



**UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA**

**Demographic characteristics of female luxe-bargain clothing shoppers: an acquisition-
transaction utility approach**

Van Heerde, HA (29005818)

Dissertation

M Consumer Science (Clothing Retail Management)

September 2018



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**Demografiese eienskappe van vroulike luukse kleding winskopiejaagters: 'n Verkryging-
transaksie nutswaarde benadering**

Van Heerde, HA (29005818)

Verhandeling

M Verbruikerswetenskap (Kleding- en kleinhandelbestuur)

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**Demographic characteristics of female luxe-bargain clothing shoppers: An acquisition-
transaction utility approach**

by

Helena Antoni van Heerde

**Dissertation submitted in partial fulfilment of the requirement for a Master`s degree in
Consumer Science: Clothing and Retail management**

in the

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Department of Consumer and Food Sciences

UNIVERSITY OF PRETORIA

Supervisors: Prof AC Erasmus

Co-supervisor: Ms L Diedericks

September 2018

The memory of Ouma Ans, my biggest inspiration.

Louis and Mirre, may you both broaden your horizons.

Declaration

I, Helena Antoni van Heerde, hereby declare that the dissertation for the Master in Consumer Science: Clothing Retail Management degree at the University of Pretoria is submitted by me, Helena Antoni van Heerde, has not previously been submitted at this university or any other university/tertiary institute and that this is my own work in design and execution and that all the reference material included in the dissertation has been properly acknowledged.

A handwritten signature in black ink, appearing to read 'H. van Heerde', with a long horizontal stroke extending to the right.

Helena Antoni van Heerde

September 2018

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Demographic characteristics of female luxe-bargain clothing shoppers: An acquisition-transaction utility approach

By

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Over time, the association with a “bargain” has shifted from cheap, mostly low-quality products, to buying the best value for the least money spent across brand categories (Martinez & Kim, 2012). This is confirmed through emergence of a specific shopper type, i.e. luxe-bargain shopper (Lim, 2009:7; Bäckström, 2011; Martinez & Kim, 2012; Lim *et al.*, 2013).

The acquisition-transaction utility theory (Thaler 1983) proposes that a consumer’s choice behaviour depends on two factors, i.e.: the value derived from products with reference to the actual price paid compared to the reference price, thus the predominant financial benefits, and the perceived benefits that consumers believe they are acquiring of the deal compared to the paid price, thus the predominant hedonic benefits. Two utility values are thereby distinguished, namely (1) acquisition- (financial) and (2) transaction (hedonic) utility.

Literature does not distinguish demographic differences in consumers who seek luxury bargains for the utilitarian (financial) benefits and those who do so primarily for hedonic reasons. This creates a predicament for brand managers who are obliged to build a brand’s image and who strive to protect the image of their brands. The research aimed to demographically cluster consumers who are self-admitted luxe-bargain hunters as (1) being primarily interested in financial gains, i.e. functional/ acquisitional utility, and (2) those that do so to derive transactional, i.e. hedonic benefits from the shopping experience to ultimately describe the respective groups in terms of their demographic profile.

The study used an explorative, quantitative research approach. A survey was conducted in the greater Gauteng area with the focus on female luxe-bargain hunters aged 21 years and older with a minimum monthly household income of R6000. A structured self-administered questionnaire that included a list of selected brands that are available in South Africa, and slightly adapted versions of established scales were used in the questionnaire.

Through exploratory factor analysis, the data pertaining to luxe-bargain hunters were distributed amongst two factors, i.e. Factor 1: Acquisition utility, and Factor 2: Transaction utility, which coincided with extant literature. Notwithstanding female consumers' demographic characteristics, their association with the acquisitional utility (financial benefits) of a bargain, exceeds the transactional utility (hedonic benefits). Differences among different age, income- and level of education categories were not significant for either of the utilities. This indicates that these demographic characteristics are not significant in terms of consumers' regard for the financial benefits or the hedonic benefits that are associated with luxury bargains. Significant population differences were however evident, in that Blacks' association of the acquisitional- (M=4.22) as well as the transactional benefits (M=4.12) of luxury bargains were highly positive and significantly higher ($p < 0.05$) compared Whites' association of both utilities.

Based on the findings of this study, various recommendations are made, such as increasing the sample size and to include male consumers in order to expand and build on this existing research.

This study makes a valuable contribution towards the literature and also for consideration by marketers and retailers in the South African clothing sector.

Key words: bargain, luxe-bargain shopper, acquisition utility, transaction utility, financial gains, hedonic benefits, demographic differences



Demografiese eienskappe van vroulike luukse kleding winskopiejaagters: 'n Verkryging-transaksie nutswaarde benadering

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Met verloop van tyd het die assosiasie met n “winskopie” verskuif van goedkoop, lae kwaliteit produkte na die aankoop van die beste waarde vir die minste geld (Martinez & Kim, 2012). Dit word bevestig deur die bestaan van 'n spesifieke tipe verbruiker wat as luukse-winskopie jagters bekend geraak het (Lim, 2009:7; Bäckström, 2011; Martinez & Kim, 2012; Lim *et al.*, 2013).

Die verkrygings-transaksie nutswaarde benadering (Thaler 1983) stel dit dat die verbruiker se keusegedrag van twee faktore afhang, naamlik die waarde wat aan die aankoop gekoppel word met verwysing na die werklike prys wat betaal is teenoor die verwysings prys, derhalwe die oorheersende finansiële voordeel, en die waarde wat verbruikers glo hulle verkry in terme van die koopprys, dus die oorheersende hedonistiesevoordele (genotswaarde). Hierdeur word twee nutswaardes onderskei, naamlik (1) verkrygings- (finansiële-) en (2) transaksie (hedoniese-) nut.

Literatuur onderskei nie die demografiese verskille tussen verbruikers wat luukse winskopies jag vir die geassosieerde nutswaarde daarvan, en die wat dit om hedoniese redes aankoop nie. Dit maak die moeilik vir handelsmerkbestuurders wat verplig is om produkte se handelsmerk te bou, en wat daarna streef om die beeld van sekere handelsmerke te beskerm. Hierdie navorsing beoog om verbruikers wat self-erkende luukse winskopiejaagters is, demografies te kategoriseer as die wat (1) hoofsaaklik op finansiële gewin ingestel is - dus die funksionele/ verkrygingswaarde, en (2) die wat transaksiewaarde oftewel hedoniese (genots-) voordeel uit die aankope wil kry.

Hierdie studie het 'n verkennende, beskrywende kwantitatiewe navorsingsbenadering gevolg. 'n Opname is gedoen in die groter Gauteng gebied met die fokus op vroulike luukse winskopiejaagters wat 21 jaar en ouer is, met 'n minimum maandelikse huishoudelike inkomste van R6000. 'n Gestruktureerde, selfgeadministreerde vraelys is saamgestel wat 'n geselekteerde lys van kledinghandelsmerke wat in Suid-Afrika beskikbaar is, asook aangepaste weergawes van bestaande skale ingesluit het.

Deur die verkennende factor ontleding (EFA) is die data met betrekking tot luukse winskopiejaagters se aankoopmotiverings oor twee faktore versprei, te wete, Faktor 1: Verkrygings nutswaarde, en Faktor 2: Transaksie nutswaarde, wat met die teorie ooreenstem. Nieteenstaande vroulike verbruikers se demografiese eienskappe het hulle nie betekenisvol van mekaar verskil ten opsigte van die belangrikheid van die nutswaardes (finansiële voordeel van 'n winskopie teenoor die transaksionele, dus hedoniese nutswaarde) nie. Almal het die finansiële waarde die hoogste geag. Verskille tussen die onderskeie ouderdoms-, inkomste- en opleidingsvlak kategorieë was nie statisties betekenisvol vir enige van die twee nutswaardes nie. Dit dui daarop aan dat demografiese eienskappe nie noemenswaardig is in terme van verbruikers se assosiasie met die finansiële- of die hedoniese voordele wat met luukse winskopies verband hou nie. Belangrike populasieverskille is aangetoon in dat die Swart populasiegroep se assosiasie met die verkrygings- ($M=4.22$) sowel as die transaksionele nutswaardes ($M=4.12$) van luukse winskopies baie positief en statisties betekenisvol groter ($p<0.05$) was vergeleke met die Wit populasiegroep.

Hierdie studie lewer 'n waardevolle bydrae tot die literatuur sowel as vir oorweging deur bemarkers en kleinhandelaars in die Suid-Afrikaanse kledingsektor.

Sleutelwoorde: winskopie, luukse-winskopiejaagter, verkrygings nutswaarde, transaksie nutswaarde, finansiële gewin, hedonistiese voordele, demografiese verskille



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Chapter 1

The study in perspective

This chapter presents a general introduction and background to the study and introduces the research problem. It also briefly explains the theoretical perspective that directed the study, the aim of the study, research methodology, and data analysis. Basic definitions are listed and the structure of the study is presented.

1.1 INTRODUCTION

The South African retail industry has a long history and despite the trying economy the forecasted market growth is looking lucrative, with an expected growth of 3.8% over the five-year period 2015 – 2017 (Marketline 2016:7). In 2015, the menswear segment held the largest share by 41.9%, womenswear accounting for 33.1% and children’s wear 25.0% (Marketline 2016:9). Clothing, footwear and luxury goods specialities comprised the leading distribution channel in 2015 with a 7.4% market share. South Africa shows a steady growth in the retail industry, which makes it more attractive for international brands to enter the market, especially the luxury market. For example, brands such as Zara, Gap and H&M have entered the market in recent years (Prinsloo, 2015:19; Marketline, 2016: 7). The purpose of this study is to focus more specifically on luxury brands and the bargain hunting behaviour of consumers with respect to these brands in the South African market place, and to distinguish the demographic characteristics of bargain hunters who do so for pleasure, versus those who prioritise the financial gains.

The understanding of “luxury” originated from an old concept, which was derived from the Latin term “luxuria” that means “extras of life”, or from “luxus”, which directly translates into indulgence of the senses regardless of cost (Li, Li & Kambele, 2012; Miller & Mills, 2012). Luxury items are nonessential objects, and are described as objects of desire and pleasure (Wiedmann, Hennigs & Siebels, 2007). Luxury as we know it represents a lifestyle of wealth, status and monetary value. Traditionally, the purchase of a luxury item was primarily associated with consumers in the upper income classes and products with an elite or premium price (Dubois & Duquesne, 1993). There is little consensus about the true meaning of the luxury concept as consumers’ perception of luxury differ (Heine, 2011:2; Hennigs, Wiedmann, Klarmann & Behrens, 2013; Hudders, Pandelaere & Vyncke, 2013). Some argue that the understanding of luxury depends on the subjective experiences and needs of a consumer (Lim, 2009:1, 4-5; Bian & Forsythe,

2012). Different perceptions of luxury have also led to a differentiation of luxury brands, as *true luxury brands*, *premium-to-luxury brands* and so-called *masstige brands* (Truong, McColl, & Kitchen, 2009 Klaus Heine, 2012; D'Arpizio & Levato, 2014). A drive to purchase luxury products and to pay a premium price for luxury brands may attract consumers for several reasons, including the associated symbolic value of brands, pertinent product attributes such as unique designs or exclusivity, as well as the associated emotional and hedonic value attached to products (Netemeyer, Krishnan & Pu, 2004; Tynan, McKechnie & Chhuon, 2010; Kastanakis & Balabanis, 2012). Researchers concur that purchasing a luxury product at a bargain price involves much more than money saved, as shoppers often seek the hedonic value that could be gained from bargain hunting rather than being tempted by the money saved (Darke & Dahl, 2003; Cox, Cox & Anderson, 2005; Lim, 2009:6; Irani & Hanzae, 2011a).

In recent years studies have shown that globally, consumers are inclined to buy clothing products in terms of best value for the money spent and hence seek out bargains, discounts and sale promotions (Lichtenstein, Netemeyer & Burton, 1990; Sternquist, Byun & Jin, 2004; Martinez, 2009; Lim, Kim & Runyan, 2013). They may however also find joy and pleasure out of the bargain hunting experience itself, appreciating the advantage gained through the deal itself (Lim, 2009:1,6; Martinez & Kim, 2012). Literature hence proposes that when purchasing an item at a bargain price, the value attached to the purchase could be economic/ utilitarian or psychological/ hedonic in kind (Darke & Dahl, 2003; Cox *et al.*, 2005). Utilitarian benefits are derived when financial gains are made and when the value associated with the bargain exceeds the price paid (Lim, 2009:6). Over time, the association with a “bargain” has shifted from cheap, mostly low-quality products for example clothing, to buying the best value for money spent across brand categories (Martinez & Kim, 2012). This is confirmed in recent literature by the emergence of a specific shopper type, i.e. luxe-bargain shopper (Lim, 2009:7; Bäckström, 2011; Martinez & Kim, 2012; Lim *et al.*, 2013).

Luxe-bargain hunting is a phenomenon that refers to consumers who demonstrate an interest in and would make effort to find luxury items at reduced prices (Lim *et al.*, 2013). On the one hand, bargain hunters may make effort to acquire marked down products, for example clothing, because they cannot afford certain desirable brands. This may also be typical among aspiring middle-class consumers who wish to enhance their social status through the symbolic value that is attached certain to desirable upmarket products and brands (Schiffman & Kanuk, 2014:293). On the other hand, consumers who can afford expensive luxury brands may hunt for bargains because they derive exceptional pleasure from the benefits that are associated with certain brands without having to pay the full price.

1.2 THE RESEARCH PROBLEM

Brands have always been central to discussions about highly desirable products and for many middle-class consumer certain brands are perceived as luxury clothing brands, which are difficult to afford - even more so in trying economic times as we have experienced since the turn of the century. The existence of “bargain hunters” in the market place is therefore not surprising (Ross & Harradine, 2009; Granot, Russell, & Brashear-Alejandro, 2013). These consumers are prone to seek and buy luxury brands (for example clothing brands) when they are discounted and on promotion (Lim, *et al.*, 2013). Evidence of long queues awaiting stores to open when sales commence, and fury when discounted products are sold out is abundant. Reasons for consumers’ search for bargains may however differ. Some consumers are primarily driven by financial gains (utilitarian value) and intentionally seek bargains in order to optimize the functional value relative to the price paid, often because they cannot afford certain brands at their full price. Others, however, are driven by hedonic reasons that are infused by the pleasure derived from laying their hands on luxury brands without paying the full price (Lim, *et al.*, 2013). Literature does however not distinguish demographic differences in consumers who seek bargains for the utilitarian value and those who do so primarily for hedonic reasons. This may be a predicament for brand managers who are obliged to build a brand’s image and who strive to protect the image of their brands. Brand managers of luxury brands do not necessarily want their brands to be worn by consumers who cannot confidently be associated with the image of the brand (Li *et al.*, 2012; Wiedmann *et al.*, 2007). Therefore, certain brands such as Louis Vuitton never has a sale (Kapferer & Bastien, 2009). Their policy is to ensure that every person that owns a certain item has paid the same price for it and that those who wear the brand do so to the advantage of the brand. Surplus stock is therefore discontinued and only made available under strict conditions to their employees at a special price. Items are then tracked to ensure that they are not sold. Rumours that unsold stock is destroyed rather than to be put on sale, have created considerable furore among environmentalists. This study predominantly focuses on female consumers, attending to the following research question: What are the demographic characteristics of female clothing bargain hunters who primarily do so for financial gains (i.e. acquisitional utility), and those who do so to derive transactional / financial benefits from the shopping experience?

1.3 JUSTIFICATION OF THE STUDY

With improved communication and the globalisation of brands, the luxury market has shifted and has become more readily available to a wider population (Granot, Russell & Brashear-Alejandro, 2013). Many sought after international brands are therefore offered in major shopping malls within reach of a broader market and are even accommodated in store-within-store concepts, which increases the visibility of luxury brands as well as interest in brands that consumers might otherwise not have considered due to affordability. This marketing strategy increases the likelihood of middle-class consumers purchasing luxury brands and products at a premium price and that luxury items are no longer available to selected consumer segments only (Granot *et al.*, 2013). The global market place is experiencing the democratisation of luxury brands and products due to the constant growth of aspiring middle-class consumers. This new notion of luxury challenges the traditional beliefs of luxury through pricing and price points (Granot *et al.*, 2013; Lim, *et al.*, 2013). Due to massclusivity and democratisation of the luxury market, certain shopper types have emerged i.e. bargain hunters/shoppers (Lim *et al.*, 2013). This research focuses on the phenomenon of bargain shopping in the luxury South African market by identifying the demographic characteristics of consumers who search for bargains for different reasons, using the acquisition-transaction utility approach. Findings will ultimately help marketing managers in refining their marketing strategies based on empirical evidence rather than a logic that bargain hunting for financial gains is typical of consumers with lower incomes and that higher income consumers are more inclined towards bargain hunting for the pleasure that is derived through the acquisition.

1.4 THEORETICAL PERSPECTIVE

The acquisition-transaction utility approach of Thaler (1983) provided a useful theoretical approach for this research because it distinguishes two utility values, namely (1) acquisition- and (2) transaction utility. This theory proposes that a consumer's choice behaviour depends on two factors, namely the value derived from products relative to the actual price paid as well as the reference price (predominant financial benefits), and the perceived additional benefits consumers believe they are acquiring of the deal compared to the paid price (thus the predominant hedonic benefits).

1.4.1 Acquisition utility

Acquisition utility concerns the economic gains derived from obtaining a commodity and is directly related to how much a consumer pays for a product (Thaler, 1983, 1985; Lichtenstein *et al.*, 1990; Muehlbacher, Kirchler & Kunz, 2011; Lim *et al.*, 2013; Im & Ha, 2014). Typically, a consumer would emphasize the acquired product value in terms of the price that was paid for a product (Lichtenstein *et al.*, 1990). Acquisition utility

hence focuses on the overall assessment of what a consumer has received, based on what is sacrificed money wise (Audrain-Pontevia, N'Goala & Poncin, 2013). Eventually, the lower the price, the higher a consumer's perception of the acquisition value (Im & Ha, 2014). The consumer's expected price or the suggested retail price can serve as the reference price whereby a consumer compares the actual price and the reference price. Price and quality are both taken into account when judging acquisition utility. It is important, however, to know that there are positive and negative acquisition utilities (Grewal, Monroe & Krishnan, 1998). This research explores the positive acquisition utility.

1.4.1 Transaction utility

The transaction utility of a product entails a comparison of a product's selling price to the consumer's reference price (internal and external) for the specific product, but including the additional benefits gained through the acquisition of the product, such as benefitting from the image of a luxury brand (Grewal *et al.*, 1998; Lichtenstein *et al.*, 1990; Lim *et al.*, 2013; Audrain-Pontevia *et al.*, 2013). It further includes a consumer's perceived satisfaction from taking advantage of the deal (bargain) itself (Thaler, 1985; Lichtenstein *et al.*, 1990; Grewal *et al.*, 1998; Muehlbacher *et al.*, 2011; Lim *et al.*, 2013; Audrain-Pontevia *et al.*, 2013). When the product is cheaper than the expected reference price, and additional benefits are derived, transaction utility increases. Ultimately, transaction utility represents the pleasure derived from getting a bargain (Muehlbacher *et al.*, 2011).

1.5 RESEARCH AIM AND OBJECTIVES

The research aims to demographically cluster consumers who are self-admitted luxe-bargain hunters as (1) being primarily interested in financial gains, i.e. functional/ acquisitional utility, and (2) those that do so to derive transactional, i.e. hedonic benefits from the shopping experience to ultimately describe the respective groups in terms of their demographic profile.

Objective 1:

To categorise selected female clothing brands that are currently available in Retail in South Africa in terms of consumers' perception of their luxuriousness, i.e. *true luxury brands; premium-to-luxury brands or masstige brands*.

Objective 2:

To cluster female bargain hunters in terms of their predominant motive for luxe bargain hunting in accordance with an acquisition-transaction utility approach, and to distinguish significant demographic differences between the two types of bargain hunters.

- 2.1 To distinguish female bargain hunters in terms of their predominant motive for luxe bargain hunting, namely (2.1.1) *acquisition utility* or (2.1.2) *transaction utility*.
- 2.2 To distinguish and discuss significant demographic differences between the two utility clusters.

1.6 CONCEPTUAL FRAMEWORK

The conceptual framework (Figure 1.1) is a visual representation of the aim of the study and how different objectives were formulated to address the aim that was derived from the research problem. The conceptual framework indicates how the various objectives and related concepts are aligned.

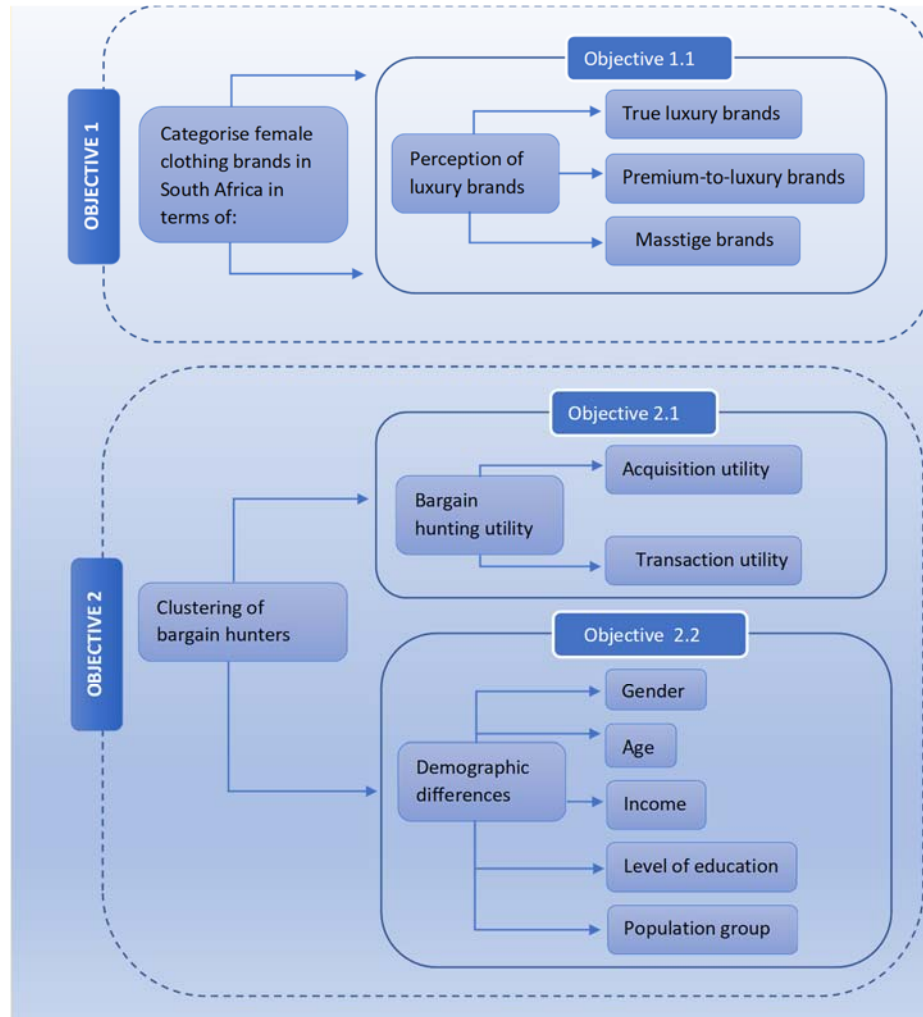


FIGURE 1.1: CONCEPTUAL FRAMEWORK

1.7 RESEARCH DESIGN AND METHODOLOGY

1.7.1 Research design

The research project was designed with an explorative and descriptive quantitative research approach (Walliman, 2005:246; Creswell, 2014:155). Structured self-administered questionnaires were used for the survey that aimed to collect quantifiable data that could be analysed numerically. This cross-sectional study focused on female luxe-bargain hunters aged between 21 and 65 years, with a minimum monthly household income of R6000, residing in South Africa. Non-random, convenient sampling was used to recruit the sample electronically through the data base of an established research company, Consulta Pty. Ltd.

1.7.2 Methodology

1.7.2.1 Sample and sampling

For practical reasons, purposive sampling was used to select respondents in terms of their age and their self-admitted previous experience with luxury bargain hunting in the clothing category (Walliman, 2005:279; Berndt *et al.*, 2011:173-174; Leedy & Omrod, 2014:221). Consulta Research Pty. Ltd. was contracted to do the data collection, recruiting willing respondents on their extensive data base across Gauteng in South Africa and distributing electronic questionnaires for self-completion. Therefore, convenience sampling, a non-random sampling technique, was used to draw a selection of the population that was readily available on the company's database (Berndt *et al.*, 2011:173-174; Leedy & Omrod, 2014:224). Due to financial restrictions, it was not possible to recruit a representative sample, and therefore the findings of the study can unfortunately not be generalised to the population of females in South Africa. The study will however provide valuable insights that could sour future research.

1.7.2.2 Measuring instrument and pre-test

The questionnaire was accompanied by a cover letter (first screen) stating the purpose of the study and procedures for completion of the questionnaire as well as assurance of confidentiality and respondents' anonymity. The questionnaire distinguished four sections with closed-ended questions, including established scales for Sections B and C, as well as self-developed questions in Section A and D.

1.7.2.3 Data collection

The questionnaire was pre-tested with 20 respondents to eliminate possible shortcomings, for example wording issues or vague instructions (Walliman, 2005:119; Berndt *et al.*, 2011:146-147). Consulta Research Pty. Ltd. conducted the data collection procedure in the form of a quantitative survey, using self-

administered electronic questionnaires. Data collection took place during September 2017 over a period of two weeks.

1.8 DATA ANALYSIS

Data obtained from the electronic self-administered questionnaire was captured and coded by Consulta Research Pty. Ltd. The data provided numerical information that could be analysed statistically to draw the anticipated inferences (Berndt *et al.*, 2011:34; Creswell, 2014:162-163). Starting with descriptive data analysis that entailed the calculation of frequencies, percentages, means, and standard deviations, the demographic characteristics of the sample as well as an overview of the data were summarised (Creswell, 2014:163; Leedy & Omrod, 2014:151). Inferential statistics included exploratory factor analysis (EFA), specifically Principal Axis Factoring, using Oblimin rotation with Kaiser Normalization, to distinguish the dimensions of the utility scale (Thaler, 1983) in the context of this study, which was followed by the calculation of Cronbach's Alpha coefficients to confirm the internal consistency of the respective dimensions/ factors of the scale. Thereafter t-tests and ANOVA were used to distinguish demographic differences.

1.9 DEFINITIONS

Throughout the dissertation various terms are used, and the definitions listed in Table 1.1 are meant to avoid confusion in the following chapters.

TABLE 1.1: DEFINITIONS OF TERMS

TERM OR CONCEPT	DEFINITION
<i>Acquisition utility</i>	The economic gains derived from obtaining a product, which directly corresponds to how much a consumer pays for a product (Thaler, 1983, 1985; Lichtenstein <i>et al.</i> , 1990; Muehlbacher <i>et al.</i> , 2011; Lim, <i>et al.</i> , 2013; Im & Ha, 2015).
<i>Bargain hunting</i>	Intentional, active product purchasing at a discounted price to save money (Lime <i>et al.</i> , 2013).
<i>Brands</i>	A product offering that is unique and has a distinctive portfolio by the use of a name, symbol, design, packaging or a combination of these characteristics that contributes to a perceived image in the mind of a consume, and which differentiates itself from its competitors (Jobber, 2010:344; Heine, 2011:46-47).
<i>Clothing</i>	Any form of tangible or material object that is constructed and covers the human body, including all forms of apparel and accessories (Kaiser, 1997:4-5).
<i>Consumer shopping styles</i>	Consumer activities, interests and opinions which influence the way that they do shopping (Martinez & Kim, 2012).
<i>Democratisation</i>	The process whereby middle-class consumers are enabled to spend more on luxury brands and products due to their spending capacity (Hudders <i>et al.</i> , 2013).
<i>Fashion leadership</i>	The degree to which a consumer has a greater interest in fashion, and purchases fashion items earlier than others, thereby influencing later buyers to purchase new fashion items (Bertrandias & Goldsmith, 2006).
<i>Hedonic value</i>	A subjective and personal (emotional) way of obtaining shopping value, which goes beyond the product-acquisition (Babin, Darden, & Griffin, 1994; El-Adly & Eid, 2015).
<i>Luxe-bargain hunting</i>	The purchasing of luxury brands and products at discounted prices (Lim <i>et al.</i> , 2013).
<i>Luxury</i>	“...high quality, expensive and non-essential products and services that appear to be rare, exclusive, prestigious and authentic and offer high levels of symbolic and emotional/hedonic values through customer experiences” (Tynan <i>et al.</i> , 2010). The basic definition of luxury refers to anything that is desirable and more than the necessary and ordinary (Heine, 2011:30).
<i>Massclusivity</i>	Luxury brands and products are more readily available and affordable to mass market consumers (Martinez & Kim, 2012).
<i>Masstige brands</i>	Prestige products that are made available to the masses. They are not true luxury brands, but nevertheless offer higher product characteristics that exceed that of middle market brands (Truong <i>et al.</i> , 2009; Heine, 2012).
<i>Premium-to-luxury brands</i>	Entry-level luxury brands (Heine, 2012).
<i>Prestige sensitivity</i>	Perceptions of the price cue based on feelings, for example that higher prices signal pertinent information to other people about the consumer (Lichtenstein, Ridgway & Netemeyer, 1993).
<i>Price mavenism</i>	The degree to which a consumer is a source for price information, knowledgeable on market price and knows where to find the best value for money (Lichtenstein <i>et al.</i> , 1993).
<i>Products</i>	Tangible items/ commodities (Heine, 2011:41).
<i>Sale proneness</i>	An increased desire to respond to retailers’ special offers/ discounts (Lichtenstein <i>et al.</i> , 1993).
<i>Transaction utility</i>	Comparison of the selling price of a product to a consumer’s reference price, thus the financial benefits but also considering additional benefits gained, such as pleasure, enjoyment (Lichtenstein <i>et al.</i> , 1990; Grewal <i>et al.</i> , 1998; Audrain-Pontevia <i>et al.</i> , 2013; Lim <i>et al.</i> , 2013)
<i>True-luxury brands</i>	These brands have very high levels of prestige and exclusivity and are sold at premium prices to maintain the brands’ exclusivity (Truong <i>et al.</i> , 2009; Heine, 2012).
<i>Utilitarian value</i>	The achievement of obtaining the right product at the right price in a competent and convenient manner (Babin <i>et al.</i> , 1994; El-Adly & Eid, 2015).

1.10 OUTLINE OF THE DISSERTATION

The dissertation is structured in terms of six chapters that present the following:

Chapter 1: The study in perspective

This chapter presents a general introduction and background to the study and introduces the research problem. It also briefly explains the theoretical perspective that directed the study, the aim of the study, research methodology and data analysis. Basic definitions are listed and the structure of the study is presented.

Chapter 2: Literature review

The literature review introduces and explicates constructs that are relevant to the study, specifically in terms of luxe bargain hunting and the associated utilitarian and hedonic benefits that are associated with bargain purchases.

Chapter 3: Theoretical perspective; Aim & objectives; Conceptual framework

This chapter introduces and explains the relevance of the theoretical perspective in the context of this study as well as the research aim, objectives for the study, and the conceptual framework.

Chapter 4: Research design and methodology

This chapter introduces the research design and methodology of the study and attends to the quality of the research and ethical concerns.

Chapter 5: Results and discussion

This chapter provides an overview of the results, including the demographic characteristics of the sample. Results are organised and presented in accordance to the study's objectives. Findings are also interpreted and discussed with reference to existing literature.

Chapter 6: Conclusions of the study

In this chapter results are observed, and conclusions are given in accordance with the objectives of the study. Practical implications are also presented together with limitations and recommendations for future research.



Chapter 2

Literature review

The literature review presents relevant literature to explicate constructs, specifically associated with luxury, bargain hunting and associated utilitarian and hedonic benefits.

2.1 INTRODUCTION

The literature review precedes the theoretical perspective where the acquisition-transaction utility theory is explained. This chapter provides an explanation of the different constructs that are associated with luxury and bargain hunting in terms of the acquisition-transaction utility following a brief introduction to the South African clothing industry and the relevance of luxury brands.

2.2 THE SOUTH AFRICAN CLOTHING RETAIL INDUSTRY

The clothing and retail industry of South Africa has long history and has shown a steady and moderate growth despite recent economic downfalls (Marketline, 2016:7). The forecasted performance of the industry is expected to have a combined annual growth rate of 3.8% for the five-year period of 2015 to 2020 (Marketline, 2016:7). Very encouraging, is that this market growth has attracted several international brands such as Zara, as well as H&M that both entered the South African retail scene in 2015 (Marketline, 2016:7).

The majority of retail stores are in more established areas of the country, namely the Western Cape (V&A Waterfront, Canal Walk); Free State (Loch Logan Waterfront); KwaZulu Natal (Gateway Shopping Centre); and Gauteng (Menlyn Park; Mall of Africa; Sandton City) (Vlok, 2006:227; Grabowski, 2016:12). These established areas and shopping malls also host numerous international brands such as Aldo, Gucci, and Diesel (Sandton City, 2017; Mall of Africa, 2017; Menlyn Park, 2017). The introduction of these brands in major shopping malls has increased consumers' awareness of these brands across different consumer segments.

In apparel retail, a category segmentation is typically made between men’s wear, women’s wear and children’s wear. Table 2.1 shows the respective market share for the respective categories.

TABLE 2.1: SOUTH AFRICAN APPAREL MARKET SHARE IN 2015 (Marketline, 2016:9)

Category	Market share %
Men’s wear	41.9
Women’s wear	33.1
Children’s wear	25.0

Clothing, footwear, and luxury goods specialists formed the leading market distribution channel in 2015, accounting for a 74.5% share of the total industry’s value locally (Marketline, 2016: 12).

Despite the trying economic climate, the spending capacity for consumers have increased, especially among middle-class consumers who aspire a new identity, social acceptance, seek individuality and status (Prinsloo, 2015:18). These consumers turn to retailers to satisfy these needs as it is relatively easy to acquire the benefits through clothing products that are socially visible and distinguishable. The leading retail groups of South Africa that presently dominate the market scene, are: Edcon, The Foschini Group (TFG), Truworths International, Woolworths holdings, Mr Price group and Pepkor (International Trade Centre, 2010:9; Prinsloo, 2015:18; Grabowski, 2016: 17). Factors that make it easier for international brands to enter the South African retail scene, are little to no differentiation in apparel products between different retailers and the subsequent need to make differences more evident; the presence of low quality clothing products in retail; and low market barriers that make it relatively easy to enter the market (Prinsloo, 2015:19). The entrance of numerous international brands onto the South African retail market scene offers more and better clothing product alternatives to aspiring consumers which, which encourages consumers’ spending on better quality products (Prinsloo, 2015:19; Marketline, 2016:7).

2.3 LUXURY CLOTHING BRANDS AND PRODUCTS

Consumers’ perception of luxury differ (Vigneron & Johnson, 1999; Heine, 2011:2) because an understanding of luxury depends on a consumer’s subjective experiences and needs. Therefore it is difficult to give one single definition of what luxury is (Dubois & Duquesne, 1993; Vigneron & Johnson, 1999; Lim, 2009:1, 4–5; Bian & Forsythe, 2012; Miller & Mills, 2012a; Hennigs *et al.*, 2013; Roper, Caruana, Medway & Murphy, 2013). Tynan *et al.* (2010) describe luxury clothing brands and products as “...*high quality, expensive and non-essential products and services that appear to be rare, exclusive, prestigious and authentic and offer high levels of symbolic and emotional/hedonic values through customer*

experiences". Taking this definition into consideration, one can conclude that the basic definition of luxury can be summarised as anything that is desirable and more than necessary and ordinary (Heine, 2011:30). Luxury clothing brands and products are items where the mere use of it enables a consumer to display prestige apart from any functional use of the luxury good (Han, Nunes, & Drèze, 2010; Zhan & He, 2012). It is noteworthy, however, that the luxury concept is constantly changing, and remains subjective (Hudders *et al.*, 2013).

In order for clothing brands and products to be considered as credible luxury products and brands, characteristics such as exclusivity, rarity, (expensive) pricing, uniqueness, exceptional quality as well as exceptional aesthetic value are considered (Fionda & Moore, 2009; Hudders *et al.*, 2013). These characteristics to some extent merely indicate the functional value that a consumer may attach to luxury clothing items. Moreover, wearing luxury clothing brands symbolises wealth, prestige and social status, and even pretentiousness (Martinez & Kim, 2012; Lee & Workman, 2014;Chahal & Bakshi, 2015). Because luxury brands are more expensive (thus not affordable to all) and limited in supply, luxury branded clothing items are generally not accessible to the mass market (Husic & Cicic, 2009; Lim, 2009:1, 5–6; Heine, 2011:30; Bian & Forsythe, 2012; Martinez & Kim, 2012; Lim *et al.*, 2013).

Nowadays, a brand name is a distinguishing element, whereby different classes of consumers can be classified (Han *et al.*, 2010). Many brands may be perceived as luxurious brands although not all brands are equally luxurious (Vigneron & Johnson, 2004). Different types of luxury brands are distinguished through specific terminology to describe their accessibility to different markets. The terminology describes the degree of luxuriousness of brands and should be conceptualised as such within the luxury range (Vigneron & Johnson, 2004). Figure 2.3 indicates the three luxury brand categories that are distinguished, which are discussed subsequently.

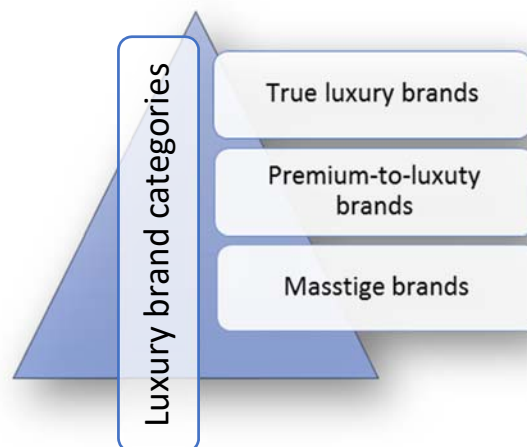


FIGURE 2.1: 3-LEVEL LUXURY BRAND PYRAMID (Self-developed)

2.3.1 Characteristics associated with luxury brands

Per definition, luxury products have pertinent product-related characteristics, including high price, high quality, aesthetic value, rarity/ scarcity, uniqueness/ extraordinariness and symbolic value (Heine, 2011:57; Kastanakis & Balabanis, 2012; Hudders *et al.*, 2013; Heine, Phan & Waldschmidt, 2014:88). These characteristics are subsequently discussed.

2.3.1.1 Price

High prices are the most objective, and distinguishing characteristic of luxury clothing brands and products. Consumers expect luxury clothing products to be expensive, to also look expensive and perform better than lower-priced alternatives (Heine, 2011:58; Heine, *et al.*, 2014:88). However, not all expensive clothing products are luxury products. A luxury brand first needs to be established in the market as such, and become desirable, before it is perceived to be a luxury. A high price however provides ample reason for a consumer to believe that a product is luxurious and excellent (Heine, 2011:58).

2.3.1.2 Quality

To be perceived as luxury products, the quality of products should be such that it is perceived to surpass competing brands (Heine, 2011; Hudders *et al.*, 2013), specifically regarding manufacturing characteristics, which refer to the expertise of manufacturers, technical competence, stylistic competence and manufacturing complexity. Product characteristics that typically signify quality, are material and components, construction and function, workmanship, features, service, comfortability, usability, durability, value, functionality, performance, and even safety (Heine, 2011:59–61; Hudders *et al.*, 2013). Quality provides some assurance that a product can be used for a relatively long period without losing value (Heine *et al.*, 2014:88).

2.3.1.3 Aesthetic quality

The aesthetic quality of a product is the way in which a product distinguishes itself and enhances its exclusiveness of (Heine, 2011:61). It is said that the aesthetic aspects that luxury products should comprise of, include all sources of sensual pleasure, for example that luxury products should not only be beautiful to look at but should also provide a form of pleasure such as a pleasant feel (Dubois, Laurent & Czellar, 2001; Heine, 2011:61) Aesthetic product design is an important characteristic of luxury products whereby they are differentiated from mass market manufacturers/ brands (Heine, 2011:61).

2.3.1.4 Rarity

Rarity is achieved by means of limited production, individualisation and the personalisation of a product (Heine, 2011:62). The economic theory of supply and demand proposes that a product becomes desirable when consumer demands exceed supply (Hudders *et al.*, 2013). Therefore, by controlling the availability of products and brands, their exclusivity is enhanced (Wiedmann *et al.*, 2009).

2.3.1.5 Extraordinariness/ Uniqueness

The extraordinariness or uniqueness of luxury brands and products are associated with originality, scarcity, creativity, innovative design, creative quality and unique symbolism (Vigneron & Johnson, 1999; Miller & Mills, 2012b) to indicate the individual differences and originality in the design and construction of clothing products. These characteristics elevate the functional attributes of products and make them distinctly unique from other clothing products (Heine, 2011:62; Miller & Mills, 2012b). The extraordinariness of clothing products also suggests that it is difficult to copy or counterfeit and that it is a once-off limited clothing product (Miller & Mills, 2012b). Extraordinary clothing products can also be rare.

2.3.1.6 Symbolic value

An important characteristic of luxury brands is their symbolic value that increases the prestige that is associated with ownership and wear of certain clothing products that bestows a highly appreciated emotional value among consumers (Heine, 2011: 63; Heine *et al.*, 2014:89). According to Vigneron and Johnson (2004), a luxury clothing brand or product enhances the symbolic value for a consumer by enabling them to express themselves through specific dimensions of a clothing brand or product. The symbolic value attached to prestige quality luxury clothing brands and products in addition to any functional benefits, often help consumers to convey their social status (Han *et al.*, 2010; Zhan & He, 2012).

2.3.2 True luxury brands

True luxury brands are traditionally known to be the exclusive domain of the elite (Yeoman & McMahon-beattie, 2006; Wiedmann *et al.*, 2009; Hudders *et al.*, 2013). True luxury brands have the potential to distinguish themselves from other products with similar features (Miller & Mills, 2012a; Roper *et al.*, 2013) and is defined as luxury brands where the ratio of price and quality is of the highest in the market. Therefore, the meaning of the price of these products is significantly more compared to the price of brands with similar attributes with premium pricing (Vigneron & Johnson, 2004; Zhan & He, 2012; Roper *et al.*, 2013). True luxury brands can be virtually isolated from the rest of the economy and the associated pleasures and delights are reserved for a small elite group of consumers (Kapferer & Bastien, 2012). In

order for true luxury brands to be desirable among consumers and to be successful, it is necessary for these brands to firstly establish a brand image that is exclusive, which is then furthered through an appropriate marketing strategy (Kapferer & Bastien, 2009).

Consumers consider true luxury to be brands such as Louis Vuitton and Chanel (Roper *et al.*, 2013) arguing that these brands represent the essence of what makes true luxury brands and products luxurious. True luxury brands hold the highest level of prestige with considerable intangible worth, are exclusive and are associated with good quality and design (Husic & Cicic, 2009; Miller & Mills, 2012b). These luxury goods provide increased status allowing consumers to engage in a social display of superiority (Bourdieu, 1984; Roper *et al.*, 2013).

So-called true luxury consumers purchase luxury brands at their own discretion and spend money on various luxury clothing products for different social occasions at high prices (D'Arpizio & Levato, 2014). Luxury brands have exclusive product characteristics and much effort is devoted into creating symbolic meaning for the brand (Heine, 2012). True luxury brands maintain a high level of prestige and premium prices to retain their exclusiveness (Truong *et al.*, 2009). True luxury satisfies consumers' psychological needs and provide additional sensory benefits, which distinguish them from non-luxury brands (Vigneron & Johnson, 2004; Zhan & He, 2012).

2.3.3 Premium-to-luxury brands

Nowadays, middle-class consumers are willing to pay a premium price for luxury clothing products that they believe to be more prestigious (Truong & McColl, 2011; Roper *et al.*, 2013; D'Arpizio & Levato, 2014). Some elite brands such as Burberry, and Michael Kors have been appropriated into the lower (middle)-income consumer range and their rationale has moved from the conspicuous elite consumer to the democratized mass-prestige consumer, acknowledging a pertinent need among many consumers for quality, prestigious clothing products (Roper *et al.*, 2013).

Premium to luxury is also be referred to as accessible luxury (Han *et al.*, 2010) because these products tend to be more accessible to middle-class consumers because they are reasonably priced (Truong *et al.*, 2009). Premium-to-luxury brands are distinguished from true luxury brands based on their constitutive product characteristics that range from minimal/ entry level luxury to maximum luxury (Heine, 2011:51). These product characteristics are more exclusive than medium-level brands, but are still less exceptional with high levels of exclusivity when compared to true luxury brands (Heine, 2011:51). The difference between premium- and luxury brands is difficult to indicate especially between top premium brands and

entry-level luxury brands. Mostly, the differences are subjective. A clear distinction is that the focus of true luxury brands is largely on the symbolic meaning associated with the brands, while premium-to-luxury brands more pertinently focus on products' functional characteristics (Heine, 2011:51). In essence, premium-to-luxury brands should keep a fine balance between top-end luxury and luxury that is available to the masses to retain a level of exclusivity (Kastanakis & Balabanis, 2012). These brands nevertheless possess high levels of quality, taste and aspiration and thus have a higher premium compared to ordinary products, despite being more affordable than true luxury brands (Kastanakis & Balabanis, 2012).

2.3.4 Masstige brands

The luxury market is no longer the exclusive and privileged domain of the elite (Yeoman & McMahon-Beattie 2006; Wiedmann *et al.*, 2009; Hudders *et al.*, 2013). The demand for luxury brands have been ever growing since the 1990's due to the constant growth of aspirational consumers (Granot *et al.*, 2013; Hudders *et al.*, 2013). There has also been an increase in the spending power of consumers, which encouraged middle-class consumers' spending on luxury brands (Hudders *et al.*, 2013). Because of these spending habits, the luxury market had to adapt itself and is no longer exclusive to the elite (Yeoman & McMahon-beattie, 2006; Wiedmann *et al.*, 2009; Hudders *et al.*, 2013).

Masstige brands, also referred to as new luxury or mass luxury (Kapferer & Bastien, 2009; Heine, 2011: 53; Granot *et al.*, 2013), are described as prestige products that are offered to the masses (Heine, 2012). These brands are not true luxury brands but still offer exceptional product characteristics compared to middle market brands (Heine, 2012). Masstige brands do not possess all the characteristics of true luxury brands and are forced to eliminate some of the major characteristics of true luxury brands, such as rarity (Heine, 2011:54; Hudders *et al.*, 2013). Masstige brands position themselves by creating perceived prestige at lower prices that are more accessible to middle-class consumers. Quality is somewhat lower than true luxury and premium luxury brands, and a compromise is made on extraordinariness and aesthetics (Truong *et al.*, 2009; Heine, 2011:54, 2012). In terms of market positioning, mass prestige clothing products are in a niche between the mass market and high class goods (Granot *et al.*, 2013).

2.3.5 Luxury clothing brands and products in South Africa

In order to understand South African consumers' luxury clothing purchasing behaviour, one needs to understand the background of the luxury clothing market in South Africa today, and how luxury brands and products emerged in South Africa. South Africa has a history of colonisation and racial oppression. Laws were passed and policies made that legalised racial oppression through the system of Apartheid, which excluded the majority of the Black population from participating on the economy,

thereby shrinking the possible market for luxury goods (Steinfeld, 2015:3, 4). During the 1980's, multiple commercial sanctions were instituted by various companies and countries in protest against the Apartheid Government of the day, resulting in a number of brands not being commercially available in the country. Public dissent was growing and it was evident during the late 1980's that change was inevitable (Steinfeld, 2015:4). During 1988, South African businessman Johann Rupert founded the Compagnie Financière Richemont SA and based it in Switzerland (Richemont, 2017a), aiming to design, manufacture, distribute and sell luxury brands, such as Montblanc, Chloé and Cartier Monde (Richemont, 2017b). It can be argued that the establishment of this company by the South African billionaire was instrumental in the emergence of luxury brands in South Africa.

As colonial capitalism entrenched itself in the country and since the new socio political dispensation in South Africa in 1994, the luxury retail market and the consumption and behavioural patterns of South African consumers have changed significantly (de Bruyn & Freathy, 2011). African fashion was hugely inspired by European and American luxury fashion trends, which also served as additions to existing forms of displaying wealth and social standing in South Africa (Stiehler, 2017:18–20). Exclusive luxury brands started to appear at elite shopping malls such as the Victoria and Alfred Waterfront, Sandton City, and Hyde Park Corner (Amorim, 2015; van Zyl, 2017). Access to the economy, coupled with government policies aimed at addressing the inequalities of the past, such as Black Economic Empowerment (BEE), has created a new group of luxury brand consumers (Stiehler, 2017:20).

The luxury clothing market in Africa has received little academic recognition and focus has primarily been on Europe and North America (de Bruyn & Freathy, 2011). However, there are numerous reports that argue that the African continent has potential for future luxury growth (KPMG Africa, 2014; Deloitte, 2014; Kim, Remy & Schmidt, 2014; Steinfeld, 2015; Stiehler, 2017:17). The wealthiest consumers in Africa are an ever growing class with a youthful population which holds the potential for a promising future luxury clothing market (African Business, 2013; Stiehler, 2017:17). The entrance of the luxury market in the African continent has however also been described a challenge. Several investors neither the less perceive South Africa to be well-positioned being able to act as a gateway to Africa's untapped luxury clothing market (Euromonitor International, 2017; Stiehler, 2017:17). It is estimated that South Africa has about 71 000 millionaires, i.e. 60% of the African millionaires (Stiehler, 2017:17). Currently, the South African population is around 55.7 million people, of which 51 % are female and 49 % male (Stats SA, 2017a). South Africa is a cultural and racial diverse country, which consists out of Africans, Coloureds, Indians, Asians and Caucasians (Stats SA, 2017b; Stiehler, 2017:18). The middle-class consumer is argued to have the most spending power in terms of luxury items (Stiehler, 2017:18). The fast increase in consumers' spending on

luxury goods in South Africa could be due to the cultural and social changes and could also be predominantly driven by the notion of conspicuous consumption (Lichtenstein *et al.*, 1990; Steinfield, 2015; Stiehler, 2017:18).

2.4 BARGAIN HUNTING

This section defines bargain hunting in terms of existing theories and highlights associated benefits of bargain hunting.

2.4.1 Benefits associated with bargain hunting

Bargain hunting has become a popular shopping activity regardless of consumers' social status or age, as the meaning of a bargain has changed over time (Lim, 2009:1). In the clothing context, the meaning of a bargain has shifted from buying cheap clothing products that may even be low-quality, to buying the best value at a discounted price (Lim, 2009:1; Martinez & Kim, 2012). It makes sense that bargain shopping is viewed from an economic perspective for low income consumers to obtain financial benefits from purchasing products at a lower price (Martinez & Kim, 2012). Traditionally, bargain hunting was associated with a search for products at discounted prices mainly for monetary gains provided that the money saved would exceed the cost of search (Darke & Dahl, 2003; Lim, 2009:6; Yeoman, 2011; Martinez & Kim, 2012). Financial gains and money saved, create utilitarian value. Some even describe bargain-orientated shoppers as calculated economic shoppers that are price conscious, not devoting much attention to the pleasures associated with bargain hunting (Cox *et al.*, 2005). These consumers are thus motivated by price related bargains (Martinez & Kim, 2012). As such, bargain shopping represents a form of smart shopping or value shopping, where consumers aim to take advantage of the deal itself to save money (Cox *et al.*, 2005; Atkins & Kim, 2012) and in doing so, they invest a fair amount of time and effort in finding and using promotion-, sale- and discount related information to save money (Arnold & Reynolds, 2003; Vicdan, Chapa & de Los Santos, 2007; Lim, 2009:6–7).

More recent research however indicate that the meaning of bargain shopping may go beyond the benefit of money saved, and that shoppers are often more concerned about the hedonic value gained from bargain hunting (Lim, 2009:6; Irani, 2011). Also, due to tough economic climates in recent years, consumers are becoming less resistant to seek bargains and are more willing to do shopping at stores that offer discounts and/ or sales promotions (Lim, 2009:1-2; Martinez & Kim, 2012). Bargain hunting has therefore become a form of value shopping, which has increased in popularity among consumers regardless of their demographic profile, especially among middle-class consumers who are interested in

the prestige associated with certain brands and products but who cannot easily afford the products at their original price (Lim, 2009:1,6; Martinez & Kim, 2012).

More than a decade ago, Darke and Dahl (2003) concluded that there is increased evidence that bargains may have a broader significance to consumers and that some spend more time and energy in obtaining a good deal than what seems reasonable in terms of the financial gains. Some shoppers gain a sense of excitement, pleasure and enjoyment from bargain shopping (Darke & Dahl, 2003; Cox *et al.*, 2005). Therefore, many consumers value bargains, and this value goes beyond the financial gains (Audrain-Pontevia *et al.*, 2013). Bargain shopping is hence not only driven by economical and rational thinking: the activity in itself may also evoke a positive feeling, indicating that the psychological and emotional value of bargain shopping may exceed the financial gains for certain shoppers (Vicdan *et al.*, 2007; Lim, 2009:7; Bäckström, 2011; Khare, 2013).

According to Arnold and Reynolds (2003), bargain shopping may even be considered a game or challenge where the success that is achieved through their “smart behaviours” to beat the system induces feelings of pride, intelligence and a sense of achievement and satisfaction (Cox *et al.*, 2005; Bardhi & Arnould, 2005; Lim, 2009:7). Getting hold of a bargain may hence also add subjective value to consumer experiences, which conveys the relevance of non-utilitarian (hedonic) value associated with shopping (Darke & Dahl, 2003; Cox *et al.*, 2005; Wu, 2007). The value a consumer experiences in a shopping environment originates from an argument concerning what the consumer receives (quality, benefit, utilities), and what they give up/ sacrifice (money, time) to acquire the desired product. Eventually, *utilitarian* and *hedonic* value gives more perspective in terms of consumers’ shopping behaviour and the value they derive from it (Irani & Hanzaee, 2011).

The speculation that a bargain provides additional non-financial benefits could be associated with the basic claim of transactional utility theory of Thaler (1985). This means that a consumer does not only derive utility through the material consequence of exchange (acquisition utility), but also through psychological aspects of the transaction (transaction utility) (Darke & Dahl, 2003). The acquisition-transaction utility theory (Thaler, 1983, 1985) is therefore useful to conceptualize and provide an understanding of the value of bargain shopping (refer to chapter 3).

2.4.2 Luxe-bargain hunting

Through bargains that are offered in the market from time to time, luxury goods are becoming more accessible and affordable to a wider consumer base than in the past (Lim *et al.*, 2013). It is hence accepted

that luxury clothing items are no longer only for the elite consumer and that they are increasingly purchased by consumers in the middle market or modest social class (Granot *et al.*, 2013; Lim *et al.*, 2013) who seek luxury products that are on promotion and discounted for reasons that go beyond financial gains. Increased shopping for luxury products at a bargain price has led to the identification of so-called luxe-bargain shoppers as a shopper type (Lim *et al.*, 2013).

With the apparent change in the traditional meaning of bargain hunting, it is becoming clear that luxury clothing goods have entered a new era (Martinez, 2009:4). Increasingly, many consumers are shifting from owning several cheap items to having fewer items of high quality (Yeoman, 2011). In the meantime, luxury clothing products are becoming more readily available and affordable to a wider consumer base (Martinez, 2009:4; Martinez & Kim, 2012; Lim *et al.*, 2013). When the so-called mass middle market consumers seek quality and value-for-money, they often find themselves searching for bargains in the luxury market (Truong *et al.*, 2009; Yeoman, 2011; Lim *et al.*, 2013). Lately it is not surprising to find luxury clothing items at a discounted price, or at promotions (Lim *et al.*, 2013).

More recently, researchers are arguing that - based on the conspicuous consumption model - the exclusivity and scarcity of luxury clothing products and brands are no longer the motivation behind consumers' purchase intentions as it does not capture the massclusivity and democratisation of recent day luxury (Kastanakis & Balabanis, 2012; Lim *et al.*, 2013). Massclusivity and democratisation is the process where the luxury market encourages middle-class consumers to spend more money on luxury brands due to an increased spending capacity among consumers and an increased demand for luxury (Hudders *et al.*, 2013). This is further described as the increase and stretching of market boundaries and availability and access of luxury brands and products at more affordable prices to a wider consumer base (Lim, 2009:9; Mackinney-Valentin, 2010; Kastanakis & Balabanis, 2012; Lim *et al.*, 2013; Doss & Robinson, 2013). Consequently, the luxury market has experienced changes in consumer shopping behaviours and more consumers are enjoying the thrill from finding and purchasing a bargain. Price reductions, sales promotions and discounts in luxury clothing products further increase the accessibility to, and demand for these products among consumers, which has subsequently culminated as the mass-market phenomenon or massclusivity, where luxury is not exclusive to the affluent consumer anymore (Lim, 2009:19-20; Granot *et al.*, 2013; Hudders *et al.*, 2013).

Luxe-bargain hunting as defined by Lim (2009), is a phenomenon that has evolved from the increased availability of luxury brands and products, which are generally seen as exclusive and scarce, to a wider consumer base. Some argue that the snob and bandwagon effects, introduced by Leibenstein (1950), are

reasons for the emergence of luxe-bargain hunters. The snob effect is based on the notion that the demand for luxury products tend to decrease when more consumers are also purchasing the same product (Leibenstein, 1950; Lim, 2009:18; Lim *et al.*, 2013). The snob effect represents the desire of a consumer to be exclusive, prestigious and different from their others in their reference group (Lim, 2009:18; Kastanakis & Balabanis, 2012; Lim *et al.*, 2013; Tsai & Liu, 2013). The bandwagon effect, also known as the coattail effect, refers to a situation where the demand for luxury products increases as consumers are purchasing the same products because they wish to, and desire to conform to social norms (Leibenstein, 1950; Lim, 2009:18; Tsai & Liu, 2013; Lim *et al.*, 2013; Brannon & Divita, 2015:53). It is argued that the accessibility and affordability of luxury products at lower prices to a wider consumer base will not deter luxe-bargain shoppers from purchasing these products, but would rather increase the demand for these products, which is typical of the bandwagon effect (Lim *et al.* 2013).

Luxe-bargain hunting/ shopping can ultimately be defined as the purchasing of luxury brands and products at discounted prices. Consumers subsequently derive value from the product itself, and/or the shopping experience (Lim, 2009:4–7; Martinez & Kim, 2012; Lim *et al.*, 2013) and therefore this study is generated and explained from an acquisition-transaction utility perspective where acquisition value focuses on the financial benefits (utilitarian value) derived from purchasing a bargain such as a luxury brand at a discounted price while transaction value confirms hedonic value associated with the bargain shopping process (Lim *et al.*, 2013).

2.4.3 The importance of bargain hunting

Shopping entails an interaction between a consumer and a product (clothing product) as the object and consumption experience (Michon, Yu, Smith & Chebat, 2007). The significance of bargain hunting is important in terms of a consumer's shopping behaviour and stems from the confrontation between what a consumer receives (such as quality) and what a consumer gives up/sacrifices (for example money, time, effort) to acquire certain product benefits (such as prestige) (Irani & Hanzaee, 2011). Clothing bargain hunters may be motivated to seek bargains to derive economic benefits, or for the sake of the eventual enjoyment of the shopping activity (Arnold & Reynolds, 2003). The value a consumer receives from purchasing a bargain, is the outcome of an overall judgement of benefits and sacrifices (Overby & Lee, 2006), while the enjoyment is either related to the acquisition of a good or even exceptional quality garment at a discounted price, or the advantage of the prestige that is associated with the brand that is purchased at a bargain price. A bargain hunting experience ultimately entails a stimulation of a consumer's senses and is a processes that provides consumers with acquisitional (cognitive) and transactional (affective) value (Irani & Hanzaee, 2011).

2.4.3.1 The acquisitional utility of bargain hunting

The *acquisitional value* of bargain shopping results from a search to obtain the most generic goal of shopping, i.e. to find the right product at the right price with minimal effort that could provide cognitive benefits of convenience, rich product information and monetary savings (Teller, Reutterer & Schnedlitz, 2008; Irani & Hanzaee, 2011b; Chiu, Wang, Fang & Huang, 2014). The acquisitional (utilitarian) value focuses on satisfying a functional or economic need and is generally regarded as a highly rational and efficient process following task-orientated efforts (Babin, Darden & Griffin, 1994; Michon *et al.*, 2007; Kang & Park-Poaps, 2010; Anderson, Knight, Pookulangara & Josiam, 2014). In essence, the acquisition of clothing is a task-related activity and successful purchase is made when the purchase is done efficiently and if time and resources are used skilfully (Chiu *et al.*, 2014). Also, shopping and information sourcing is done in an efficient, non-emotional and cognitive manner (Babin *et al.*, 1994; Kim, 2006; Kang & Park-Poaps, 2010).

Traditionally, bargain hunting was only associated with the utilitarian value that may be derived from the shopping experience, as money saved exceeded the cost of search. Generally, consumers would not mind a more extensive search for luxury products as the money saved is nevertheless worth the effort (El-Adly & Eid, 2015; Irani & Hanzaee, 2011; Jones, Reynolds, & Arnold, 2006; Kang & Park-Poaps, 2010; Kim, 2006). Therefore, in economic terms, the benefits that a consumer receives from a bargain is expressed in terms of the financial gains, thus the total amount of money saved (Jin & Sternquist, 2004; Lim, 2009:6). The utilitarian value increases when the clothing product is obtained more effortlessly (Teller *et al.*, 2008; Irani & Hanzaee, 2011b; Chiu *et al.*, 2014).

2.4.3.2 The transactional utility of bargain hunting

When shopping for clothing, consumers are often motivated by a range of psychological needs that go beyond the acquisition of products and that can therefore not be explained in terms of the traditional view of utilitarian product-acquisition (El-Adly & Eid, 2015). *Transactional value* is more subjective and relates to the overall assessment of experiential and emotional benefits that a consumer receives from the shopping experience (Babin *et al.*, 1994; Guido, 2006; Jones *et al.*, 2006; Overby & Lee, 2006; Kang & Park-Poaps, 2010; Irani & Hanzaee, 2011a, b). The perceived value directly correlates with the enjoyment, fun and pleasure that is achieved, regardless of whether a purchase was actually made, as opposed to goal orientated achievements or task completion (Irani & Hanzaee, 2011a; Jin & Sternquist, 2004; Overby & Lee, 2006). Shopping (bargain hunting) may therefore be done for the recreational pleasure or emotional benefits (Jone *et al.*, 2006; Kim, 2006; Kang & Park-Poaps, 2010; Irani & Hanzaee, 2011a).

Consumers who are considered to be bargain hunters experience transactional value through the enjoyment of obtaining price savings when purchasing (clothing) products (Jin & Sternquist, 2004). Their joy is achieved from hunting for the best bargains. It can be said that luxe-bargain hunters receive pleasure through hunting for prestige merchandise at reduced price points (Jin & Sternquist, 2004; Mano & Elliott, 1997). Mano and Elliot (1997) explain that luxe-bargain clothing shoppers experience both acquisitional- and transactional value but respond differently to price savings. Price savings can evoke utilitarian responses because price savings transpire as economic- or monetary benefits (Jin & Sternquist, 2004). Hedonic responses may also culminate, as the price savings may create feelings of pride, accomplishment and excitement (Mano & Elliott, 1997; Jin & Sternquist, 2004; Lim *et al.*, 2013).

2.5 CONSUMER SHOPPING STYLES OF BARGAIN HUNTERS

Although this study did not involve an investigation of bargain hunters' shopping styles, literature associates certain shopping styles with bargain hunters, which aids in an understanding of the phenomenon. A brief explanation of the shopping styles indicate the possibility that the predominant reason for bargain hunters' shopping may not necessarily be financially driven.

One of the reasons why consumers have a desire to purchase luxury brands and products, is to be fashionable, stylish and to lead a fashionable lifestyle that is in accordance with their attitudes, interests and opinions (Kastanakis & Balabanis, 2012; Li *et al.*, 2012; Lim *et al.*, 2013). Consumers' interest in fashion is directly related to prestige sensitivity and fashion leadership (Bertrandias & Goldsmith, 2006; Lim *et al.*, 2013). Psychological satisfaction is due to the fact that a consumer believes to be taking advantage of the deal itself (Cox *et al.*, 2005; Atkins & Kim, 2012; Lim *et al.*, 2013). Literature indicates that in terms of shopping styles, prestige sensitivity and fashion leadership reflect luxury consumption, whereas the bargain shopping process is reflected through price mavenism and sale proneness (Lim *et al.*, 2013). The subsequent section briefly discusses shopping styles that are associated with bargain hunting.

2.5.1 Prestige sensitivity

Prestige sensitivity is a shopping style where price cues are prioritised to acquire prominence and social status (Lichtenstein *et al.*, 1993; Lim *et al.*, 2013). Previous studies found that a person's self-confidence influences his/ her intention to acquire prestige brands and products, to make a good impression on their peers (Casidy, 2012). The general perception is that premium prices are related to luxury product characteristics such as quality and price (Lichtenstein *et al.* 1993; Jin & Sternquist, 2004). Therefore it can be said that prestige sensitivity is a consumer shopping style where consumers tend to believe that paying

more for a luxury product conveys prestige, social status or wealth (Jin & Sternquist, 2004; Sternquist, Byun & Jin, 2004; Lim *et al.*, 2013). These consumers purchase luxury items to increase their personal success or enhance their self-image (Lichtenstein *et al.*, 1993; Jin & Sternquist, 2004; Lim, 2009:35; Lim *et al.*, 2013). Prestige sensitive consumers are more likely to purchase luxury clothing items using higher prices as a positive cue (Jin & Sternquist, 2004) of product quality. Therefore, luxury products, which are generally expensive, are also perceived to be of good quality, even when they are discounted (Lichtenstein & Bearden, 1989; Lichtenstein *et al.*, 1993; Lim, 2009:35; Lim *et al.*, 2013).

2.5.2 Fashion leadership

Fashion consumers are distinguished as fashion leaders, innovators, followers and rejecters (Michon *et al.*, 2007). Fashion adopters are concerned with motivations such as newness and emotional enhancement to express their self-image to others and to represent socially acceptable uniqueness (Michon *et al.*, 2007). Fashion leadership refers to consumers who have a great interest in fashion and who are knowledgeable about the latest fashion trends and enjoy shopping (Brannon & Divita, 2015:43). They usually purchase novel products earlier than the rest of the market (Goldsmith, Heitmeyer & Freiden, 1991; Lim *et al.*, 2013) and are the first ones to try out new fashion, which involves personality traits such as fashion innovativeness (Lim *et al.*, 2013). Fashion leaders are highly fashion conscious and have an interpersonal superior influence over fashion followers (Goldsmith *et al.*, 1991; Kang & Park-Poaps, 2010; Martinez & Kim, 2012; Lim *et al.*, 2013). Their involvement in fashion is directly associated with emotional aspects of purchasing fashion items as it provokes feelings of fun and fantasy (Goldsmith *et al.*, 1991; Lim, 2009:36; Kang & Park-Poaps, 2010; Martinez & Kim, 2012). Fashion leadership is associated with two aspects, namely fashion innovativeness (being the first to try new fashion) and fashion opinion leadership (interpersonal influence on fashion followers) (Kang & Park-Poaps, 2010; Martinez & Kim, 2012; Lim *et al.*, 2013). Fashion leaders are positively associated with what others think of their product purchase products and the way that fashion clothing enhances their self-esteem and social status (Bertrandias & Goldsmith, 2006; Lim, 2009:36; Kang & Park-Poaps, 2010; Lim *et al.*, 2013). Fashion leaders consider themselves to be more passionate, generous, colourful and vain than consumers who only follow fashion (Michon *et al.*, 2007). They have a higher level of fashion involvement and fashion knowledge, social value and risk-taking in trying new trends and styles, all of which relates to the hedonic side of shopping values (Michon *et al.*, 2007; Kang & Park-Poaps, 2010; Lim *et al.*, 2013). Considering the symbolic and social status of luxury brands, fashion leadership can be highly relevant in luxe-bargain hunting (Lim *et al.*, 2013).

2.5.3 Price mavenism

The concept of price mavenism is based on Feick and Price's (1987) market mavenism, where a market maven refers to a desire to be informed and to gather knowledge about the market place with the intention to share information with other consumers. They also tend to be aware of new products and brands on the market much earlier (Feick & Price, 1987; Sternquist *et al.*, 2004; Lim, *et al.*, 2013), also initiating shopping-related discussions and providing tips concerning where the best prices can be found for greater shopping enjoyment (Lichtenstein *et al.*, 1993; Sternquist *et al.*, 2004). Price mavens more strongly focus on price information among the wide range of market information (Lim, 2009:27). Some consumers' price sensitivity may reflect a desire to be a price maven (Lim, 2009:27). Price mavenism reflects a negative connotation with price and in essence, bargain hunting can be viewed as effort to avoid high prices and share information about bargains with others (Lichtenstein, *et al.*, 1993; Jin & Sternquist, 2004; Lim *et al.*, 2013). The relationship between price mavenism and hedonic shopping values (transactional-) that are associated with bargain hunting, are unmistakable (Lim *et al.*, 2013): price mavens collect marketplace price information with the intent to share it with others to experience feelings of enjoyment (hedonic/ transactional value (Feick & Price, 1987; Schindler, 1989; Jin & Sternquist, 2004; Lim, 2009:37).

2.5.4 Sale proneness

Sale proneness refers to a consumer's tendency to positively respond to a product's price as it positively affects purchase evaluations (Lichtenstein *et al.*, 1993; Alford & Biswas, 2002; Sternquist *et al.*, 2004). Thus, it describes consumers who are more likely to purchase products when it is on sale because it is a good deal (Thaler, 1985; Lichtenstein *et al.*, 1993; Lim, 2009:38; Lim *et al.*, 2013). It is proposed that the perception of price in its negative form may encourage a consumer to search for lower prices and that a sale prone consumer will derive more value when a product is purchased at a discounted price at a sale (Lichtenstein *et al.*, 1993; Alford & Biswas, 2002). Sale proneness is related to deal proneness, although deal prone consumers seek out deals instead of a predominant focus on low-priced items (Lim *et al.*, 2013). For a sale prone consumer, the bargain is reason enough to purchase the item instead of the functional purpose of the item (Lichtenstein *et al.*, 1993; DelVecchio, 2005): for them, bargains are almost impossible to give up (Hackleman & Duker, 1980; Lim, 2009:38). These consumers experience a sense of pride and accomplishment in finding a deal and beating the system (Atkins & Kim, 2012). Sale prone consumers value the transaction as utility and being price conscious (Jin & Sternquist, 2004).

2.6 FEMALE LUXE-BARGAIN HUNTERS

Researchers agree that male and female consumers have different shopping orientations, consumption patterns and shopping behaviour (Homburg & Giering, 2001; Noble, Griffith & Adjei, 2006; Helgesen & Nettet, 2010; Njagi, 2014:2, 90). In recent years, the role of female consumers has expanded as more women are involved in the labour market, thus having a bigger disposable income (North, De Vos & Kotze, 2003), and therefore females have become the ideal target market for clothing marketers to promote and sell clothing brands to (Cassill & Drake, 1987; North *et al.*, 2003). Not surprisingly then, previous research have noted that It may be worth investigating the role of gender in consumers' shopping behaviour, as well as reasons for clothing bargain hunting (Hart, Farrell, Stachow, Reed & Cadogan, 2007).

The shopping behaviours of male consumers are still under explored, as are gender differences relating to bargain hunting (Hill & Harmon, 2003, 2009). Previous research (Campbell, 1997; Hill & Harmon, 2009) found that male consumers are inclined to view shopping as a negative activity based on the need to give up time and resources (money) in order to obtain a desired product. Men apparently consider shopping to be a transactional task driven based on a need to purchase a product at the right price with minimal effort or cost. According to the South African study of Kotzé, North, Stols and Venter (2012), male consumers believe they are competent shoppers but they do not enjoy the shopping experience. To the contrary, female consumers are more interested in shopping s and view the search for the right products as an enjoyable activity (Hill & Harmon, 2009).

Recently, researchers concluded that female's attitude towards luxury brands is more positive compared to their male counterparts (Stokburger-Sauer & Teichmann, 2013; Kim & Jang, 2014). Furthermore, women seem more receptive towards luxury clothing as it can depict different shopping styles and therefore females generally have a more positive attitude and stronger purchasing intent towards luxury clothing (Kim & Jang, 2014; Wiedmann *et al.*, 2009). Hill and Harmon (2009) speculate that female consumers enjoy shopping even when they have limited financial resources and specifically enjoy finding clothing bargains.

2.7 SUMMARY

Literature indicates that luxury clothing brands symbolise wealth, prestige and social status, and even snobbishness. Because luxury brands are more expensive and limited in supply, luxury branded clothing items are not readily available across the mass market (Husic & Cicic, 2009; Lim, 2009:1, 5-6; Heine, 2011: 30; Bian & Forsythe, 2012; Martinez & Kim, 2012; Lim *et al.*, 2013). In recent times, new terminology has

emerged to describe different types of luxury brands due to the entry of, and wider accessibility of certain brands to mass markets. As such, luxury brands are still under researched. Luxury brands and products are lately distinguished in terms of price, quality, aesthetics, rarity, extraordinariness and symbolism (Heine, 2011:57; Kastanakis & Balabanis, 2012; Hudders *et al.*, 2013; Heine *et al.*, 2014:88). **True luxury brand** consumers purchase luxury brands at their own discretion (D'Arpizio & Levato, 2014) and focus on luxury brands with exceptional product characteristics, where much effort is put into creating symbolic meaning for the brand (Heine, 2012). These brands maintain a high level of prestigiousness and premium prices to retain the brands' exclusivity (Truong *et al.*, 2009). **Premium-to-luxury brands** are distinguished from the former in that they are less exclusive, although still excellent (Heine, 2012). These brands fall under true luxury brands but have certain entry-level characteristics to retain the value-for-money ratio (Heine, 2012). **Masstige brands** offer prestige products to the masses (Heine, 2012) and although not true luxury brands, they still offer excellent product characteristics compared to middle market brands (Heine, 2012). Masstige brands aim to create symbolic benefit and prestige to consumers (Heine, 2012) at lower prices to attract middle-class consumers (Truong *et al.*, 2009).

To understand South African consumers' luxury clothing purchasing behaviour, one needs to understand the background of the luxury clothing market in South Africa and how the emergence of luxury brands and products came into being locally. South Africa has a history of colonisation and racial oppression. Laws were passed and policies were made that legalised racial oppression through the system of Apartheid, which excluded the majority of the Black population from participating in the economy, thereby shrinking the possible market for luxury goods (Steinfeld, 2015:3, 4). After acceptance of a new socio-political dispensation in 1994, new opportunities for previously disadvantaged markets materialized that have benefitted the luxury retail market and have changed the consumption patterns of South African consumers significantly (de Bruyn & Freathy, 2011).

It is yet to be established in the South African context, which of the available brands consumers perceive to be a true-luxury brands, premium-to-luxury brands and masstige brands. Little research has to date been devoted into distinguishing luxury brands in the South African context, although one can find information in different store directories to get an idea of the availability of exclusive international and local brands in South Africa (Sandton City, 2017; Mall of Africa, 2017; Menlyn Park, 2017) (see Table 4.3.2.1). Some international studies have attended to an identification of luxury brands (See table 4.3.2.2) (Nia & Zaichkowsky, 2000; Lim *et al.*, 2013; Terasaki & Nagasawa, 2014; Jeanjean, 2015).

From an economic perspective, the term bargain hunting is associated with the means of searching for products at a discounted price, primarily for monetary gains where the money saved exceeds the cost of search (Darke & Dahl, 2003; Lim, 2009:6; Yeoman, 2011; Martinez & Kim, 2012). Bargain shopping, also referred to as a form of smart shopping or value shopping, refers to when consumers take advantage of the deal itself and also save some money. They invest a fair amount of time and effort in finding bargains and use promotion-, sale- and discount related information to accomplish price savings (Vicdan *et al.*, 2007; Arnold & Reynolds, 2003; Lim, 2009:6-7; Atkins & Kim, 2012).

Luxury clothing is nowadays more affordable and more readily available than before (Martinez & Kim, 2012). Price reductions, sales promotions and discounts in luxury clothing products increase the demand for these products among consumers, and this has led to the mass-market phenomenon or massclusivity, where luxury is not exclusive to the affluent consumer any more (Lim, 2009:19, 20; Granot *et al.*, 2013). Luxe-bargain hunting or shopping is defined as the purchasing of luxury brands and products at a marked down price where consumers attach additional value to the purchases (Lim, 2009:4-7; Martinez & Kim, 2012; Lim *et al.*, 2013) such as a great sense of achievement in the belief that they have saved money by beating the system (Atkins & Kim, 2012; Darke & Dahl, 2003; Lim *et al.*, 2013) or sincere enjoyment of the experience (hedonic benefits) (Mano & Elliott, 1997; Jin & Sternquist, 2004; Lim *et al.*, 2013).

Previous research indicate that females are more receptive towards luxury clothing compared to men and therefore have a more positive attitude towards the purchasing of luxury clothing (Wiemann *et al.*, 2009; Kim & Jang, 2009), which means that females are more willing to devote time and energy towards shopping activities (Njagi, 2014:2). This study hence focused on females, aiming to expand existing empirical evidence about female shoppers' behaviour, specifically luxury bargain hunters, in a South African context.



Chapter 3

Theoretical perspective, Research aim & objectives; Conceptual framework

This chapter presents an explanation of the theoretical perspective that was used to structure the study, presents the research aim and objectives, and the conceptual framework.

3.1 INTRODUCTION

The theoretical perspective that was used in this study to guide the research design as well as the interpretation of the results, is the acquisition-transaction utility approach of Thaler (1983), which distinguishes two utility values that could be related to luxe-bargain hunting, namely *acquisition utility* and *transaction utility*.

3.2 BARGAIN HUNTING AS A PRACTICE

Bargain hunting needs to be conceptualised and can be defined as consumers who respond to price reductions or promotions that they often find impossible to refuse as value is added to the purchasing transaction (Hackleman & Duker, 1980; Lichtenstein *et al.*, 1990). In this research, the acquisition-transaction utility theory (Thaler, 1983) is used as the theoretical perspective for investigate a possible relationship between the demographic characteristics of female South African consumers and luxury bargain hunting as a particular consumer endeavour.

Thaler (1983) suggests that consumers are more prone to purchase a product when it is offered at a bargain price and hence, some researchers propose that consumers who are bargain hunters, focus more specifically on lowest price or best value for money (Henderson, 1988), which suggests that price is the priority. A bargain hunter, in this study, is defined as a consumer with an increased tendency to respond to a purchase offer when the price is reduced (Lichtenstein *et al.*, 1990). The value that a consumer attaches to a clothing item, for example, when purchased at a bargain price can be measured and defined in terms of the overall assessment of the utility of a product, i.e. what it has to offer in terms of what is

sacrificed (money paid, time queuing, etc.) and what is received (quality, exclusivity, uniqueness, status, enjoyment, etc.) (Lichtenstein *et al.*, 1993).

3.3 ACQUISITION-TRANSACTION UTILITY APPROACH

The acquisition-transaction utility approach of Thaler (1983) provided a useful theoretical approach for the research because the author distinguishes two utility values, namely (1) acquisition- and (2) transaction utility and proposes that a consumer's behaviour depends on two outcomes, i.e. the value derived from products relative to the actual price paid and the reference price, as well as the perceived benefits consumers believe they have acquired through the deal compared to the price paid.

As this study used the acquisition-transaction utility approach to investigate the research problem, the focus was on consumers' perceived value, i.e. acquisition value and transactional value associated with luxury bargains (Lim *et al.*, 2013) and the possible relationship with consumers' (female) demographic characteristics, i.e. age; income; level of education and population group. The price perception a consumer has is an important factor in both acquisition value and transaction value of luxe-bargain shopping. Price perception constructs have been developed, which refer to the way a consumer reacts to price and promotions (i.e. positive and negative roles of price) (Lichtenstein *et al.*, 1993; Lim *et al.*, 2013). In the case of the positive role of price, the higher prices positively affect purchase probabilities due to the fact that the purchased product can make a consumer feel good about the ability to acquire it, and generally, higher prices portray higher quality. In luxury bargain hunting, price is considered a pertinent cue.

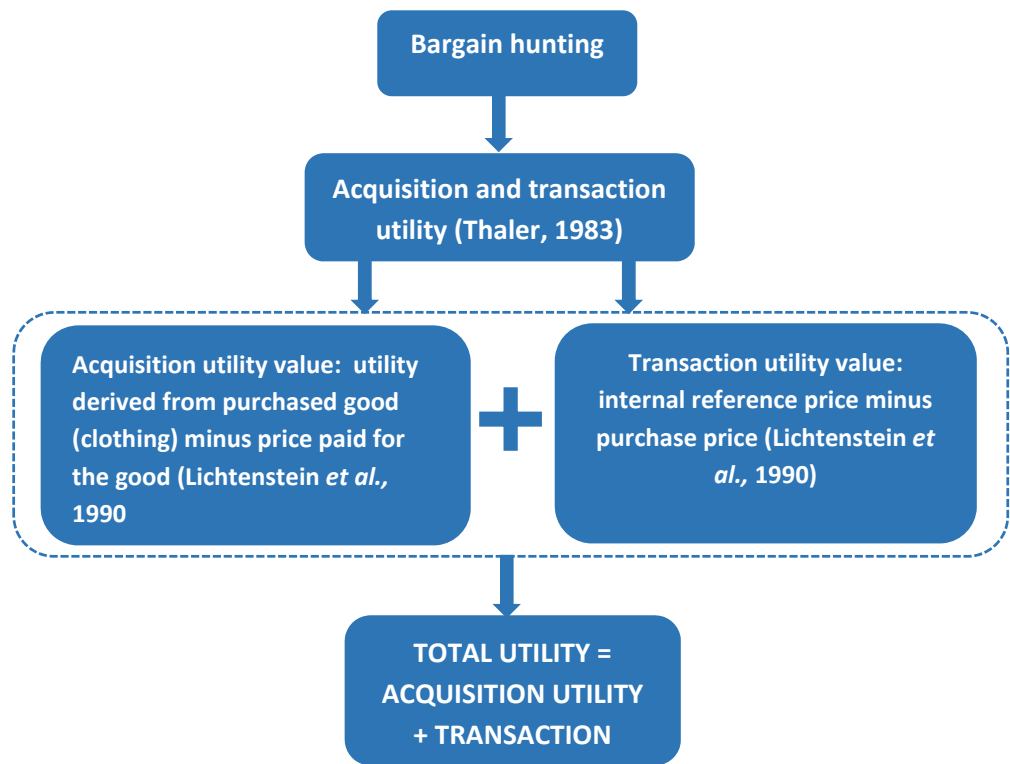


FIGURE 3.1: ACQUISITION-TRANSACTION UTILITY (Lichtenstein *et al.*, 1990)

3.3.1 Acquisition utility value

Acquisition utility value entails the economic gains derived from obtaining a product and directly corresponds to how much a consumer pays for a product compared to the benefits (relative to monetary costs) consumers believe they are getting by acquiring the product (Thaler, 1983, 1985; Lichtenstein *et al.*, 1990; Parasuraman & Grewal, 2000; Muehlbacher *et al.*, 2011; Lim, *et al.*, 2013; Im & Ha, 2015). Typically, a consumer would emphasize the product value acquired in terms of the price paid (Lichtenstein *et al.*, 1990a) but then focuses on the overall assessment of a product based on perceptions of what is received in return (Audrain-Pontevia *et al.*, 2013). To be able to compete successfully, sellers should stress the value of their offerings by emphasizing the value of acquiring the product (Grewal *et al.*, 1998; Audrain-Pontevia *et al.*, 2013). Ultimately, the lower the price (e.g. a bargain purchase), the higher the acquisition value will be and hence the value that a consumer receives, increases (Im & Ha, 2015). Price and quality are both taken into account when assessing acquisition utility. Sellers can increase acquisition value perceptions by enhancing a consumer's perception of the product's quality relative to the selling price. This is referred to as the perceived net gains (Grewal *et al.*, 1998). It is important to know that there are positive and negative acquisition utilities, as the acquisition value of the product will positively influence the benefits consumers believe they are obtaining when acquiring the product (Grewal *et al.*, 1998; Audrain-Pontevia *et al.*, 2013).

3.2.2 Transaction utility value

The transaction utility value of a product entails a comparison of a product's selling price to a consumer's reference price (internal and external). The transaction utility value helps to explain the relationship between the internal price and perceptions of value, as well as search benefits. It is furthermore an explanation of the additional benefits that are acquired beyond the acquisition of the product that a consumer receives, such as benefitting from the image of a luxury brand (Lichtenstein *et al.*, 1990a; Grewal *et al.*, 1998b; Audrain-Pontevia *et al.*, 2013; Lim *et al.*, 2013) or the perceived satisfaction from taking advantage of the deal itself i.e. getting a bargain (Thaler, 1985; Lichtenstein *et al.*, 1990; Grewal *et al.*, 1998; Muehlbacher *et al.*, 2011; Audrain-Pontevia *et al.*, 2013; Lim *et al.*, 2013). In this instance, a comparison is made between the actual price and the reference price, where the consumer's expected price or the suggested retail price can serve as the reference price. When the product is cheaper than the reference price or is advertised as being fair in terms of the expected internal reference price, a positive transaction utility culminates and the perceived value of the offer increases (Thaler, 1985). Ultimately, transaction utility represents the pleasure derived from getting a bargain (Muehlbacher *et al.*, 2011).

Two key processes are related to price – on the one hand, consumers will assess the net gains obtained from acquiring a luxury product in terms of what is received and what is sacrificed, whereas the other aspects are assessing the difference between a consumer's reference price and the actual purchase price and additional benefits gained (Lim *et al.*, 2013).

In simple terms, Thaler's theory (1983) led to considering acquisition value in terms of the net gains associated with the luxury product a consumer acquires, influenced positively by the benefits a consumer believes are received, and which exceeds the money paid to acquire the product. Transaction value leads consumers to experience pleasure when purchasing a luxury product (e.g. clothing) at a bargain price and taking advantage of the attractive price deal (Lichtenstein *et al.*, 1990; Muehlbacher *et al.*, 2011; Lim *et al.*, 2013).

3.4 RESEARCH AIM AND OBJECTIVES

3.4.1 Aim of the research

It is extremely difficult to cluster luxury brands based on the fluidity of the concept. The study hence firstly aimed to contextualise the study in terms of consumers' current perceptions by categorizing selected female clothing brands that are available in retail in South Africa, in terms of their perception of their luxuriousness, as either *true luxury brands*; *premium-to-luxury brands* or *masstige brands*. The research thereafter aimed to cluster female consumers who are self-admitted luxe-bargain hunters as being primarily interested in (1) financial gains, that represents *acquisition utility*, or (2) *transactional utility*, where the hedonic benefits from the shopping experience is predominant, and to describe the demographic profile of the respective groups as an indication of possible significant demographic differences.

3.4.2 Research objectives

The following objectives coherently address the aim of the study:

Objective 1:

To categorise selected female clothing brands that are currently available in Retail in South Africa in terms of consumers' perception of their luxuriousness, i.e. representing *true luxury brands*; *premium-to-luxury brands* or *masstige brands*.

Objective 2:

To cluster female bargain hunters in terms of their predominant motive for luxe bargain hunting in accordance with the acquisition- transaction utility approach, and to distinguish possible significant demographic differences between the two types of bargain hunters, i.e:

- 2.1 To distinguish female bargain hunters in terms of their predominant motive for luxe bargain hunting, namely (2.1.1) *acquisition utility* or (2.1.2) *transaction utility*.
- 2.2 To distinguish and discuss significant demographic differences between the two utility clusters.

3.5 CONCEPTUAL FRAMEWORK

The conceptual framework (Figure 3.1) presents a visual representation of how the overall aim of the study is distinguished in terms of specific research objectives, to address the overall research problem, thus specifying how relevant concepts are linked.

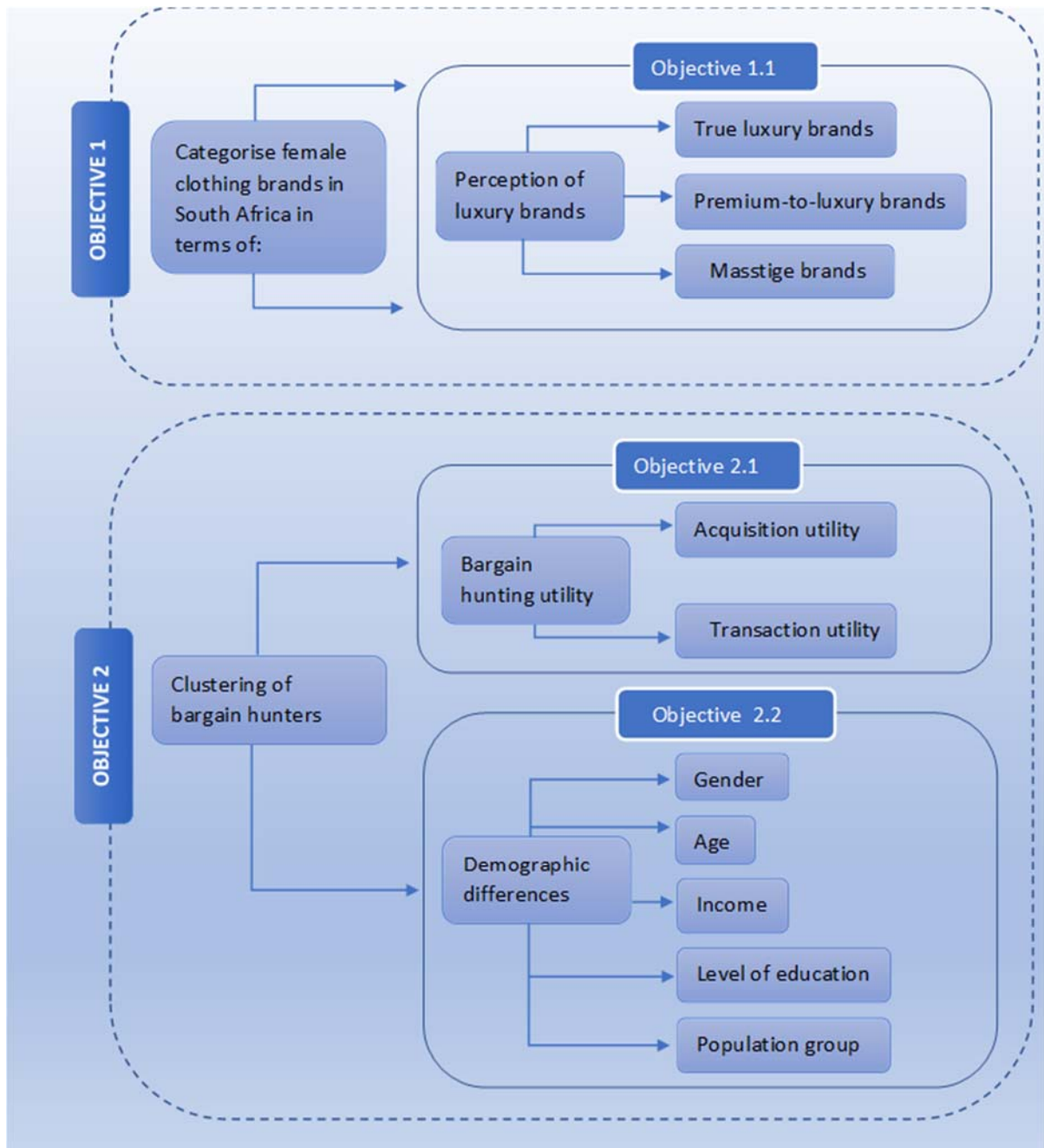


FIGURE 3.2: CONCEPTUAL FRAMEWORK

Objective 1 focusses on consumers' perception of the level of luxury of a selection of female clothing brands that are available in South Africa, distinguishing true luxury; premium-to-luxury; and masstige brands (Objective 1). When engaging in a transaction, it is possible that demographic characteristics of the luxury bargain hunter might influence the utility derived from the transaction. This study hence attends to underlying motives for consumers' bargain purchase behaviour (lux-bargain hunting) to distinguish females who are motivated by the economic/ financial benefits (acquisition utility) of a bargain and so-called lux-bargain hunters who purchase bargains to benefit from the pleasure derived from the transaction over and above the financial gains, i.e. the transactional utility. The study hence aimed to

cluster female luxury bargain hunters that prioritise either acquisition utility or transaction utility during their shopping endeavour (Objective 2.1) and then explored pertinent demographic differences within and between the two clusters (Objective 2.2).

3.6 SUMMARY

This chapter presented the acquisition-transaction utility value approach as the theoretical perspective that was used to categorise female luxe-bargain clothing shoppers in terms of their demographic characteristics. The aim is to distinguish possible significant differences that might describe the luxe-bargain clothing shopper in the market place. The relevant constructs are presented in the conceptual framework are based on extant literature.



Chapter 4

Research design and methodology

This chapter introduces the research design and methodology followed in this study. It also focuses attention to the quality of the research and the ethical concerns.

4.1 INTRODUCTION

The research methodology chapter focuses on how the purpose of the study will be achieved. Various stages were included in designing the research project, including problem formulation. Figure 4.1 illustrates the different stages of the research process that will be discussed subsequently (Hofstee, 2009:113)

The first section indicates how the research design was applied. The population, sample and sampling section follow. The third section is dedicated to the measuring instrument, attending to its development, pre-testing and operationalisation. The data collection procedure and data analysis are subsequently discussed, followed by measure that were used to enhance the quality of the study, as well as ethical concerns.



FIGURE 4.1: OUTLINE OF CHAPTER 4

4.2 RESEARCH DESIGN

The research design is the approach that will be followed to give specific direction in terms of the methodology that would ensure that the research aims and objectives can be achieved, i.e. by ensuring that the data collection methods are appropriate and relevant to draw valuable conclusions (Babbie & Mouton, 2001:74; Zikmun & Babbie, 2010: 56; Creswell, 2014:12;). The nature of this quantitative study was explorative and descriptive, while it was executed as an electronic survey. It was also cross sectional, referring to consumers' perceptions and brands that were available at a specific point in time (Walliman, 2005:246; Creswell, 2014:155). The study

4.3 METHODOLOGY

This single phase research project utilised structured questionnaires that were distributed electronically for self-completion. Data was collected from a subset of the population, specifically females who were 21 years or older, and who considered themselves as luxury-bargain hunters (Leedy & Ormrod, 2014:194).

4.3.1 Population, sample, and sampling

The study was interested in self-confessed luxe-bargain hunters, aged 21 years and older, earning monthly household income of R6000 and more, who resided in the greater Gauteng area, South Africa. Gauteng was targeted as it is considered as the economic hub of the South African economy (South African Market insights, 2018). The age group for this study was selected, because these consumers would highly likely have established some idea of clothing brands that are available in the market place and would be responsible for their own clothing purchases. A monthly household income of at least R6000 was decided on, because it was realised consumers' perception of luxury brands may differ across different income groups, for example lower income groups may consider Trenergy, studio-W and David Jones that are offered in Woolworths, as luxury.

Since it is impossible to collect data from the entire population, a subset of the population was recruited (Walliman, 2005:276; Bernd *et al.*, 2011:33, 165, 347; Leedy & Ormrod, 2014:213), aiming to collect the largest data set possible despite the time limitation for completion of the study, the time span of two weeks that the research company could dedicate to the data collection process, as well as the financial limitations.

For the purpose of this study, purposive convenience sampling was used, where respondents were recruited subjectively and not all members of a population had the same chance of being selected

(Walliman, 2005:279; Berndt *et al.*, 2011:173–174). Respondents (females) were chosen for a specific purpose (Leedy & Ormrod, 2014:221) as they represented a possible target market for luxury clothing in terms of purchases and aspiring to purchase it. Convenience sampling was done, in that the sample was drawn from a selection of the population that was readily available and accessible on the data base of Consulta Research Pty. Ltd. that managed the data collection process (Berndt *et al.*, 2011:173-174; Leedy & Ormrod, 2014:224). Eventually, 196 useful questionnaires were retrieved within the two week data collection period.

TABLE 4.1: TARGETED POPULATION, SAMPLE UNITS, SAMPLING ELEMENTS AND ACTUAL SAMPLE SIZE

Luxe-bargain hunting consumers	
Target population	South African women residing in greater Gauteng
Sample units	South African women who see them self as luxe-bargain hunters
Sampling elements	Gender: Female Age: ≥ 21 Area: Greater Gauteng Household income: >R6000 monthly
Actual sample size	N = 196

4.3.2 Measuring instrument

It is important for researchers to have valid and reliable measuring instruments (Leedy & Ormrod, 2014:10). This research project involved human participants and therefore survey research is appropriate to obtain numerical data that could be analysed statistically to achieve the desired objectives (Berndt *et al.*, 2011:132; Leedy & Ormrod, 2014:195). There are various measurement strategies that could be used in quantitative survey research, including: an interviewer-administered survey, computer assisted surveys, self-administered surveys and hybrid methods (Berndt *et al.*, 2011:48). This research was computer based and self-administered.

Although questions in a questionnaire could be phrased by using open-ended and/or closed-ended questions (Zikmund & Babin, 2010:272-273; Berndt *et al.*, 2011:187), it was decided that open-ended questions would be too difficult to deal with in an electronic survey, and would be time consuming. Often, with open questions, blank spaces are left, or answers are difficult to code, given the space limitation (Berndt *et al.*, 2011:187). Closed-ended, structured questions were thus preferred (Berndt *et al.*, 2011:187) (See Addendum B).

The questionnaire was kept as short as possible to ensure more accurate results and a higher response rate (Walliman, 2005:283). All questions were specific and only tested one idea to avoid ambiguousness and confusion (Walliman, 2005:283; Zikmund & Babin, 2010:276; Leedy & Omrod, 2014:203). Throughout the questionnaire, the wording was kept simple, using simple English terminology to enhance accuracy and avoid confusion (Leedy & Ormrod, 2014:202–204).

The questionnaire comprised of the following sections:

For Section A, the “*Classification of luxury brands*” investigation, information was obtained from online store directories in South Africa and the list was finalised by means of a discussion with colleagues in the Clothing study programme in Consumer Science, as well as the supervisors.

The purpose of this section was to provide female respondents with a selected list of in-store and online brands in South Africa that they could classify in terms of luxuriousness.

There has not been much research devoted to luxury brands and products and the current availability of brand names in the South African context. To find the most recent, available female clothing brands, store directories were consulted (Sandton City, 2017; Mall of Africa, 2017; Menlyn Park, 2017), as well as online store brands (Next direct, 2017; Spree, 2017; Zando, 2017) that are currently available to South African consumers (Table 4.2). Previous research (Nia & Zaichkowsky, 2000; Lim *et al.*, 2013; Terasaki & Nagasawa, 2014; Jeanjean, 2015) that were conducted based on luxury brands distinguished the following internationally recognised luxury brands (see Table 4.3). It is yet to be established in the South African context which of the available brands consumers perceive to be a luxury good in terms of true-luxury brands, premium-to-luxury brands and masstige brands, and which of these brands they would buy at a bargain rate in terms of the different consumer shopping styles.

TABLE 4.2: LUXURY BRANDS AVAILABLE IN SOUTH AFRICA

Brands that may be perceived as luxurious and that are available in South Africa (Sandton City, 2017; Mall of Africa, 2017; Menlyn Park, 2017; Next direct, 2017; Spree, 2017; Zando, 2017)	
Abercrombie & Fitch	Kingsley Heath
Aldo	Lacoste
Armani Colleziani	La Senza
Armani Exchange	Levi's
Burberry	Louis Vuitton
Bulgari	Mango
Calvin Klein	Marion Fassler
Country Road	Melissa
Daniel Hechter	Michael Kors
David Tlale	Nicci
Diesel	Nine West*
Dolce & Gabana	Pierre Cardin
Errol Arendz	Prada
Forever New	Pringle of Scotland
Fossil	River Island*
Giovanni	Sissy Boy
Gerry Webber	Soviet
Gucci	Steve Madden
Guess	Trenery
Hugo Boss	Versace
Jimmy Choo	Victoria's Secret
Jo Borkett	Witchery
Karen Millen	Zara

**Have since withdrawn from SA market*

TABLE 4.3: INTERNATIONAL LUXURY BRANDS

International brands distinguished in previous studies (Nia & Zaichkowsky, 2000; Lim <i>et al.</i> , 2013; Terasaki & Nagasawa, 2014; Jeanjean, 2015)	
Armani	Giorgio Armani
Balenciaga	Gucci
Bulgari	Hermes
Burberry	Hugo Boss
Bulgari	Jimmy Choo
Cartier	Kenzo
Cavalli	Louis Vuitton
Chanel	Marc Jacobs
Christian Dior	Omega
Danna Karen	Prada
Diesel	Rolex
Dolce & Gabana	Salvatore Ferragamo
Donna Karen	Tag Heuer
Escada	Tiffany & Co
Fendi	Valentino
Givenchy	Versace

To refine the luxury list for inclusion in the questionnaire, discussions with the supervisors and colleagues in the Department of Consumer Science at the University of Pretoria were held. From the brands contained in the initial two lists, a final list of 42 brands were established and used in the final questionnaire (Table 4.4).

TABLE 4.4: FINAL LUXURY BRANDS LIST

Luxury brands used for final questionnaire for South African respondents	
Abercrombie & Fitch	Lacoste
Aldo	Levi's
Banana Republic	Lipsy
Big Blue	Louis Vuitton
Burberry	Mango
Country Road	Marianne Fassler
Daniel Hechter	Micheal Kors
David Tlale	Minkpink
Diesel	Nine West
Earthaddict	Poetry
Errol Arendz	Polo
Forever New	Prada
Ginger Mary	Pringle
Gucci	River Island*
Guess	Sissy boy
H&M	Soviet
Hip Hop	Ted Baker
Joseph Ribhoff	Top Shop*
Jimmy Choo	Trenerly
Jo Borkett	Witchery
Karen Millen	Zara

**Have since withdrawn from SA market*

In Section A, question 1, it was required to categorise each listed brand (1, 2 or 3) as an indication of its luxuriousness. In question 2, respondents had to indicate which brands they had purchased for themselves before.

- For Section B, that entailed the “Gains from bargain-hunting”, and which incorporated a slightly adapted version of the established Acquisition-Transaction utility scale (Lim *et al.*, 2013) was used. The wording was only slightly adapted to make the items more comprehensible. The scales used in sections B and C were based on five-point Likert-type responses ranging from strongly agree (1) to strongly disagree (5). The items in each section were randomised to enhance reliability.
- Section C investigated luxe-bargain hunters’ shopping styles (Lim *et al.*, 2013), although this section was not relevant to this research report.
- In Section D, the selected demographic information was captured, using nominal and categorical scales. These questions were incorporated at the end as the first questions may have been more

exciting to start with and because income and population group questions may be sensitive and of putting if included first. The last question of this section was a screening question where respondents had to indicate how they would describe themselves by either indicating one of the following:

I hardly ever purchase discounted clothing.

I only purchase bargains in the luxury clothing category when I coincidentally come across them.

In terms of luxury clothing brands, I consider myself as a bargain hunter

Pre-testing of the questionnaire was necessary to ensure that the findings would be reliable and valid and to eliminate possible shortcomings prior to the release of the final questionnaire (Walliman, 2005:119; Berndt *et al.*, 2011:146-147). A sample of 20 respondents were recruited to complete the pre-test, whereby the researcher attended to comments about aspects such as the wording of instructions and items; layout; and question sequence (Walliman, 2005:119; Berndt *et al.*, 2011:146-147). The questionnaire started with a cover letter/ screen to introduce the researcher and the aim of the research, including practical and ethical information such as how long the questionnaire would take to complete, and that there were no right or wrong answers. Participants were also assured of confidentiality and that all the questionnaires would remain anonymous. Participation was completely voluntary. Instructions for completion of section A was changed slightly before questionnaire was introduced. The names of the researcher as well as the names of the supervisors were mentioned in the cover letter.

4.3.3 Data collection

Data collection took place in the form of a quantitative survey, using self-administered electronic questionnaires. The data collection took place during September 2017 and was conducted by Consulta Research Pty. Ltd. over a two week period. The data was captured and made available to the researcher.

4.3.4 Data analysis

Data analysis refers to the process when the information gathered in the completed questionnaires is turned into useful information by capturing and coding the data so that statistical procedures could be applied to interpret the numerical values and to draw conclusions from it (Berndt *et al.*, 2011: 34; Creswell, 2014:162–163).

The data analysis was done with the assistance of Dr Liezel Korf from “Liezel Korf Associates” who acted as the supervising statistician. Descriptive data analysis was firstly used to describe the results in terms of frequencies, percentages, means, and standard deviations (Creswell, 2014:163; Leedy & Omrod,

2014:151). The statistical analysis also identified and quantified relationships among certain variables in order to identify possible correlations (Walliman, 2005:305; Leedy & Omrod, 2014:191). Exploratory factor analysis was used to analyse section B, i.e. to identify the underlying factors within the data set (Leedy & Omrod, 2014:313). The reliability of the different scales in the questionnaire was also determined by means of the calculation of Cronbach's Alpha coefficient, where relevant. This was to verify the internal consistency of the data, i.e. the reliability. For a multiple scale to be reliable, a Cronbach Alpha was expected to be ≥ 0.60 (Zikmund & Babin, 2010:248, 249).

Table 4.5 presents the operationalisation table that summarises the important constructs of the study and provides an overview of the measuring instrument and chosen procedures for data analysis for each objective and sub-objective.

TABLE 4.5: CONCEPTUALISATION AND OPERATIONALISATION OF OBJECTIVES

Objective 1: To categorise a selection of female clothing brands that are currently available in retail in South Africa in terms of consumers' perception of their luxuriousness.				
SUB-OBJECTIVE	DIMENSIONS	INDICATORS	MEASURING INSTRUMENT	STATISTICAL PROCEDURES
<p><i>Sub-objective 1.1</i> To categorise selected female clothing brands that are currently available in retail in South Africa in terms of consumers' perception of their luxuriousness, i.e. representing <i>true luxury brands; premium-to-luxury brands or masstige brands</i>.</p>	<ul style="list-style-type: none"> • True luxury brands • Premium-to-luxury brands • Masstige brands 	<ul style="list-style-type: none"> • Price • Quality • Aesthetics • Rarity • Extraordinariness • Symbolism 	<ul style="list-style-type: none"> • Structured self-administrated questionnaire • Section A 	<ul style="list-style-type: none"> • Frequencies • Percentages • Sorting
Objective 2: To cluster female bargain hunters in terms of their predominant motive for bargain hunting in accordance with an acquisition- transaction utility approach and to distinguish significant demographic differences between the two types of bargain hunters.				
<p><i>Sub-objective 2.1</i> To distinguish female bargain hunters in terms of their predominant motive for bargain hunting namely (2.1.1) acquisition utility or (2.1.2) transaction utility</p>	<ul style="list-style-type: none"> • Acquisition utility • Transaction utility 	<ul style="list-style-type: none"> • Financial/ price dominated motives • Hedonic motives in addition to price 	<ul style="list-style-type: none"> • Structured self-administrated questionnaire: Section B 	<ul style="list-style-type: none"> • Frequencies • Percentages • Means • EFA • ANOVA • t-tests • Cronbach's alpha
<p><i>Sub-objective 2.2</i> To distinguish and discuss possible demographic differences between the clusters</p>	<ul style="list-style-type: none"> • Demographic characteristics 	<ul style="list-style-type: none"> • Gender (as a verification) • Age • Income • Level of education • Population group 	<ul style="list-style-type: none"> • Structured self-administrated questionnaire: Sections B and D 	<ul style="list-style-type: none"> • Frequencies • Percentages • Means • EFA • ANOVA • t-tests • Cronbach's alpha

4.4 QUALITY OF THE STUDY

To ensure that the findings in this study are accurate and publishable, it is important to give attention to the quality of the research, for example attending to the research design and methodology (Leedy & Ormrod, 2014:91). Validity and reliability are the two imperative aspects when evaluating the quality of the study whereby potential error can be eliminated (Creswell, 2014:227).

4.4.1 Validity

Validity refers to how accurately the study addresses whatever it is intended to measure (Berndt *et al.*, 2011:201; Creswell, 2014:201; Leedy & Ormrod, 2014:91). There are various types of validity, namely conceptual and theoretical validity, face validity, content validity and construct validity (Leedy & Ormrod, 2014:91; Malhotra, Nunan & Birks, 2017:362).

Conceptualisation-/ theoretical validity is achieved by writing a thorough literature review with clear definitions of concepts within the study's framework (Leedy & Ormrod, 2014:91-92). The key concepts were identified in the conceptual framework and were thoroughly explained in the literature review, *i.e.* by examining what luxury brands and products are *to provide* a clear understanding of bargain hunting and explaining the phenomenon of luxe-bargain hunters, *including their shopping styles*.

Face-, content- and measurement validity *inter alia* shows on face value whether the questionnaire will actually measure what it *intends to* measure (Leedy & Ormrod, 2014:91). Content validity is concerned with whether the content of the questionnaire represents the concepts of the study (Leedy & Ormrod, 2014:91–92; Malhotra *et al.*, 2017:362) *and this was checked in accordance with the conceptual framework*. Validity of the questionnaire was ensured by *means of* a *pre-test* that was conducted *to* determine the level of understanding *of* respondents, the time it *would* take to complete *the task*, *to ensure* that the questions *would* be interpreted correctly and *to eliminate* bias. My supervisors, who are knowledgeable in the field of Consumer Science, and experts at *the research company* assisted in the development of the questionnaire *in terms of design and content*, and its final approval.

Operationalisation- and construct validity are the extent to which a measuring instrument measures certain characteristic that are assumed to exist (Leedy & Ormrod, 2014:92). Concepts were broken down into different dimensions and indicators (see Table 4.5) that helped to explain the concepts of this study. Throughout, literature was consulted to verify the researcher's decisions.

4.4.2 Reliability

Reliability refers to the consistency of a measuring instrument (Leedy & Ormrod, 2014: 93). A reliable measuring instrument should produce the same results if data gathering is repeated under the same conditions (Goldberg, 2011:108). In order to enhance the reliability of the data, this study used established scales where possible and kept the questionnaire as short and concise possible. To eliminate any confusion or errors concerning the questionnaire, a re-test was conducted to eliminate potential problems. A variety of indicators and dimensions were identified and used in different questions to ensure that all objectives of this study were met. Cronbach's Alpha coefficient was calculated where relevant (e.g. with EFA factorisation in Section B); expecting values of $\alpha \geq 0.60$ to indicate reliability of the scales (Malhotra *et al.*, 2017:360; Zikmund & Babin, 2010:248-249). A cover letter with instructions accompanied the questionnaire. Incomplete questionnaires with confusing or ambiguous responses were discarded and not included in the final results as in could influence the reliability of the results.

4.5 ETHICS

Ethics refers to the values of an individual, a society or an organisation and what they believe to be right or wrong with regards to moral judgement, standards and rules of conduct (Berndt & Petzer, 2011:16, 286, 344). In social research, common research pitfalls are discrimination, omission, stereotyping and bias (Walliman, 2005:342). To ensure that a study is ethically conducted at all times, pertinent actions were taken.

Ethical approval: It is suggested by Hoffstee (2009:118), Leedy and Ormrod (2014:273) and Creswell (2014:95-97) that obtaining permission to conduct this research study should be sought from the appropriate body, which was the University of Pretoria, Faculty of Natural and Agricultural Sciences

Plagiarism: Truthful recording of findings as well as the avoidance of plagiarism ensures honesty. Professional colleagues supported the researcher at all times; a reference list was compiled to acknowledge the work of other researchers that were used; and a plagiarism declaration was completed (Walliman, 2005:337; Creswell, 2014:100; Leedy & Ormrod, 2014:106, 110). The plagiarism declaration of the University of Pretoria can be found in Addendum B.

Voluntary participation: Participants were informed that participation in this study would be entirely voluntarily, and that they may withdraw at any point of time when they wished to do so (Walliman, 2005:345; Creswell, 2014: 96-97). The cover letter (see Addendum A) disclosed the purpose of the study

and duration of time to complete the questionnaire to respondents, also how the researcher could be reached if necessary.

Right to privacy and protection from harm: Respondents taking part in this research study were not exposed to any unreasonable discomforts, risks or violation of their human rights (Creswell, 2014:92). The cover letter informed participants that their information would be kept confidential at all times. The questionnaires were also completed anonymously.

Data and interpretations: Another aspect of ethics is truthfulness of the results and findings (Malhotra *et al.*, 2017:896). Special attention was taken to ensure that the data collection and interpretation were done professionally and correctly.

4.6 SUMMARY

This chapter described the research design of the study and how careful the methodology was constructed to ensure that the best possible sample, sampling techniques, questionnaire development and data collection methods were used to obtain results from resources that were available. A quantitative approach was taken, using a self-administered electronically distributed questionnaire. The unit of analysis consisted of female consumers who see themselves as luxury clothing bargain hunters, aged 21 years and older, residing in Gauteng, in South Africa. Data collection took place through the help of Consulta Research Pty. Ltd. and was done in such a manner that concentrated on collecting useful and accurate data ensuring the quality of the study. The data analysis techniques were summarised according to the specific objectives of the study that were conceptualised and presented in an explanatory operationalization table. Throughout the study, validity- and reliability aspects were kept in mind to enhance the quality of the study. In conclusion, ethical considerations played an integral part and were applied throughout this study.



Chapter 5

Results and discussion

This chapter provides an overview of the results, including the demographic characteristics of the sample. Results are organised and presented in accordance with the study objectives. Findings are also interpreted and discussed with reference to existing literature

5.1 PROFILE OF THE SAMPLE

Section D requested respondents' demographic information. Respondents also had to describe themselves in terms of the frequency of their luxe-bargain hunting behaviour. Following the demographic section, each section of the questionnaire's results is presented and discussed.

5.1.1 Demographic characteristics

The demographic characteristics of the sample are essential to describe the profile of a sample within a population (Schiffman *et al.*, 2012:44). According to literature, consumer demographics have a direct impact on consumers' shopping behaviour – particularly aspects such as gender, age, income, education level, and population (van Belkum, 2016:93). Section D contained five questions, but it is important to note that the research only focused on females, residing in Gauteng, in a South African context. The demographic profile of the sample (N=196) is summarised in Table 5.1.

TABLE 5.1: THE DEMOGRAPHIC PROFILE OF THE SAMPLE

Sample variables	Frequency	Percentage (%)
Gender (N = 196)		
Female	196	100.00
Age in years (N = 196)		
<40 years old	73	37.24
≥40 years old	123	62.76
Highest level of education (N = 195 missing = 1)		
Lower than grade 12	7	3.69
Grade 12	43	22.05
Grade 12 + degree/diploma	96	49.23
Post graduate qualification	49	25.13
Population group (N = 192; missing = 4)		
White	117	60.94
Black	49	25.52
Other	26	13.54
Household income (N = 192; missing = 4)		
Prefer not to answer	24	12.50
R6000 – <R16000	28	14.58
R16000 – <R25000	35	18.23
R25000 – <R40000	38	19.79
R40000 – <R60000	21	10.94
≥R60000	46	23.96

5.1.1.1 Gender

This report only focuses on female bargain hunters although it has been noted by researchers in recent years that male consumers' interest in bargain shopping is increasing (Kang & Park-Poaps, 2010; Kim & Hong, 2011), which provides valuable opportunity for future research. In the Marketline Industry Profile (2016) it is also evident that in 2015, in South Africa, menswear became the largest segment of the apparel retail industry in South Africa, which indicates that the shopping role is steadily shifting to be more male orientated.

In this research report, only female luxe-bargain shoppers are attended to, although both men and women were recruited during data collection, as explained. Interestingly, men (52.31%/ n=215) were slightly more willing to fill in the questionnaire upon invitation, than females (47.69%/ n=196).

5.1.1.2 Age

The minimum requisite for participation in the survey was 21 years. Working females were targeted because they generally have a more positive attitude and higher purchase intention of luxury brands (Stokburger-Sauer & Teichmann, 2013). Every respondent indicated their exact age in an open question and their ages were afterwards distinguished in terms of two categories for the purpose of statistical

analysis, i.e. Millennials who were younger than 40 years of age at the time (37.24%/ n=73) and the older age cohort (n=62.75%/ n=123).

5.1.1.3 Level of education

The majority of the respondents of this study possessed some form of tertiary education (74.36%/ n=145): mostly a degree or diploma (49.23%/ n=96), and the rest were evenly distributed between respondents who possessed a secondary school certificate up to Grade 12 (n= 50, 25.70%) and those with a post graduate qualification (25.12%/ n=49). This representation was regarded adequate to draw useful statistical conclusions. Categories of investigation are distinguished in Table 5.2.

TABLE 5.2: EDUCATION LEVEL OF THE RESPONDENTS (N = 195; MISSING n = 1)

Categories in questionnaire	n	%	Categories of investigation	n	%
Lower than grade 12	7	3.59	Grade 12 and lower	50	25.64
Grade 12	43	22.05	Grade 12 + degree/diploma	96	49.23
Grade 12 + degree/diploma	96	49.23			
Post graduate qualification	49	25.12	Grade 12 + post graduate qualification	49	25.12

5.1.1.4 Population group

Respondents indicated which population group they belonged to according to the South African Population Equity Act for descriptive purposes. Three broad population categories were eventually distinguished for discussion purposes that could be useful in follow-up investigations, namely: Whites (60.94%/ n=117), Blacks (25.52%/ n=49) and “Other” population groups (that were too poorly represented to distinguish further: 13.54%/ n=26).

5.1.1.5 Household income

Household income influences a consumers’ spending power. Five income categories were distinguished in the questionnaire to aim for a sizeable representation in each category. The following distinctions were made: lower-middle income group (\geq R6000 to $<$ R16000, 14.29%/ n=28); an upper-middle income group (\geq R16000 to $<$ R25000, 17.86%/ n=35); a lower-upper middle-income group (\geq R25000 to $<$ R40000, 19.39%/ n=38); a middle-upper income group (\geq R40000 to $<$ R60000, 10.71%/ n=21); and an upper income group (\geq R60000, 23.47/ n=46). Although the different income groups were well represented, a substantial percentage of respondents were in the upper middle income and higher income groups that could have enabled them to purchase luxury clothing items - at least at a discounted price. It is noteworthy that 14.29% of the respondents preferred not to reveal

their monthly household income: this is understandable because household income is always a rather sensitive issue. Results are summarised in Table 5.3.

TABLE 5.3: MONTHLY HOUSEHOLD INCOME OF THE SAMPLE (N = 196)

Categories in questionnaire	Categories of investigation	n	%
Prefer not to answer/missing		28	14.29
≥R6000 – <R16000	Lower middle-income group	28	14.29
≥R16000 – <R25000	Upper middle-income group	35	17.86
≥R25000 – <R40000	lower upper-income group	38	19.39
≥R40000 – <R60000	Middle upper-income group	21	10.71
≥R60000	Upper-income group	46	23.47

5.1.1.6 Area of residence

The area of residence of the respondents were Gauteng. The research company, Consulta Research Pty. Ltd., used their data base to restrict recruitment of willing respondents to the province.

5.1.2 Luxe-bargain hunter

The sample included 196 respondents of which near equal percentages (50% and 48% respectively) indicated that they purchase bargains in the luxury clothing category when they coincidentally came across the opportunity, or that they considered themselves as a bargain hunter. The invitation to the participate in the study clearly indicated that the research is about bargain hunting and that respondents had to consider themselves as bargain hunters to qualify for participation. The three respondents who indicated that they seldom purchase bargains, were retained because they formed a very low percentage of the sample and had indeed purchased bargains before.



FIGURE 5.1: LUXE-BARGAIN HUNTER

5.2 RESULTS, DISCUSSION AND INTERPRETATIONS

The results of this study are based on data captured in sections A, B and D of the questionnaire, which were designed to address the research objectives. Firstly, a categorisation of luxury clothing brands in the South African context is presented from respondents' perspective, where after a clustering of bargain hunters is done in terms of their demographic characteristics.

5.2.1 Classification of luxury brands

The study firstly (Objective 1) aimed to categorise female clothing brands that are currently available in retail in South Africa in terms of consumers' perception of their luxuriousness (as this is not a scenario that cast in cement). Respondents were given a list of brands (see Table 5.4) where they had to distinguish a list of selected brands across the spectrum of brands that was included, as a:

- *True luxury brand, i.e.: brands that are extremely unique and prestigious, very expensive and only available at exclusive stores*
- *Premium-to-luxury brand, i.e.: relatively unique brands that are nevertheless luxurious, fairly expensive and are often available in large shopping malls*
- *Masstige brand, i.e.: prestigious, quite expensive brands that are more readily available to a broader consumer market – often in large departmental- or smaller stand-alone stores*

Table 5.4 presents the results concerning how respondents had classified and categorised the 42 listed brand names.

TABLE 5.4: CLASSIFICATION OF LUXURY BRANDS

	Classification of luxury clothing brands: Frequency/ Percentage			
	1 n/%	2 n/%	3	Classification
Clothing brands				
Abercrombie & Fitch	87 44.39%	72 36.73%	37 18.88%	True luxury brand/premium-to-luxury brand
Aldo	39 19.89%	91 46.43%	66 33.63%	Premium-to-luxury brand/ Masstige brand
Banana Republic	55 28.06%	92 46.94%	49 25.00%	Premium-to-luxury brand/Masstige brand
Big Blue	37 18.88%	82 41.84%	77 39.29%	Premium-to-luxury brand/Masstige brand
Burberry	110 56.12%	56 28.57%	30 15.31%	True luxury brand
Country Road	35 17.86%	85 43.37%	76 38.77%	Premium-to-luxury brand/Masstige brand
Daniel Hechter	40 20.41%	65 33.16%	91 46.43%	Premium-to-luxury brand/Masstige brand
David Tlale	98 50.00%	65 33.16%	33 16.84%	True luxury brand
Diesel	31 15.82%	78 39.80%	87 44.39%	Premium-to-luxury brand/Masstige brand
Earthaddict	39 19.90%	86 43.88%	71 36.22%	Premium-to-luxury brand/Masstige brand
Errol Arendz	100 51.02%	62 31.63%	34 17.35%	True luxury brand
Forever New	32 16.33%	81 41.33%	83 42.35%	Premium-to-luxury brand/Masstige brand
Ginger Mary	37 18.88%	55 28.06%	104 53.06%	Masstige brand
Gucci	108 55.10%	51 26.02%	37 18.88%	True luxury brand
Guess	37 18.88%	80 40.82%	79 40.31%	Premium-to-luxury brand/Masstige brand
H&M	38 19.39%	58 29.59%	100 51.02%	Masstige brand
Hip Hop	55 28.06%	90 45.92%	51 26.02%	Premium-to-luxury brand/Masstige brand
Joseph Ribhoff	97 49.49%	72 36.73%	27 13.78%	True luxury brand/Premium-to-luxury brand
Jimmy Choo	137 69.90%	30 15.31%	29 14.80%	True luxury brand
Jo Borkett	72 36.73%	80 40.82%	44 22.45%	True luxury brand/Premium-to-luxury brand
Karen Millen	80 40.82%	87 44.39%	29 14.80%	True luxury brand/Premium-to-luxury brand
Lacoste	54 27.55%	88 44.90%	54 27.55%	True luxury brand/Premium-to-luxury brand/masstige brand
Levi's	39 19.90%	64 32.65%	93 47.45%	Premium-to-luxury brand/Masstige brand
Lipsy	66 33.67%	97 49.49%	33 16.84%	True luxury brand/Premium-to-luxury brand
Louis Vuitton	145 73.98%	27 13.78%	24 12.24%	True luxury brand

TABLE 5.4: CLASSIFICATION OF LUXURY BRANDS continued...

	Classification of luxury clothing brands: Frequency/ Percentage			
	1 n/%	2 n/%	3	Classification
Clothing brands				
Mango	30 15.31%	82 41.84%	84 42.86%	Premium-to-luxury brand/Masstige brand
Marianne Fassler	89 45.41%	80 40.82%	27 13.78%	True luxury brand/Premium-to-luxury brand
Micheal Kors	103 52.55%	71 36.22%	22 11.22%	True luxury brand
Minkpink	76 38.78%	96 48.98%	24 12.24%	True luxury brand/premium-to-luxury brand
Nine West	36 18.37%	85 43.37%	75 38.27%	Premium-to-luxury brand/Masstige brand
Poetry	32 16.33%	87 44.39%	77 39.29%	Premium-to-luxury brand/Masstige brand
Polo	48 24.49%	83 42.35%	65 33.16%	Premium-to-luxury brand/Masstige brand
Prada	121 61.73%	41 20.92%	34 17.35%	True luxury brand
Pringle	72 36.73%	84 42.86%	40 20.41%	True luxury brand/premium-to-luxury brand
River Island	54 27.55%	85 43.37%	57 29.08%	Premium-to-luxury brand/Masstige brand
Sissy boy	27 13.78%	69 35.20%	100 51.02%	Masstige brand
Soviet	32 16.33%	46 23.47%	118 60.20%	Masstige brand
Ted Baker	65 33.16%	98 50.00%	33 16.84%	Premium-to-luxury brand
Top Shop	31 15.82%	82 41.84%	83 42.35%	Premium-to-luxury brand/Masstige brand
Trenerly	37 18.88%	81 41.36%	78 39.80%	Premium-to-luxury brand/Masstige brand
Witchery	37 18.88%	87 44.39%	72 36.73%	Premium-to-luxury brand/Masstige brand
Zara	40 20.41%	88 44.90%	68 34.69%	Premium-to-luxury brand/Masstige brand

Results were interpreted as follows:

5.2.1.1 True luxury brands

Out of all of the 42 listed brands, only 8 brands were identified as being true luxury brands by 50% or more of the sample (Table 5.5): Burberry (56.12%); David Tlale (50.00%); Errol Arendz (51%); Gucci (55.10%); Jimmy Choo (69.90%); Louis Vuitton (73.98%); Micheal Kors (52.55%); Prada (61.73%).

TABLE 5.5: TRUE LUXURY BRANDS

True luxury brands			
Brand	Frequency Percentage	Brand	Frequency Percentage
Burberry	110 56.12%	Jimmy Choo	137 69.90%
David Tlale	98 50.00%	Louis Vuitton	145 73.98%
Errol Arendz	100 51.02%	Michael Kors	103 52.55%
Gucci	108 55.10%	Prada	121 61.73%

5.2.1.2 Premium-to-luxury brands

Out of the 42 listed brands, only one brand was identified as premium-to-luxury brands by 50% or more of the sample: Ted baker (n=98/ 50%).

5.2.1.3 Masstige brands

Out of all 42 listed brands, only four brands were identified as being masstige brands by 50% or more of the sample (Table 5.6): Ginger Mary (53.06%); H&M (51.02%); Sissy Boy (51.02%); and Soviet (60.20%).

TABLE 5.6: MASSTIGE BRANDS

Masstige brands			
Brand	Frequency Percentage	Brand	Frequency Percentage
Ginger Mary	104 53.06%	Sissy boy	100 51.02%
H&M	100 51.02%	Soviet	118 60.20%

5.2.1.4 Uncertainty about the classification

If, for a particular brand, the classification varied between >30% and <50%, it was assumed that respondents were uncertain whether a brand was one or the other, for example, True luxury brand OR Premium-to-luxury brand.

Eight brands were identified as *either being a true luxury brand or premium-to luxury brand* (Table 5.7): Abercrombie & Fitch; Joseph Ribhoff; Jo Borkett; Karen Millen; Lipsy; Marianne Fassler; Minkpink; and Pringle. These brands held characteristics of true luxury brands with high levels of prestigiousness, quality and being exclusive but also shared some qualities of premium-to-luxury brands as they are relatively affordable luxury products.

TABLE 5.7: TRUE LUXURY BRANDS/ PREMIUM-TO-LUXURY BRANDS

True luxury brands/premium-to-luxury brands					
	True-luxury brands	Premium-to-luxury brands		True-luxury brands	Premium-to-luxury brands
Brand	Frequency Percentage	Frequency Percentage	Brand	Frequency Percentage	Frequency Percentage
Abercrombie & Fitch	87 44.39%	72 36.73%	Lipsy	66 33.67%	97 49.49%
Joseph Ribhoff	97 49.49%	72 36.73%	Marianne Fassler	89 45.41%	80 40.82%
Jo Borkett	72 36.73%	80 40.82%	Minkpink	76 38.78%	96 49.98%
Karen Millen	80 40.82%	87 44.35%	Pringle	72 36.73%	84 42.86%

Nineteen brands were identified as either being a *premium-to luxury brand* or a *masstige brand* (Table 5.8): Banana Republic; Big Blue; Country Road; Daniel Hechter; Diesel; Earthaddict; Forever New; Guess; Hip Hop; Levi’s; Mango; Nine West; Poetry; Polo; River Island; Top Shop; Trenerly; Witchery; and Zara. These brands both held characteristics of premium-to-luxury brands where they have high levels of prestige although more affordable and are readily available to the average consumer as is typical of masstige brands.

TABLE 5.8: PREMIUM-TO-LUXURY BRANDS/ MASSTIGE BRANDS

Premium-to-luxury brands/masstige brands					
	True-luxury brands	Premium-to-luxury brands		True-luxury brands	Premium-to-luxury brands
Brand	Frequency Percentage	Frequency Percentage	Brand	Frequency Percentage	Frequency Percentage
Banana Republic	92 46.90%	49 25.00%	Mango	82 41.80%	84 42.90%
Big Blue	82 41.60%	77 39.30%	Nine West	85 43.40%	75 38.30%
Country Road	85 43.40%	76 38.80%	Poetry	87 44.40%	77 39.30%
Daniel Hechter	65 33.20%	91 46.40%	Polo	83 42.30%	65 33.20%
Diesel	78 39.80%	87 44.40%	River Island	85 43.40%	57 29.10%
Earthaddict	86 43.90%	71 36.20%	Top Shop	82 41.80%	83 42.30%
Forever New	81 41.30%	83 42.30%	Trenerly	81 41.30%	78 39.80%
Guess	80 40.80%	79 40.30%	Witchery	87 44.40%	72 36.70%
Hip Hop	90 45.90%	51 26.00%	Zara	88 44.90%	68 34.70%
Levi’s	64 32.70%	93 47.40%			

If the percentages were almost equally distributed among the three categories, it indicated considerably more uncertainty, which was expected. One brand, Lacoste (27.55%; 44.90%; 27.55%), was categorised as such.

5.2.2 Purchase frequency of different brands

Subsequently, question 2 of Section A asked how frequently respondents purchased the listed brands for themselves, responding to a 4-point Likert-type scale that ranged from 1: Often; 2: Sometimes; 3: Only when on sale; 4: Never. It should be noted that low percentages were expected, either because luxury brands are not purchased frequently and are meant to be more exclusive, or that brand switching may occur where consumers shop for a diversity of brands rather than to be brand loyal. Table 5.9 presents the results.

TABLE 5.9: BRANDS PURCHASED FOR THEMSELVES

	Luxury purchases for yourself			
Frequency	1	2	3	4
percentage				
Clothing brands				
Abercrombie & Fitch	1 0.51%	7 3.57%	30 15.31%	158 80.61%
Aldo	10 5.10%	43 21.94%	66 33.67%	77 39.29%
Banana Republic	4 2.04%	13 6.63%	39 19.90%	140 71.43%
Big Blue	5 2.55%	33 16.84%	36 18.37%	122 62.24%
Burberry	1 0.51%	9 4.59%	55 28.06%	131 66.84%
Country Road	17 8.67%	43 21.94%	67 34.18%	69 35.20%
Daniel Hechter	29 14.80%	52 26.53%	60 30.61%	55 28.06%
David Tlale	1 0.51%	7 3.57%	21 10.71%	167 85.20%
Diesel	10 5.10%	38 19.39%	70 35.71%	78 39.80%
Earthaddict	7 3.57%	27 13.78%	40 20.41%	122 62.24%
Errol Arendz	3 1.53%	5 2.55%	28 14.29%	160 81.63%
Forever New	11 5.61%	37 18.88%	57 29.08%	91 46.43%
Ginger Mary	16 8.16%	54 27.55%	43 21.94%	83 42.35%
Gucci	3 1.53%	30 15.31%	59 30.10%	104 53.06%
Guess	14 7.14%	53 27.04%	72 36.73%	57 29.08%
H&M	28 14.29%	54 27.55%	31 15.82%	83 42.35%
Hip Hop	5 2.55%	15 7.65%	18 9.18%	158 80.61%
Joseph Ribhoff	1 0.51%	5 2.55%	23 11.73%	167 85.20%
Jimmy Choo	2 1.02%	5 2.55%	42 21.43%	147 75.00%
Jo Borkett	3 1.53%	28 14.29%	46 23.47%	119 60.71%
Karen Millen	1 0.51%	13 6.63%	20 10.20%	162 82.65%

	Luxury purchases for yourself			
Frequency	1	2	3	4
percentage				
Clothing brands				
Lacoste	8 4.08%	34 17.35%	54 27.55%	100 51.02%
Levi's	21 10.71%	69 35.20%	63 32.14%	43 21.94%
Lipsy	4 2.04%	9 4.59%	25 12.76%	158 80.61%
Louis Vuitton	3 1.53%	11 5.61%	44 22.45%	138 70.41%
Mango	12 6.12%	43 21.94%	52 26.53%	89 45.41%
Marianne Fassler	1 0.51%	7 3.57%	15 7.65%	173 88.27%
Michael Kors	4 2.04%	11 5.61%	37 18.88%	144 73.47%
Minkpink	1 0.51%	2 1.02%	15 7.65%	178 90.82%
Nine West	12 6.12%	55 28.06%	58 29.59%	71 36.22%
Poetry	14 7.14%	56 28.57%	42 21.43%	84 42.86%
Polo	14 7.14%	48 24.49%	56 28.57%	78 39.80%
Prada	4 2.04%	10 5.10%	46 23.47%	136 69.39%
Pringle	10 5.10%	28 14.29%	54 27.55%	104 53.06%
River Island	5 2.55%	16 8.16%	31 15.82%	144 73.47%
Sissy boy	19 9.69%	53 27.04%	45 22.96%	79 40.31%
Soviet	18 9.18%	47 23.98%	50 25.51%	81 41.33%
Ted Baker	4 2.04%	9 4.59%	30 15.31%	153 78.06%
Top Shop	3 1.53%	21 10.71%	32 16.33%	140 71.43%
Trenerly	11 5.61%	38 19.39%	45 22.96%	102 52.04%
Witchery	9 4.59%	31 15.82%	55 28.06%	101 51.53%
Zara	12 6.12%	35 17.86%	51 26.02%	98 0.50%

Darker shaded blocks represent the largest percentages in a particular row

None of the respondents indicated that they purchase any of the listed brands frequently/ often. This is expected of luxury brands that are expensive, meant to be special, and exclusive. Responses may also be confirmation that certain brands are simply too expensive to purchase frequently, or that respondents “brand switch”, purchasing different brands rather than to purchase a single brand frequently.

The only brand purchased *sometimes* by more than 30% of the respondents, were Levi’s (35.20%) – a brand that was categorised as being a premium-to luxury brand (32.65%) or a masstige brand (47.45%) by a sizable percentage of the sample.

The following brands would be purchased by respondents when on sale or at a discounted price (indicating that they are considered very expensive unless discounted): Aldo (33.67%); Country Road (34.18%); Daniel Hechter (30.61%); Diesel (35.71%); Guess (36.73%); and Levi’s (32.14%). Interestingly, all these brands were classified as being either Premium-to-luxury brands or Masstige brands, which suggests that respondents were more willing to purchase the cheaper brands than the true luxury brands and that they are interested when these brands are discounted. These brands are readily available in major shopping malls, more so than the true luxury brands, which indicates that consumers (in this study at least) are inclined to purchase what they are exposed to more readily.

A significant percentage of the sample (>65%) indicated that, when purchasing clothing for themselves, they *never* purchase the following brands: Abercrombie & Fitch (80.61%); Banana Republic (71.43%); Big Blue (62.24%); David Tlale (85.20%); Earthaddict (62.24%); Errol Arendz (81.63%); Hip Hop (80.61%); Joseph Ribhoff (85.20%); Jimmy Choo (75.00%); Karen Millen (82.65%); Lipy (80.61%); Louis Vuitton (70.41%); Marianne Fassler (88.27%); Michael Kors (73.47%); Minkpink (90.82%); Prada (69.39%); River Island (73.47%); Ted Baker (78.06%); Top Shop (71.43%). This is confirmation that these brands are perceived to be more exclusive, and that they are not necessarily in the average consumer’s frame of mind when purchasing clothing. One should also keep in mind that the majority of the more luxurious brands are associated with clothing for special occasions and evening wear, that is purchased less frequently and therefore it is not surprising that so many do not consider these brands at all or purchase them frequently. However, none of the brands were never purchased by the entire sample, indicating that they are purchased by a smaller percentage of the sample. The fact that up to 30% consider Prada, and that approximately 12% consider Marianne Fassler, or near 25% consider Michael Kors, confirm the exclusiveness of the brands as discussed in this study. It is hence not expected that more respondents would have indicated that they purchase these brands. A closer investigation indicates that the above list

includes the true luxury and premium to luxury brands that are mostly offered in selected, more exclusive stores.

Brands that are purchased by the majority (>60% of sample), are: Aldo; Big Blue; Country Road; Earthaddict; Forever New; Ginger Mary; H&M; Mango; Nine West; Poetry; Polo; Pringle; Sissy boy; Soviet; Trenergy; Witchery and Zara. Some of these brands are indeed somewhat more expensive and luxurious (for example Pringle, Soviet), yet indicates that respondents in this study were rather conservative in their venture to purchase brands on the luxury end of the range.

Two brands that are purchased by approximately 50% of the respondents, are: Gucci and Lacoste.

5.2.3 Conclusion

This study included a list of brands that was accumulated by browsing through store directories as explained in Chapter 4. Understanding that it is impossible to list all female clothing brands in a single study that has several objectives to investigate, a combination of brands was selected to represent different levels of luxuriousness per definition in literature. The aim was to ensure that more familiar widely accessible brands are also included so as not to frustrate respondents or make them feel retracted from the subject of discussion if they could not recognise the majority of brands.

It is possible that some respondents may not have been familiar with certain of the brand names listed, and that this may have influenced their responses when classifying the luxuriousness of the brands. Notwithstanding, the results confirm that there is a discrepancy in consumers' perception of the category of luxury that a brand belongs to. From experience, this is a fairly fluid situation anyway as brands can over time choose to migrate to lower levels of luxury, for example Michael Kors that has become more widely accessible and cannot be classified as a true luxury brand when compared to a brand such as Burberry or Louis Vuitton. It also became clear that certain brands are not necessarily within consumers' frame of reference when thinking of brands to purchase for themselves. For example, Lipsy, a brand that is sold in Edgars, is probably known to the majority who will none the less not purchase the brand: the reason in this case, could be that the styles are without exception more formal, smart, and designed with younger ladies in mind.

5.2.4 Clustering of bargain hunters in terms of their predominant motive for bargain hunting

The study further aimed to cluster female bargain hunters (it was a pre-requisite for participation in that respondents had to declare themselves as clothing bargain hunters) in terms of their predominant utility that motivated their luxe-bargain hunting in accordance with an acquisition- transaction utility approach and to distinguish significant demographic differences between the two types of bargain hunters. Because this scale has not been used in Consumer Science as a discipline before, the scale had to be validated in the context of this research prior to data interpretation. Therefore, exploratory factor analysis was done (EFA) as discussed in the following section.

5.2.4.1 The EFA procedure

Gains from bargain hunting was investigated in section B of the questionnaire by means of an existing scale (Lim *et al.*, 2013) which has not been used in Consumer Science in a South African context before. Therefore, exploratory factor analysis (EFA) was first done to distinguish the dimensions of the scale for the purpose of further analyses. The Statistical Package for the Social Sciences (SPSS) was employed to perform Principal Axis Factoring, using an Oblimin rotation with Kaiser Normalisation. This was necessary to validate the scale in the context of this study. The subsequent outcome of the EFA procedure resulted in an extraction of two factors that coincided with the original scale, as presented in Table 5.10.

TABLE 5.10: STRUCTURE MATRIX FOR THE GAINS RECEIVED FROM BARGAIN HUNTING

Items	Factors, factor loadings	
	F1	F2
If I purchase luxury branded clothing at a discounted price, I feel that I would be getting my money's worth	0.807	-0.638
I highly value the money that I can save by purchasing luxury brands at a reduced price	0.795	-0.593
Considering the features of luxury branded clothing, discounted items are good value for money	0.779	-0.626
Financially, it is worthwhile to make effort to purchase luxury branded clothing when discounted	0.736	-0.596
To me, luxury clothing brands that are sold at discounted means that I save money whilst getting good quality	0.704	-0.566
Money wise, it makes sense to rather purchase a luxury clothing brand item when it is on sale	0.703	-0.498
To me, the financial benefits gained when purchasing discounted luxury branded are primary	0.670	-0.524
The mere thought of purchasing a luxury clothing item at a price that is lower than the suggested retail price excites me	0.632	-0.888
Apart from the money saved when purchasing discounted luxury clothing brands, the price deal gives me a sense of joy	0.693	-0.860
It gives me much pleasure to know that I have purchased luxury brands at a discounted price.	0.721	-0.800
Taking advantage of a luxury price-deal makes me feel good	0.663	-0.720
To me, the pleasure derived from purchasing a luxury branded clothing item at a bargain price exceeds the financial gains	0.508	-0.668
Mean	3.91	3.62
Standard deviation	0.63	0.77
% Variance explained	56.81	8.71
Cronbach Alpha	0.89	0.89

The factors were labelled in accordance with their content, namely:

Factor 1: Acquisition utility (7 items), and

Factor 2: Transaction utility (5 items)

The respective Cronbach Alpha values of the factors which coincided with the factors of the original scale were 0.89 and 0.89 respectively, that illustrate satisfactory internal consistency within the factors (Field & Miles, 2010:583) and thus confirmed that further analyses could be done. The percentage variance explained amounted to 65.52, which is held to be an acceptable percentage in terms of explaining variance in the data (Fichman, 1999). Standard deviations were relatively small and acceptable in the range of 0.63 to 0.77, indicating that respondents had consensus about the relevance of the motives (Curran-Everett, 2008).

The mean values for the two factors were: $M = 3.91$ (Factor 1: Acquisition utility), and $M = 3.62$ (Factor 2: Transaction utility) respectively, (Maximum = 5).

Factor 1: Acquisition utility

Factor 1 of this study is associated with the original factor (Grewal *et al.*, 1998) that suggests an inclination to prioritise the financial gains that are associated with luxe-bargain hunting. The factor retained the seven original items, i.e.:

- If I purchase luxury branded clothing at a discounted price, I feel that I would be getting my money's worth
- I highly value the money that I can save by purchasing luxury brands at a reduced price
- Considering the features of luxury branded clothing, discounted items are good value for money
- Financially, it is worthwhile to make effort to purchase luxury branded clothing when discounted
- To me, luxury clothing brands that are sold at discounted means that I save money whilst getting good quality
- Money wise, it makes sense to rather purchase a luxury clothing brand item when it is on sale
- To me, the financial benefits gained when purchasing discounted luxury branded are primary

Factor 2: Transaction utility

Factor 2 of this study is associated with the original factor that refers to hedonic motives associated with luxe-bargain hunting (Grewal *et al.*, 1998; Im & Ha, 2015). The five original items are included, i.e.:

- The mere thought of purchasing a luxury clothing item at a price that is lower than the suggested retail price excites me
- Apart from the money saved when purchasing discounted luxury clothing brands, the price deal gives me a sense of joy
- It gives me much pleasure to know that I have purchased luxury brands at a discounted price.
- Taking advantage of a luxury price-deal makes me feel good
- To me, the pleasure derived from purchasing a luxury branded clothing item at a bargain price exceeds the financial gains

5.2.4.2 Factor means

It was decided that the following would apply in terms of the interpretation of the means for the two factors:

$M \leq 1$: Weak

$M > 1 \leq 2$: Below average

$M > 2 \leq 3$: Average

$M > 3 \leq 4$: Above average, fairly strong

$M > 4$: Strong

In terms of the interpretation of the means as explained above, the results indicate that:

5.2.4.2.1 Acquisition utility

Per definition, acquisition utility suggests that the financial gains associated with luxe-bargain hunting is the predominant motive: it was found to be the strongest motive for luxe-bargain hunting in the context of the study, also being a fairly strong motive. Results hence indicate that, despite the pleasure that can be derived when purchasing a bargain, the economic gains (Thaler, 1983, 1985; Lichtenstein *et al.*, 1990; Muehlbacher, Kirchler & Kunz, 2011; Lim *et al.*, 2013; Im & Ha, 2014) are more strongly valued. Bargain hunters will therefore have a strong focus on what they will receive, compared to the money sacrificed (Audrain-Pontevia, N'Goala, Poncin, 2013). Eventually, the less money paid, the higher a consumer's perception of the acquisition utility (Im & Ha, 2014). Generally, the expected price or the suggested retail price can serve as the reference price that can be used by a consumer to "calculate" her gains. Important, however, is that price and quality are both taken into account when judging acquisition utility.

5.2.4.2.2 Transaction utility

Transaction utility, which refers to the hedonic motives associated with bargain hunting, is above average in strength/ relevance in this study, yet weaker compared to acquisition utility. Transaction utility, which is slightly weaker compared to acquisition utility, is nevertheless fairly strong and captures additional benefits gained through the acquisition of the product, such as benefitting from the image of a luxury brand and the joy of the shopping encounter (Grewal *et al.*, 1998; Lichtenstein *et al.*, 1990; Lim *et al.*, 2013; Audrain-Pontevia *et al.*, 2013), thus a consumer's perceived satisfaction from taking advantage of the deal (bargain) itself (Thaler, 1985; Lichtenstein *et al.*, 1990; Grewal *et al.*, 1998; Muehlbacher *et al.*, 2011; Lim *et al.*, 2013; Audrain-Pontevia *et al.*, 2013). When the product is cheaper than the expected reference price, and additional benefits are derived, for example getting hold of a brand that one would otherwise not have been able to afford, transaction utility increases. Ultimately, transaction utility represents the pleasure derived from getting a bargain (Muehlbacher *et al.*, 2011).

5.2.4.3 Demographic differences in consumers' regard for the utility associated with bargain hunting

Arguing that the acquisition utility (financial gains) might be significantly stronger among certain demographic categories such as lower income- and even younger consumers who still have considerable financial commitments to attend to, the study was also interested in demographic differences in consumers' valuing of the gains derived from bargain hunting. A summary of the t-tests (done for the age differentiation) and the ANOVA (done for the education level-, income- and population differentiation) done to distinguish these differences, are presented in Table 5.11. Where more than two categories were stipulated, ANOVA was performed to detect significant differences ($p < 0.05$). This was followed up by post hoc Bonferroni tests to specify the nature of the significant differences if needed.

TABLE 5.11: DEMOGRAPHIC DIFFERENCES WITH REGARD TO CONSUMERS' EXPERIENCE OF THE GAINS DERIVED FROM BARGAIN HUNTING

Category	Factor	Category	Mean	SD	N	P-value
Age	Acquisition utility	Female <40	3.93	0.69	73	0.23
		Female ≥40	3.90	0.59	123	
		Total	3.92	0.63	196	
	Transaction utility	Female <40	3.68	0.76	73	0.99
		Female ≥40	3.58	0.77	123	
		Total	3.62	0.77	196	
Education level	Acquisition utility	Grade 12	3.83	0.71	43	0.04
		Grade 12 + dipl/ degree	4.03	0.53	96	
		Postgraduate	3.77	0.70	49	
		Total	3.92	0.63	188	
	Transaction utility	Grade 12	3.60	0.85	43	0.06
		Grade 12 + dipl./degree	3.74	0.71	96	
		Postgraduate	3.42	0.79	49	
		Total	3.62	0.77	188	
Population group	Acquisition utility	White	3.78	0.64	117	0.00
		Black	4.22	0.56	49	
		Other	3.93	0.55	26	
		Total	3.92	0.63	192	
	Transaction utility	White	3.41	0.77	117	0.00
		Black	4.12	0.58	49	
		Other	3.65	0.66	26	
		Total	3.63	0.77	192	
Income level	Acquisition utility	Prefer not to answer	3.68	0.43	24	0.45
		R6000 – R16000	3.94	0.93	28	
		R16000 – R25000	4.01	0.48	35	
		R25000 – R40000	3.92	0.67	38	
		R40000 – R60000	3.87	0.37	21	
		R60000+	3.97	0.66	46	
		Total	3.92	0.63	192	
	Transaction utility	Prefer not to answer	3.48	0.58	24	0.53
		R6000 – R16000	3.82	0.96	28	
		R16000 – R25000	3.66	0.65	35	
		R25000 – R40000	3.50	3.51	38	
		R40000 – R60000	3.56	3.56	21	
		R60000+	3.69	3.69	46	
		Total	3.63	3.63	192	

Coloured blocks highlight areas where significant differences were detected

5.2.4.3.1 Age differences

As indicated in Table 5.11, *acquisition utility* is the strongest motive for luxe-bargain hunting for both age categories (<40 and ≥40 years) ($M \geq 3.90$). It is also evident that the financial gains are valued considerably more so than the pleasure derived from the acquisition of a bargain. Notwithstanding, the hedonic benefits (pleasure/ enjoyment) were nevertheless fairly prominent.

A t-test to analyse age differences revealed that there are no significant differences between the two age groups for either Factor 1 (Acquisition utility: $p = 0.23$) or for Factor 2 (Transaction utility:

p=0.99). Therefore, there are no significant differences in the value derived from luxe-bargain hunting for any of the utilities across different age groups. Therefore, the financial- and hedonic value derived from luxe-bargain hunting is similar, irrespective of a consumer's age and age cannot be used to pre-empt the enjoyment or appreciation for financial benefits associated with bargains.

5.2.4.3.2 Level of education differences

ANOVA was performed to determine whether any significant differences ($p > 0.05$) existed between the three level of education categories in terms of luxe-bargain hunting (Fichman, 1999) considering consumers' regard for acquisition- and transaction utility. Results presented in Table 5.11 indicated significant differences among the level of education categories for acquisition utility ($p = 0.04$). However, the post hoc Scheffe test could not confirm this difference ($p > 0.05$) and therefore one has to conclude that level of education is not a significant predictor of a consumer's inclination to purchase bargains for the associated financial gains, or to experience the associated hedonic benefits ($p = 0.06$). Former studies have also found that level of education does not affect consumers shopping for luxury items: the conclusion being that consumers can either afford luxury items or not, and that their educational background has no effect if they purchase luxury items at a discounted price for either the economic gains thereof (acquisition utility) or the hedonic value (transaction utility) (Lim *et al.*, 2013).

TABLE 5.12: POST HOC SCHEFFE TEST (EDUCATION LEVEL)

Factor	Highest qual	Highest qual	Mean difference	SD	P-value	95% Confidence level	
						Lower bound	Higher bound
Acquisition utility	Grade 12	Grade 12 + dipl/ degree	0.20	0.11	0.22	-0.48	0.09
		Post-graduate	0.06	0.13	0.91	-0.26	0.38
	Grade 12+ dipl/ degree	Grade 12	0.20	0.11	0.22	-0.08	0.48
		Post-graduate	0.26	0.11	0.06	-0.01	0.53
	Post-graduate	Grade 12	0.06	0.13	0.91	-0.38	0.26
		Grade 12 + dipl/ degree	0.23	0.11	0.06	-0.53	0.01
Transaction utility	Grade 12	Grade 12 + dipl/ degree	0.13	0.14	0.64	-0.48	0.21
		Post-graduate	0.18	0.16	0.52	-0.21	0.58
	Grade 12 + dipl/ degree	Grade 12	0.13	0.14	0.64	-0.21	0.48
		Post-graduate	0.32	0.13	0.06	-0.01	0.65
	Post-graduate	Grade 12	0.18	0.16	0.52	-0.58	0.21
		Grade 12 + dipl/ degree	0.32	0.13	0.06	-0.065	0.01

5.2.4.3.3 Population group differences

ANOVA was performed to detect possible significant differences among the three population categories that were specified (Fichman, 1999). Table 5.11 indicates that significant differences ($p < 0.05$) were evident among the population groups for both dimensions, i.e. Acquisition utility as well as Transaction utility. Therefore, the analysis was followed by a post hoc Scheffe test to specify differences amidst evidence of significant differences ($p < 0.05$). Details are presented in Table 5.13.

TABLE 5.13: POST HOC SCHEFFE TEST (POPULATION GROUP)

Factor	Population group	Population group	Mean difference	Std. error	P-value	95% Conf level	
						Lower bound	Upper bound
Acquisition utility	White	Black	-0.44	0.10	0.00	-0.70	-0.19
		Other	-0.15	0.14	0.51	-0.48	0.17
	Black	White	0.44	0.10	0.00	0.19	0.70
		Other	0.29	0.15	0.15	-0.08	0.65
	Other	White	0.15	0.13	0.51	-0.17	0.48
		Black	-0.29	0.15	0.15	-0.65	0.07
Transaction utility	White	Black	-0.70	0.12	0.00	-1.00	-0.41
		Other	-0.24	0.15	0.30	-0.62	0.14
	Black	White	0.70	0.12	0.00	0.41	1.00
		Other	0.46	0.17	0.03	0.04	0.89
	Other	White	0.24	0.15	0.30	-0.14	0.62
		Black	-0.46	0.17	0.03	-0.89	-0.04

In Factor 1, acquisition utility, the post hoc Scheffe test confirmed significant differences between the White and Black population groups ($p = 0.000$). Therefore, the Acquisition utility valued by Black population groups is strong ($M > 4$) and significantly stronger compared to White's regard for this utility, although the White population group regarded the Acquisition utility gained from luxe-bargain hunting as fairly strong.

In Factor 2, the post hoc Scheffe test specified significant differences between the White and Black population groups ($p = 0.000$). Again, Black population groups' appreciation of the transactional benefits ($M = 4.12$) of luxury bargains was strong and significantly stronger ($p < 0.05$) compared to the White population groups' association with the utility, which is slightly above average. Results therefore indicate that Black population groups derive considerable more pleasure from luxe-bargain hunting and one could therefore anticipate that they would be more eager to pursue luxe-bargain hunting.

The fast increase in consumers' spending on luxury goods in South Africa in recent years could be due to the cultural and social changes and may also be driven by the notion of conspicuous consumption as

explained in literature relating to increased spending on luxury goods (Stiehler, 2017:18; ; Steinfield, 2015; Lichtenstein *et al.*, 1990). According to Stats SA (2018), about 81% of the female population of South Africa are Black and research indicates that they would spend a significant amount of their household income on clothing items, wanting to create their own unique identity and boost their social status (Weber, 2014:2-3). This explains Black consumers' significantly stronger regard for both the acquisition- and transaction utilities associated with luxe-bargain hunting.

5.2.4.3.4 Income level differences

ANOVA was performed determine whether significant differences existed among the different household income categories with regard to the luxe-bargain utilities. Despite a notion that lower income consumers might have a higher regard for the acquisition utility and that the reverse may be true for higher income consumers, results indicated that there is no significant difference among the different income categories for either of the utilities ($p>0.05$). Irrespective of the income level, consumers' regard for the acquisition utility was stronger compared to the transaction utility, indicating that even high-income consumers appreciate/ value the financial benefits more than the pleasure derived from purchasing luxe-bargain clothing.

5.2.4.3.5 Summary of demographic differences for consumers' regard for the two utilities

A visual presentation of the demographic differences for Acquisition utility is presented in Figure 5.2. On face value it is evident that within a particular demographic category, differences are small. It is only among the population groups that Black's regard for the acquisition utility is obviously stronger.

Figure 5.3 presents a visual representation the demographic differences for Transaction utility. On face value, again, it is evident that within a particular demographic category, differences are small and that it is only among the population groups that Black's regard for the transaction utility is obviously stronger.

Figure 5.4 reveals the demographic groups' consideration of the utilities alongside one another. On face value again, it is clear that across all demographic categories, Acquisition utility is always considerably stronger, therefore that the financial benefits are always the most appreciated, regardless of the demographic characteristics of the female consumer.

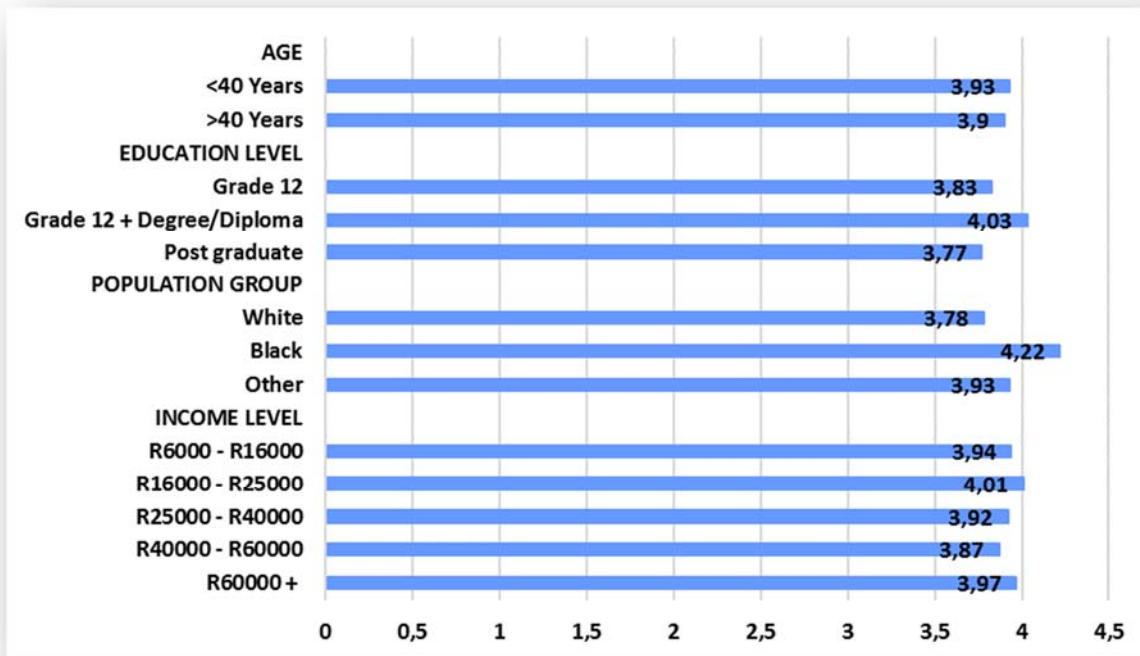


FIGURE 5.2 DEMOGRAPHIC DIFFERENCES FOR ACQUISITION UTILITY

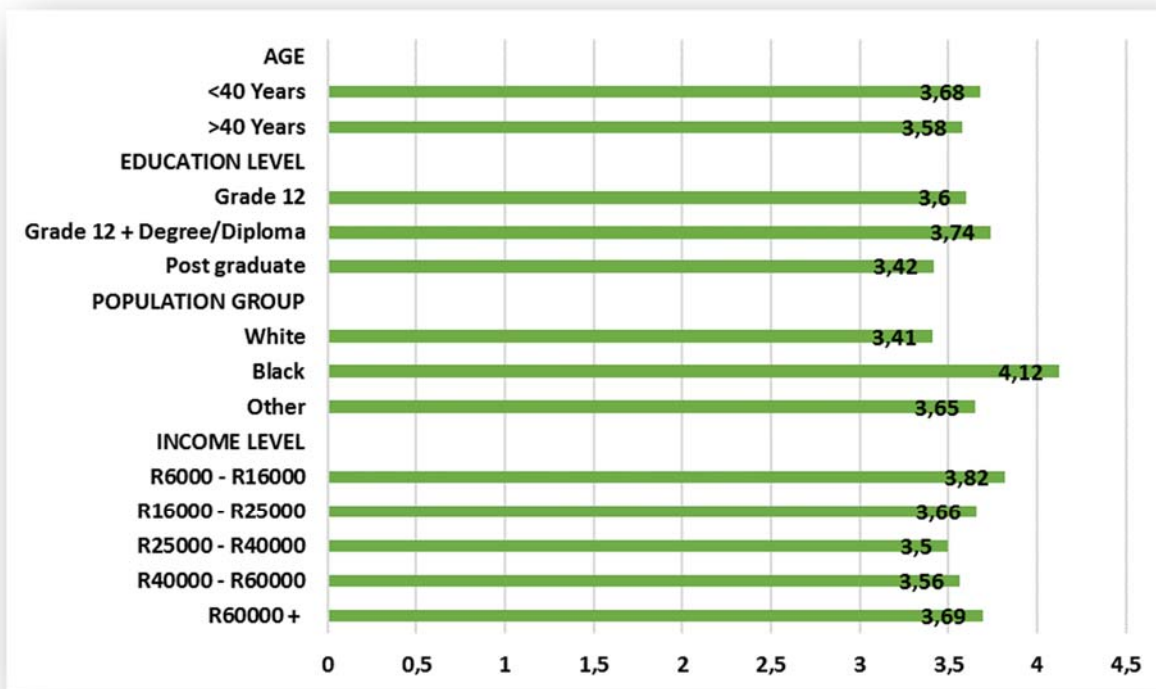


FIGURE 5.3: DEMOGRAPHIC DIFFERENCES FOR TRANSACTION UTILITY

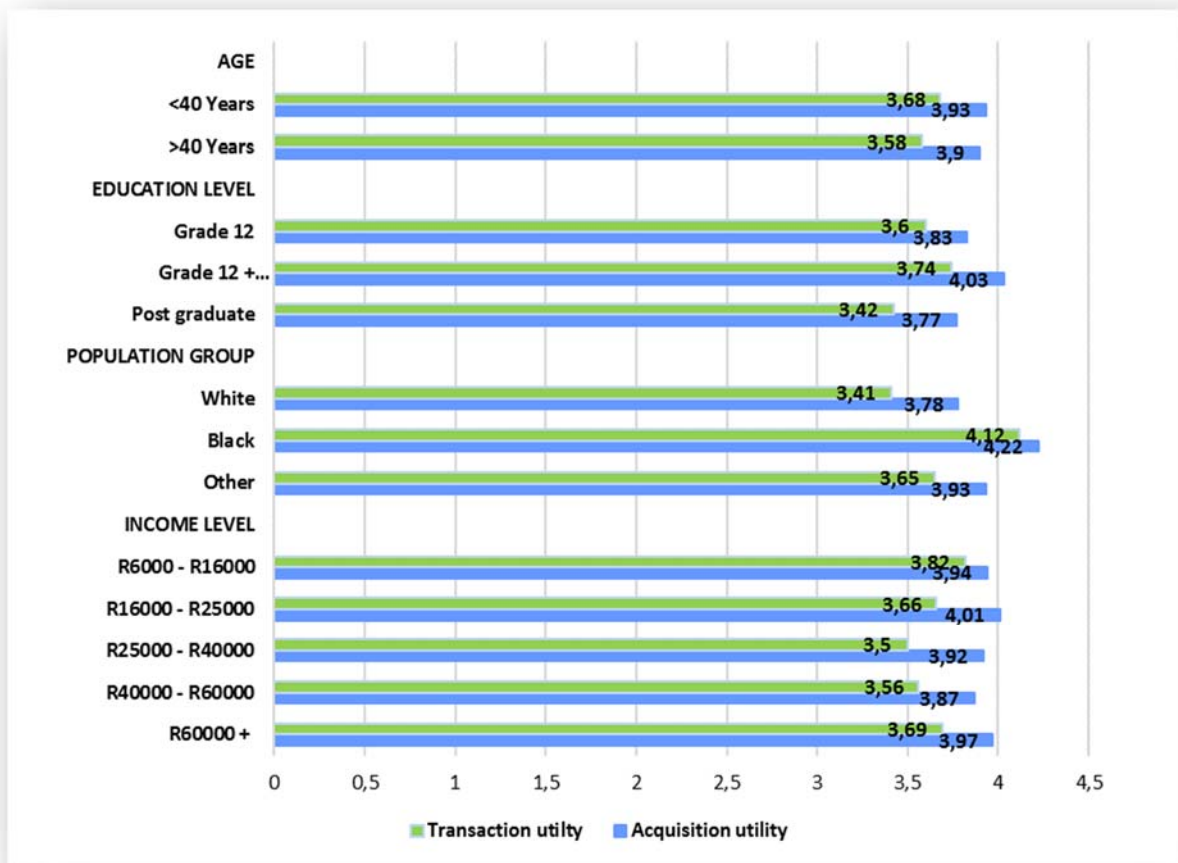


FIGURE 5.4 DEMOGRAPHIC DIFFERENCES ACROSS THE TWO UTILITIES

5.3 SUMMARY

Regardless of female consumers' demographic characteristics, their appreciation for the acquisition utility (financial benefits) associated with luxe-bargains (clothing purchases), always exceeds the transaction utility (hedonic benefits). Differences among age groups, income- and education levels categories were not significant for either of the utilities. This indicates that these demographic characteristics are not significant in terms of consumers' association of the financial benefits or the hedonic benefits that are associated with luxury bargains.

Significant population differences were however detected where the Black population groups' association of the acquisition- (M=4.22) as well as the transactional benefits (M=4.12) associated with luxury clothing bargains were strong, and significantly more pertinent ($p < 0.05$) compared to Whites' association of both utilities. In essence, the acquisition utility (financial benefits) associated with a luxe-bargain, was mostly relatively strong ($M > 3.8$), indicating that across the demographic

spectrum, females appreciate the money saved when purchasing a luxe-bargain - more so than the joy/ pleasure derived, although luxe-bargain hunting seems a fairly enjoyable activity to all. Even higher income consumers enjoy luxe-bargain hunting, indicating that they do not consider the associated effort, possible queues and crowding intolerable. It was interesting that there were no significant age differences for both utilities, indicating that the multiple characteristics that are associated with Millennials that so clearly distinguish them from older consumers (>40 years presently) are not relevant in terms of bargain hunting.

Based on the findings of the study, therefore, it is not possible to distinguish luxe-bargain hunters in terms of their demographic characteristics: apparently, all consumers are interested in optimising their money, irrespective of the income level, education level or age. The same applies in terms of the hedonic benefits associated with luxe-bargain hunting. This seems pleasurable endeavour, irrespective of the consumer's demographic characteristics.



Chapter 6

Conclusion of the study

This chapter presents the conclusions of the study in accordance with the objectives of the study. Practical implications are presented together with limitations and recommendations for future research

6.1 INTRODUCTION

The purpose of this study was to explore and describe the demographic characteristics of self-confessed female luxe-bargain clothing shoppers in terms of the utility they value the most, i.e. financial gains or hedonic benefits, i.e. the joy and pleasure derived from the bargain purchases. The Acquisition-Transaction utility theory was used as the theoretical perspective to guide the study in terms of its design, methodology and interpretations (See Chapter 3). Literature that covered the phenomenon of luxury brands and -products, i.e. true luxury brand, premium-to-luxury brands and masstige brands were scrutinised to present the most recent literature on the topic. Important constructs were identified, conceptualised and used to structure a conceptual framework (see Chapter 3) that depicted the overall aim and the objectives for the study.

The nature of this quantitative study was explorative and descriptive in kind. Data collection was conducted during September 2017 in the greater Gauteng area by an established research company, Consulta Research Pty. Ltd. That distributed an electronic survey to potential participants on their data base in Gauteng. The study can also be described as cross-sectional as it referred to a situation in a specific point in time in a particular context. For example, since the data collection, certain brands that were included in this study, have withdrawn from the South African market since, namely Top Shop, and River Island. This explains that the outcome of the study may differ if repeated at another time. Questionnaires were only available in English and were completed by interested, willing respondents in their own time without support.

As explained in Chapter 4, the questionnaire consisted of four sections that questioned respondents' perception of the luxuriousness of brands (Section A); the gains valued most when bargain-hunting (Section B); their shopping styles in Section C, although this part was not relevant to this dissertation and

will be reported as an addition in an academic journal; demographic characteristics (Section D). An adapted version of an established Acquisition-Transaction Utility scale was used for Section B (Lim *et al.*, 2013). Before the final launch, the questionnaire was pre-tested with 20 females, aged 21 years and older who fit the pre-requisites for participation in the study, namely residing in Gauteng, and earning at least R6000 per month. With the help of Consulta Research Pty Ltd, 196 workable questionnaires were retrieved within two weeks. A professional statistician assisted with the data analysis.

In this chapter, the conclusions related to the objectives and the findings are summarised to determine if all the study objectives were met and whether all procedures were followed correctly and ethically. The methodology of the study and the theoretical contributions of the study will also be evaluated, concluding with limitations and recommendations for future studies.

6.2 CONCLUSIVE REMARKS ABOUT THE OBJECTIVES OF THE RESEARCH

6.2.1 Classification of luxury brands (Objective 1)

The first objective of this study aimed to categorise female clothing brands that are currently available in retail in South Africa in terms of their perceived luxuriousness, as *true luxury brands*; *premium-to-luxury brands* or *masstige brands*.

The categorization of female luxury clothing brands was done by making use of a self-developed list of female clothing brands that were available in South Africa at the time. This list was compiled by using existing literature (Nia & Zaichkowsky, 2000; Lim *et al.*, 2013; Terasaki & Nagasawa, 2014; Jeanjean, 2015) and South African online store directories (Sandton City, 2017; Mall of Africa, 2017; Menlyn Park, 2017; Next direct, 2017; Spree, 2017; Zando, 2017). Respondents were required to categorise each one of the 42 listed brand names to indicate whether they believed it to be a *True luxury brand*, a *Premium-to-luxury brand*, or a *Masstige brand*.

It was decided that a clear categorisation of a brand would occur if 50% or more of the sample place a brand in a specific category. It was found that (Table 5.4) only eight brands were categorized as being *True Luxury Brands* (i.e. Burberry; David Tlale; Errol Arendz; Gucci; Jimmy Choo; Louis Vuitton; Micheal Kors and Prada). Only one brand was listed as being a *Premium-To-Luxury Brand* (i.e. Ted Baker) and only four brands were categorized as being *Masstige Brands* (i.e. Ginger Mary; H&M; Sissy Boy and Soviet) by more than 50% of the sample. This confirms the uncertainty that consumers experience about what brands stand for (See Tables Table 5.7, Table 5.8). The findings indicate that respondents may not be familiar with

brand names and their marketing strategies and therefore the image that consumers may have of brands may be elevated or tarnished and thus not necessarily realistic.

6.2.2 Clustering of bargain hunters in terms of females' predominant motive for bargain hunting (Objective 2)

The second objective of this research study was to cluster female bargain hunters in terms of their predominant motive for bargain hunting based on the Acquisition-Transaction utility theory of Thaler (1985), using the scale of Lim *et al.* (2013).

Female luxe-bargain clothing hunters and the gains obtained from luxury bargain hunting was measured by means of an adapted version of an existing scale developed by Lim and fellow researchers (2013). A five-point Likert-type "Agreement" scale was applied to twelve statements that were related to either of the gains.

Exploratory factor analysis, which was done as the first step of analysis, confirmed that the two factors that were identified, concurred with the original scale, i.e.: Factor 1 – Acquisition utility, and Factor 2 – Transaction utility, showing good internal consistency (Cronbach's Alpha <0.8). These two factors were then further analysed as point of departure in the subsequent analyses.

6.2.3 Demographic differences between the two utility clusters

Extant literature shows that the demographic characteristics of consumers, such as their age, educational level, population group and income level might influence the utility value derived from luxe-bargain shopping (Lim *et al.*, 2013).

The results of this study firstly indicated that, notwithstanding the demographic category, the associated Acquisition utility (financial gains) (Table 5.11) was always stronger/ more pertinent than the Transaction utility (hedonic benefits) (see Figure 5.4). Therefore, all females appreciate the financial gains the most and contrary to expectations, this did not even differ for the income category.

With regard to both Acquisition- as well as Transaction utility, the only demographic category where significant differences were detected, was within the population differentiation, with evidence that Black population groups are significantly more appreciative of the financial gains (Acquisition utility) as well as the hedonic benefits (Transactional utility) compared to Whites (see Figures 5.3 and 5.2). Results therefore indicated that Black population groups derive more pleasure from luxe-bargain hunting

and one could therefore conclude that they would be more eager to pursue luxe-bargain hunting in the future.

Therefore, age cannot be used to pre-empt the enjoyment or appreciation for financial benefits associated with luxe clothing bargains, and across all age categories, the financial gains are appreciated the most.

Also, consumers' educational level has no bearing on consumers' appreciation of the economic gains thereof (Acquisition utility) or the hedonic value (Transaction utility).

Despite a notion that lower income consumers might have a higher regard for the Acquisition utility differences among the different income categories were not statistically significant ($p > 0.05$). Notwithstanding the income level, consumers' regard for the Acquisition utility was stronger compared to the Transaction utility, indicating that even high-income consumers appreciate the financial benefits more than the pleasure derived from purchasing luxe-bargain clothing, but also, that higher income consumers who can probably more easily afford luxury clothing, enjoy bargain hunting and are not dissuaded by crowding and queuing that are often associated with it.

6.3 EVALUATION OF THE RESEARCH

An evaluation of the research, entail attention to the quality of the entire research process, including every step, up to the point where the researcher decides whether it was possible to scientifically achieve the anticipated outcomes of the research process, in order to assist with future research studies that are similar.

6.3.1 Quality of the results

This section discusses the validity and reliability of the results to establish the accuracy and consistency of the measurement tool and the concepts measured.

Firstly, the study commenced with a thorough review of the literature that helped to identify relevant constructs and to structuring the research objectives, conceptual framework and the questionnaire. Adapted versions of existing scales were used in the questionnaire and reliability coefficients were calculated to verify internal consistency of the measurements. A pre-test was done to test the questionnaire beforehand and to establish potential problems that the respondents may encounter during the course of completing the questionnaires. Changes were made to the questionnaire to increase the

reliability. Consulta Research Pty. Ltd. handled the data collection professionally, and Liezl Korf associates helped with the statistical analyses of the raw data. Data collection was done in September 2017, when the contracted research company distributed online self-administrated questionnaires to selected people who fit the profile for the study on their database. A total of 196 usable questionnaires were collected. A cover letter was accompanied together with the electronic questionnaire that explained the research aim and some ethical aspects such as that participation is voluntary, explaining how much time will be required to complete the questionnaire, and also that answers will be kept anonymous. Ethical approval was obtained from the ethical committee of the Faculty of Natural and Agricultural Sciences at the University of Pretoria before data collection commenced.

6.3.2 Achievement of objectives

It is important to reflect on the study to ensure that the objectives were met, that the correct and ethical processes were followed, and that the findings are accurate and reliable. The measurement tool proved useful as it providedⁱ useful data that could be analysed to describe luxe-bargain hunters appropriately. The data was then analysed by a professional statistician from Liezl Korf associates in accordance with the objectives and requests of the researcher. The researcher is satisfied that the overall aim and objectives of the study were addressed to satisfaction with the available data set and the statistical procedures that were used. The questionnaire produced enough data for further exploratory analyses to try to explain the variance in findings, and it opened a path for future studies featuring demographics and luxe-bargain hunting variables.

6.3.3 Research approach and strategy

This study followed a quantitative research approach with the aim to investigate and explore the Acquisition-Transaction utility theory in terms of female luxe-bargain hunters in the South African market. The survey used in this study was used for exploratory and descriptive purposes with the aim to gain information about the specific topic that has been under explored to date.

6.3.4 Unit of analysis

The unit of analysis used for this research study included female consumers aged 21 years and older, residing in Gauteng, South Africa. All population groups were invited to participate provided they earned R6000 or more monthly.

6.4 IMPLICATIONS OF THE FINDINGS

This study provides insight concerning luxe-bargain clothing shoppers, specifically with regard to females' behaviour across different demographic categories, which will be very useful for researchers, marketers, brand managers and clothing retailers. The expectation that lower income groups and younger consumers might be more appreciative of the financial gains is negated. Surprisingly also, higher income groups were not dissuaded with bargain hunting, while it was expected that they would be less tolerant of the process of bargain hunting which is usually associated with time waste and shopping environments that are less pleasurable. Luxe-bargain hunting deserves further investigation because it seems to be a phenomenon that is of interest notwithstanding consumers' demographic characteristics.

The study indicate that females appreciate the money saved through bargain hunting, more so than the pleasure derived from the purchase. However, their enjoyment of the shopping endeavour is nevertheless notably strong. Particularly insightful, is that the financial advantage of luxury bargains is not unique to lower income group.

The associated enjoyment among all suggests a level of interest in bargains that may be to the detriment of luxury brands who wish to uphold a particular image.

Consumers seem fairly cognisant of the different types of brands, probably due to media exposure, and it was noted that a very small percentage purchase True luxury brands for themselves, regularly, which was expected when the price and exclusiveness of these brands are taken into account.

6.5 LIMITATIONS OF THE STUDY

Within this research project it was important to take care in conducting the study in the best possible, ethical and reliable manner but certain limitations associated with the study nevertheless should be admitted.

6.5.1 Sample and sampling

The first limitation of this research study is that only 196 usable completed questionnaires were retrieved where a bigger sample size would have been more beneficial as it would have held a better representation of the different population groups. Almost 60% of the targeted females in the sample were White. A big drawback is that this does not capture all the effects that culture and ethnicity could have had on the findings, thereby creating the opportunity for further exploratory analysis. This study only focused on

female luxe-bargain hunters where as it has been evident in research (Marketline, 2016) that it would be feasible to conduct a study on luxe-bargain clothing shoppers and include South African male consumers. Another limitation with sampling was that the research had to be limited to the greater Gauteng area as this was the most accessible for Consulta Research Pty. Ltd. At the time, within the given timeframe and funding constraints.

6.5.2 Data collection

Data collection was paid for through funding, however, financial resources were still limited which influenced the sample size. Self-administered electronic questionnaires were sent out to respondents that qualified to participate on the Consulta Research Pty. Ltd. database. Due to this data collection method, the results cannot be generalised as a true representation of the population. The data collected might not be a true reflection of the whole of South Africa's female luxe-bargain clothing consumers as data was only collected in the greater Gauteng area.

6.5.3 Questionnaire

Respondents were assured of anonymity and no personal details related to identification were documented. No face to face contact was either made with the respondents during on-line data collection. Although screening questions were included to ensure that the respondents qualified, there were no face to face contact with the respondents, so no further screening possibilities were available, and one needs to rely on the honesty of the respondents. An additional constraint of the study was the length of the questionnaire, which took approximately 15 to 20 minutes to complete, and thus respondents may have found the questionnaire somewhat tiresome.

From the above limitations, it is recommended that caution should be taken when generalising the results of the study to a larger group or the entire South African population. As such, future research must be undertaken to overcome the limitations.

6.6 RECOMMENDATIONS FOR FURTHER RESEARCH

To enhance the relevance of the findings, this study can be extended in several ways, e.g.

One limitation of this study was the size of the sample. A more representative sample size could be included for future research which will enhance findings of the different population groups in South Africa.

A similar study could be done by including male respondents, since this study only focused on females.

A qualitative approach will be more appropriate in this regard with in-depth interviews as the data collection method to identify what South African consumers perceive luxury brands to be.

The study used the Acquisition-Transaction utility approach (Thaler, 1983; Lichtenstein, 1990, 1993) in determining luxe-bargain shopper shopping intent. This study's focus was therefore on the economic gains and hedonic values bypassing other aspects within this process. Further research should be conducted to explore and investigate internal and external factors (consumer shopping styles) (Lim *et al.*, 2013) that may influence luxe-bargain shopping behaviour.

6.7 CONCLUSION

The conclusions based on the results of the study were presented in his chapter. The findings of the study broaden our understanding of the demographic characteristics of luxe-bargain clothing hunters. The results have practical implications for researchers, marketers and clothing retailers. A number of limitations were identified, and recommendations were made for future research.



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Addendum A

Consent form and questionnaire



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Natural and Agricultural Sciences
Department of Consumer Science
012 420 2531
September 2017

Dear Respondent

This questionnaire forms part of a research project for my Master's degree that focusses on demographic characteristics and shopping styles of luxe-bargain clothing shoppers. Thank you for completing this questionnaire which **will take 10 minutes of your time**.

Please complete every question. There are no right or wrong answers. Rather, your honest perceptions are very valuable in terms of the outcome of this study. You may refuse to participate and may withdraw at any time if you wish to do so but please keep in mind that **all the questionnaires are completed anonymously, and the content will therefore remain confidential**.

Please read the instructions before answering to ensure that the information is useful and relevant. If you leave out a question, the whole questionnaire might have to be discarded. Please answer carefully.

PLEASE NOTE ALL QUESTIONS ARE RELATED TO CLOTHING

Your participation is much appreciated.

Should you require to contact the researcher, you can do so at 0815710572 or u29005818@up.ac.za.

Kind Regards,

A handwritten signature in black ink, appearing to read 'H. van Heerde'.

Helena Antoni van Heerde
Student - M Consumer Science Clothing Management

Study leaders: Prof AC Erasmus & L Diedericks

QUESTIONNAIRE

FOR OFFICE USE ONLY - RESPONDENT NUMBER

SECTION A: YOUR CLASSIFICATION OF LUXURY CLOTHING BRANDS

Please classify the following brands based on your personal opinion of how luxurious they are.

(1) **True luxury brands** are brands that are extremely unique and prestigious, very expensive and only available at exclusive stores.

(2) **Premium-to-luxury brands** are relatively unique brands that are nevertheless luxurious, fairly expensive and are often available in large shopping malls.

(3) **Masstige luxury brands** are prestigious, quite expensive and more readily available to a broader consumer market – often in large departmental- or smaller stand-alone stores.

1.1 Abercrombie & Fitch		1	2	3	1.22 Lacoste		1	2	3
1.2 Aldo		1	2	3	1.23 Levi's		1	2	3
1.3 Banana Republic		1	2	3	1.24 Lipsy		1	2	3
1.4 Big Blue		1	2	3	1.25 Louis Vuitton		1	2	3
1.5 Burberry		1	2	3	1.26 Mango		1	2	3
1.6 Country Road		1	2	3	1.27 Marianne Fassler		1	2	3
1.7 Daniel Hechter		1	2	3	1.28 Micheal Kors		1	2	3
1.8 David Tlale		1	2	3	1.29 Minkpink		1	2	3
1.9 Diesel		1	2	3	1.30 Nine West		1	2	3
1.10 Earthaddict		1	2	3	1.31 Poetry		1	2	3
1.11 Errol Arendz		1	2	3	1.32 Polo		1	2	3
1.12 Forever New		1	2	3	1.33 Prada		1	2	3
1.13 Ginger Mary		1	2	3	1.34 Pringle		1	2	3
1.14 Gucci		1	2	3	1.35 River Island		1	2	3
1.15 Guess		1	2	3	1.36 Sissy boy		1	2	3
1.16 H&M		1	2	3	1.37 Soviet		1	2	3
1.17 Hip Hop		1	2	3	1.38 Ted Baker		1	2	3
1.18 Joseph Ribhoff		1	2	3	1.39 Top Shop		1	2	3
1.19 Jimmy Choo		1	2	3	1.40 Trenergy		1	2	3
1.20 Jo Borkett		1	2	3	1.41 Witchery		1	2	3
1.21 Karen Millen		1	2	3	1.42 Zara		1	2	3

2. Please indicate how frequently you purchase the listed brands for yourself:

1: Often; 2: Sometimes; 3: Only when on sale; 4: Never

2.1 Abercrombie & Fitch		1	2	3	4	2.22 Lacoste		1	2	3	4
2.2 Aldo		1	2	3	4	2.23 Levi's		1	2	3	4
2.3 Banana Republic		1	2	3	4	2.24 Lipsy		1	2	3	4
2.4 Big Blue		1	2	3	4	2.25 Louis Vuitton		1	2	3	4
2.5 Burberry		1	2	3	4	2.26 Mango		1	2	3	4
2.6 Country Road		1	2	3	4	2.27 Marianne Fassler		1	2	3	4
2.7 Daniel Hechter		1	2	3	4	2.28 Micheal Kors		1	2	3	4
2.8 David Tlale		1	2	3	4	2.29 Minkpink		1	2	3	4
2.9 Diesel		1	2	3	4	2.30 Nine West		1	2	3	4
2.10 Earthaddict		1	2	3	4	2.31 Poetry		1	2	3	4
2.11 Errol		1	2	3	4	2.32 Polo		1	2	3	4
2.12 Forever New		1	2	3	4	2.33 Prada		1	2	3	4
2.13 Ginger Mary		1	2	3	4	2.34 Pringle		1	2	3	4
2.14 Gucci		1	2	3	4	2.35 River Island		1	2	3	4
2.15 Guess		1	2	3	4	2.36 Sissy boy		1	2	3	4
2.16 H&M		1	2	3	4	2.37 Soviet		1	2	3	4
2.17 Hip Hop		1	2	3	4	2.38 Ted Baker		1	2	3	4
2.18 Joseph Ribhoff		1	2	3	4	2.39 Top Shop		1	2	3	4
2.19 Jimmy Choo		1	2	3	4	2.40 Trenery		1	2	3	4
2.20 Jo Borkett		1	2	3	4	2.41 Witchery		1	2	3	4
2.21 Karen Millen		1	2	3	4	2.42 Zara		1	2	3	4

SECTION B: GAINS FROM BARGAIN HUNTING					
Please indicate why you would purchase luxury clothing brands at a bargain price:	Strongly	Disagree	Neutral	Agree	Strongly
1. Taking advantage of a luxury price-deal makes me feel good.	1	2	3	4	5
2. I highly value the money that I can save by purchasing luxury brands at a reduced price.	1	2	3	4	5
3. If I purchase luxury branded clothing at a discounted price, I feel that I would be getting my money's worth.	1	2	3	4	5
4. It gives me much pleasure to know that I have purchased luxury brands at a discounted price.	1	2	3	4	5
5. Money wise, it makes sense to rather purchase a luxury clothing brand item when it is on sale.	1	2	3	4	5
6. Apart from the money saved when purchasing discounted luxury clothing brands, the price deal gives me a sense of joy.	1	2	3	4	5
7. To me, luxury clothing brands that are sold at discounted means that I save money whilst getting good quality.	1	2	3	4	5
8. The mere thought of purchasing a luxury clothing item at a price that is lower than the suggested retail price excites me.	1	2	3	4	5
9. To me, the financial benefits gained when purchasing discounted luxury branded are primary.	1	2	3	4	5
10. Financially, it is worthwhile to make effort to purchase luxury branded clothing when discounted.	1	2	3	4	5
11. Considering the features of luxury branded clothing, discounted items are good value for money.	1	2	3	4	5
12. To me, the pleasure derived from purchasing a luxury branded clothing item at a bargain price exceeds the financial gains	1	2	3	4	5

SECTION C: SHOPPING STYLES

Please indicate why you would purchase luxury clothing brands at a bargain price:	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1. Other people notice when I wear expensive clothing brands	1	2	3	4	5
2. Wearing expensive brands makes a good impression about myself	1	2	3	4	5
3. Admittedly, I have purchased luxury clothing brands before because I knew others would notice it	1	2	3	4	5
4. Luxury brands are of good quality	1	2	3	4	5
5. Because many people regard me as a fashion leader, I make effort to purchase unique brands	1	2	3	4	5
6. Purchasing discounted luxury clothing brands is exciting.	1	2	3	4	5
7. I enjoy telling people where to find luxury brands that are discounted (bargains)	1	2	3	4	5
8. The money paid for luxury branded clothing is worth it considering the quality of the products	1	2	3	4	5
9. Other people make judgments about me based on the clothing brands I buy	1	2	3	4	5
10. Others expect that I will make effort to purchase brands that signify fashion trends	1	2	3	4	5
11. I am informed about new clothing fashion trends.	1	2	3	4	5
12. I usually know how much I will be saving when purchasing sale items.	1	2	3	4	5
13. The reputation of luxury brands in terms of quality, merits the cost of the garments	1	2	3	4	5
14. I always check the prices of discounted clothing brands to ensure items are good value for the money.	1	2	3	4	5
15. Many people see me as a clothing fashion leader	1	2	3	4	5
16. I am aware of the prices of different clothing brands and can tell when it is good value for money.	1	2	3	4	5
17. I make effort to buy luxury brands when they are discounted/ on sale	1	2	3	4	5
18. I am considered somewhat of an expert on price differences among clothing brands	1	2	3	4	5
19. It is important for me to be a fashion leader which explains my interest in clothing brands	1	2	3	4	5
20. Luxury branded clothing is worth the money because they last a long time	1	2	3	4	5
21. My friends think of me as a good source of price information concerning clothing brands	1	2	3	4	5
22. I enjoy the prestige associated with an expensive clothing brands	1	2	3	4	5
23. Buying expensive clothing brands at a discounted price is a rewarding experience	1	2	3	4	5
24. I am usually the first to try new fashion and therefore I will be on the lookout for items that will distinguish me.	1	2	3	4	5
25. Considering the quality of luxury branded clothing, it is worth the money spent	1	2	3	4	5
26. Compared to most people, I am more willing to make effort to find bargains when it comes to luxury brands	1	2	3	4	5
27. I will make effort to purchase discounted luxury brands, even if I do not really need the products.	1	2	3	4	5
28. To me, if a luxury clothing brand is on sale, it is a good reason to buy it.	1	2	3	4	5
29. It excites me to purchase discounted luxury clothing brands.	1	2	3	4	5
30. Luxury branded clothing will last for a long period of time.	1	2	3	4	5

SECTION D: DEMOGRAPHIC INFORMATION		
Please tell us more about yourself:		
1. What is your gender	Male	1
	Female	2
2. What was your age (in completed years) on your last birthday?		
3. What is your highest level of education?	Lower than grade 12	1
	Grade 12	2
	Grade 12+ degree/ diploma	3
	Postgraduate qualification	4
4. In terms of the Employment Equity Act, to which population group do you belong?	Black	1
	Coloured	2
	White	3
	Asian	4
	Other (Specify)	5
5. What is your approximate total monthly HOUSEHOLD INCOME before tax deductions? (Joint income of partners/spouses)	Less than R6000	1
	R6 000 or more but less than R16 000	2
	R16 000 or more but less than R25 000	3
	R25 000 or more but less than R40000	4
	R40 000 or more but less than R60 000	5
	R60 000 or more	6
6. How would you describe yourself: Mark ONE option with an X		
6.1 In terms of luxury clothing brands, I consider myself as a bargain hunter		
6.2 I only purchase bargains in the luxury clothing category when I coincidentally come across them		
6.3 I hardly ever purchase discounted clothing		

Addendum B

Plagiarism form

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FACULTY: NATURAL AND AGRICULTURAL SCIENCES
DEPARTMENT: CONSUMER AND FOOD SCIENCES

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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 Consumer Science, the under mentioned declaration must accompany all written work to be submitted. No written work will be accepted unless the declaration has been completed and attached.

I (full names): Helena Antoni van Heerde
Student number: 29005818
Subject of the work: Investigating consumer demographic characteristics of luxe-bargain clothing shoppers using an acquisition-transaction utility approach

Declaration

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



SIGNATURE
