REFERENCES

ABRAHAM-MURALI, L & LITTRELL, MA. 1995a. Consumers' conceptualisation of apparel attributes. *Clothing and Textiles Research Journal,* vol.13, no.2, p.65-74.

ABRAHAM-MURALI, L & LITTRELL, MA. 1995b. Consumers' perception of apparel quality over time: an exploratory study. *Clothing and Textiles Research Journal,* vol. 13, no.3, p.149-158.

ALBA, J, LYNCH, J, WEITZ, B, JANISZEWSKI, C, LUTZ, R, SAYWER, A & WOOD, S. 1997. Interactive home shopping: consumer, retailer, and manufacturer incentives to participate in electronic marketplaces. *Journal of Marketing,* vol.69, p.38 – 53.

ANSARI, A, ESSEGAIER, S & KOHLI, R. 2000. Internet recommendation systems. *Journal of Marketing Research,* vol.37, no.3, p.363. http://0-proquest.umi.com.innopac.up.ac.za/ (17 Feb. 2005)

ARIELY, D. 2000. Controlling the information flow: effect on consumer's decision making and preferences. *Journal of Consumer Research,* September, vol.27, p.233-248. http://web2.infotrac.london.galegr (26 May 2001)

ASHWORTH, CJ, SCHMIDT, RÄ, PIOCH, EA, & HALLSWORTH, A. 2006. An approach to substantial 'fashion' e-retail: A five-stage evolutionary strategy for 'clicks-and-mortar' and 'pure-play' enterprises. *Journal of Retailing and Consumer Services,* vol.13, p.289-299.

BABBIE, E & MOUTON, J. 2001. *The practice of social research.* South African edition. Cape Town: Oxford University Press Southern Africa.

BARKHI, R. 2002. Cognitive style may mitigate the impact of communication mode. *Information & Management,* vol.39, p.677-688.

BARON, RA & BYRNE, D. 1997. *Social psychology. 8th ed.* Boston: Allyn & Bacon.

BECK, B. 2002. *Key strategic issues in online apparel retailing. www.yourfit.com,* http://www.techexchange.com (26 March 2002)

BELCH, GE & BELCH, MA. 1998. *Advertising and promotion: an integrated marketing and communications perspective. 4th ed.* Boston, Massachusetts: Irwin/McGraw-Hill.

BETTMAN, JR & PARK, CW. 1991. Effects of prior knowledge and experience and phase of choice process on consumer decision processes: a protocol analysis. In KASSARJIAN, HH & ROBERTSON, TS. *Perspectives in consumer behaviour. 4th ed.* Englewood cliffs, New Jersey: Prentice-Hall.

BETTMAN, JR & ZINS, MA. 1991. Constructive processes in consumer choice. In KASSARJIAN, HH & ROBERTSON, TS. *Perspectives in consumer behaviour. 4th ed.* Englewood Cliffs, New Jersey: Prentice-Hall.

BETTMAN, JR, LUCE, MF & PAYNE, JW. 1998. Constructive consumer choice processes. *Journal of Consumer Research,* vol.25, no.3, p.87-217.

BIRTWISTLE, G, CLARKE, I & FREATHY, P. 1998. Customer decision making in fashion retailing: a segmentation analysis. *International Journal of Retail & Distribution Management,* vol.26, no.4, p.147-154.

BREITENBACH, CS & VAN DOREN, DC. 1998. Value-added marketing in the digital domain: enhancing the utility of the Internet. *Journal of Consumer Marketing,* vol.15, no.6, p.558 – 575.

BROWN, P & RICE, J. 1998. *Ready-to-wear apparel analysis. 2nd ed.* New Jersey: Prentice-Hall.

BURKE, RR. 2002. Technology and the customer interface: What consumers want in the physical and virtual store. *Academy of Marketing Science Journal,* vol. 30, no.4, p.411- 433.

CHEN YU, J, HONG, K-H & LEE, Y. 2001. A comparison of determinants of consumer satisfaction/dissatisfaction with the performance of apparel products between South Korea and the United States. *International Journal of Consumer Studies,* vol. 25, no.1, p. 62-71.

CHO, N & PARK, S. 2001. Development of electronic commerce user-consumer satisfaction index (ECUSI) for Internet shopping. *Industrial Management & Data Systems,* vol. 101, no. 8, p. 51-53.

CHOI, B, LEE, C, LEE, H & SUBRAMANI, M. 2004. Effects of web retail service quality and product categories on consumer behaviour: A research model and empirical exploration. *Proceedings of the 37th Hawaii International Conference on System Sciences.*

CHURCHILL, GA. Jr. & PETER, JP. 1998. *Marketing. Creating value for customers. 2nd ed.* Boston, Massachusetts: Irwin McGraw-Hill.

CITRIN, AV, SPROT, DE, SILVERMAN, SN & STEM, DE. 2000. Adoption of Internet shopping: the role of consumer innovativeness. *Industrial Management and Data Systems,* vol.100, no.7, p.249 - 300.

COLLIER, BJ & EPPS, HH. 1999. *Textile testing and analysis.* New Jersey. Prentice-Hall.

COMPEAU, D & HIGGINS, CA. 1999. Social cognitive and individual reactions to computing technology: a longitudinal study (N1). *MIS Quarterly,* vol. 23, no.2, http://0-weblinks2.epnet.innopac.up.ac.za/ (29 March 2005)

CONSTANTINIDES, E. 2002a. From physical marketing to web marketing: the web marketing mix. *Proceedings of the 35th Annual Hawaii International Conference on System Sciences (HICSS-35'02).*

CONSTANTINIDES, E. 2002b. The 4S web-marketing mix model. *Electronic Commerce Research and Applications*, vol. 1, no. 1, p.57-76.

CONSTANTINIDES, E. 2004. Influencing the online consumer's behavior: the Web experience. *Internet Research,* vol.14, no.2, p.111-126.

COWLES, DL, KIECKER, P & LITTLE, MW. 2002. Using key informant insights as foundation for e-retailing theory development. *Journal of Business Research,* vol.55, p.629-636.

DAMHORST, ML. 1991. Relationship of textiles and clothing research to scientific inquiry in social cognition. *ITAA Special Publication # 4.* Monument, Colorado. ITAA.

DANCAUSSE, ML & CASSILL, NL. 2000. *Innovators of consumer direct internet electronic commerce of apparel products.* 2000 ITAA Proceedings. http://www.itaaonline.org (2 Aug. 2002)

DAVIS, LL & LENNON, SJ. 1991. Social cognition and the study of clothing and human behaviour. *ITAA Special publication,* no. 4, p.182-189.

DE KLERK, HM. 1999. 'n Sosiaal-sielkundige en kognitiewe benadering tot die ontwikkeling van 'n kledingverbruikersbesluitnemingsmodel. *Tydskrif vir Gesinsekologie en Verbruikerswetenskappe,* vol.27, no.2, p.161-178.

DE KLERK, HM, JACOBS, BM & VAN HEERDEN, CH . 2005. Online evaluation of apparel products as part of female consumers' decision-making processes. *Development in Marketing Science, vol. XXVIII. Proceedings of the Annual Conference of the Academy of Marketing Science,* Washington DC, May 25-28, 2005.

DE KLERK, HM & LUBBE, SJ. 2007. In the eye of the beholder: Aesthetics and consumers' evaluation of apparel quality. Accepted for publication in *Journal of Fashion Marketing and Management,* vol. 11, no. 4.

DE LONG, MR, MINSHALL, B & LARNTZ, K. 1986. Use of schema for evaluating consumer response to an apparel product. *Clothing and Textiles Research Journal,* vol.3, no.1, p.17-26.

DE VOS, AS & FOUCHÉ, CB. 1998. General introduction to research design, data collection methods and data analysis. In *Research at grass roots. A primer for the caring professions.* De Vos, AS(Ed), Strydom, H, Fouché, CB, Poggenpoel, M, Schurink, E & Schurink, W. Pretoria. JL van Schaik.

DELPORT, CSL. 2002. Quantitative data collection methods. In *Research at grass roots. For the social sciences and human service professionals.* 2nd ed. De Vos, AS(Ed), Strydom, H, Fouché, CB, Delport, CSL. Pretoria. Van Schaik Publishers.

DEPARTMENT OF INFORMATION TECHNOLOGY USER SUPPORT. *Microsoft FrontPage 2000.* Version 1.02, September 2004. Pretoria. University of Pretoria.

DICKSON, MA & LITTREL, MA. 1997. Consumers of clothing from alternative trading organizations: societal attitudes and purchase evaluative criteria. *Clothing and Textiles Research Journal,* vol.15, no.1, p.20-33.

DU PLESSIS, PJ & ROUSSEAU, GG (Eds). 1990. *Consumer behaviour – A South African perspective.* Halfway House: Southern Book Publishers.

DUFFY, DL. 2004. Using on-line retailing as a springboard for catalog marketing. *Journal of Consumer Marketing,* vol.21, no.3, p.221 -225.

ECKMAN, M. 1997. Attractiveness of men's suits: the effect of aesthetic attributes and consumer characteristics. *Clothing and Textiles Research Journal,* vol.15, no.4, p. 193-202.

ECKMAN, M, DAMHORST, ML & KADOLPH, SJ. 1990. Toward a model of the in-store purchase decision process: consumer use of criteria for evaluating women's apparel. *Clothing and Textiles Research Journal,* vol.8, no.2, p.13-23.

ELLIOT,S & FOWELL, S. 2002. Expectations versus reality: a snapshot of consumer experiences with Internet retailing. *International Journal of Information Management,* vol. 20, p.323 – 336.

ERASMUS, AC, BOSHOFF, E & ROUSSEAU, GG. 2002. The potential of using script theory in consumer behaviour research. *Journal of Family Ecology and Consumer Sciences,* vol.30, p.1-9.

EVANSCHITSKY, H, IYER, GR, HESSE, J & AHLERT, D. 2004. E-satisfaction: a re-examination. *Journal of Retailing,* vol.80, p.239- 247.

FIORE, AM. 2002. Effects of experiential pleasure from a catalogue environment on approach responses toward fashion apparel. *Journal of Fashion Marketing and Management,* vol.6, no.2, p.122-133.

FIORE, AM & DAMHORST, ML. 1992. Intrinsic cues as predictors of perceived quality of apparel. *Journal of Consumer Satisfaction and Complaining Behavior,* vol.5, p.168-178.

FIORE, AM & JIN, H-J. 2003. Influence of image interactivity on approach responses towards an online retailer. *Internet Research: Networking Applications and Policy,* vol.13, no.1, p.38-48.

FIORE, MA & KIMLE, PA. 1997. *Understanding aesthetics for the merchandising and designing professional.* New York: Fairchild.

FISKE, ST & TAYLOR, SE. 1991. *Social cognition. 2nd ed.* New York. McGraw-Hill.

FORRESTER RESEARCH. 2003. Consumer technographics: the online consumer 1998 to 2003. www.forrester.com/ER/Research/Brief/Excerpt/0,1317,17225,00.html (2 Feb. 2004)

FORSYTH, S, PETEE, T & KIM, JOK. 2005. Modeling consumer behaviour in on-line environments. *National Textile Center Annual Report:November 2005. NTC Project: SO2-AC23.*

FORTIN, DR, DHOLAKIA, RR & DHOLAKIA, N. 2002. Emerging issues in electronic marketing: thinking outside the square. *Journal of Business Research,* vol. 55, p.623- 627.

FOXALL, GR & GOLDSMITH, RE. 1994. *Consumer psychology for marketing.* London. Routledge.

GAAL, B & BURNS, LD. 2001. Apparel descriptions in catalogs and perceived risk associated with catalog purchases. *Clothing and Textile Research Journal,* vol.19, no.1, p.22- 30.

GERŠAK, J. 2002. Development of the system for qualitative prediction of garments appearance quality. *International Journal of Clothing Science and Technology,* vol.14, no3/4, p.169-180.

GEHRT, K & YAN, R-N. 2004. Situational, consumer and retail factors affecting Internet, catalog, and store shopping. *International Journal of Retail & Distribution Management,* vol.32, no.1, p.5-18.

GLIEM, JA & GLIEM, RR. 2003. Calculating, interpreting, and reporting Cronbach's Alpha reliability coefficient for Likert-type scales. Refereed paper presented at the *Midwest*

research-to-Practice Conference in Adult, Continuing, and Communinty Education. The Ohio State Univeristy. Columbus, OH. October 8-10, 2003.

GOLDSMITH, RE & FLYNN, LR. 2004. Psychological and behavioural drivers of online clothing purchase. *Journal of Fashion Marketing and Management,* vol.8, no.1, p.84-95.

GOLDSMITH, RE & GOLDSMITH, EB. 2002. Buying apparel over the Internet. *Journal of Product & Brand Management,* vol. 11, no. 2, p. 89-102.

GOLDSMITH, E & MCGREGOR, SLT. 2000. E-commerce: consumer protection issues and implications for research and education. *Journal of Consumer Studies & Home Economics,* vol.24, no.2, p.124 –127.

GRAY, T. 2005a (January). Online shopping boomed this holiday season. *Internet News.* http://www.internetnews.com/ (6 Sept. 2005)

GRAY, T. 2005b (March). Report shows Internet Spending Jumps. *Internet News.* http://www.internetnews.com/ (6 Sept. 2005)

GREWAL, D, IYER, GR & LEVY, M. 2004. Internet retailing: enablers, limiters and market consequences. *Journal of Business Research,* vol.57, p.703 - 713.

GRIFFETH, DA. 2005. An examination of the influences of store layout in online retailing. *Journal of Business Research,* vol. 58, p. 1391-1396.

HA, Y & STOEL, L. 2004. Internet apparel shopping behaviors: the influence of general innovativeness. *International Journal of Retail & Distribution Management,* vol. 32, no.8, p. 377 - 385.

HÄUBL, G & TRIFTS, V. 2000. Consumer decision making in online shopping environments: the effects of interactive decision aids. *Marketing Science,* vol.19, no.1, p.4 – 21.

HAWKINS, DI, BEST, RJ. & CONEY, KA. 1998. *Consumer behavior: implications for marketing strategy.* Boston. McGraw-Hill.

HAYNES, JL, PIPKIN, AL, BLACK, WC & CLOUD, RM. 1994. Application of a choice sets model to assess patronage decision styles of high involvement consumers. *Clothing and Textiles Research Journal,* vol.12, no.5, p.23-32.

HINES, JD & O'NEAL, GS. 1995. Underlying determinants of clothing quality: the consumer's perspective. *Clothing and Textiles Research Journal,* vol.13, no.4, p.227-233.

HINES, JD & SWINKER, ME. 2001. Knowledge: a variable in evaluating clothing quality. *International Journal of Consumer Studies,* vol.25, no.1, p.72 -76.

HOFFMAN, DL & NOVAK, TP. 1996. Marketing in hypermedia computer-mediated environments: conceptual foundations. *Journal of Marketing,* vol.60, p.50 - 68.

HOLLAN, J, HUTCHINS, E & KIRSCH, D. 2000. Distributed cognition: toward a new foundation for human-computer interaction research. *ACM transactions on Computer-Human Interaction,* vol.7, no.2, p.174-196.

HSIEH, Y-C, CHIU, H-C & CHIANG, M-Y. 2005. Maintaining a committed online consumer: A study across search-experience-credence products. *Journal of Retailing,* vol.88, no.1, p.75-82.

HSU, HJ & BURNS, LD. 2002. Clothing evaluative criteria: a cross-national comparison of Taiwanese and United States consumers. *Clothing and Textiles Research Journal,* vol.20, no.4, p.246-252.

HUIZING, EKRE. 2000. The content and design of websites: an empirical study. *Information & Management,* vol.37, p.123 –134.

INOUE, T, NIWA, M, YAMASHITA, Y, MINAMIDE, Y, INOUE, D, ISHOKAWA, A & KAWABATA, S. 2000. Assessment of the quality of ladies' fabrics – a preliminary report. *International Journal of Clothing Science and Technology,* vol.12, no.3, p.205-213.

JACKSON, RS, KINKADE, DH, GIDDINGS, VL, & CARROL K. 2000. Investigation of consumer preference for internet shopping. *2000: ITAA Proceedings.* http://www.itaaonline.org (2 Aug. 2002)

JACOBS BM. 2003. *professional South African women's adoption of the Internet for apparel purchasing.* M Cons Sc –dissertation. University of Pretoria.

JAILLET, HF. 2003. Web metrics: Measuring patterns in online shopping. *Journal of Consumer Behaviour,* vol. 2, no.4, p.369-381.

JANG, E & BURNS, LD. 2004. Components of apparel retailing Websites. *Journal of Fashion Marketing and Management,* vol.8, no.4, p.375 - 388.

JASPER, CR & OUELETTE, SJ. 1994. Consumers' perception of risk and the purchase of apparel from catalogs. *Journal of Direct Marketing,* vol.8, no.2, p.23-36.

JANSSON, C, BOINTEN, B, & MARLOW, N. 2002. Determinants of consumers' aesthetic responses to point-of-purchase materials. *International Journal of Consumer Studies,* vol.26, no.2, p.145-153.

KADOLPH, SJ. 1998. *Understanding quality assurance.* New York. Fairchild.

KAISER, SB. 1998. *The social psychology of clothing: symbolic appearances in context.* 2nd ed. New York. Macmillan.

KAISER, SB & DAMHORST, ML (eds). 1991. Critical linkages in textiles and clothing subject matter: theory, method and practice. *ITAA Special Publication # 4.* Monument, Colorado. ITAA.

KAISER, S, PAN, N, CHANDLER, J & HETHORN, J. 2005. Sensory Science: Social and physical interactions in textile evaluations. *National Textile Center Annual Report: November 2005. NTC Project: S02-CD04.*

KAWABATA, S, NIWA, M & YAMASHITA, Y. 1999. A guide line for manufacturing "ideal fabrics". *International Journal of Clothing Science and Technology,* vol.11, no.2/3, p.134-140.

KEEN, C, WETZELS, M, DE RUITER, K & FEINBERG, R. 2004. E-tailers versus retailers: which factors determine consumer preferences. *Journal of Business Research,* vol.57, p.685 - 695.

KERFOOT, S, DAVIES, B & WARD, P. 2003. Visual merchandising and the creation of discernable retail brands. *International Journal of Retail & Distribution Management,* vol.31, no.3, p.143-152.

KHAKIMDJANOVA, L & PARK, J. 2005. Online visual merchandising practice of apparel e-merchants. *Journal of Retailing and Consumer Sciences,* vol.12, p.307-318.

KIM, Y-K, KIM, EY & KUMAR, S. 2003. Testing the behavioural intentions model of online shopping for clothing. *Clothing and Textiles Research Journal,* vol.21, no.1, p.32-40.

KIM, S & STOEL, L. 2003. Apparel retailers: website quality and satisfaction. *Journal of Retailing and Consumer Services,* vol.11, p.109 - 117.

KINKADE, DH, GIDDINS, VL & CHEN YU, J. 1998. Impact of product-specific variables on consumers' post-consumption behaviour for apparel products: USA. *Journal of Consumer Studies & Home Economics,* vol.22, no.2, p.81-90.

KOONTZ, ML & GIBSON, IE. 2002. Mixed reality merchandising: bricks, clicks – and mix. *Journal of Fashion Marketing and Management,* vol.6, no.4, p.381- 395.

KRISTENSEN, K, MARTENSEN, A & GRONHOLDT, L. 1999. Measuring the impact of buying behaviour on customer satisfaction. *Total Quality Management,* vol.10, no.4/5, p.S602 – S614.

KULIVIWAT, S, GUO, C & ENGCHANIL, N. 2004. Determinants of online information search: a critical review and assessment. *Internet Research,* vol.14, no.3, p.245 - 253.

KUCHINSKAS. S. 2005. Satisfied online shoppers adding up. *Ecommerce* June, 2005. http://www.internetnews.com/ec-news/article.php/ 3509331 (6 Sept. 2005)

KWON, Y-H, PAEK, SL & ARZENI, M. 1991. Catalog vs non-catalog shoppers of apparel: Perceived risks, shopping orientations, demographics, and motivations. *Clothing and Textiles Research Journal,* vol.10, no.1, p.13-19.

LEE, P-M. 2002. Behavioral model of online purchasers in e-commerce environment. *Electronic Commerce Research,* vol.2, no.1/2, p.75 - 85.

LEE, H-H, FIORE, AM & KIM, J. 2003. The effects of telepresence from a website with a 3-D "Try-on" model on consumers' attitudes towards the online retailer. *ITAA Proceedings # 60.* Monument, Colorado. ITAA.

LEE, M & JOHNSON, KKP. 2002. Exploring differences between Internet apparel purchasers, browsers and non-purchasers. *Journal of Fashion Marketing and Management* vol.6, no.2, p.146 – 157.

LENNON, SJ & DAVIS, LL. 1989a. Clothing and human behavior from a social cognitive framework. Part I: Theoretical perspectives. *Clothing and Textiles Research Journal,* vol.7, no.4, p.41-46.

LENNON, SJ & DAVIS, LL. 1989b. Clothing and human behavior from a social cognitive framework. Part II: Stages of social cognition. *Clothing and Textiles Research Journal,* vol.8, no.1, p.1-9.

LEVENBURG, NM. 2005. Delivering customer value online: an analysis of practices, applications, and performance. *Journal of Retailing and Consumer Services,* vol.12, p.319-331.

LI, H, DAUGHERTY, T & BIOCCA, F. 2002. Impact of 3-D advertising on product knowledge, brand attitude, and purchase intention: the mediating role of presence, *Journal of Advertising,* vol. 31, no.3, p.43-57.

LI, H, DAUGHERTY, T & BIOCCA, F. 2003. The role of virtual experience on consumer learning, *Journal of Consumer Psychology,* vol.13, no.4, p.395-407.

LIU, B. 2001. Consumers continue online purchases, E & Y study finds. *Internet News.* http://www.internetnews.com/ (6 Sept. 2005)

LOHSE, GL & SPILLER, P. 1998. Electronic shopping: the effect of consumer interfaces on traffic and sales. *Communications of the ACM,* vol.14, no.7, p.81-87.

LOUW, DA. 1990. *Menslike ontwikkeling.* 2de uitgawe. Pretoria. HAUM.

LUBBE, SJ. 2003. *Die rol van estetika in die beoordeling van kledingprodukkawaliteit.* M Verbr.wet.-verhandeling. Universiteit van Pretoria.

MAHMOOD, A, BAGCHI, K & FORD, TC. 2004. On-line shopping behavior: Cross-country empirical research. *International Journal of Electronic Commerce,* vol.9, no.1, p.9-30.

MANIKOWSKE, LL & BASTOW-SHOOP, HE. 2000. *Rural consumer attitudes and practices toward use of the internet to buy goods and services*. 2000 ITAA Proceedings*.* http://www.itaaonline.org (2 Aug. 2002)

MARSHALL, SG, JACKSON, HO, STANLEY, MS, KEFGEN, M & TOUCHIE-SPECHT, P. 2004. *Individuality in clothing selection and personal appearance. 6th ed*. New Jersey. Prentice-Hall.

MATHWICK, C, MALHOTRA, N & RIGDON, E. 2001. Experiential value: conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing,* vol.77, Spring, p.39-56.

MAY-PLUMLEE, T & LITTLE, TJ. 2001. consumer purchase data as strategic product development tool. *Journal of Textile and Apparel, Technology and Management,* vol.1, no.3, p.1-10.

McCABE, DB & NOWLIS, SM. 2003. The effect of examining actual products or product descriptions on consumer preference. *Journal of Consumer Psychology,* vol.13, no.4, p.431-439.

McCOLL-KENNEDY, J & SCHNEIDER, U. 2000. Measuring customer satisfaction: why, what and how. *Total Quality Management,* vol. 11, no. 7, p. S883-S896.

MC KINNEY, L. 2004. Creating a satisfying internet shopping experience via atmospheric variables. *International Journal of Consumer Science,* vol. 28, no.3, p.268-283.

MICROSOFT OFFICE TRAINING. http://office.microsoft.com/training/ (6 Aug. 2005)

MOUTON, J. 1996. *Understanding social research.* Pretoria. JL van Schaik.

MUNDORF, N & BRYANT, J. 2002. Realizing the social and commercial potential of interactive technologies. *Journal of Business Research,* vol. 55, p.665-670.

NAGASAWA, RH, HUTTON, SS & KAISER, SB. 1991. A paradigm for the study of the social meaning of clothes: Complementarity of social-psychological theories. *Clothing and Textiles Research Journal,* vol.10, no.1, p.53 – 62.

NEUMAN, WL. 2000. *Social research methods.* 4th ed. Boston. Allyn and Bacon.

NORTON, MJT. 1991. Seeking clarity and consensus: the apparel quality concept. In KAISER, SB & DAMHORST, ML (eds.). *ITAA Special Publication # 4: Critical linkages in textiles and clothing subject matter: theory, method and practice.* Monument, CO. ITAA, Inc.

NORUM, PS & CLARK, LA. 1989. A comparison of quality and retail price of domestically produced and imported blazers. *Clothing and Textiles Research Journal,* vol.7, no.3, p.1-9.

O'CASS, A & FENESH, T. 2003. Web retailing adopting: exploring the nature of Internet users' Web retailing behaviour. *Journal of Retailing and Consumer Services,* vol.10, p.81-94.

OGLE, JP & FIORE, MA. 2000. Facilitating students' integration of textiles and clothing subject matter Part Two: Substantiating the applicability of proposed structures. *Clothing and Textile Research Journal*, vol.18, no.2, p.73 – 89.

PAJARES, F. 2002. Overview of social cognitive theory and self-efficacy. http://www.emory.edu/EDUCATION/mfp/eff.html (26 July, 2006)

PARK, JH & STOEL, L. 2002. Apparel shopping on the Internet. Information availability on US apparel merchant Websites. *Journal of Fashion Marketing and Management,* vol.6, no.2, p.158-176.

PERRY, JD. 2004. Cognitive approaches 1 – Basic information processing model. *P540: Learning and cognition in education, Indiana University.* http://education.indiana.edu/`p540/webcourse/index.html (17 Aug. 2006)

PETERSON, RA. 1995. Relationship marketing and the consumer. *Journal of the Academy of Marketing Science,* vol.23, no.4, p.278-281.

PETERSON, RA, BALASUBRAMANIAN, S & BRONNENBERG, BJ. 1997. Exploring the implications of the Internet for consumer marketing. *Journal of the Academy of Marketing Science,* vol.25, no.4, p.329-346.

PHAU, I & LO, C-C. 2004. Profiling fashion innovators. *Journal of Fashion Marketing and Management,* vol. 8, no.4, p.399-411.

PHAU, I & POON, SM. 2000. Factors influencing the type of products and services purchased over the Internet. *Internet Research,* vol.10, no.2, p.102-111.

POWERS, ME.1984. Textiles from the consumer's viewpoint. *Textile Chemist and Colorist,* vol.16, no.11, p.228-231.

PRICEWATERHOUSECOOPERS, 2000. Internet users consumer panel, *E-Retail Intelligence System,* May, 2000.

REYNOLDS, J. 2000. e-Commerce: a critical review. *International Journal of Retail & Distribution Management,* vol.28, no.10, p.417 – 444.

ROACH, AR. 1994. Meeting consumer needs for textiles and clothing. *Journal of the Textile Institute,* vol.85, no.4, p.484-495.

ROHM, AJ & SWAMINATHAN, V. 2004. A typology of online shoppers based on shopping motivations. *Journal of Business Research,* vol.57, p.748-757.

ROSEN, DE & PURINTON, E. 2004. Website design: Viewing the web as a cognitive landscape. *Journal of Business Research,* vol.57, p.787-794.

ROWLEY, J. 1996. Retailing and shopping on the Internet. *International Journal of Retail & Distribution Management,* vol.24, no.3, p.20-35

ROWLEY, J. 2000. Product search in e-shopping: a review and research propositions. *Journal of Consumer Marketing,* vol. 17, no.1, p.20-35.

SASAKI, K, IKEDA, N & SHIMIZU, H. 2004. Handling evaluated by visual information to consider web-consumers. *International Journal of Clothing Science and Technology,* vol.16, no.1/2, p.153-162.

SCHIFFMAN, LG & KANUK, LL. 2000. *Consumer behavior. 7th ed.* New York. Prentice Hall.

SENECAL, S & NANTEL, J. 2004. The influence of online product recommendations on consumers' online choices. *Journal of Retailing,* vol.80, p.158 –169.

SHIM, S & DRAKE, MF. 1990. Consumer intention to purchase apparel by mail order: Beliefs, attitude, and decision process variables. *Clothing and Textiles Research Journal,* vol.9, no.1, p.18-26.

SHIM, S & KOTSIOPULOS, A. 1992. Patronage behavior of apparel shopping: part 1. shopping orientations, store attributes, information sources, and personal characteristics. *Clothing and Textile Research Journal,* vol.10, no.2, p.48 – 57.

SHIU, ECC & DAWSON, JA. 2004. Comparing the impacts of Internet technology and national culture on online usage and purchase from a four-country perspective. *Journal of Retailing and Consumer Services,* vol.11, p.385-394.

SIDDIQUI, N, O'MALLEY, A, MCCOLL, JC & BIRTWISTLE, G. 2003. Retail and consumer perception of online fashion retailers. *Journal of Fashion Marketing and Management,* vol.7, no.4, p.345 – 355.

SIEBEN, WA. 1991. An interdisciplinary concept of apparel quality. In KAISER, SB & DAMHORST, ML (eds.). ITAA Special Publication # 4:65 –73: *Critical linkages in textiles and clothing subject matter: theory, method and practice.* Monument, CO. ITAA, Inc.

SONG, JH & ZINKHAN, GM. 2003. Features of website design, perceptions of website quality, and patronage behavior. *ACME 2003 Proceedings,* p. 106-114*.* http://a-cme.org/2003Proceedings (8 Aug. 2005)

SPILLER, P & LOHSE, GL.1998. A classification of internet retail stores. *International Journal of Electronic Commerce,* vol.2, no.2, p.29-56.

SPROLES, GB & BURNS, LD.1994. *Changing appearances: understanding dress in contemporary society.* New York. Fairchild.

STAMPER, AA, SHARP, SH & DONNEL, LB. 1991. *Evaluating apparel quality.* 2nd ed. New York. Fairchild.

STATISTICS SOLUTIONS, INC. 2007. *Statistics Solutions: Validity*.
http://www.statisticssolutions.com (29 January 2007)

SWAMINARATHAN, V, LEPKOWSKA-WHITE, E & RAO, BP. 1999. Browsers or buyers in cyberspace? An investigation of factors influencing electronic exchange, *JCMC,* vol. 5, no.2. http://www.ascusc.org/jcmc/vol5/issue2/swaminathan.htm (31 Aug. 2004)

SWINKER, ME & HINES, JD. 2006. Understanding consumers' perception of clothing quality: a multidimensional approach. *International Journal of Consumer Studies,* vol.30, no.2, p.218-223.

SZYMANSKI, DM & HISE, RT. 2000. e-Satisfaction: An initial examination. *Journal of Retailing,* vol.76, no.3, p.309 - 315.

TROCHIM, WMK. 2005. *Research methods. The concise knowledge base.* Cincinatti. Atomic Dog publishing.

VARADARAJAN, PR & YADAV, MS. 2002. Marketing strategy and the Internet: an organizing framework. *Academy of Marketing Science Journal,* vol. 30, no. 4, .p.296-313.

VIJAYASARATHY, LR & JONES, JM. 2000. Print and Internet catalog shopping: assessing attitudes and intentions. *Internet Research: Networking applications and policy,* vol.10, no.3, p.191 – 202.

VIJAYASARATHY, LR & JONES, JM. 2001. Do Internet shopping aids make a difference? An empirical investigation. *Electronic markets,* vol.11, no.1, p.75-83.

WALLACE, PM. 2001. The psychology of the Internet. Reviewed by WL Gardiner in the *Canadian Journal of Communication* [Online], vol.26, no.2. Available at: http://cjc-online.ca/printarticle.php?id=653&layout=html (29 Nov. 2004)

WATCHRAVESRINGKAN, K & SHIM, S. 2003. Information search and shopping intentions through Internet for apparel products. *Clothing and Textiles Research Journal*, vol. 21, no.1, p.1-7.

WATSON, RJ & KLASSEN, PT. 2004. Style Insights – DISC. Instrument validation manual. *Target Training International – Performance Systems.* http://www.precisionhiring.com (31 August 2006)

WEBCHEK: ARCHIVE – ONLINE SHOPPING TRENDS. 2003-2006. http://www.webcheck.co.za/library_trends.html (20 Aug. 2006)

WILDE, SJ, KELLEY, SJ & SCOTT, D. 2004. An exploratory investigation into e-tail image attributes important to repeat, internet savvy customers. *Journal of Retailing and Consumer Services,* vol.11, p.131-139.

XIA, L & SUDHARSHAN, D. 2002. Effects of interruptions on consumer online decision process. *Journal of Consumer Psychology,* vol.12, no.3, p.265-280.

YOON, E & KIJEWSKI, V. 1997. Dynamics of the relationship between product features, quality evaluation, and pricing. *Pricing Strategy & Practice.* 5(2): 45-60.

YOON, S-J & KIM, J-H. 2000. An empirical validation of a loyalty model based on expectation disconfirmation. *Journal of Consumer Marketing,* vol.17, no.2, p.120-136.

ZEITHAML, VA. 1988. Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing,* vol.52, p.2-22.

ZHANG, Z, LI, Y, GONG, C & WU, H. 2002. Casual wear product attributes. A Chinese consumers' perspective. *Journal of Fashion Marketing and Management,* vol.6, no.1, p.53-62.

194

APPENDIX 1

A.   **Cover letter (Phase 1)**

B.   **Questionnaire (Phase 1)**

C.   **Samples (Assessed in Section D of questionnaire)**
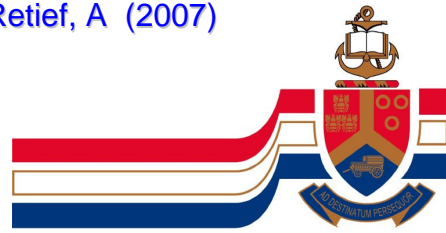
University of Pretoria

Pretoria 0002 Republic of South Africa
http://www.up.ac.za

Natural and Agricultural Sciences

Dear Career woman

I am doing research to determine how consumers assess quality when buying clothes suitable for formal day / office wear as well as clothes for more informal occasions. One of the outcomes of this research is to develop a consumer's guide to facilitate the assessment of fabric quality.

I would therefore value your opinion and would appreciate it if you could find time in your busy programme to help me by completing the enclosed questionnaire. The questionnaire consists of two parts. The first part should take approximately 10 – 15 minutes to complete. The second part, accompanied by samples, should take between 20 and 25 minutes to complete. There are no right or wrong answers; I am interested in *your* opinion and experience.

I would appreciate it very much if you could return the questionnaire and samples to the person who gave them to you within three days. Thank you for the courtesy of your assistance.

Very sincerely yours.

Arda Retief
Lecturer.
Department of Consumer Science

The assessment of the quality of outer garments for formal day and informal casual wear

For office use

Respondent number   V1 [| |] 1-3

Answer the questions by making a cross (X) in the appropriate block or by writing your response in the space provided

Section A

1. Indicate the importance of each of the following aspects as indicators of **quality** when shopping for clothing.
   Please use the following scale to indicate the importance of each aspect.

	Very important	Important	Slightly important	Not important		
Price					V2	4
Fibre type					V3	5
Fabric texture					V4	6
Brand					V5	7
Fabric structure					V6	8
Care procedure					V7	9
Attention to detail					V8	10
Fabric suitable to end-use					V9	11
Type of finish on fabric					V10	12

Are there any other features that *you* use to determine the quality of a clothing item? Please list these features:

V11 [   ] 13
V12 [   ] 14

2.a When purchasing garments for **formal daywear**, which of the following features do *you* consider to be the most important?
   Arrange the following four features in order of importance. Assign the numbers 1 to 4 in the open spaces next to each feature. Number 1 indicates the most important feature, 2 the second most important one, etc. (Please assign all 4 numbers. Each number may only be used once)

Comfort	
Easy-care	
Durability	
Appearance	

V13 [   ] 15
V14 [   ] 16
V15 [   ] 17
V16 [   ] 18

2b. When purchasing garments for **casual wear**, which of the following features do *you* consider to be the most important?
   Arrange the following four features in order of importance. Assign the numbers 1 to 4 in the open spaces next to each feature. Number 1 indicates the most important feature, 2 the second most important one, etc. (Please assign all 4 numbers. Each number may only be used once)

Comfort	
Easy-care	
Durability	
Appearance	

V17 [   ] 19
V18 [   ] 20
V19 [   ] 21
V20 [   ] 22

196

3. When shopping for clothes, how often do you read the stitched-in labels or hang tags?

a. Always	
b. Often	
c. Seldom	
d. Never	

V21 [ ] 23

If you chose a or b, please answer all the following questions. If you chose c or d, please go to question 4 (p 3)

3.1 Stitched in labels and hang tags vary in the type of information they give the consumer. When shopping for **formal daywear**, how important do *you* find the following types of information. Please use the following scale to rate the importance of each type of information

Formal office wear

Type of information on label/ tag	Very important	Important	Slightly important	Not important		
Fibre content					V22 [ ]	24
Brand name					V23 [ ]	25
Care instructions					V24 [ ]	26
Additional information about fabric or garment features					V25 [ ]	27
Price					V26 [ ]	28
Size					V27 [ ]	29

3.2 When shopping for **casual wear**, how important do *you* find the following types of information. Please use the following scale to rate the importance of each type of information

Casual wear

Type of information on label/ tag	Very important	Important	Slightly important	Not important		
Fibre content					V28 [ ]	30
Brand name					V29 [ ]	31
Care instructions					V30 [ ]	32
Additional information about fabric or garment features					V31 [ ]	33
Price					V32 [ ]	34
Size					V33 [ ]	35

3.3 Which other label information would *you* find useful?

V34 [ ] 36

3.4 Do you want to know what the fibre content of a fabric is?

Yes, I would like all labels to give this information	
I feel neutral; it doesn't really matter if the fibre content is given or not	
No, to me this information means nothing	

V35 [ ] 37

3.5 If you chose "yes", please complete the sentence below:

I use the fibre information to

V36 [ ] 38
V37 [ ] 39

4.1 When buying garments for **formal daywear**, which of the following features do *you* use as indicators of **durability** (how long it will last)? Use the scale to indicate how often *you* use these features

Feature	Always	Sometimes	Seldom	Never
Resistance to abrasion (forming of little balls on surface)				
Closeness of weave or knit				
Elastic recovery (recovery from stretch)				
Resistance to snagging ("pulling-up" of surface yarns)				
Fabric fineness				
Thickness of yarn used				

V38		40
V39		41
V40		42
V41		43
V42		44
V43		45

Are there any other features you use as indicators of durability when buying garments for formal daywear?

V44		46
V45		47

4.2 When buying garments for **casual wear**, which of the following features do *you* use as indicators of **durability**? Use the scale to indicate if you use these features

Feature	Always	Sometimes	Seldom	Never
Resistance to abrasion (forming of little balls on surface)				
Closeness of weave or knit				
Elastic recovery (recovery from stretch)				
Resistance to snagging ("pulling-up" of surface yarns)				
Fabric fineness				
Thickness of yarn used				

V46		48
V47		49
V48		50
V49		51
V50		52
V51		53

Are there any other features you use as indicators of durability when buying garments for casual wear?

V52		54

5.1 When buying garments for **formal daywear**, which of the following features do *you* use as indicators of **comfort**? Use the scale to indicate if you use these features

Feature	Always	Sometimes	Seldom	Never
Cool on skin (as opposed to sweaty/ clammy)				
Soft and smooth				
Absorbent				
Lightweight (as opposed to bulky)				
Stretchy (a fabric that moves with the body)				
Openness of weave or knit				

V53		55
V54		56
V58		57
V56		58
V57		59
V58		60

Are there any other features you use as indicators of comfort when buying garments for formal daywear?

V59		61

198

5.2   When buying garments for **casual wear**, which of the following features do *you* use as indicators of **comfort**? Use the scale to indicate if you use these features

Feature	Always	Sometimes	Seldom	Never			
Cool on skin (as opposed to sweaty/ clammy)					V60		62
Soft and smooth					V61		63
Absorbent					V62		64
Lightweight (as opposed to bulky)					V63		65
Stretchy (a fabric that moves with the body)					V64		66
Openness of weave or knit					V65		67

Are there any other features you use as indicators of comfort when buying garments for casual wear?

V66 [   ] 68

6.1 When buying garments for **formal daywear**, which of the following features do *you* see as the most important **easy-care features**? Use the scale to indicate if you use these features

Feature	Always	Sometimes	Seldom	Never			
Soil resistance (does not attract dirt)					V67		69
No static build-up (does not cling)					V68		70
Wrinkle resistance (sheds wrinkles and creases)					V69		71
Heat resistance (does not melt when ironed)					V70		72
Stain resistance					V71		73
Colourfastness (fading slight; colours don't bleed in wash)					V72		74
Machine washable					V73		75
Tumble dryable					V74		76
Little or no ironing					V75		77
Good shape retention (resistance to stretch or shrinkage)					V76		78

Are there any other features you use as indicators of ease of care when buying garments for formal daywear?

V77 [   ] 79

6.2 When buying garments for **casual wear**, which of the following features do *you* see as the most important **easy-care features**? Use the scale to indicate if you use these features

Feature	Always	Sometimes	Seldom	Never			
Soil resistance (does not attract dirt)					V78		80
No static build-up (does not cling)					V79		81
Wrinkle resistance (sheds wrinkles and creases)					V80		82
Heat resistance (does not melt when ironed)					V81		83
Stain resistance					V82		84
Colourfastness (fading slight; colours don't bleed in wash)					V83		85
Machine washable					V84		86
Tumble dryable					V85		87
Little or no ironing					V86		88
Good shape retention (resistance to stretch or shrinkage)					V87		89

199

Are there any other features you use as indicators of ease of care when buying garments for casual wear?

| | V88 | | 90 |

7. Please list *any other* aspects you consider to be important when purchasing clothes

	V89		91
	V90		92
	V91		93
	V92		94

SECTION B

| 1.Have you ever purchased clothing from a catalogue? | Yes | No | V93 | | 95 |

| 2. Have you ever purchased clothing from the Internet? | Yes | No | V94 | | 96 |

| 3. Would you ever consider buying clothing from the Internet? | Yes | No | V95 | | 97 |

If your answer was YES in 1 or 2, please answer all the following questions.
If your answer was NO in 1 and 2, but YES in 3, please go to question 7.

| 4. Do you assess a garment offered in a catalogue / on the internet differently to one you buy in a shop where you are face-to-face with the product? | Yes | No | | V96 | | 98 |

5. If your answer is YES, please explain what you do differently?

| | V97 | | 99 |
| | V98 | | 100 |

6. What problems have you encountered with distance shopping?

| | V99 | | 101 |
| | V100 | | 102 |

| 7. Would you consider doing distance shopping if provided with more product information? | Yes | No | V101 | | 103 |

8. What type of information would be helpful?

Type of information	Extremely helpful	Helpful	Moderately helpful	Not necessary			
Fibres and their properties					V102		104
The effect the yarns can have on fabric properties					V103		105
Fabric performance during use					V104		106
Fabric performance during fabric care					V105		107
The effect special finishes have on fabric properties and performance					V106		108

200

List any other information that you would find helpful when purchasing garments.

	V107	109
	V108	110

Section C: Demographic information

Please provide the following information:

1. Age

25 – 29 years old	
30 – 34 years old	
35 – 40 years old	

V109   111

2. Qualifications (highest qualification only)

Post-school certificate/ diploma	
National diploma/ Higher diploma	
Degree or equivalent	

V110   112

3. Price class you are willing to pay for more formal daywear

Three piece suit (jacket, top, skirt or pants)	< R 500	R 500 - 799	R 800 - 1000	> R 1 000	V111	113
Tailored jacket	< R 250	R 250 - 499	R 500 - 600	> R 600	V112	114
Skirt / pants	< R 150	R 150 - 199	R 200 - 250	> R 250	V113	115
Blouse / shirt / top	< R 100	R 100 - 179	R 180 - 220	> R 220	V114	116

4. Price class you are willing to pay for casual wear

Jacket	< R 200	R 200 - 299	R 300 - 500	> R 500	V115	117
Skirt/ pants	< R 120	R 120 - 179	R 180 - 200	> R 200	V116	118
Top	< R 100	R 100 - 179	R 180 - 200	> R 200	V117	119
T-shirt	< R 60	R 60 - 119	R 120 - 200	> R 200	V118	120

Thank you very much for doing this part of the questionnaire. Would you please do Section D on pp. 7-9 as well?

201

Section D
The following questions must be answered after you have looked at and handled the fabric samples, and read the additional information supplied

1.1 The first set of samples, marked 1A, 1B, etc. are all **medium weight** woven fabrics. Which fabric would *you* rate as the one with the best **durability**? Assign numbers to all the fabrics to indicate the best to the poorest durability (1 = best durability, 2 = second best, etc.) Please assign a number to each fabric

Fabric 1A	
Fabric 1B	
Fabric 1C	

V119		121
V120		122
V121		123

1.2 The next set of samples, marked 2A, 2B, etc. are all **lightweight** woven fabrics. Which fabric would *you* rate as the one with the best **durability**? Assign numbers to all the fabrics to indicate the best to the poorest durability (1 = best durability, 2 = second best, etc.) Please assign a number to each fabric

Fabric 2A	
Fabric 2B	
Fabric 2C	

V122		124
V123		125
V124		126

1.3 The following set of samples, marked 3A, 3B, etc. are all **knitted** fabrics. Which fabric would *you* rate as the one with the best **durability**? Assign numbers to all the fabrics to indicate the best to the poorest durability (1 = best durability, 2 = second best, etc.) Please assign a number to each fabric

Fabric 3A	
Fabric 3B	
Fabric 3C	

V125		127
V126		128
V127		129

1.4 When rating the above fabrics, which indicators did you use to rate the fabrics. (What helped you to decide that the one fabric would be more durable than the others?) Please arrange these indicators by assigning numbers to indicate the most important to the least important indicator (3 or 4 depending on how many indicators are listed)

V128		130
V129		131
V130		132
V131		133

Use the same samples sets for the following questions

2.1 The first set of samples, marked 1A, 1B, etc. are all **medium weight woven** fabrics. Which fabric would *you* rate as the one that will be the most **comfortable**? Assign numbers to all the fabrics to indicate the most to the least comfortable (1 = most comfortable, 2 = second best, etc.) Please assign a number to each fabric

Fabric 1A	
Fabric 1B	
Fabric 1C	

V132		134
V133		135
V134		136

2.2 The next set of samples, marked 2A, 2B, etc. are all **lightweight** woven fabrics. Which fabric would *you* rate as the one that will be the most **comfortable**? Assign numbers to all the fabrics to indicate the most to the least comfortable (most to the least comfortable, 2 = second best, etc.) Please assign a number to each fabric

Fabric 2A		V135		137
Fabric 2B		V136		138
Fabric 2C		V137		139

2.3 The following set of samples, marked 3A, 3B, etc. are all **knitted** fabrics. Which fabric would *you* rate as the one that will be the most **comfortable**? Assign numbers to all the fabrics to indicate the most to the least comfortable (most to the least comfortable, 2 = second best, etc.) Please assign a number to each fabric

Fabric 3A		V138		140
Fabric 3B		V139		141
Fabric 3C		V140		142

2.4 When rating the above fabrics, which indicators did you use to rate the fabrics. (What helped you to decide that the one fabric would be more comfortable than the others?) Please arrange these indicators by assigning numbers to indicate the most important (1) to the least important indicator (3 or 4 depending on how many indicators are listed)

		V141		143
		V142		144
		V143		145
		V144		146

Once again, use the samples as well as the additional information supplied to decide which fabric should have easy-care properties and which fabric would require more care procedures

3.1 The first samples, marked 1A, 1B, etc. are all **medium weight woven fabrics**. Which fabric do *you* think will have **easy care properties**, and which will require more procedures? Rate the fabrics from the one you think will have the most easy-care properties to the one with the least easy-care properties (1 = fabric with most easy-care properties, 2 = second most, etc)

Fabric 1A		V145		147
Fabric 1B		V146		148
Fabric 1C		V147		149

3.2 The next set of samples, marked 2A, 2B, etc. are all **lightweight woven fabrics**. Which fabric do *you* think will have **easy care properties**, and which will require more procedures? Rate the fabrics from the one you think will have the most easy-care properties to the one with the least easy-care properties (1 = fabric with most easy-care properties, 2 = second most, etc)

Fabric 2A		V148		150
Fabric 2B		V149		151
Fabric 2C		V150		152

3.3 The following set of samples, marked 3A, 3B, 3C, etc. are all **knitted fabrics**. Which fabric do *you* think will have **easy care properties**, and which will require more procedures? Rate the fabrics from the one you think will have the most easy-care properties to the one with the least easy-care properties (1 = fabric with most easy-care properties, 2 = second most, etc)

Fabric 3A		V151		153
Fabric 3B		V152		154
Fabric 3C		V153		155

3.4 When rating the above fabrics, what indicators did you use to rate the fabrics?
Please also arrange them in the order from most important indicator (1) to the least important.

	V154		156
	V155		157
	V156		158
	V157		159

Once again use the same samples

4.1 Indicate which fabric in sample sets 1, 2, or 3 *you* would *most* likely choose for a suit (jacket, skirt/ pants) for **formal daywear**? Choose only *one* fabric.

Fabric	1A	1B	1C	2A	2B	2C	3A	3B	3C

V158 160

Please give reasons for your preference

V159 161
V160 162

4.2 Indicate which fabric *you* will *most* likely choose for a blouse/ shirt/ top for **formal day wear**. Choose only *one* fabric.

Fabric	1A	1B	1C	2A	2B	2C	3A	3B	3C

V161 163

Please give reasons for your preference

V162 164
V163 165
V164 166

4.3 Indicate which fabric in samples sets 1,2 and 3 *you* would *most* likely choose for a pair of slacks or a skirt for **casual wear.** Choose only *one* fabric.

Fabric	1A	1B	1C	2A	2B	2C	3A	3B	3C

V165 167

Please give reasons for your preference

V166 168
V167 169
V168 170

4.4 Indicate which fabric in sample sets 1, 2 and 3 *you* would *most* likely choose for a blouse/ shirt/ top for **casual wear**. Choose only *one* fabric.

Fabric	1A	1B	1C	2A	2B	2C	3A	3B	3C

V169 171

Please give reasons for your preference

V170 172
V171 173
V172 174

4.5 Indicate which fabric in sample sets 1, 2 and 3 *you* would *most* likely choose for a jacket for **casual wear**. Choose only *one* fabric.

Fabric	1A	1B	1C	2A	2B	2C	3A	3B	3C

V173 175

Please give reasons for your preference

V174 176
V175 177
V176 178

Thank you very much for your time and effort!

Samples used in the first phase of the study

Section D / Afdeling D:

Sample set 1 / Monsterstel 1
All the samples in this set are medium weight woven fabrics /
Al drie die kleedstowwe is mediumgewig geweefde stowwe.

Fabric 1A / Kleedstof 1A:
A medium weight twill weave, polyester/ viscose blend.
The fabric is available in a variety of fashion colours (mostly dark colours)/

'n Medium gewig keperbinding, poliëster / viskose mengel.
Beskikbaar in 'n verskeidenheid mode-kleure (meestal donker kleure)

Fabric 1B / Kleedstof 1B:
A medium weight balanced plain weave, 100% polyester

'n Medium gewig gebalanseerde effebinding, 100% poliëster

Fabric 1C / Kleedstof 1C:
A medium weight plain weave with uneven yarns, 100% polyester

'n Medium gewig effebinding met onegalige garingdikte, 100% poliëster

Sample set 2 / Monsterstel 2
All the samples in this set are lightweight woven fabrics /
Al drie die kleedstowwe is liggewig geweefde stowwe.

Fabric 2A / Kleedstof 2A:
A lightweight balanced plain weave, polyester/
cotton blend.
The fabric is available in a variety of fashion
colours

'n Liggewig gebalanseerde effebinding, poliëster
/ katoen
Beskikbaar in 'n verskeidenheid mode kleure

Fabric 2B / Kleedstof 2B:
A lightweight plain weave, 100% viscose rayon

'n Liggewig effebinding, 100% viskose rayon

Fabric 2C / Kleedstof 2C:
A lightweight plain weave with crinkle effect
finish, 100 % viscose rayon

'n Liggewig effebinding met kreukeleffek
afwerking, 100% viskose rayon

Sample set 3 / Monsterstel 3
All the samples in this set are all knitted fabrics /
Al drie die kleedstowwe is gebreide stowwe.

Fabric 3A / Kleedstof 3A:
A medium weight double knit, 100% polyester.
The fabric is available in a variety of fashion
colours

'n Medium gewig dubbelbrei, 100% poliëster.
Beskikbaar in 'n verskeidenheid mode kleure

Fabric 3B / Kleedstof 3B:
A single jersey knit, a cotton / Lycra blend

'n Enkelbrei truistof, katoen / Lycra meng

Fabric 3C / Kleedstof 3C:
A lacey jersey knit (also available in ecru)

'n Kantpatroon truistof (ook beskikbaar in ecru)

$\mathbf{A}$PPENDIX 2

A.   **Cover letter (Phase 3)**

B.   **CD and instructions**

C.   **Questionnaire (Phase 3)**

University of Pretoria

Pretoria 0002 Republic of South Africa
http://www.up.ac.za

Natural and Agricultural Sciences

An interesting and important project!

I am a lecturer in the Department of Consumer Science at the University of Pretoria and am doing a research project regarding the textile information we, as career women, need in order to be able to make informed decisions about the performance aspects of textiles (such as durability, comfort, and easy-care properties) when we buy clothes, especially when we buy on line (the Web).

I urgently need your help, whether you are an online buyer or not. The results will also be used to inform retailers of the type of information that the South African career woman expects on the labels attached to the clothes she buys, as well as the type of information an online buyer needs to make an informed decision.

If you are willing to participate, a CD, that contains a mock website, has been supplied. Follow the instructions on the instruction page and please keep in mind that the research is on textile information that is supplied to consumers, and not the appearance of the website! The idea is that you look at the information supplied on the CD website and assess whether it is enough to help one make a purchase decision. No prices or sizes are supplied on the CD, as these aspects do not form part of the study (on an actual website price and size would be added). When you have looked at the information supplied on the CD website, I would appreciate it if you would access a South African clothing retail website to assess the information that they supply (a list of web addresses is supplied on the instruction sheet). Once again you must only assess the amount and type of textile information supplied (if any!)

All the information obtained will be confidential, but if you would like feedback on the results, please add your name and address to the bottom of the questionnaire (p3). I really appreciate your co-operation and am sure that I will be able to give you valuable feedback.

Thank you for taking part.

Kind regards.
Arda Retief

CD containing the mock website

Instructions for use of CD

This website will open in **Windows Explorer**. (On older computers the photographs may shift out of their frames).
Use the '**My Computer'** icon and open the **D-drive**. Double click on the **Textile Survey** folder icon. If icons appear, click View and choose List.

Look for '**Index2.htm'** with the **Internet Explorer icon**,   (you will have to scroll down quite a bit as the files are alphabetically arranged!!). Double click. This should open the disk in the browser and give you the Home page of the mock website.
You can click on the inter-active buttons (tops, skirts or pants) to access the available styles. Please remember, this is not a "real" website – it is what I could manage to come up with after doing a web-based tutorial. Please do not compare the look to an actual website; the idea is that you assess the **content and type of information** given and compare that to the **content and information** on a chosen South African retail website. (A list is supplied below).
From the Home page you can choose 'Tops', 'Skirts' or 'Pants'.
If you are on the 'Tops' page and want to go to the textile guide, click on 'Guide' under the style you like. There are buttons on each page that will take you back to the page with all the styles. There is also a page to give you more information on how the textile would feel ("Fabric hand" on the information pages). You will see that you can go back to the information page of that style and from there back to the page with all the top styles.
Now you can click on skirts and repeat the process for all the available skirt styles.
The whole process can once again be repeated for the pants styles.

You can choose **one** of the following South African websites to compare with the site on disc. After doing this, please complete the questionnaire (please read next paragraph).

After playing around with the website on the CD and the South African site you accessed, you can go back to the files page. Look for 'Questionnaire' or 'Vraelys' (all files are alphabetically arranged) in the files list. The questionnaire is a word file. Please save it to your hard disc, complete either the English or Afrikaans questionnaire and e-mail it to me at one of the following addresses: arda.retief@up.ac.za or kambroo@mweb.co.za. If you have a problem while taking part, please call me at 420 3784 (from 08:00 to 15:30) or at 082 874 0800

Choose one of the following South African websites:

http://www.edgars.co.za/Catalog/
 Click on 'Shop online' and choose either 'On Trend' or 'On Promotion'. You can double click on the pictures for a larger view or more information.

http://www.foschini.co.za/
Be patient, this site takes quite long to load. Follow instructions on web page.

http://www.queenspark.com/
Mouse over pictures for larger view and more information

http://www.truworths.co.za/shop/
Here you must also choose the 'Shop online' option, and then 'fashion basics – women' or 'Daniel Hechter'. You can then click on the product for a larger image and more information.

http://www.woolworths.co.za/
Click on 'Clothing & accessories'. You can look at 'winter must haves', but these items are not available online. If you go to 'Women', you have the option to buy underwear (vests). You can click on one of these items to see which extra information is provided with the items that are for sale online.

Thank you very much for taking part in this project!

The assessment of the online textile guide   **For office use**

Respondent number

V1			1-3

Answer the questions by making a cross (X) in the appropriate block

Section A: Aspects concerning the textile quality assessment guide
Please use the following scale to indicate how you feel about each aspect. Indicate if you disagree, if you feel neutral, or if you agree with the following statements.

Content	Disagree	Neutral	Agree		
1. The information is easy to understand				V2	4
2. The illustrations helped me to visualise the garment				V3	5
3. The additional information on style helped me to form a good idea of the garment				V4	6
4. The additional information on tactile aspects helped me to form a good idea of how the fabric would feel.				V5	7
5. The guide gave me a good understanding of fibre properties that add to durability				V6	8
6. The guide gave me a good understanding of fibre properties that add to comfort				V7	9
7. The guide gave me a good understanding of fibre properties that add to ease of care				V8	10
8. The guide contains information on fabrics and their properties that helped me make a purchase decision				V9	11
9. The guide contains information on applied finishes and their properties helped me make a purchase decision				V10	12
10. The care symbols together with care instructions helped me to form a good idea of the care procedures involved				V11	13
11. Descriptions as well as a photographic image of each garment give me a good idea of the appearance of the garment				V12	14
12. The description of the fabric gives me a good idea of the fabric hand (how it feels)				V13	15
13. The guide facilitates decision-making				V14	16
14. The information in the guide helped me to make a decision about the overall quality of the product(s)				V15	17

Indicate if you agree or disagree with the following aspects

Design	Disagree	Agree		
15. It is easy to navigate between the style pages and the different clothing items.			V16	18
16. The information on the style and properties is concise and to the point			V17	19
17. The site is interactive and there are links between the different clothing items			V18	20
18. It is easy to compare the properties of the different offerings			V19	21
19. The variety offered is big enough			V20	22

Technical elements	Disagree	Agree		
20. All the links work smoothly			V21	23
21. The pages are interlinked and easy to access			V22	24
22. The graphics download quickly			V23	25

Credibility	Disagree	Agree		
23. The styles are fashionable			V24	26
24. The pages are all recently updated; contact number is indicated			V25	27

212

Section B: Aspects concerning the textile content of a chosen South African website

Please use the following scale to indicate how you feel about each aspect. Indicate if you disagree, if you feel neutral, or if you agree.

Content	Disagree	Neutral	Agree			
1. The information is easy to understand				V26		28
2. The illustrations helped me to visualise the garment				V27		29
3. There is enough additional information on style to help me form a good idea of the garment				V28		30
4. There is enough additional information on tactile aspects to help me form an impression regarding fabric hand ("feel")				V29		31
5. The web site gave me a good understanding of fibre properties that add to durability				V30		32
6. The web site gave me a good understanding of fibre properties that add to comfort				V31		33
7. The web site gave me a good understanding of fibre properties that add to ease of care				V32		34
8. The website contains information on fabrics and their properties that helped me make a purchase decision				V33		35
9. The web site contains information on applied finishes and their properties that helped me make a purchase decision				V34		36
10. Care symbols together with care instructions are supplied to help with care procedures				V35		37
11. Descriptions, as well as a photographic image of each garment give me a good idea of the appearance of the garment				V36		38
12. There is a description of the fabric that gives me a good idea of the fabric hand (how it feels)				V37		39
13. The web site facilitates decision-making				V38		40
14. The information supplied on the web site helped me to make a decision about the overall quality of the product(s)				V39		41

Indicate if agree or disagree with the following aspects

Design	Disagree	Agree			
15. It is easy to navigate between the home page and the different clothing items.			V40		42
16. The information on the style and properties is concise and to the point			V41		43
17. The site is interactive and there are links between the different clothing items			V42		44
18. It is easy to compare the properties of the different offerings			V43		45
19. The variety offered is big enough			V44		46

Technical elements	Disagree	Agree			
20. All the links work smoothly			V45		47
21. The pages are interlinked and easy to access			V46		48
22. The graphics download quickly			V47		49

Credibility	Disagree	Agree			
23. The styles are fashionable			V48		50
24. The pages are all recently updated; a contact number is indicated			V49		51

Now that you have accessed both web sites, please rate them as follows: Choose 1 if you think that very little information is supplied to help with decision-making, 2 if you feel that the amount of information supplied did not affect your decision-making, and 3 if the information given definitely helped with decision-making

Comparison of content	1	2	3			
25. Web site with textile guide (the web site on CD)				V50		52
26. The one South African web site I accessed				V51		53
Please indicate which South African web site you accessed						
27.				V52		54

213

214

$\mathbf{A}$PPENDIX 3

A. Original coding of the results of the third phase of the study

B. Recoded results of the third phase of the study

A. Original coding of the results of the third phase of the study

Questions 1-14 of both Sections A and B of the questionnaire

	Frequency Percentage	South African websites				Aspects relating to content
		Disagree	Neutral	Agree	Total	
Website containing textile guide	Neutral	0 0.00	3 1.50	0 0.00	3 1.50	Information supplied easy to understand
	Agree	4 2.00	23 11.50	170 85.00	197 98.50	
	Total	4 2.00	26 13.00	170 85.00	200 100.00	
	Disagree	0 0.00	0 0.00	1 0.50	1 0.50	Illustrations help to visualise garment
	Neutral	0 0.00	5 2.50	47 23.50	52 26.00	
	Agree	8 4.00	22 11.00	117 58.50	147 73.50	
	Total	8 4.00	27 13.50	165 82.50	200 100.00	
	Neutral	8 4.00	10 5.00	0 0.00	18 9.00	Additional style information helps visualise the garment
	Agree	99 49.50	64 32.00	19 9.50	182 91.00	
	Total	107 53.50	74 37.00	19 9.50	200 100.00	
	Neutral	51 25.50	3 1.50	- -	54 27.00	Tactile information helps to form an idea of fabric hand
	Agree	135 67.50	11 5.50	- -	146 73.00	
	Total	186 93.00	14 7.00	- -	200 100.00	
	Neutral	32 16.00	4 2.00	- -	36 18.00	Effect of fibre property information on understanding durability
	Agree	159 79.50	5 2.50	- -	164 82.00	
	Total	191 95.50	9 4.50	- -	200 100.00	
	Neutral	18 9.00	0 0.00	1 0.50	19 9.50	Effect of fibre property information on understanding comfort
	Agree	175 87.50	6 3.00	0 0.00	181 90.50	
	Total	193 96.50	6 3.00	1 0.50	200 100.00	
	Neutral	1 0.50	0 0.00	1 0.50	2 1.00	Effect of fibre property information on understanding ease of care
	Agree	187 93.50	4 2.00	7 3.50	198 99.00	
	Total	188 94.00	4 2.00	8 4.00	200 100.00	
	Neutral	47 23.50	7 3.50	- -	54 27.00	Effect of fabric property information on decision-making
	Agree	133 66.50	13 6.50	- -	146 73.00	
	Total	180 90.00	20 10.00	- -	200 100.00	

215

Neutral	20 10.00	1 0.50	1 0.50	22 11.00	Effect of applied finish information on decision-making
Agree	165 82.50	13 6.50	0 0.00	178 89.00	
Total	185 92.50	14 7.00	1 0.50	200 100.00	
Neutral	4 2.00	0 0.00	0 0.00	4 2.00	Effect of care symbols and care instructions on decision-making
Agree	180 90.00	2 1.00	14 7.00	196 98.00	
Total	184 92.00	2 1.00	14 7.00	200 100.00	
Neutral	3 1.51	0 0.00	3 1.51	6 3.02	Effect of the combination of descriptions and photographs on visualisation of the garment
Agree	83 41.70	62 31.16	48 24.12	193 96.98	
Total	86 43.21	62 31.16	51 25.63	199 100.00	
Neutral	56 28.00	1 0.50	0 0.00	57 28.50	Effect of fabric description on assessing fabric hand
Agree	135 67.50	4 2.00	4 2.00	143 71.50	
Total	191 95.50	5 2.50	4 2.00	200 100.00	
Neutral	9 4.50	19 9.50	0 0.00	28 14.00	Information facilitates decision-making
Agree	58 29.00	111 55.50	3 1.50	172 86.00	
Total	67 33.50	130 65.00	3 1.50	200 100.00	
Neutral	40 20.00	34 17.00	- -	74 37.00	Information helps decision about overall quality
Agree	98 49.00	28 14.00	- -	126 63.00	
Total	138 69.00	62 31.00	- -	200 100.00	

Original values: Question 25 and 26 (Section B of questionnaire)

	Frequency Column % % (N = 200)	South African websites: amount of information supplied			
		Too little	Not enough to change	Definitely helped	Total
Website containing textile guide	Not enough to change	18 14.3	22 30.6	1 50.0	41 20.5
	Definitely helped	108 85.7	50 69.4	1 50.0	159 79.5
	Total	126 63.0	72 36.0	2 1.0	200 100.0

216

B. **Recoded results of the third phase of the study**

Questions 1-14 of both Sections A and B of the questionnaire

Frequency Percentage	Website containing textile guide	South African websites	Aspects relating to content
Disagree +neutral	3 1.5	30 15.0	Information supplied easy to understand
Agree	197 98.5	170 85.0	
Disagree +neutral	53 26.5	35 17.5	Illustrations help to visualise garment
Agree	147 73.5	165 82.5	
Disagree +neutral	18 9.0	181 91.0	Additional style information helps visualise the garment
Agree	182 91.0	19 9.5	
Disagree +neutral	54 27.0	0 0.0	Tactile information helps to form an idea of fabric hand *
Agree	146 73.0	0 0.0	
Disagree +neutral	36 18.0	0 0.0	Effect of fibre property information on understanding durability*
Agree	164 82.0	0 0.0	
Disagree +neutral	19 9.5	199 99.5	Effect of fibre property information on understanding comfort
Agree	181 90.5	1 0.5	
Disagree +neutral	2 1.0	192 96.0	Effect of fibre property information on understanding ease of care
Agree	198 99.0	8 4.0	
Disagree +neutral	54 27.0	0 0.0	Effect of fabric property information on decision-making*
Agree	146 73.0	0 0.0	
Disagree +neutral	22 11.0	199 99.5	Effect of applied finish information on decision-making
Agree	178 89.0	1 0.50	
Disagree +neutral	4 2.0	186 94.0	Effect of care symbols and care instructions on decision-making
Agree	196 98.0	14 7.0	
Disagree +neutral	6 3.0	148 74.0	Effect of the combination of descriptions and photographs on visualisation of the garment
Agree	194 97.0	51 25.5	
Disagree +neutral	56 28.0	196 98.0	Effect of fabric description on assessing fabric hand
Agree	144 72.0	4 2.0	

Disagree +neutral	28 14.0	197 98.5	Information facilitates decision-making
Agree	172 86.0	3 1.5	
Disagree +neutral	74 37.0	0 0.0	Information helps decision about overall quality*
Agree	126 63.0	0 0.0	

* In these cases McNemar's test could not be done as the recoding grouped al the responses into one cell (there were no positive responses for these variables when assessing the chosen South African website). Binominal tests were done in these cases.

Question 25 and 26 (Section B of questionnaire)

Frequency Percentage	Website containing textile guide	South African websites	Aspects relating to content
Too little + Not enough to change	41 20.5	198 99.0	Amount of information supplied
Definitely helped	159 79.0	2 1.0	