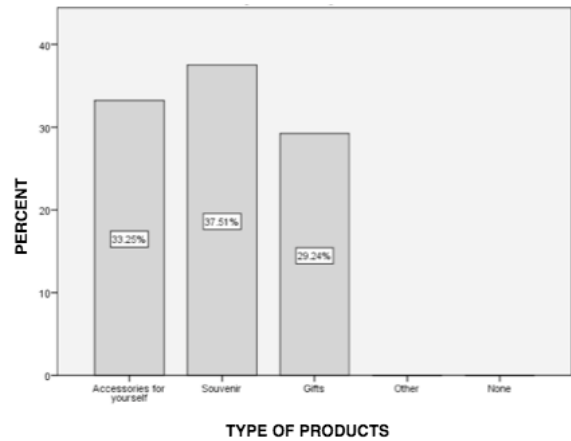
5.2.3 Visited South Africa before or planning to visit South Africa in future and purchases made

All respondents (N = 1 043) partaking in the study indicated that they had either visited South Africa before (past 5 years) or had the intention to visit South Africa in the near future (next 5 years). This was a necessary requirement for participants, as individuals who had not visited South Africa before and do not have the intention of visiting South Africa were automatically excluded from the study. Furthermore, purchasing habits were explored to gain insight into participants' shopping behaviour when visiting a foreign destination. Most participants, from both nationalities, indicated that they did make a purchase during their visit to South Africa, or that they do have the intention to make a purchase when they do visit. Of the American participants, 502 (96.9%) declared that they did make or intend to make a purchase, with only 16 participants (3.1%) not having made a purchase or having the intention to make a purchase. Chinese participants were slightly more inclined to have made a purchase or have the intention to make a purchase, with 512 respondents (97.5%) having a positive response to the question, and only 13 respondents (2.5%) showing no interest in any purchases. In addition to exploring the respondents' willingness to purchase an item(s), the participants were also asked to indicate the type of product(s) they had purchased or intended to purchase while visiting South Africa. Figure 5.5 (American participants) and Figure 5.6 (Chinese participants) give a clear indication of each nationality's preference with regard to purchasing accessories for themselves, souvenirs to cherish as part of their trip, gifts for others, and any other types of products they might have an interest in purchasing while in South Africa.



n = 518

FIGURE 5.5: PRODUCT INTERESTS OF AMERICAN PARTICIPANTS



n = 525

FIGURE 5.6: PRODUCT INTERESTS OF CHINESE PARTICIPANTS

It seems that the American tourists were inclined to purchase slightly more accessories for themselves, while the Chinese tourists preferred to purchase more souvenirs.

5.2.4 South Africa as producer of exotic leather products

The respondents' knowledge about South Africa as a known destination for exotic ostrich and crocodile leather products was also assessed. While 464 of the American respondents (89.6%) indicated that they had knowledge of South Africa as a known producer of exotic leather products, 54 respondents (10.4%) were not aware that South Africa produced exotic leather products. Chinese respondents were found to have a similar awareness, with 487 respondents (92.8%) indicating that they did know that South Africa was known for exotic leather product production, and 38 of the respondents (7.2%) indicating that they had no knowledge of South Africa as an exotic leather product producer.

5.3 RESULTS OF OBJECTIVES

The results of each objective will now be explained separately.

5.3.1 Objective 1

To determine the importance of sustainable luxury value perceptions for American and Chinese tourists, specifically relating to Social (sub-obj. 1), Individual (sub-obj. 2), Financial (sub-obj. 3), and Functional (sub-obj. 4) sustainable luxury value perceptions.

Section D of the questionnaire, which included questions V11.1 to V11.12, investigated objective 1 by determining American and Chinese tourists' sustainable luxury value perceptions, with specific relation to exotic leather products, such as crocodile and ostrich leather. A 5-point Likert scale was used, based on the sustainable luxury value perception framework developed by Cervellon and Shammas (2013) and the differentiated luxury value perception model, incorporating sustainability as proposed by Hennigs *et al.* (2013c). The data presented in Table 5.2 (American) and Table 5.3 (Chinese) indicate the findings of the respective factor analyses.

The factor analysis conducted identified only one predominant factor for both data sets, instead of the initial four factors of the original luxury value perception scale. The factor was labelled **sustainable luxury**. It seems that the sustainability of a product takes precedence above all other luxury value perceptions (social, individual, financial, and functional), as originally identified by Wiedmann *et al.* (2009), when considering purchasing sustainable luxury products. Factor loadings equal to or greater than 0.40 were considered significant (Maree, 2013: 221). All the factors were subjected to further reliability testing, including Cronbach's alpha and eigenvalues, with the percentage variance also being determined. After concluding these further tests, it was decided to accept the one-factor scale for both samples. Cronbach's alpha values of 0.89 (American) and 0.89 (Chinese) indicate internal consistency within the factor. The means were 4.03 (American) and 4.02 (Chinese), with acceptable standard deviations of 0.58 (American) and 0.53 (Chinese).

TABLE 5.2: FACTOR ANALYSIS OF SUSTAINABLE LUXURY VALUE PERCEPTIONS OF AMERICAN INTERNATIONAL TOURISTS

CONSTRUCT	STATEMENT	AMERICAN INTERNATIONAL TOURIST		
		Factor: SUSTAINABLE LUXURY	MEAN	STANDARD DEVIATION
Financial V11.7	It is worth paying more for a luxury exotic leather product that not everybody can afford.		3.87	0.948
Social V11.4	I will only buy a luxury exotic leather brand if others approve of the brand's anti-animal cruelty policy.		3.91	0.930
Social V11.10	It is important to me that the luxury exotic leather products that I buy should signal a specific prestigious country of manufacturing.		3.91	0.891

Individual V11.3	Just owning an environmentally friendly exotic leather product would make me feel special.		4.03	0.872
Functional V11.5	Sustainable manufacturing would ensure for me a quality luxury exotic leather product.		4.04	0.846
Financial V11.1	It is worth paying more for a sustainably manufactured luxury exotic leather product that will last longer.		4.05	0.797
Functional V11.9	Unique luxury exotic leather products should have been manufactured in an eco-friendly manner.		4.05	0.838
Individual V11.6	An ethically made luxury exotic leather product would make me feel good about myself.		4.07	0.868
Individual V11.8	Buying a handmade exotic leather product from a heritage manufacturer will make me feel good.		4.08	0.852
Financial V11.2	It is worth paying more for a luxury exotic leather product that was manufactured without harming the environment.		4.11	0.880
Functional V11.11	Manufacturers of luxury exotic leather products should ensure durability in the product and the environment.		4.12	0.809
Social V11.12	Others should notice my support of sustainably manufactured and environmentally friendly products.		4.14	0.870
Mean			4.03	
Std. Deviation			0.58	
% Variance explained (Total: 45.04%)			45.04	
Cronbach's alpha			0.89	
Eigen values			5.40	

n = 518

TABLE 5.3: FACTOR ANALYSIS OF SUSTAINABLE LUXURY VALUE PERCEPTIONS OF CHINESE INTERNATIONAL TOURISTS

CONSTRUCT	STATEMENT	CHINESE INTERNATIONAL TOURIST		
		Factor: SUSTAINABLE LUXURY	MEAN	STANDARD DEVIATION
Financial V11.7	It is worth paying more for a luxury exotic leather product that not everybody can afford.		3.82	0.871
Social V11.4	I will only buy a luxury exotic leather brand if others approve of the brand's anti-animal cruelty policy.		3.85	0.882
Functional V11.9	Unique luxury exotic leather products should have been manufactured in an eco-friendly manner.		3.93	0.827
Social V11.10	It is important to me that the luxury exotic leather products that I buy should signal a specific prestigious country of manufacturing.		3.94	0.806
Financial V11.2	It is worth paying more for a luxury exotic leather product that was manufactured without harming the environment.		4.03	0.805
Individual V11.3	Just owning an environmentally friendly exotic leather product would make me feel special.		4.03	0.810
Financial V11.1	It is worth paying more for a sustainably manufactured luxury exotic leather product that will last longer.		4.05	0.790
Functional V11.5	Sustainable manufacturing would ensure for me a quality luxury exotic leather product.		4.09	0.720

Individual V11.6	An ethically made luxury exotic leather product would make me feel good about myself.		4.11	0.802
Individual V11.8	Buying a handmade exotic leather product from a heritage manufacturer will make me feel good.		4.14	0.771
Social V11.12	Others should notice my support of sustainably manufactured and environmentally friendly products.		4.14	0.749
Functional V11.11	Manufacturers of luxury exotic leather products should ensure durability in the product and the environment.		4.18	0.772
Mean				4.02
Std. Deviation				0.53
% Variance explained (Total: 45.65%)				45.65
Cronbach's alpha				0.89
Eigen values				5.47

n = 525

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

- M ≥ 1 < 2 = Not important
- M ≥ 2 < 2.5 = Weak
- M ≥ 2.5 < 3 = Moderate
- M ≥ 3 < 4 = Important / Strong
- M ≥ 4 = Very important / Very strong

5.3.1.1 "Sustainable Luxury" value perception

Although the initial sustainable luxury value perception scale was based on Hennigs *et al.*'s (2013c) four luxury value perceptions scale, both the American and Chinese respondents in this study conceptualised all items together as one factor, named **Sustainable Luxury**. The Kaiser-Meyer-Olkin measure of sampling adequacy indicated that the strength of the relationships among variables was high (American KMO = 0.937; Chinese KMO = 0.942), with the Bartlett's test of Sphericity also highly significant ($p < 0.001$).

The results show that the **Sustainable Luxury** value (American M = 4.03; Chinese M = 4.02) was regarded as a very important luxury value perception for American and Chinese respondents ($M \geq 4 < 5$). However, it was only important (but not very important) for both American and Chinese respondents that others should approve of the anti-animal cruelty policy of the brand they prefer (V11.4), that it is worth paying more for a luxury exotic leather product that not everyone can afford (V11.7), and that the product that they buy should signal a specific prestigious country (V11.10). It seems that "others" do not play such an important role in these respondents' sustainable luxury

value perceptions. It was further also only important (but not very important) to Chinese respondents that unique exotic leather products should be manufactured in an eco-friendly manner (V11.9).

5.3.2 Objective 2

To determine the importance of intrinsic- (sub-obj. 1) and extrinsic- (sub-obj. 2) related exotic leather supply chain information for the American and Chinese tourist.

Section C of the questionnaire aimed to determine the importance of intrinsic- and extrinsic-related exotic leather supply chain information to the international American and Chinese tourist. Questions V10.1 to V10.18 related to this section of the questionnaire. Table 5.4 and Table 5.5 summarise the results of each respective factor analyses.

The outcome of the factor analysis identified two factors, which were labelled **operational** (factor 1) and **originality** (factor 2). Items that loaded on more than one factor were removed for further analysis. Items with loadings lower than 0.40 were considered practically insignificant (Maree, 2013: 221) and were also removed for further analysis. V10.4, "*Information regarding the farm the skin originates from*", V10.5, "*Information regarding the encouragement of local artisanal traditions*", V10.15 "*Information regarding the chemicals used during tanning process*", and V10.17, "*Information regarding the social development policy of the brand*" were therefore removed for further analysis. The factors were then subjected to further reliability testing and Cronbach's alpha, eigenvalues and percentage variance were determined, after which the decision was taken to keep all remaining items and to accept the two-factor scale. Cronbach's alpha values of 0.90 and 0.81 for the American sample and 0.90 and 0.82 for the Chinese sample indicated internal consistency within the factors. The means for the American factors were 4.02 and 3.99, with acceptable standard deviations of 0.64 and 0.68, and 53.36% variance explained. The means for the Chinese factors were 3.89 and 3.91, with acceptable standard deviations of 0.72 and 0.79, and 53.60% variance explained.

TABLE 5.4: FACTOR ANALYSIS OF INTRINSIC- AND EXTRINSIC-RELATED ATTRIBUTES OF AMERICAN INTERNATIONAL TOURISTS

STATEMENT	AMERICAN					
	Factor 1: OPERATIONAL			Factor 2: ORIGINALITY		
	FACTOR LOADING	MEAN	STANDARD DEVIATION	FACTOR LOADING	MEAN	STANDARD DEVIATION
V10.16: Information regarding the food that the animal was fed.	0.555	3.86	0.987			
V10.13: Information regarding how the animal was killed.	0.616	3.95	0.935			
V10.3: Information regarding the brand's stance on animal cruelty.	0.750	3.98	0.927			
V10.18: Information regarding the brand's stance on the fair treatment of workers.	0.461	3.99	0.953			
V10.14: Information regarding the brand's corporate social responsibility initiatives.	0.564	4.02	0.882			
V10.9: Information regarding the circumstances under which the animal was farmed.	0.423	4.03	0.869			
V10.12: Information regarding the conservation policy of the brand.	0.623	4.08	0.886			
V10.2: Information regarding the ethical practices employed throughout the entire supply chain.	0.790	4.09	0.852			
V10.7: Information regarding the environmental policy of the brand.	0.610	4.10	0.877			
V10.10: Information regarding the brand's stance on child labour.	0.681	4.11	0.938			
V10.8: Information regarding the country where the product was manufactured.				-0.806	3.97	0.938
V10.1: Information regarding the country the product originates from (<i>country-of-origin</i>).				-0.727	4.00	0.882
V10.11: Information regarding the country the skin originates from.				-0.675	4.00	0.934
V10.6: Information regarding the raw materials that enclosures and finishes were manufactured of (<i>e.g. gold, real diamonds, silk</i>).				-0.465	4.03	0.853
Mean		4.02			3.99	
Std. Deviation		0.64			0.72	
% Variance explained: Western (Total: 53.36%)		47.78			5.58	
Cronbach's alpha		0.90			0.81	
Eigen values		8.60			1.00	

n = 518

TABLE 5.5: FACTOR ANALYSIS OF INTRINSIC- AND EXTRINSIC-RELATED ATTRIBUTES OF CHINESE INTERNATIONAL TOURISTS

STATEMENT	CHINESE					
	Factor 1: OPERATIONAL			Factor 2: ORIGINALITY		
	FACTOR LOADING	MEAN	STANDARD DEVIATION	FACTOR LOADING	MEAN	STANDARD DEVIATION
V10.16: Information regarding the food that the animal was fed.	0.560	3.66	1.048			
V10.13: Information regarding how the animal was killed.	0.740	3.77	1.001			
V10.9: Information regarding the circumstances under which the animal was farmed.	0.634	3.78	0.981			
V10.18: Information regarding the brand's stance on the fair treatment of workers.	0.565	3.86	0.923			
V10.3: Information regarding the brand's stance on animal cruelty.	0.769	3.89	0.957			
V10.10: Information regarding the brand's stance on child labour.	0.655	3.89	0.971			
V10.2: Information regarding the ethical practices employed throughout the entire supply chain.	0.795	3.95	0.904			
V10.7: Information regarding the environmental policy of the brand.	0.666	4.01	0.887			
V10.14: Information regarding the brand's corporate social responsibility initiatives.	0.601	4.01	0.866			
V10.12: Information regarding the conservation policy of the brand.	0.700	4.09	0.845			
V10.8: Information regarding the country where the product was manufactured.				0.775	3.85	0.931
V10.1: Information regarding the country the product originates from (<i>country-of-origin</i>).				0.822	3.92	0.951
V10.11: Information regarding the country the skin originates from.				0.732	3.98	0.893
V10.6: Information regarding the raw materials that enclosures and finishes were manufactured of (<i>e.g. gold, real diamonds, silk</i>).				0.511	4.00	0.862
Mean			3.89			3.91
Std. Deviation			0.68			0.79
% Variance explained: Eastern/Asian (Total: 53.60%)			44.39			9.21
Cronbach's alpha			0.90			0.82
Eigen values			7.99			1.65

n = 525

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

$M \geq 1 < 2$	= Not important
$M \geq 2 < 2.5$	= Weak
$M \geq 2.5 < 3$	= Moderate
$M \geq 3 < 4$	= Important / Strong
$M \geq 4$	= Very important / Very strong

5.3.2.1 “Operational” and “originality” information

The American respondents regarded the operational information ($M = 4.02$) as very important when purchasing an exotic luxury leather product ($M \geq 4$). That included sustainable environmental aspects, such as the brands’ environmental and conservation policies, anti-animal cruelty aspects such as how the animals were farmed and killed, as well as the social aspects such as the brands’ stance on child labour and the fair treatment of workers. They considered originality information ($M = 3.99$) as only important (and not very important) ($M \geq 3 < 4$) when purchasing an exotic luxury leather product. That included aspects such as the country-of-origin, the country where the product was manufactured, the genuineness of materials used, and the country where the skin originates from.

Chinese respondents regarded both operational information ($M = 3.89$) and originality information ($M = 3.91$) as important ($M \geq 3 < 4$), but not very important, although they regarded the originality information as slightly more important than the operational information. The American respondents also considered both types of information as more important than the Chinese respondents.

5.3.3 Objective 3

To determine the American and Chinese tourists’ purchasing intent for sustainable exotic leather products.

In section F of the questionnaire, questions V13.1 to V13.3, American and Chinese tourists’ purchasing intent for sustainable exotic leather products was investigated. A 5-point Likert scale was used, based on Spears and Singh’s (2004) purchasing intent scale.

The means between the two nationalities were 4.08 (American) and 4.11 (Chinese), which indicate that all the respondents (Table 5.6) had a very high intention (American: SD = 0.66; Chinese: SD = 0.58) to make an exotic luxury leather purchase.

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

- M ≥ 1 < 2 = Not important
- M ≥ 2 < 2.5 = Weak
- M ≥ 2.5 < 3 = Moderate
- M ≥ 3 < 4 = Important / Strong
- M ≥ 4 = Very important / Very strong

TABLE 5.6: DESCRIPTIVE STATISTICS OF AMERICAN AND CHINESE TOURISTS’ PURCHASING INTENT FOR EXOTIC LEATHER PRODUCTS

STATEMENT	MEANS	
	AMERICAN	CHINESE
V13.1: I will be more likely to make a luxury exotic leather purchase if the product is manufactured through sustainable practices.	4.09	4.10
V13.2: I will be more likely to make a luxury exotic leather purchase if the product has a transparent supply chain.	4.10	4.21
V13.3: I will be more likely to make a luxury exotic leather purchase if the product can be traced on social media platforms.	4.05	4.04
Mean	4.08	4.11
Std. Deviation	0.66	0.58

5.3.4 Objective 4

To determine statistically significant differences between the American and Chinese tourists’ sustainable luxury value perceptions, level of importance of traceability information and purchasing intent for sustainable luxury exotic leather products.

Levene’s test for equality of variances was used to determine significant differences between the American and Chinese sample’s sustainable luxury value perceptions, operational and originality factors that they deem important, and sustainable exotic leather purchasing intent (Table 5.7). The most significant differences appear within the operational factor, while no significant differences were found within the originality factor, the sustainable luxury value perceptions, or the sustainable luxury exotic leather purchasing intent.

American respondents (M = 4.02) considered the operational information highly and significantly more important than the Chinese respondents (M = 3.89), [t (1041) = 3.294, p = 0.001]. No other significant differences were found.

TABLE 5.7: GROUP STATISTICALLY SIGNIFICANT DIFFERENCES

	MEANS		LEVENE'S TEST FOR EQUALITY OF VARIANCES		
	AMERICAN	CHINESE	t	df	Sig. (2-tailed)
Sustainable luxury	4.03	4.02	0.200	1041	0.842
Operational	4.02	3.89	3.294	1041	**0.001
Originality	3.99	3.91	1.814	1041	0.070
Sustainable exotic leather purchasing intent	4.08	4.11	-0.872	1041	0.384

N = 1 043

**** p ≤ 0.001**

5.3.5 Objective 5

To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and their supply chain information needs.

Pearson's correlation coefficient was used to determine the above-mentioned correlations for American and Chinese respondents (Table 5.9). Pearson's correlation coefficient was generally interpreted as shown in Table 5.8.

TABLE 5.8: PEARSON'S CORRELATION COEFFICIENT OF THE RELATIONSHIPS BETWEEN THE PREVIOUS OBJECTIVES

CORRELATION COEFFICIENT (r)	STRENGTH
0.0 < r < 0.19	Very weak
0.20 < r < 0.39	Weak
0.40 < r < 0.59	Moderate
0.60 < r < 0.79	Strong
0.80 < r < 1.0	Very strong

r = 0.55 indicates a moderate positive correlation, while r = -0.55 indicates a moderate negative correlation.

TABLE 5.9: GROUP STATISTICALLY SIGNIFICANT CORRELATIONS BETWEEN SUSTAINABLE LUXURY VALUE PERCEPTIONS AND SUPPLY CHAIN INFORMATION NEEDS

		OPERATIONAL	ORIGINALITY
AMERICAN			
SUSTAINABLE LUXURY VALUE PERCEPTIONS	Pearson Correlation	**0.751	**0.723
	Sig. (2-tailed)	0.000	0.000
	N	518	518
CHINESE			
SUSTAINABLE LUXURY VALUE PERCEPTIONS	Pearson Correlation	**0.671	**0.600
	Sig. (2-tailed)	0.000	0.000
	N	525	525

N = 1 043

**** = p ≤ 0.01**

The results from this study showed that sustainable luxury value perceptions were important to respondents (American = Table 5.2; Chinese = Table 5.3) when considering purchasing an exotic leather product. Furthermore, respondents also regarded supply chain information as an important or very important factor (American = Table 5.4; Chinese = Table 5.5), when considering purchasing an exotic leather product, such as crocodile and ostrich.

Table 5.9 shows that there was a highly significant ($p \leq 0.01$) strong positive correlation for American respondents between sustainable luxury value perceptions and supply chain information needs (Operational: $r = 0.751$, $p = 0.000$, $N = 518$; Originality: $r = 0.723$, $p = 0.000$, $N = 518$). Equally, Table 5.9 indicates a highly significant ($p \leq 0.01$) strong positive correlation for Chinese respondents between sustainable luxury value perceptions and supply chain information needs (Operational: $r = 0.671$, $p = 0.000$, $N = 525$; Originality: $r = 0.600$, $p = 0.000$, $N = 525$).

5.3.6 Objective 6

To determine the correlation between the American and Chinese tourists' supply chain information needs and their purchasing intent.

Pearson's correlation coefficient was used to determine the above-mentioned correlations for American and Chinese respondents (Table 5.10). Pearson's correlation coefficient was generally interpreted as found in Table 5.8.

TABLE 5.10: GROUP STATISTICALLY SIGNIFICANT CORRELATIONS BETWEEN SUPPLY CHAIN INFORMATION NEEDS AND PURCHASING INTENT

AMERICAN		OPERATIONAL	ORIGINALITY
SUSTAINABLE EXOTIC LEATHER PURCHASING INTENT	Pearson Correlation	**0.676	**0.629
	Sig. (2-tailed)	0.000	0.000
	N	518	518
CHINESE			
SUSTAINABLE EXOTIC LEATHER PURCHASING INTENT	Pearson Correlation	**0.543	**0.470
	Sig. (2-tailed)	0.000	0.000
	N	525	525

N = 1 043

**** = $p \leq 0.01$**

The results showed that supply chain information needs were regarded as an important to very important factor (American = Table 5.4; Chinese = Table 5.5), when considering purchasing an exotic leather product. Respondents from both nationalities also expressed a strong intention to purchase a sustainable exotic leather product (Table 5.6).

Table 5.10 indicates a highly significant ($p \leq 0.01$) strong positive correlation for American respondents between supply chain information needs and purchasing intent (Operational: $r = 0.676$, $p = 0.000$, $N = 518$; Originality: $r = 0.629$, $p = 0.000$, $N = 518$). Furthermore, Table 5.10 also shows only a moderate positive correlation, although highly significant ($p \leq 0.01$), for Chinese respondents between supply chain information needs and purchasing intent (Operational: $r = 0.543$, $p = 0.000$, $N = 525$; Originality: $r = 0.470$, $p = 0.000$, $N = 525$).

5.3.7 Objective 7

To determine the correlation between the American and Chinese tourists' sustainable luxury value perceptions and purchasing intent.

Pearson's correlation coefficient was used to determine the above-mentioned correlations for American and Chinese respondents (Table 5.11). Pearson's correlation coefficient was generally interpreted as shown in Table 5.8.

TABLE 5.11: GROUP STATISTICALLY SIGNIFICANT CORRELATIONS BETWEEN SUSTAINABLE LUXURY VALUE PERCEPTIONS AND PURCHASING INTENT

AMERICAN		SUSTAINABLE EXOTIC LEATHER PURCHASING INTENT
SUSTAINABLE LUXURY VALUE PERCEPTIONS	Pearson Correlation	**0.757
	Sig. (2-tailed)	0.000
	N	518
CHINESE		SUSTAINABLE EXOTIC LEATHER PURCHASING INTENT
SUSTAINABLE LUXURY VALUE PERCEPTIONS	Pearson Correlation	**0.731
	Sig. (2-tailed)	0.000
	N	525

N = 1 043

**** = $p \leq 0.01$**

The results from this study indicated that sustainable luxury value perceptions were regarded as important to respondents (American = Table 5.2; Chinese = Table 5.3), when considering purchasing an exotic leather product. Furthermore, both American and Chinese respondents indicated a high intention to purchase a sustainable exotic leather product (Table 5.6).

From Table 5.11 it is clear that there was a highly significant ($p \leq 0.01$) strong positive correlation for American respondents between sustainable luxury value perceptions and the intent to purchase an exotic leather product ($r = 0.757$, $p = 0.000$, $N = 518$). Similarly, Table 5.11 further shows a highly significant ($p \leq 0.01$) strong positive correlation for Chinese respondents between sustainable luxury value perceptions and the intent to purchase an exotic leather product ($r = 0.731$, $p = 0.000$, $N = 525$).

5.4 DISCUSSION AND INTERPRETATION

5.4.1 Sustainable luxury value perceptions

Woodruff (1997) and Tynan, McKechnie and Hartley (2014) define customer or consumer value as a consumer's preference for and evaluation of a product's or service's attributes, the performance as well as the perceived consequences. These values drive consumers' purchasing behaviour, including their search for information as well as their purchasing intent. In a global competitive environment, it is of utmost importance that marketers and retailers understand the reasons why consumers buy products, as well as how their value perceptions influence their purchasing behaviour.

Various researchers have studied consumers' luxury customer value and the role of luxury value perceptions in consumers' purchasing behaviour (Wiedmann *et al.*, 2007; Wiedmann *et al.*, 2009; Atwal & Williams, 2009; Amatulli & Guido, 2011; Bauer *et al.*, 2011; Hennigs *et al.*, 2012, 2013c; Hennigs, Wiedmann, Klarmann & Behrens, 2015; Doss & Robinson, 2013). It has been found that today's luxury consumers make their purchasing decisions based on certain specific value perceptions which do not only include social aspects, but also include individual, functional, and financial aspects which ultimately determine whether they will purchase a specific product or not (Hennigs *et al.*, 2012; Hennigs, Wiedmann, Behrens & Klarmann, 2013b; Hennigs *et al.*, 2013a; Nwankwo, Hamelin & Khaled, 2014; Shukla *et al.*, 2015; Sun *et al.*, 2016).

Today's luxury consumers are, however, also becoming more aware of the ethical implications of the products they buy (Shen *et al.*, 2012; Godart & Seong, 2015; Manchiraju & Sadachar, 2014; Pagiaslis & Krontalis, 2014), to the extent that sustainability is often seen as a new dimension of the quality of luxury products (Kianpour, Jusoh & Asghari, 2014; Kapferer & Michaut-Denizeau, 2015). Traditionally, luxury and sustainability were seen as completely different concepts. However, Hennigs *et al.* (2013c) reasoned that the four luxury value perceptions (functional, financial, social and individual) that they have identified as being homogeneous between cultures (Hennigs *et al.*, 2013a), can be translated into one sustainable luxury value perception which they named "Sustainability Excellence". This research can be seen as a first attempt to test the Hennigs *et al.*'s (2013c) theoretical framework among Western and Asian countries.

The sample consisted of male and female American and Chinese consumers, with a mean age of 34.71 years and 36 years respectively, thereby falling into the millennial generational age bracket. The theoretical sustainable luxury frameworks of Hennigs *et al.* (2013c) and Cervellon and Shammass (2013) served as point of departure for the development of the sustainable luxury value perception scale for this research (refer to Operationalisation, Table 4.2).

From the results obtained, only one predominant value perception could be identified for both American and Chinese respondents, namely "sustainable luxury". This value perception was identified as very important to American and Chinese respondents, suggesting that the social, individual, financial and functional values relating to luxury exotic leather products are disregarded as separate values with regard to sustainable luxury perceptions, but rather that all four latent values are considered interrelated and conceptualised as one sustainable luxury value perception, named "Sustainability Excellence" by Hennigs *et al.* (2013c). This research therefore confirms the viewpoints of Hennigs *et al.* (2013c), namely that "sustainability excellence"/ "sustainable luxury value" is driven

by the consumer's subjective expectations and individual perceptions of luxury value, and that consumers evaluate the ethical performance of luxury products based on the four latent luxury value dimensions, namely social, individual, financial, and functional.

Both the American and the Chinese respondents reported very strong sustainable value perceptions for exotic leather products. Only three statements, that reflect the importance of others, were not considered as "very important", but only as "important" by both groups, namely:

"It is worth paying more for a luxury exotic leather product that not everybody can afford."

"I will only buy a luxury exotic leather brand if others approve of the brand's anti-animal cruelty policy."

"It is important to me that the luxury exotic leather products that I buy should signal a specific prestigious country of manufacturing."

Davies *et al.* (2012) and Steinhart, Ayalon and Puterman (2013) noted that sustainability is not about what others think. It is a personal consideration, about "doing good, not doing harm" (Cervellon & Shammas, 2013). Sustainable luxury consumption is therefore only possible if sustainable luxury products are positioned as enhancing personal over global benefits (Steinhart *et al.*, 2013).

No statistical differences were found between the American and Chinese respondents' sustainable luxury value perceptions. The majority of the American and Chinese respondents in this research fell into the millennial age bracket. Nielsen (2015, 2016), Bain (2017) and Credit Suisse (2017) reported that millennials drive sustainability today and that brands have to change processes and production practices to make their products sustainable. These consumers demand transparency and responsibility and the philosophy surrounding the product is often as important as the product itself (Quarts, 2017). One can therefore expect that strong sustainable luxury value perceptions will also drive their needs for product information as well as their purchasing intent for luxury products such as exotic leather products.

5.4.2 Supply chain information needs

Luxury exotic leather products can be considered as expensive and high-risk products (Solomon & Rabolt, 2004: 355; Parumasur & Roberts-Lombard, 2012: 258), while also being perceived as controversial by some consumers (Hassan *et al.*, 2013). Consumers will therefore need to do

extensive problem solving (Solomon & Rabolt, 2004: 355; Parumasur & Roberts-Lombard, 2012: 258) before making a final decision. Expensive luxury products, such as exotic leather products, are not bought on a daily basis and consumers can therefore not be expected to have a good knowledge on these products. This makes it difficult for consumers to purchase a product that will meet important personal value perceptions unless they can rely on the available product information.

American and Chinese respondents in this study reported very strong sustainable luxury value perceptions for exotic leather products. One would therefore expect that they will also have strong needs for intrinsic- (*ethical supply chain practices, circumstances under which the animal was farmed, etc.*) and extrinsic- (*country of manufacturing, fair treatment of workers, etc.*) related sustainability supply chain information. American and Chinese respondents in this study clustered statements regarding supply chain operations together, named “operational” information. They also clustered origin-related information together, named “originality” information.

American respondents reported very strong needs for “operational”-related product information, with only four statements that were considered only “important” and not “very important”, namely:

“Information regarding the food that the animal was fed.”

“Information regarding how the animal was killed.”

“Information regarding the brand’s stance on animal cruelty.”

“Information regarding the brand’s stance on the fair treatment of workers.”

It is interesting to note that three of the four statements concerned animal cruelty. The American respondents further reported strong needs (but not necessarily “very strong”) for “originality” information.

Chinese respondents reported strong needs for both “originality” and “operational” information, with only three “operational” statements considered “very important”, namely:

“Information regarding the environmental policy of the brand.”

“Information regarding the brand’s corporate social responsibility initiatives.”

“Information regarding the conservation policy of the brand.”

Although no significant differences could be found between American and Chinese respondents' "originality" supply chain needs, American respondents expressed a significantly stronger need for "operational" supply chain information.

Mol (2015: 154) noted that the demand for transparency and therefore consumers' need for value chain information are here to stay and will develop even further: "*The more transparency, the better it is for the sustainability of chains and for the empowerment of consumers*" (Mol, 2015: 154). Harbert (2016) therefore noted that particularly millennials are especially tuned in to the sources and processes of products. They demand information on sustainable products that they are prepared to pay for. Results of this study showed significantly strong positive correlations between American and Chinese respondents' strong sustainable luxury value perceptions and their needs for both "operational" and "originality" supply chain information. One can therefore expect that a lack of important supply chain information could have a negative impact on their purchasing intent for sustainable exotic leather products.

5.4.3 Purchasing intent

Purchasing intent is described as the intention to purchase a product, rather than actually possessing a product. However, it still plays an important role in the final decision to purchase or not to purchase, as well as the consumer's need for more product information (Hawkins, Best & Coney, 2004: 27; Hung *et al.*, 2011). American and Chinese respondents in this study reported a strong purchasing intent for sustainable exotic leather products, with no significant differences between the American and Chinese respondents.

Hofstede (2001) noted that consumers' values are relatively stable conditions and beliefs that have a strong motivational impact on consumers' buying behaviour, including their purchasing intent for a product. Consumers therefore choose particular products that they believe will provide for them certain consequences, which then assist them in achieving their personal values. The results in this study revealed a significantly strong positive correlation between both the American and the Chinese respondents' sustainable luxury value perceptions and their purchasing intent for sustainable exotic leather products. This indicates that the more benefits a sustainable exotic leather product could provide for them on a social, individual, financial, and functional level, the stronger their purchasing intent for that product becomes.

Strong sustainable luxury value perceptions do therefore not only drive American and Chinese respondents' need for supply chain information, but also their purchasing intent for exotic leather products. The results further revealed a significantly strong positive correlation between the American respondents' purchasing intent for sustainable exotic leather products and their needs for "operational" as well as "originality" supply chain information, and a significantly moderate positive correlation between the Chinese respondents' purchasing intent for sustainable exotic leather products and their needs for "operational" as well as "originality" supply chain information. The stronger these respondents' purchasing intent for exotic leather products therefore become, the more important it becomes for them to get the required supply chain information. It is therefore vital to supply these consumers with supply chain information on sustainable practices, as this could facilitate their decision-making process and further stimulate their intent to purchase.

5.5 SUMMARY

This study clearly demonstrates the important role that sustainability plays in Western and Asian consumers' decision-making process for exotic leather products. It highlights the global premium that is placed on product sustainability and transparency, as well as the fact that the luxury market cannot ignore consumers' cry for sustainability and supply chain transparency anymore. Implications of the results are discussed in the next chapter.

CHAPTER 6 – CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS

6.1 INTRODUCTION

The purpose of this study was to determine the sustainable luxury value perceptions, supply chain information needs, and purchasing intent for luxury exotic leather products manufactured in South Africa of international tourists from America and China. Literature covering consumers' luxury value perceptions, sustainable luxury value perceptions, ethical considerations and supply chain information needs, decision-making, and purchasing intent was discussed in Chapter 2 and 3 as points of departure. Chapter 4 covers the methodology followed. The results and findings of the study are covered in Chapter 5.

Within this, the final chapter of the study, conclusions are drawn from the research findings. Furthermore, managerial and theoretical contributions made, limitations, and recommendations for future research are addressed.

6.2 CONCLUSIONS

A total of 1 043 male and female international tourists, aged 25 years and older, from American (518) and Chinese (525) descent participated in this study. All the participants had either visited South Africa within the past 5 years, or had the intention to visit South Africa within the next 5 years. The average age for both consumer groups was in the millennial age bracket. American consumers indicated that upon their visit to South Africa, their intended luxury purchases included mostly accessories for themselves, whereas Chinese consumers were more interested in purchasing souvenirs of their visit. Most consumers partaking in the study had prior knowledge of South Africa as a producer of exotic leather products.

From this study, it can be concluded that only one predominant luxury value perception, namely "Sustainable Luxury" was regarded as very important to both American and Chinese consumers, confirming the "Sustainability Excellence" viewpoint suggested by Hennings *et al.* (2013c). This suggests that social, individual, functional, and financial luxury value perceptions relating to exotic

leather products are disregarded as separate values with regard to sustainable luxury value perceptions. "Sustainable luxury" value perceptions are, however, considered to be driven by the consumers' subjective expectations and individual luxury value perceptions. With Western and Eastern consumers evaluating the ethical performance of exotic leather products based on the four latent luxury value perception dimensions, namely social, individual, functional, and financial, it was found that a strong relationship existed between the Western and Eastern consumers' sustainable luxury value perceptions and purchasing intent, with relation to luxury exotic leather products.

As exotic leather products are not purchased on a regular basis, consumers are not expected to have a good knowledge on these products. American and Chinese consumers reported very strong sustainable luxury value perceptions for exotic leather products, with strong to very strong needs for operational- and originality-related supply chain information. As the majority of consumers taking part in this study were of the millennial generational group, the demands for information on sustainable products were of an even higher importance. A strong relationship was found between consumers' supply chain information needs and their sustainable luxury value perceptions. From this study, it can be concluded that Western and Eastern consumers will therefore need available product information that will meet important personal sustainable luxury value perceptions to be able to make satisfactory purchasing decisions, thereby further increasing and/or supporting their intention to purchase luxury exotic leather products.

American and Chinese consumers seem to have a high intention to purchase exotic leather products when visiting South Africa, with a strong relationship between their sustainable luxury value perceptions and their purchasing intent. It can be concluded from this study that no significant differences exist between Western and Eastern consumers' sustainable luxury value perceptions, their supply chain information needs, and their intention to purchase luxury exotic leather products. Moreover, a notably strong relationship was found between Western and Eastern consumers supply chain information needs, specifically relating to operational and originality information and their intention to purchase exotic leather products.

6.3 CONTRIBUTIONS OF THE STUDY

6.3.1 Theoretical contributions

The findings of this study confirm the theoretical model of Hennigs *et al.* (2013c), namely that sustainability excellence is driven by the consumers' subjective expectations and individual perceptions of luxury value. Furthermore, when consumers evaluate the ethical and sustainable performance of luxury products based on the four latent luxury value perceptions, these four values are disregarded as separate values, but are regarded as interrelated and conceptualised as one sustainable luxury value (sustainability excellence). Furthermore, millennials are considered to be the most ethical and environmentally driven generation, with a strong demand for more sustainable products (Nielsen, 2015, 2016; Bain, 2017; Credit Suisse, 2017; Euromonitor, 2017b). This was supported by this study where both American and Chinese respondents reported very strong sustainable luxury value perceptions.

The results from this study further confirmed the importance of information within the decision-making process, especially when considering purchasing high-risk and/or controversial items (Hassan *et al.*, 2013) such as exotic leather products. A strong relationship was found between consumers' intent to purchase and their need for information. If no information is available, consumers' intent to purchase items such as exotic leather products can be negatively impacted, which could end up in no purchase being made. By having access to relevant supply chain information the uncertainty related to purchasing expensive and high-risk products is reduced.

6.3.2 Managerial contributions

Marketers and retailers within the luxury market should not disregard the value of sustainability as a point of differentiation. A target segment can be driven by sustainable luxury value perceptions, as ethical and sustainability awareness is rising amongst consumers, especially millennials. In addition, it cannot be assumed that all market segmentations and cultures will have the same sustainable luxury value perceptions and supply chain information needs. Therefore, marketers and retailers need to determine the values and information needs of different segments and nationalities to correctly target segments such as millennials or different cultures. The value of information, especially supply chain information, should not be disregarded, as luxury products such as exotic leather items that are infrequently purchased, require extensive problem solving. Supply chain information needs

should therefore be determined and valuable information relating to the luxury product should be made available to consumers, either by attaching a label to the product, having displays with product information in store, having knowledgeable sales personnel, as well as including detailed product information online.

6.4 EVALUATION OF THE RESEARCH

6.4.1 Quality of the data

To ensure the quality of the data collected a comprehensive literature review was done before commencing the development of the data collection instrument. This ensured a thorough understanding of the research phenomenon studied. To increase the reliability of the data collected, an international consumer research company was used to translate and distribute the questionnaire and to collect data from the appropriate consumer segments. A cover letter informing participants of the purpose of the study was included, with participation being voluntary and anonymous. Previously validated scales were studied and used to conceptualise and develop scales to measure the constructs related to this study, with high Cronbach's alpha indicative of the reliability of the final scores.

6.4.2 Achievement of objectives

All the objectives of this study were achieved. The self-developed instrument successfully measured the sustainable luxury value perceptions of American and Chinese consumers, their supply chain information needs, and their intention to purchase luxury exotic leather products manufactured in South Africa.

6.5 LIMITATIONS OF THE STUDY

Convenience sampling was used to find affluent Western and Eastern shopping tourists, who consider purchasing exotic leather products, such as crocodile and ostrich. Therefore, the results from this study cannot be generalised to the entire population. Furthermore, a self-developed non-standardised scale was compiled and used. Results from this measuring instrument, however, point to possible internal validity, as Hennigs *et al.*'s (2013c) theoretical model is confirmed. In addition,

only respondents from two countries took part in the study, most of who fell in the millennial age bracket.

6.6 RECOMMENDATIONS FOR FUTURE RESEARCH

This study can be used as a starting point for future research on the research phenomenon studied. More cultures, nationalities, and consumer segments can be included within future studies, with relation to possible similarities and differences. The current research instrument can also be refined and standardised for future research purposes, to ensure the validity and reliability of the research results obtained.

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ADDENDUM A: QUESTIONNAIRE

We are interested in your leather buying behaviour!

Dear Participant,

We are interested in the things you consider as important when shopping for exotic leather items, such as accessories, gifts, and souvenirs. Please give us 10 minutes of your time by completing this online study. Please be assured that all information will be kept confidential.

Consent:

Your completion will be seen as your consent that we may use the information to enhance your next exotic leather shopping experience.

Thank you!

SECTION A

1. What is your nationality?

V1	1	Western	
	2	Asian	

2. What is your gender?

V2	1	Female	
	2	Male	

3. What is your age?

V3	1	21-35	
	2	36-55	
	3	56 and older	

4. Have you visited South Africa during the last 5 years or intend to visit South Africa in the next 5 years?

V4	1	Yes	
	2	No	

5. Did you purchase any products during your visit or do you plan to purchase any products when you visit South Africa?

V5	1	Yes	
	2	No	

6. If you answered **yes** at question 5, what type of products did you buy?

V6	1	Accessories for yourself	
	2	Souvenir	
	3	Gifts	
	4	Other (<i>please elaborate</i>)	

7. Which social media platforms do you regularly use?

V7	1	Blogs	
	2	Facebook	
	3	Instagram	
	4	SnapChat	
	5	Twitter	
	6	YouTube	
	7	None	

8. Did you know that South Africa is known for its exotic ostrich and crocodile leather products?

V8	1	Yes	
	2	No	

SECTION B

Please answer all the questions by marking **X** in the block of your choice. Please note that there are no right or wrong answers. We are just interested in your honest answer. Please think carefully and indicate with **X** your level of agreement with each of the following statements.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V9.1	It is important that others have a high opinion of how I dress and look					
V9.2	Only people who can afford it own luxury leather products or clothing					
V9.3	I view luxury leather purchases as gifts for myself to celebrate something that I do and feel excited about					
V9.4	The superior product quality is my major reason for buying luxury leather products or clothing					
V9.5	I place emphasis on quality assurance over prestige when considering purchasing luxury leather products or clothing					
V9.6	I know that luxury leather products are inevitably very expensive					
V9.7	Purchasing luxury leather clothing makes me feel good					
V9.8	To me, my friends' perceptions of different luxury leather brands or products are important					
V9.9	If I were to buy something expensive, I would worry about what others would think of me					
V9.10	I think that truly luxury products should not be mass-produced					
V9.11	I view luxury leather purchases as gifts for myself to celebrate an occasion that I believe is significant to me					
V9.12	I will not buy a luxury leather product or clothing from a supermarket					
V9.13	When I am in a bad mood, I may buy luxury leather products or clothing as gifts to myself to alleviate my emotional burden					
V9.14	I like to know what luxury leather items make good impressions on others					
V9.15	It is important to know what others think of people who use luxury leather products					

V9.16	Wearing luxury leather clothing gives me a lot of pleasure					
V9.17	A luxury leather item that is preferred by many people but that does not meet my quality standards will never enter into my purchase consideration					
V9.18	I am inclined to evaluate the substantive attributes and performance of luxury leather products rather than listening to the opinions of others					
V9.19	I am interested in determining what luxury leather items I should buy to make good impressions on others					
V9.20	I derive self-satisfaction from buying luxury leather products or items					
V9.21	I pay attention to what types of people buy certain luxury leather items					
V9.22	As a whole, I may regard luxury leather items as gifts that I buy to treat myself					

SECTION C

How important would the following information be to you when considering purchasing a luxury exotic leather product? Please answer honestly, even if you do not have any intention to buy an exotic leather product now.

Please mark the appropriate box with an “X”.

Information regarding...		Not important	Somewhat important	Moderately important	Important	Extremely important
		1	2	3	4	5
V10.1	the country the product originates from (country-of-origin)					
V10.2	the ethical practices employed throughout the entire supply chain					
V10.3	the brand’s stance on animal cruelty					
V10.4	the farm the skin originates from					
V10.5	the encouragement of local artisanal traditions					
V10.6	the raw materials that enclosures and finishes were manufactured of (e.g. gold, real diamonds, silk)					
V10.7	the environmental policy of the brand					
V10.8	the country where the product was manufactured					
V10.9	the circumstances under which the animal was farmed					
V10.10	the brand’s stance on child labour					
V10.11	the country the skin originates from					
V10.12	the conservation policy of the brand					
V10.13	how the animal was killed					
V10.14	the brand’s corporate social responsibility initiatives					
V10.15	the chemicals used during the tanning process					
V10.16	the food that the animal was fed					
V10.17	the social development policy of the brand					
V10.18	the brand’s stance on the fair treatment of workers					

SECTION D

Please answer all the questions by marking **X** in the block of your choice. Please note that there are no right or wrong answers. We are just interested in your honest answer. Please think carefully and indicate with **X** your level of agreement with each of the following statements.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V11.1	It is worth paying more for a sustainably manufactured luxury exotic leather product that will last longer.					
V11.2	It is worth paying more for a luxury exotic leather product that was manufactured without harming the environment.					
V11.3	Just owning an environmentally friendly exotic leather product would make me feel special.					
V11.4	I will only buy a luxury exotic leather brand if others approve of the brand's anti-animal cruelty policy.					
V11.5	Sustainable manufacturing would ensure for me a quality luxury exotic leather product.					
V11.6	An ethically made luxury exotic leather product would make me feel good about myself.					
V11.7	It is worth paying more for a luxury exotic leather product that not everybody can afford.					
V11.8	Buying a handmade exotic leather product from a heritage manufacturer will make me feel good.					
V11.9	Unique luxury exotic leather products should have been manufactured in an eco-friendly manner.					
V11.10	It is important to me that the luxury exotic leather products that I buy should signal a specific prestigious country of manufacturing.					
V11.11	Manufacturers of luxury exotic leather products should ensure durability in the product and the environment.					
V11.12	Others should notice my support of sustainably manufactured and environmentally friendly products.					

SECTION E

Please answer all the questions by marking **X** in the block of your choice. Please note that there are no right or wrong answers. We are just interested in your honest answer. Please think carefully and indicate with **X** your level of agreement with each of the following statements.

Statement		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V12.1	Only limited numbers of premium price exotic leather goods and clothing should be available via social media.					
V12.2	Luxury exotic leather social media web pages should make me feel alive.					
V12.3	On a social media web page the value of luxury exotic leather goods and services should be reflected by the price.					
V12.4	It is important to be able to share one's luxury product's experience on a brand's social media web page.					
V12.5	A luxury brand's social media web page should be user-friendly.					
V12.6	My friends and I should be able to give our opinions on a luxury exotic leather product's social media web page.					
V12.7	A luxury exotic leather social media's web page should touch my heart.					
V12.8	A luxury product's social media web page should reflect who I am.					
V12.9	Owning the luxury product that is promoted on a social media's web page should be like a dream come true.					
V12.10	A luxury exotic leather brand's social media web page should reflect the beauty of the product.					
V12.11	Others should be able to see on a luxury product's social media web page that I support the product or brand.					
V12.12	Social media should not promote discount policies on luxury exotic leather goods and clothing.					

SECTION F

Please answer all the questions by marking **X** in the block of your choice. Please note that there are no right or wrong answers. We are just interested in your honest answer. Please think carefully and indicate with **X** your level of agreement with each of the following statements.

I will be more likely to make a luxury exotic leather purchase if...		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
V13.1	the product is manufactured through sustainable practices					
V13.2	the product has a transparent supply chain					
V13.3	the product can be traced on social media platforms					
I will...						
V13.4	at some point buy a luxury exotic leather product					
V13.5	at some point have the intention to buy a luxury exotic leather product					
V13.6	at some point have an interest in purchasing a luxury exotic leather product					

ADDENDUM B: SIGNED DECLARATION OF AUTHENTICITY

UNIVERSITY OF PRETORIA

FACULTY: Agriculture

DEPARTMENT: Consumer Science

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

Although academic personnel will provide you with information regarding reference techniques as well as ways to avoid plagiarism, you also have a responsibility to 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.

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For the period that you are a student at the Department of Consumer Science, the 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): **Dalien Zietsman**

Student number: **16288638**

Subject of the work: **The relevance of ethical value perceptions and supply chain information to international tourists considering purchasing exotic leather products**

Declaration

1. I understand what plagiarism entails and am aware of the University's policy in this regard.
2. I declare that this dissertation is my own, original work. Where someone else's work was used (whether from a printed source, the internet or any other source) due acknowledgment 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.

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SIGNATURE

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DATE